

the auctioneer

MAY 2019

The official publication of the National Auctioneers Association



NAA ELECTIONS
MEET THE 2019 CANDIDATES



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FOR SALE

LANDING A
TOUGH SELLER

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The screenshot displays the AuctionTime.com interface. At the top, there's a navigation bar with categories like CONSTRUCTION, FARM EQUIPMENT, TRUCKS, and TRAILERS. Below this is a 'LIVE AUCTION BOARD' with two columns: 'Ring 1' and 'View Ring 2'. Each listing includes a photo of the equipment, a lot number, a brief description, and a current bid amount. For example, in Ring 1, there are listings for a 2015 McCormick X5.50 Tractor (bid \$3,600), a 2014 Versatile 290 Tractor (bid \$300), a 2014 Versatile 450DT Tractor (bid \$200), and a 2014 Case IH Magnum Tractor (bid \$7,100). The interface also features a 'QuickBid' button and a 'NO HIDDEN RESERVES' badge.

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This block shows the BidCaller website on two devices. The desktop monitor displays a 'Retirement / Liquidation Sale' for Henderson Auctions, featuring a 2009 Caterpillar 340 Excavator with a bid of \$20,000. The smartphone shows a similar view, highlighting the current bid of \$21,000 and a 'Place Bid' button. The interface includes navigation links like HOME, CONTACT US, BROWSE AUCTIONS, and ABOUT US.

This block shows the Equipmentfacts website on two devices. The desktop monitor displays an 'AUCTION CALENDAR' for Manheim Auctions, listing several upcoming auctions with dates and times. The smartphone shows a mobile-optimized version of the same calendar, with a 'Place Bid' button visible for one of the listings. The desktop version includes a 'Delinquent Payers List' link at the top right.

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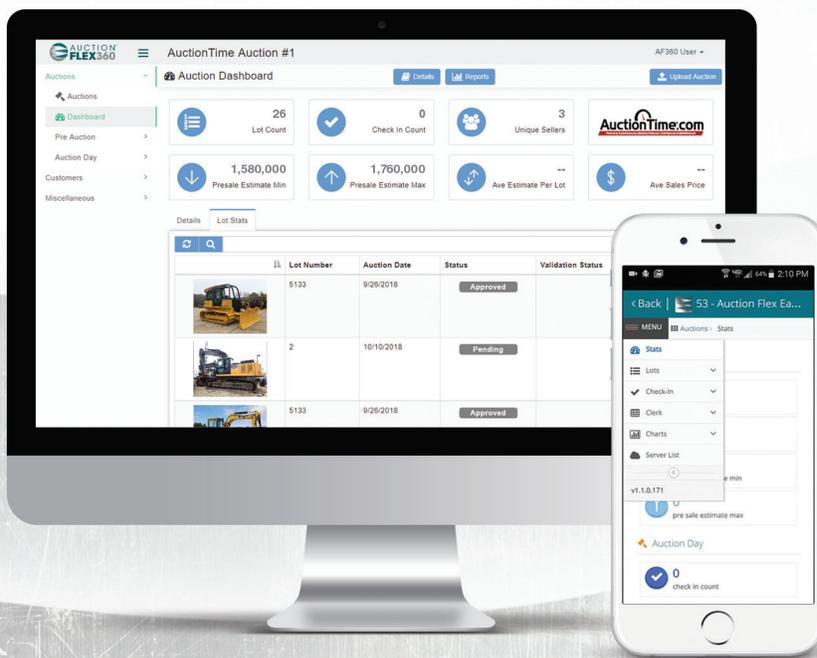
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It's election time at NAA!

Holding elections and member engagement are two of the things that make NAA such a strong organization. Over the years, we have developed a process aimed at ensuring that we have good quality candidates while leaving the decision of who leads our association in the capable hands of our members.

It all starts with members who are interested in NAA leadership deciding to step out and go for it. As a way to increase interest, the Governance Committee and the NAA Board of Directors also brainstorm about who would be good to recruit. The Governance Committee goes to work contacting people who are qualified, helps them understand the commitment and work that the various positions take, and answers their questions. If a potential candidate expresses interest, they are contacted by NAA staff and provided the written information corresponding with their office of interest.

After applications are submitted, the Candidate Review Committee reviews all applications and interviews each of the candidates (even if the position is uncontested) to ensure that the candidates understand what their responsibilities are, the seriousness of these positions and what is expected of each of them. Candidates are asked about their knowledge of the NAA's governance system and how they communicate with members. After these interviews, the Candidate Review Committee then makes a decision to endorse up to three candidates per position.

Then it's off to the races for the candidates.

This year, as in years past, we will have absentee voting for individuals who may not be able to make it to the Annual Meeting held in conjunction with the International Auctioneers Conference and Show in New Orleans. That absentee ballot is counted along with those cast at the annual meeting. This voting process provides you, the NAA member, the opportunity to help shape the present and future NAA.

The absentee ballot process has changed a little; we have introduced a digital system for collecting votes — though the paper one still exists. (Check out the absentee voting information in the April issue.) But before you cast your vote, make sure you are informed on the candidates' positions and visions

for the organization. Interviews with all of the candidates can be found starting on page 20.

Please don't miss this opportunity to be involved in your and my (OUR) NAA. I sometimes hear NAA referred to as "they." But NAA should not be "they, them and their"—it should be "we, us and our." Running for office and voting in our elections gives YOU the power to engage and determine the direction of our organization.

I look forward to seeing the hundreds of you who will be attending the International Auctioneers Conference and Show in New Orleans—the largest gathering of auction professionals in the world! Check out the preview stories about the conference on page 28.

And if you are not going this year, you can start making plans now to attend the 71st International Auctioneers Conference and Show in San Diego next year—July 14-18, 2020. I encourage you to book your auctions around those dates and join us—after all, why wouldn't you?




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.

38



“
If our
marketing
plans are the
same a year
from now as
they are today,
most likely we
haven't been
doing our jobs.
”

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Simply donate an item of your choice by completing the donation form online and return to Conference@auctioneers.org by June 24. The auction is limited to 50 items and to two hours. Acceptance is on a first come, first serve basis. Items must be delivered to the Donation Check-in located in Grand Ballroom D at the Hilton Hotel on Wednesday, July 10, between 11 am – 3pm.

Proceeds from the NAA Auction & Appetizers event go to the National Auctioneers Association, a 501c6 organization. The 10 percent buyer's premium goes to the National Auctioneers Foundation, a 501c3 organization, to support and further their mission of funding scholarships and educational programs.

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ELECTION INFO

All the info you need on the 2019 elections are online at auctioneers.org/election. From candidate profiles to voting instructions onsite as well as absentee voting, you can find it all in the Member Area.

Auctioneer issue 5 MAY 2019 (ISSN 1070-0137) is published the first of every month, with the exception of combined issues in June/July and December/January, which are published in mid-June and mid-December, respectively, by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are 10 issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2019 by the National Auctioneers Association. Materials may not be reproduced without permission.

auctioneer

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December 4, 2019	Online Auction Marketing	MM
February 5, 2020	The Art of Negotiation	PCA RE
April 1, 2020	Building Your Bid Calling Skills	CO BA RE PCA
June 3, 2020	Quieting the Benefit Auction Crowd	BA

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Your Association at Work

SEE FULL FLYER ON P. 29



New Teen Workshop

You spoke and we listened! New at Conference & Show this year, is a workshop just for teens focused on leadership and communication. Young attendees, age 12-18, will learn first-hand knowledge about starting a business and making smart decisions.

The best news is that the workshop is free for teens, as long as teens are registered as a guest with a parent's registration.

"I'm excited to bring our youth together for a fun, lively workshop where they'll get the chance to network together and pickup new skills to better communicate," said Sara Rose Bytnar, CAI, AARE, AMM, co-instructor for the session.

Visit conferenceandshow.com for more information and to register.

Benefit webinar

Sign up now at auctioneers.org/ events for our free, 30-minute webinar on June 5 about benefit auction law. TiWanna Kenney, BAS, will discuss ways to prevent professional blunders and increase client loyalty with your knowledge.

National Auctioneers Foundation

The National Auctioneers Foundation met May 6-7 for a strategic planning session. Tom Saturley, CAI, a past president of the NAA and 2017 inductee of the NAA Hall of Fame facilitated the session. The Foundation exists to support NAA by raising funds

for scholarships and various NAA projects. A complete report of this meeting and their activities will be provided at the Foundation's Annual Business Meeting on July 11, 2019, in New Orleans, as part of the 70th International Auctioneers Conference & Show.



The National Auctioneers Foundation: David Huisman, CAI; Jay Nitz, CAI, MPPA; Mike Jones, CAI, BAS, GPPA; William Sheridan, CAI, AARE, GPPA; Barbara Bonnette, CAI, AARE, GPPA; Christie King, CAI, AMM, BAS; Lance Walker, CAI, BAS, CES; Merle Booker, CAI, GPPA; Scott Robertson, CAI, BAS; Kim Hagen, CAI, AARE, AMM, CES; Jennifer Gableman, CAI, ATS; Scott Steffes, CAI, CES; Sid Miedema, Jr., CAI; Scott Shuman, CAI; Hannes Combest, FASAE, CAE; and Lois Zielinski.

“ Without the financial support of the donors to the National Auctioneers Foundation, NAA would not have been able to accomplish all we need to do.

NAA CEO Hannes Combest, FASAE, CAE

CAI Committee

The Certified Auctioneers Institute (CAI) Committee met May 2-3 at NAA Headquarters to evaluate the CAI curriculum and plan for CAI 2020, March 22-26 at the University of Indiana in Bloomington. For more info on CAI, visit auctioneers.org/cai.

APPLY FOR CAI OR RECOMMEND TO AN NAA PRO!



CAI Committee members: Justin Vondenheuvel, CAI, AARE, CES; T. Kyle Swicegood, CAI, BAS, GPPA; Whitey Mason, CAI; Beth Rose, CAI, AARE, AMM; and Lisa York, CAI, AMM.



★★★ 2019 NAA ★★★ Day on the Hill

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11-12

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MORE INFO

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Participants in 2018's Day on the Hill.

NAA Pros take their issues to Washington, D.C., this September

How often do you think about how the government's decisions directly affect your auction business?

Advocacy may seem like an unrelatable and perhaps unapproachable topic to the everyday business person, busy with the workings of their business. But, now more than ever, it is important to not only know what is going on with regulations but also to voice your opinions on how they affect you and your business—because they do.

This Sept. 11-12, NAA is hosting its annual Day on the Hill where NAA members are invited to help advocate for the association's most critical issues to legislative and regulatory officials in Washington, D.C.

Braden McCurdy, CAI, AARE, AMM, CEO of McCurdy Auction, LLC, is a member of the NAA Advocacy Committee and has attended Day on the Hill for the last four years. He said the event is important for the future of the auction industry.

"Sharing our story is important because the auction industry touches absolutely everything," McCurdy said. "(We're) sharing that message and story and working to change that perception

of auctions. In some markets, auction is a first choice, and then there's some markets where it may not be. Growing the exposure for the industry—really communicating to leadership what all we do in the industry, what all we sell, and what all we do to help across America—is an important message."

Every auctioneer has their own message to share because of their first-hand experience in the industry, and the NAA sets participants up for success at Day on the Hill by providing them with tools to represent themselves and the industry well.

During the event, participants can attend Advocacy Training where NAA Advocacy leaders and staff share an overview of issues impacting the industry as well as tips for meeting with Congressional members and staff. Collateral material is also provided to attendees for their Hill meetings.

Ailie Byers, CAI, AMM, BAS, president of Alpenglow Benefit Auctions, is vice chair of the NAA Advocacy Committee and this September will be her second time at Day on the Hill, but she said she has had other experience with advocating for legislative issues in the past.

"It's really straightforward and really easy, especially for anyone who is not a 'public speaker' or is nervous about meeting their representatives. All you need to do is shake their hand, give them a packet explaining what the NAA does, and just say, 'Here's what I care about, and here's why it's important.'" Byers said. "It does actually have an impact because they do remember those things."

Byers said citizens can always go meet with their representatives on their own, but Day on the Hill facilitates an environment with a support structure, making it easy for a person with any amount of advocacy understanding to have a successful and productive experience.

According to NAA's 2018-2019 Public Policy Agenda, some of this year's talking points will be concerning interstate sales tax collection, government assets and small business operations. The 2018-2019 Public Policy Agenda can be found at bit.ly/NAA_Advocacy.

South Dakota v. Wayfair, Inc. continues to be a hot topic for the auction industry, and Byers said representatives are becoming more aware of the issue, which will set a different tone for this year's conversations.

Education, advocacy and technical content from the NAA

"I think there's a lot more traction on the issue, and I think in the next couple years it's just going to get more and more," Byers said. "This year it should be easier to have that conversation, and instead of saying that this is a potential impact, we can say, 'Here are the actual impacts and how it's actually affected my business and my tax income in your state.'"

But Day on the Hill does not just have to be about one-time conversations. McCurdy said these conversations have led to actual relationships, which created consistent lines of communication to discuss issues further.

"It's really an opportunity to foster relationships with the folks who have influence over our country and having those contacts in place if you ever need them," McCurdy said. "They want to know what

you're doing in the local small business and in their constituent base."

Day on the Hill benefits the industry as a whole, but it also provides a new perspective on business for those who participate.

"It's nice to have that time to step back and for everyone to be like, 'Yes, there are things that I care about, either from the perspective of my company, or my state, or how I do business,'" Byers said. "But there's also these issues that affect all of us. And so collectively, we can have more of an impact."

Making yourself knowledgeable and productively speaking up for issues is part of being a good citizen.

Byers said that any NAA members who have the ability to come to Day on the Hill should come and be a part of positive

change for the industry. She encourages NAA members to channel their passion and emotion into real conversations, and Day on the Hill is a great opportunity to do that.

"If anyone has ever sat down and thought to themselves, read the local, national or whatever paper and said, 'Why are they doing that?' Here's your opportunity to talk to these people," Byers said. "If you're not going to take advantage of it, then, like my grandmother said, 'If you're not going to vote, you can't complain, right?'" ♦

To learn more about Day on the Hill, visit auctioneers.org/DOH2019.

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State Watch



awarded in the first round of funding: five grants of up to \$100,000 each for science/research-based businesses (STEM Class) and five grants of up to \$50,000 each for all other businesses (Entrepreneur Class).

Among other requirements, businesses eligible for EDGE must be less than five years old, with no more than 10 employees and be majority located in Delaware.

Delaware

As part of National Small Business Week (May 5-11), the Division of Small Business launched a competitive, matching grant program to assist Delaware entrepreneurs who want to grow their small businesses.

EDGE Grants (Encouraging Development, Growth & Expansion) are designed to help newer small businesses level the playing field with larger, more established companies by providing a 3-to-1 match for each dollar the business spends on qualified expenses.

As many as 10 EDGE grants will be

EDGE Grant funds must be spent on expenses that will improve a business's chances for long-term success and help it rise to the next level.

Qualified expenses include:

- acquiring real estate for use in the business
- purchasing essential equipment
- investing in website design
- investing in marketing and advertising
- expenses related to prototyping a new product

The money for EDGE Grants comes from a federal government grant. Grant applications are available on the Delaware Division of Small Business website, delbiz.com, and are due June 14 for the first round of funding.



Illinois

The Illinois State Auctioneers Association held its annual convention Feb. 15-18, 2019, in Peoria, IL. A bid calling competition was held and all 11 contestants will go to the finals in August. Kara Miller was elected president, the second female president in ISAA history.

Five new NAA members were sponsored, including Blake Canning, sponsored by the NAA, and Hayden Geisler, George Ohnemus II, Ben Ladage, and Josh Beatty, all sponsored by current NAA members: Renee Jones, Tom Walsh, Cissy Tabor and Price Spraklen Company.

Election results

- Kara Miller – President
- Bill Burke, CAI – President-Elect
- Joe Orwig – Secretary-Treasurer

New York

Auctioneers from across the state convened Feb. 2-4, for the New York State Auctioneers Association annual convention. Throughout the weekend, Auctioneers were presented with dynamic and engaging educational seminars from industry leading auctioneers and presenters including Tammy Miller, CAI, AARE, BAS; Emily Wears Kroutl, CAI, ATS, BAS; Forres Meadows, CAI, ATS, BAS; Ailie

Byers, CAI, AMM, BAS; and Kathy Sherman of HR One.

Election results

- Phil Gableman, CAI, AMM, GPPA – President
- Todd Jantzi – Vice President
- Stephanie Messier – Treasurer
- Mark Whalen – Director
- Jim Hoyt – Director

Additional highlights

- Don Benz, III – Bid calling champion
- Brayden Webber – Reserve champion
- Terry Bradley – Hall of Fame
- Phil Gableman – Auctioneer of the Year

Submit your news

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

Kentucky

reSettled Life, a full-service move management and auction company, won the Start-Up Award at the Northern Kentucky Chamber of Commerce 2019 Business Impact Awards held last month. reSettled Life provides decluttering, downsizing, packing, professional auctions, moving services and more to seniors and baby boomers, who are transitioning to a smaller home, condo, assisted living facility or retirement community in the Northern Kentucky/Cincinnati region.

Several of the area's local businesses were honored at the event for their impact on the community through strong business practices, leadership, innovation and creativity. This year marks the largest response from local

businesses, making it a true honor to have been selected to receive the awards.

reSettled Life got its start by Amy Wright, Owner and Principal Auctioneer. Grown from the need for this type of service in the area, Wright created a process for assisting clients with their transition to a more manageable space as they age.

"Having our community recognize what we do is a big milestone for us. We pride ourselves on helping our clients transition more easily to their new living space, and we work hard to ensure that this process goes seamlessly. It can be a difficult situation that families have to go through, and we're here to make it more manageable. The future is bright for us, and we're looking forward to serving more of our community members in the future," she explained.



Iowa

NAA member David Whitaker, CAI, of Whitaker Marketing Group, recently became an Accredited Land Consultant (ALC), and is now the only known person in the state of Iowa to hold both the Certified Auctioneers Institute (CAI) designation and ALC. ALC is certified by the REALTORS® Land Institute, an affiliate of the National Association of REALTORS®.

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Kathy Packard, CAI, and Lynne Zink, CAI, BAS, CES, appointed as new EI Trustees

How did you get to where you are now in your career?

Packard: “I met my husband and started working for him part time, and just really loved the (auction) business. His business was growing, and I was working a nine-to-five job, and it’s like, ‘Well, why don’t you learn to become an auctioneer?’ I had been doing the paperwork and dealing with customers and contracts, and so that just evolved into a passion for the business. I started practicing, selling and then I got my license. Then I became very involved in our state association, and I’ve worked through all the chairs ... and then became involved in the NAA.”

Zink: “When I talk about myself, I always like to say I’m a wife, a mother and a grandmother. Family is everything to me. And as far as where I’ve gotten now, it started really with having a supportive husband.

“I was a full-time teacher ... and the state funded program was going to be losing their funding. My husband said, ‘That’s it, you’re going to auction school.’” And I said, ‘All right, you know, what do I have to lose?’ I was in my late 40s. So, I went to auction school, and when I came back, I joined my state association. At the state, members who were members of National [Auctioneers Association] came and started talking about opportunities that the NAA provides as well.

“So, I got involved and I made sure to get on committees, meet people, interact with people, and just to continue to grow and learn from others and the classes I was taking.”

Why did you want to become an EI Trustee?

Packard: “I really like the idea of having a hand in shaping the future of our industry, being able to service our membership, and

working through that process to ensure the health and longevity of our profession—for myself, but also for the generations that are coming behind us.”

Zink: “I’ve always been involved with the NAA in some capacity and I got my degree in education—I just feel like it’s a good way to give back. It’s within my niche, you know, and I want to give back to an organization that helped me grow my own business.”

Why do you consider the EI Trustees important to NAA and the auction industry?

Packard: “If you’re in the NAA and you are searching and doing as much education to promote and advance yourself in your business, you are what the general public should be looking for.

“With NAA education, you can do whatever you want to do. There is enough education and enough professionals within the association that can guide that member in any area they want to go in.”

Zink: “If you think about what our mission is—providing critical resources to our membership—part of the critical resources has to do with our education, so that we can be the preferred (auction) professionals. I feel like this is what ties into meeting our mission and vision.”

What are you most looking forward to in NAA education?

Packard: “I’m excited about some of the positive changes that we’re going to discover by networking together. When you get a group of people from around the country that are professionals from different, diverse areas and different backgrounds, and to see that magic



“
I’m excited about some of the positive changes that we’re going to discover by networking together.
”

Kathy Packard, CAI



“
**I want to make
 sure the learner
 is involved in the
 learning.**
 ”

Lynne Zink, CAI, BAS, CES

happen — I have seen that going through CAI and the magic that happens going through that three-year process, you kind of get it. I’m looking forward to that process that’s going to happen being a trustee.”

Zink: “The biggest part to me is going to be figuring out where there’s specific needs or things that are missing and find ways to address them. I’m really good at finding

ways to incorporate interactive strategies within lesson plans to help people get hands-on learning and be a part of the learning experience.

“Because of my background and education, I’ve modeled how you incorporate different strategies so that the learner is involved. I want to make sure the learner is involved in the learning. The NAA is already doing that, but I might be able to come up with some new ideas.”

How has NAA education affected your career?

Packard: “The education, the networking, going to the CAI program, personally, has shaped my career and my business in such a positive manner. I went through the CAI education, and in year three, I knew exactly where my business was going to go. Being involved in NAA accelerated my business in my area and it made me a stronger professional.

“I was the 2018 Wisconsin Bid Calling Champion and also the third woman to have won that title in the state of Wisconsin.”

Zink: “NAA education and networking really helped me to become a full-time auctioneer within two years. And in 2012, I won the IAC.

“It gave me training and networking opportunities – starting with CAI and meeting the right people. It just really helped to catapult my career.” ❖



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Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, IN

Business Practices

Legal issues in motor vehicle auctions

Question: Are there unique issues that auctioneers should be aware of for automobile auctions? If so, what types of issues are there?

Yes, there are several unique issues for auctioneers who sell motor vehicles to be aware of and address. Motor vehicle auctions has become specialized markets. Auctioneers who conduct motor vehicle auctions may sell trucks, cars, vans, engines, or other parts. There are, however, certain issues that should be kept in mind. In addition, there are specific federal and state laws that may be applicable to auctioneers who regularly sell motor vehicles.

First, auctioneers must be aware of the dealership licensing requirements in their jurisdiction and make sure that they comply. Each state has adopted some type of dealer licensing laws regulation the sale of new and used vehicles. Regulation of the business of buying and selling motor vehicles is for the purpose of preventing fraud and promoting the general welfare. The courts have allowed reasonable regulations to be imposed upon all dealers engaged in the business of buying or selling new or used vehicles. Some legislation requires licenses for the sale of new vehicles, used vehicles, or the wholesale sale of vehicles. Some states exempt licensed auctioneers from their motor vehicle dealer licensing laws. In addition, an auctioneer who only sells one or two vehicles a year may not be required to have a dealer's license. A dealer's license is generally required for businesses and individuals who regularly buy, sell or trade motor vehicles. Each jurisdiction has its own unique licensing law. Therefore, auctioneers must be aware of the dealer licensing laws in their state and take steps to ensure full compliance.

Second, auctioneers must be aware of the applicable odometer laws. In 1972, the United States Congress enacted the Federal Odometer Act in order to assist consumers in ascertaining value and condition of automobiles they may purchase. The purposes of the related regulations is to "provide purchasers of motor vehicles with odometer information to assist them in determining a vehicle's condition and value by making the disclosure of the vehicle's mileage a

condition of title and by requiring lessees to disclose to their lessors the vehicles mileage at the time the lessors transfer the vehicles." 49 C.F.R. § 580.2. Under the Federal Odometer Act, the transferor is required to provide written disclosure to the transferee of the actual mileage registered on the odometer. In fact, the written disclosure is required to be signed under the pains and penalties of perjury. auctioneers who sell motor vehicles (or want to sell motor vehicles) must learn the requirements related to the Federal Odometer Act and the related regulations and ensure compliance. Some states may also have laws prohibiting odometer tampering and requiring additional disclosures.

Third, auctioneers who sell motor vehicles must ensure that they are complying with the applicable record keeping requirements. Each state's dealer licensing law will generally require certain records to be kept for a specific length of time. In addition to state law, federal law imposes additional requirements on auctioneers who sell motor vehicles. The applicable regulation states, in part, that "the purpose of this part is to preserve records that are needed for the proper investigation of possible violations of the Motor Vehicle Information and Cost Savings Act and any subsequent prosecutorial, adjudicative or other action." 49 C.F.R. § 580.2. The regulations require: "Each auction company shall establish and retain at its primary place of business in an order that is appropriate to business requirements and that permits systematic retrieval, for five years following the date of sale of each motor vehicle, the following records: (a) The name of the most recent owner (other than the auction company); (b) The name of the buyer; (c) The vehicle identification number; and (d) The odometer reading on the date which the auction company took possession of the motor vehicle." 49 C.F.R. § 580.9. Auctioneers should establish policies to comply with these record keeping requirements.

Fourth, the auction contract should specify pertinent information about possession and responsibility for the

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motor vehicle(s). These items include, for example, who is responsible for transporting the vehicle to the auction site (and related costs), costs related to any oil change or tune up, costs related to detailing or prepping the motor vehicle, responsibility for any minor or major repairs that need to be made, and insurance costs while at the auction site until the vehicle is transferred. The auction contract for a motor vehicle should address these issues, in addition to the usual terms, to avoid any disputes from arising later.

Fifth, auctioneers who regularly sell motor vehicles should learn and be aware of issues relating to the vehicles in order to avoid liability. This includes developing policies and procedures to address vehicle recalls, Carfax, pre-auction inspection and product liability issues.

In conclusion, there are unique and specific issues for auctioneers who sell motor vehicles. Auctioneers must be aware of the applicable law and ensure compliance. ❖

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

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2019



Terri Walker, CAI, BAS, CES **Vice President**

What spurred your decision to run for a position on the NAA board?

As I think about the reason I chose to run for the NAA VP position, I can't help but recall my previous involvement with the leadership of NAA. I spent six years as a CAI Advisor and three years as an NAA Board member, and during this time I developed friendships and a special love for the NAA and the auction industry itself. These positions gave me an insight as to the desire the leadership this association has to really support us as auctioneers and members of the auction community. It instilled in me that same desire. I now do not want to stand back and watch others lead; I want to help lead. After being away from these leadership positions, I had several years to think about opportunities in which to serve, and I knew my desire was to lead as the NAA VP. I am very grateful for this opportunity.

What is the most pressing issue for the auction industry?

Our ever-changing world, especially through technology, is moving lightning fast. A pressing issue for the auction industry is to keep up with our changing world. We can't live by the same rules we once did. We must keep updating not only our phones but our lives and habits. As we are trying to make a living in the auction industry, the NAA can keep up with this ever-changing world for us.

What specific initiative would you like to see included as the NAA looks to 2025 and beyond?

Why does 2025 sound so many years away? As an industry that is involved with selling, buying, marketing and even finding treasures, we have a doorway to allow auctions to be the main direction in disposing of all assets. The NAA has focused on this

idea for years, and we now have more avenues using technology to highlight this focus. In thinking about a specific initiative, I would like to keep putting the NAA auctioneer and the NAA auction in front of the public, educating local and national communities on the fact that the auction method is a fair and logical way to sell assets.

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

It appears the auctions are becoming more the "norm." I feel auctions are chosen by the seller in hopes that the process will drive up the price, the buyer has a choice as to how much they want to spend. More people are also aware of the "time is of the essence" and "as is where is" condition. I am very confident of the current climate of the auction industry and am encouraged that its future is secure.

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

I joined NAA first as an auxiliary member. I was the spouse of an auctioneer. However, I also attended many classes and other meetings. This gave me an insight on the education, friendships, support, vacation destinations and networking opportunities of which an NAA member could take advantage. After auction school I realized the importance of continuing my education and staying on top of the latest trends in our industry. The best way to do that was to join NAA as a member.

The more you invest in something the more you will appreciate it and use it. This idea is the same with an NAA membership. Investing time by attending Conference & Show, educational classes, iSeries and even Facebook conversations can grow a member's company, support team and lifelong friendships. Investing yourself is the best way to get the most out of your membership.





J. Craig King, CAI, AARE Treasurer

What spurred your decision to run for a position on the NAA board?

I am interested in serving as NAA treasurer because I have reached a point in my career and personal life that I have the time to dedicate to this extremely important position. I have previously served as a Financial VP (treasurer) and President of the Alabama Jaycees, an organization that had 5,000 members, and I am currently the Deacon over Finances for my church. I understand the balance of remaining fiscally responsible while taking carefully calculated risk to grow our association and address the changes in our industry. I think I have the needed abilities to guide leadership in this endeavor.

What is the most pressing issue for the auction industry?

I believe we must guard against outside influences that can bring disruption to our industry. These may be new regulations or new auction providers from outside the auction industry. Most importantly we must evolve and continue to adapt to meet the needs of our clients and customers in our rapidly involving industry.

What specific initiative would you like to see included as the NAA looks to 2025 and beyond?

We must always work to identify who our future stakeholders are and what we can do to serve those potential members. When we have a clear direction on who we wish to serve, we must develop a plan to attract and retain those members.

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

My view is our current climate in the auction industry remains challenging. Some segments of our industry are doing very well while others have not returned to the pre-recession levels of sales volume and profitability. Our industry is changing rapidly, and some within our industry have not found their spot in the new economy. Our industry has many talented and creative entrepreneurs and, as always, they will find a way to adjust and thrive.

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

I joined NAA many years ago for the education. My dad taught me a lot about the auction business, but he always encouraged me to attend CAI, the NAA seminars and conventions to learn even more from others.

To get the most out of our association I would encourage members to get involved by attending Conference & Show along with the many fine designation programs and seminars NAA provides. This will provide them with educational programs, networking opportunities, and resources from the many great relationships members will establish and draw from when needed.





Peter D. Gehres, CAI, CAS, CES Director

What spurred your decision to run for a position on the NAA board?

It is the responsibility of each auctioneer and each generation of auctioneers to preserve, protect and promote the auction industry. Today we are the beneficiaries of past generations, and it is our duty to pay it forward for those who will come after. Personally, as a believer in Jesus Christ, I am called to love the Lord and to show that love by serving my neighbor. This service comes in many forms and for our family. It includes service to our fellow auctioneers, auction professionals, and their families and businesses. Given my previous positions and experience in leadership of the Ohio, Michigan, Indiana, and national associations, the time is right to step up and serve on the NAA Board of Directors.

What is the most pressing issue for the auction industry?

One pressing issue is assets and sellers that are short-circuiting the auction process and selling directly to the public, sometimes using an auction process, and often not. This is an issue because I strongly believe that a trained, educated and experienced auctioneer and auction company will achieve a higher price and offer a consistent process by building a transparent platform or market. Auctioneers and auction companies play a vital role in local and regional economies and should not be overlooked or cut out of the process.

What specific initiative would you like to see included as the NAA looks to 2025 and beyond?

The NAA must stake out the position as the authoritative voice for the entire industry. We have many other associations that represent the auction

of specific assets or represent the various states. These are valuable parts of our industry and each group should find in the NAA a partner dedicated to the unequivocal and unapologetic promotion of auctioneers, auction companies and the many professionals who make auctions work each and every day. The loudest and most consistent voice regarding the unified auction industry should be the NAA. By 2025, every auctioneer, every auction professional, every auction company owner and everyone in our industry should know what the NAA is, whom the NAA serves and look to our association for clear messaging on the power and effectiveness of the auction method of sale.

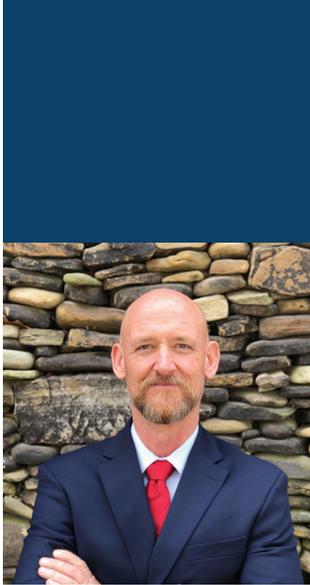
How do you view the current climate of the auction industry?

Auctions are fun, they are fast, and they are transparent. These are the forces moving all successful businesses in 2019. The climate is great for the industry, and there truly is plenty of business to go around. Auctions are never going away. They are too effective. However, auctioneers and auction companies can suffer and be marginalized without effective brand awareness, professionalism and determination.

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

My mentor and sponsor, Mike Brandly, CAI, AARE, CAS, told me when I completed my auctioneer apprenticeship that if I wanted to become a true professional and achieve my full potential, joining the NAA was the next critical step. How right he was. My best friends are NAA auctioneers, my business partners and employers are NAA members, and my auction life is what it is because of the education and networking provided by the NAA. Auctions are a team sport, and there is no greater auction team and auction family than the NAA.





Larry “Chip” Pearce, Jr., AARE, ATS, CES, GPPA Director

What spurred your decision to run for a position on the NAA board?

I have been asked by several people in leadership positions to run for the board over the last few years. My answer has always been that I just did not have the time. I finally realized that my answer was not acceptable. It's one thing to have a desire to want to serve on a board and quite another thing to get asked by those in leadership positions to serve. At some time, we must all give back. I don't think that my company would be as successful without the NAA and its members. It's simply time for me to step up and offer to give back to the organization that has help me to get to where I am today.

What is the most pressing issue for the auction industry?

Competition from those who used to serve our industry including trade publications who are now in the auction business. They relied on us to market our auctions on their websites and in their magazines, and now they compete directly against us! Also, we have increasing competition from companies and individuals outside our profession who are simply purchasing online software and now call themselves professionals.

What specific initiative would you like to see included as the NAA looks to 2025 and beyond?

I would like for the NAA to be more inclusive of all NAA professionals and not just bid callers. I believe that the NAA can represent every facet of the industry, from contract auctioneers to online auctioneers. I am proud to be a professional bid caller and so are two of my sons. My daughter is not a bid caller, but she is a proud paying member of the NAA. So are several of my staff members. Early in my career, I was the face and voice of my auction company. In recent years, I have transitioned into

conducting most of our auctions in an online format. I personally believe that my office manager, set up manager, photographer, cashiers and sales staff are just as important as the auctioneer. In many cases they are more important. If my sales staff does not perform, nothing else takes place, including paychecks. The industry has undergone some significant changes over the past 10 years. I am not so sure that the name National Auctioneers Association adequately represents our industry now. Perhaps we should consider “The National Association of Auction Professionals.” I know this can be controversial, but if we are to survive as an association, and remain relevant, we must be inclusive of ALL NAA paying members.

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

As far as selling and buying, the auction climate is doing well. My concern is that with the availability of new online bidding platforms and the soft stance that most states are taking with lack of regulations over those businesses, we will see more and more non-professionals entering into the auction business. If they are not regulated and are not a member of the NAA, abiding by our code of ethics, auctions could take on a new, unattractive image—one that we can't overcome!

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

I am a first-generation auctioneer and never had the opportunity to work for a family business or another firm. I found out quickly that I would need far more than a good chant if I was ever to be taken seriously. I joined the NAA to take advantage of the educational opportunities but quickly found out that the networking opportunities were just as important. If you are a new member or old member who has not been attending conference & show, you are missing out. You can't just attend. You must meet new people, ask questions and exchange ideas. You will be amazed what can happen to your business when you meet like-minded professionals.





**Phillip L. Pierceall, CAI,
BAS**
Director

What spurred your decision to run for a position on the NAA board?

I am running because I feel like education needs to be a priority. I am running because I think there is no voice at the grassroots level, not because those auctioneers don't have a voice (they do), they just don't know how to use it. I am running because the NAA and the auctioneers that make up this great association have given so much to me. I now have the time and resources to be able to give back to you.

What is the most pressing issue for the auction industry?

EDUCATION! Period. Unlike other associations that have a product to sell or represent, we (the auctioneer) are the product of the NAA, and to make us better we need better education or, rather, education done differently. One size does not fit all—meaning we all learn differently and, we are all at different levels in the auction industry. An auctioneer who is in the first five years in business is not going to learn the same way as an auctioneer who has been in the auction industry for 10 years, and they won't learn the same way as a 20-year industry veteran. If we can fix how we teach, we will grow as an association and we will retain more members.

What specific initiative would you like to see included as the NAA looks to 2025 and beyond?

One of the initiatives I would like to see thought about is licensing laws. I have always thought that if you're good and people hire you, you should be able to work anywhere that your client hires you to go. I, however, believe that licensing laws keep out those that necessarily are not good for our industry. A few states, Texas being one, are getting ready to do away

with licensing. If this is the case, then we should have a set of checks and balances in place to see that our industry and the auctioneers in it are taken care of.

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

I think the industry will be fine. There will always be a need for the auctioneer, and I think that the live auction will always remain a constant. I make my living behind a microphone and God Bless all of us that do. Technology in the auction industry is always changing, and we as auctioneers always have to be willing to embrace that change and adapt. As long as we can do that and put food on the table, we will be fine. Everything is for sale, and it is up to us to use the most efficient way to get that done. There is more opportunity now than ever before.

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

I joined the NAA so that I could be around like-minded members who want to network and promote the auction method of marketing. I joined because if you make a living in the auction industry you should give back to that which gives to you. I joined so that I can help grow our great association. How do you get the most out of your membership? The short answer is USE IT. Take advantage of everything the NAA has to offer. Now, how do you use it? If you have questions about how to use your membership, call me, call the NAA or call your state ambassador.





John D. Schultz, AMM Director

What spurred your decision to run for a position on the NAA board?

I have a firm belief that one should use his/her gifts and talents to serve others. As a recognized leader in auction marketing, auction education and auction advocacy, many organizations, companies and individuals have called upon me to lend expertise to them. It was during these moments that I realized how much I love to share my talents and knowledge with others.

Starting in the early 2000s, I began my industry service by serving the Minnesota State Auctioneers Association including Director and President. Shortly thereafter, I started my service to the National Auctioneers Association including vice-chair of the Council on Future Practices, member of the Vision 2015 Task Force, member of the Technology Committee, member of the Futures Panel, member of the Audit Committee, member of the Conference and Show Education Committee, member of the Sales Tax Task Force, a charter webinar instructor, charter NAA Ambassador to Minnesota, multi-time Conference & Show seminar presenter, multi-time summit presenter, and Auction Marketing Management designation course writer and instructor.

This service to my state association and the national association is a passion that continues unabated to this day. My experience has shown me the importance of serving others. It is time for me to take the lessons I have learned and use that knowledge for the continued betterment

of the National Auctioneers Association through service on the Board of Directors.

What is the most pressing issue for the auction industry?

While there are many pressing issues, the most pressing issue for the auction industry is increased government legislation, regulation and rules that unintentionally sweep up the auction industry.

Take, for example, the South Dakota v. Wayfair decision of the Supreme Court of the United States. This sweeping legal decision on sales tax has now impacted auctioneers in all states and will continue to do so. Additional legislation on other topics such as licensure, sales tax and other business regulations continues to be advocated for at the state and national levels by uninterested parties to the auction industry.

As a result, advocacy on behalf of our industry both at state and national levels is of paramount importance. Unfortunately for many, advocacy is a reaction to problems, rather than proactive. It is critical that advocacy becomes an active endeavor to ensure government legislation, regulation and rules have a positive impact on the industry and the industry impact is not an innocent unthought-of consequence.

What specific initiative would you like to see included as the NAA looks to 2025 and beyond?

The NAA has many initiatives it must consider as it looks to the future and 2025. The crucial initiative needs to be understanding the role education plays within our association and its impact on members and the association. Our current education model relies on members providing nearly all



educational opportunities to other members. While this model works, it, unfortunately, allows for our membership to grow only as bright as the brightest engaged auctioneers in the association. Moreover, in doing so, provides little to no educational value for the brightest auctioneers in the association. As you might imagine, this model creates a cycle by which members grow to become the brightest and then become disenfranchised with the educational offerings because their educational growth opportunities stagnate. As an association, we must look to incorporate educators from outside of the industry. The non-industry educators should be among the brightest within their field thus allowing our brightest members to remain engaged in learning from within the association and continue to grow and become even brighter.

Additionally, the current educational model provides primarily for in-the-room learning opportunities. While this is great for the members willing and able to travel to these opportunities, the vast majority of members are unwilling or unable to go to educational opportunities. We must look to develop a distance learning program that allows all members to participate in our best educational offerings regardless of location.

Furthermore, the current educational model is a significant component of the financial model for the association. Educational revenues derive from Conference & Show, summits and designations. Unless membership continues to grow and turnover (which currently it seems we are stagnating), there is only a finite amount of members that will engage in the educational opportunities on a repeat basis. As a result, unless we can increase the level of education or the membership numbers, we will additionally negatively impact the association's revenue model.

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

The climate of the auction industry is ripe with opportunity. In a world with decreasing transparency and increasing division, the auction method of marketing offers a transparent, all-inclusive process by which consumers can purchase goods. However, auctions continue to have less and less exposure in the marketplace due to many factors including the urbanization of the United States, increased marketing

pressure on consumers by more savvy marketers, and the diversification of the population.

Revenues for companies that have embraced these changes and adapted marketing messages are experiencing significant growth. While this is fantastic for these companies, only a small portion of our membership has learned these marketing techniques or educated the public around their businesses.

The opportunity is now for the NAA to create a national promotional campaign that promotes the auction industry as a transparent, all-inclusive method of sale and buying. This promotion must be national and reach consumers with real reasons and benefits to consider auctions first. While grassroots campaigns have started and flourish in some areas, campaigns must speak to consumers and address their needs first and must be a top-down, nationwide campaign. The timing of this campaign is crucial. Waiting until 2025 or beyond will only allow further degradation of the auction method of marketing and selling.

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

I initially joined the NAA during my state association annual conference. A member of the NAA (Scott Musser) was speaking at the conference, and I recall him sitting next to me during the Fun Auction and imploring me to join and plug into the national association. This effort by the leadership of the NAA at the state conferences must continue to find, groom and enroll state members in the national association.

Once a member, it is essential that members take advantage of the educational offerings of the NAA. One should attend summits, designations and conferences as much as possible. In between these events, members should take advantage of the NAA Online Education Center. While not widely known to members, this portal offers all the Conference & Show seminars from 2013 and forward. These are free to members and an excellent way to learn regularly. By plugging into educational offerings, members will increase their membership value. By attending events in person, members will maximize their membership value through the ability to network and build relationships with like-minded professionals.





NAA
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CONFERENCE & SHOW

New Orleans

JULY 9-13, 2019

PREVIEW

This month's Conference & Show preview features a profile on our keynote speaker, Marilyn Sherman, who has spent years motivating and inspiring people to get out of their comfort zones. She was inducted to the National Speaker Association's CPAE Speaker Hall of Fame—one of 182 members in the world who hold this designation.

Also in this issue, we have a sneak peek at the trade show floor. Orient yourself to the floor plan, make note of which exhibitors you'd like to see and read why some of them think you should come to Conference & Show.

in this issue

**KEYNOTE
SPEAKER
PROFILE**

**TRADE SHOW
FLOOR**



National Auctioneers Association Conference & Show Presents

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PRESENTED BY

Sara Rose Bytnar | CAI, AARE, AMM

2017 International Auctioneer Champion | 2015 Florida State Auctioneer Champion

Eli Troyer

2017 Michigan Bid Calling Champion | 2016 Ohio Junior Division



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C&S KEYNOTE



MARILYN SHERMAN SEEKS TO HELP MEMBERS MOVE FROM COMFORT ZONE TO FONT-ROW SEAT

By Nancy Hull Rigdon

Looking to her summer speaking schedule, Marilyn Sherman is particularly excited to deliver the keynote presentation at this year's NAA Conference & Show.

"I can't wait to be around people with like minds and a singular focus—they'll all be there to learn and grow," Sherman said. "I enjoy that type of bonding environment. There's a mentality of, 'We're all in this together. We're not here to be selfish for the piece of the pie we want. We're here to build a bigger pie together.'"

Plus, she's drawn to the spirit of auctioneering.

"I know that NAA members believe in what they do. They're doing amazing work, from raising money for important causes to helping people with their estates.

I, too, believe in their cause," she said.

As a speaker, Sherman is known for "motivating audiences to get out of their comfort zone and get a front-row seat in life." She is the author of four motivational books including, "Is There

A Hole In Your Bucket List?" "Whose Comfort Zone Are

You In?" "Why Settle for the Balcony - How to get a Front-Row Seat in Life" and "Front-Row Service."

Sherman was recently inducted to the National Speaker Association's CPAE Speaker Hall of Fame. She is one of 182 members in the world who hold this designation.

After starting her career in corporate America, Sherman grew to be a popular speaker for corporate and association markets that want their people to improve morale, teamwork, communication skills and ultimately, achieve more results.

"I typically hear that when people walk out from listening to me speak, they are filled with hope and excitement and energy around doing more than they thought was possible for themselves," she said. "For people who are successful and love to get energized and learn more and grow more, this presentation will get them reignited and recommitted. I intend for it to be like an infusion of inspiration."

Sherman aims to deliver instantly actionable advice.

"My hope is that those in attendance leave ready to tackle the most challenging part of their businesses and their lives away from work," she said. "If you have doubt in your personal life, that affects your work life – and vice versa. It's about your whole existence, and I'm going to help people figure out why they're stuck and how to get out and move forward." ❖

Nancy Hull Rigdon is a freelance writer in Colorado.

“
For people who are successful ... this presentation will get them reignited and recommitted. I intend for it to be like an infusion of inspiration.
”

C&S TRADE SHOW

Kiefer Auction Supply

Kiefer Auction Supply is among the most faithful, longest standing vendors to the auction industry and NAA Conference & Show. We consider it a privilege to have the chance to talk face-to-face with our longtime customers as well as those new to the NAA.

CUS, a BidPath Company

The NAA puts on something for everyone during the week, whether it be the exhibitors, educational sessions or networking events.

MarkNet Alliance

We want to meet auction professionals interested growing their businesses and help determine if MarkNet Alliance is the right fit to help them achieve such goals. Our trade show booth also provides an opportunity for current MarkNet Alliance members to stop and talk to us about current projects, questions, ideas or extra training.

TractorZoom

We're a farmer-first service and know how valuable the auction industry is to our users. We want to ensure, any way we can, that this method of transaction stays relevant and thrives for years to come!

E.R. Munro and Company

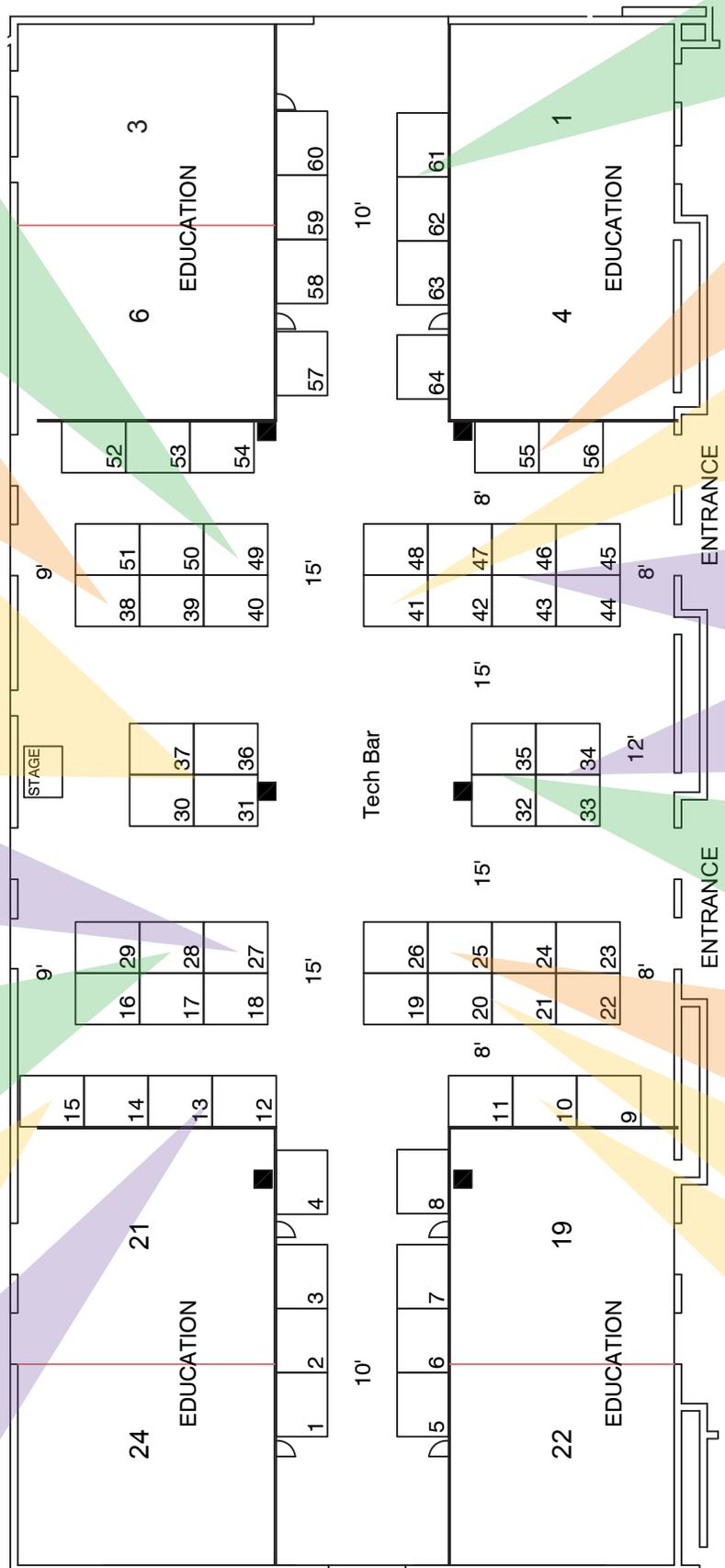
We exhibit at the Conference & Show because we feel the auction industry is being underserved by some insurance companies who do not understand the auction business.

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BidWrangler

Our team looks forward to Conference & Show every year. Attendees should visit the trade show to meet our entire team and to learn more about the new user interface we're unveiling this year.



Shipping Saint

We are most excited about meeting new auction houses, meeting vendors in person like LiveAuctioneer, AuctionZip, Proxibid, BidWrangler, Etc.

GoToAuction.com

We exhibit because nothing captures the culture of the auction industry like NAA Conference & Show! Each year we form new alliances with other vendors and auctioneers.

Galaxy Audio

Galaxy is most excited to exhibit due to the tremendous success we had at the 2018 Jacksonville show. Auctioneers have the opportunity to demo products live. It gives Galaxy Audio the opportunity to meet face to face with our valued auctioneer partners!

AuctionTime.com/Auction Flex

AuctionTime.com and Auction Flex are the leading service providers for online auctions and full-service auction management software. Conference & Show provides us the opportunity to connect with auctioneers so we can continue to evolve our technology in ways that move the industry forward.

AuctionZip

Auctioneers are at the core of our business and this is a great opportunity to join our colleagues in the industry, explore new ideas and trends, and come back inspired about our mission.

AuctionLook

Conference & Show is a wonderful way for us to reconnect with our clients in person. It is like a family reunion.

Proxibid

We are especially excited to show clients how feedback shared at last year's conference turned into new features introduced throughout the year. Conference & Show provides an opportunity for our team to see what's happening in the industry, and they always come back energized with new ideas for enhancing our products and services.

NEXT ISSUE

In June/July, we'll take a look at what to know before you head to New Orleans, including food, attractions and fun!

Conference & Show Exhibitor List

23	1-800-The-Sign.com
57	Anchor Audio
15	APRO
50-51	Auctioneer Software
48	AuctioneerInsurance.com
25	AuctionLook
33-34, 42-47	AuctionTime.com/Auction Flex
32,35	AuctionZip.com
26	Basinger Audio Systems
40	Bidspotter.com
12,13	BidWrangler LLC
52,53	Blue River Digital
29	Currency
38	CUS, a BidPath Company
2	E Title Agency
28	E.R. Munro and Company
64	Fellowship Of Christian Auctioneers International, Inc.
41	Galaxy Audio
54	Global Auction Guide.com
55-56	GoToAuction.com
4	Greater Giving/Auctionpay
1	Guitar Center Pro
39	HGA Fundraising
49	Kiefer Auction Companies
14	Land.com
17-18	Level
58	LiveAuctioneers
30-31, 36-37	MarkNet Alliance
8	NextLot, Inc.
6	Performance Printing
9-11, 19-22	Proxibid/Wavebid
59	S3 One Goal
63	Shearer Printing Service
24	Shiple's Diamonds and Fine Jewelry
61-62	Shipping Saint Inc
27	Tractor Zoom
16	TSYS Merchant Solutions
7	W2 Auction Solutions

Exhibitor list is current as of May 20, 2019.



Tech Bar

The Tech Bar is an interactive environment that provides hands-on guidance and answers to your technology-related questions. Tech Bar session times and titles have been updated on the website. Check them out now at conferenceandshow.com.



2019 NAA HALL OF FAME NOMINATION FORM

PAGE 1

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

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

NAA ACTIVITY

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

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

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

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

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

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

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____



Referral etiquette

If someone helps you book a job ...
what do you owe them?

By Nancy Hull Rigdon

Early in Lisa Taylor's auction career, she handed out her business card without hesitation while working another auctioneer's event.

"My benefactor wasn't super happy with me. But I was simply naïve. I was not trying to pull anything," said Taylor, CAI, BAS, GPPA.

Now the CEO of CalEstates in Berkeley, CA, Taylor's experience navigating referral etiquette leads her to act much differently. She said the right move all depends on which one of two categories is at play.

Here's how she explained category No. 1: Another auctioneer recommends her for an

event, and the referring auctioneer clearly communicates that he or she isn't territorial of the client and does not expect a cut of the fee.

"In that situation, I will generally send them a thank you gift card, and from then on, the client and anything else that evolves from it is mine. I make sure that is mutually agreed upon," Taylor said.

Category No. 2 involves a referral with strings attached, while category No. 1 does not—consider the first category the free and clear zone. When the person referring you makes it clear the client is his or her client, you know you're in the second category, Taylor

explained. In this situation, Taylor said she doesn't consider anything up for grabs. "It's not my client, period," she said.

Clear communication on which category the work falls into is key, she stressed. Mutual understanding from the beginning prepares all involved for the scenarios that may occur.

"If I'm doing an event for someone else, and a person attending comes up to me and says, 'Loved you. Can I have your card?' what happens next really depends on whether we're talking about category No. 1 or 2. If it's No. 2, it depends on our specific agreement. If the referral said, 'Hey, if anyone there wants



“
Outline all of your expectations ahead of time—you and everyone you work with will appreciate this approach down the road.
 ”

Kurt Johnson, CAI, BAS

you for their event, go for it’ then I will go for it. But, if the communication was, ‘Anything that comes to you at my event is mine,’ then that’s how it goes,” Taylor said.

What if a situation doesn’t seem to fall into either category? Kurt Johnson, CAI,

BAS, has advice for making a good choice in gray areas.

“Put yourself in the other person’s business shoes. Think of the other person’s financial situation. If the roles were reversed, what decision would you want someone to make?”

said Johnson. He’s President of Kurt Johnson Auctioneering in White Bear Lake, MN. “Be fair.”

If you do determine a referral fee is in order, he’s found 20 percent is standard. Give the person that referred you 20 percent of what you earn from the event. Then, he said, consider yourself 100 percent deserving of whatever work follows with the client.

Upfront communication can’t be stressed enough, he said. His contract with independent contractors is very clear on what belongs to the company. His thoroughness is based in part on getting burned in the past.

“You need to be proactive with the people you’re working with. Outline all of your expectations ahead of time—you and everyone you work with will appreciate this approach down the road,” he said.

Nancy Hull Rigdon is a freelance writer in Colorado.

VOTE

Peter D. Gehres, CAI, CES, CAS FOR **NAA DIRECTOR**

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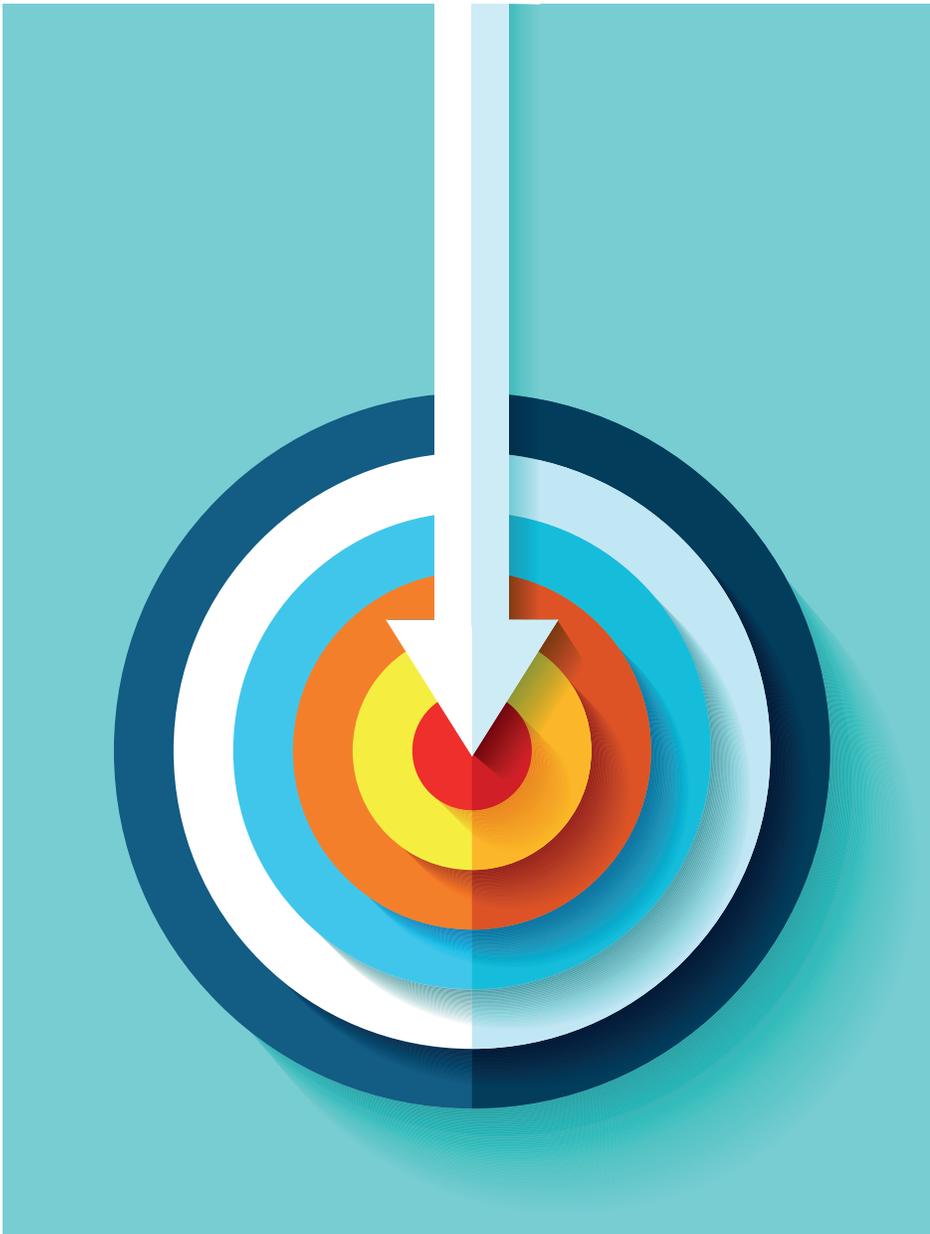


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Navigating print & digital advertising choices

There's a strategy for
every business goal

By Nancy Hull Rigdon

The common question seems simple: Print advertising versus digital advertising—what's best?

It's not that simple, say auction professionals with significant experience in the area. Instead, they say there's a more productive question to ask: What are you trying accomplish in your auction business? When you have that answer, you can then evaluate all the options, from direct mail to billboards to paid social media content and online banner ads.

With your answer in mind, here are several pieces of applicable advice to help you select from the smorgasbord of advertising options spanning both print and digital.

We'll start with some misconceptions. First up: the assumption that social media is only for younger audiences.

"While that might be true for Snapchat, Instagram and Twitter, that's not true for Facebook," said Ryan George of auction marketing company Biplane Productions, Inc. "Research found more people 55 and older check Facebook than read a newspaper in the course of a week.

Another false assumption George hears is that rural communities aren't on social media.

"I get better efficiency in rural markets because I don't have to compete against Fortune 500 advertising there. I've advertised a farm equipment auction in rural Kansas, where 98 percent of the traffic was mobile. We still get strong results from some farm newspapers in the Midwest, too. I've just learned to not make assumptions and to trust the data," George said.

Same goes for industrial equipment, he said. Some of his best results for Facebook advertising have been with machine shops, food service equipment and heavy trucks.

"We get strong bidders from direct mail on these campaigns, but both blue collar and middle management decision makers are on social media," he said.

George stressed that you can't approach digital media and print media the same. He said he often sees auctioneers missing this key detail. As just one example, he sometimes sees professionals wanting to include a website address in a clickable online banner ad, defeating the purpose of the ad.

"We have to adapt our messaging to the expectations of the audience of each platform. With short attention spans, we need to include only what the prospect needs to know to take the next step," he said. "That next step is not coming to an auction; it's getting them to your website, where you can make the next, more detailed pitch—and capture their data."

Don't expect what works today to work tomorrow, George cautions.

MARKETING



“The uncomfortable truth is that successful advertisers will have to be constantly experimenting, measuring and adjusting the various media in our campaigns until retirement. If our marketing plans are the same a year from now as they are today, most likely we haven’t been doing our jobs,” he said. ❖

Nancy Hull Rigdon is a freelance writer in Colorado.

A bridge for the industry

With the National Auctioneers Association’s Marketing Competition completed this year, it’s a good time to evaluate auction marketing. Every year the competition sees a large volume of both print and digital marketing materials. While other industries may have seen declines in print marketing, it is clear that auctioneers still successfully utilize many forms of marketing. It is a unique challenge for an industry that continues to bridge old methods with new, championing the auction method into this century and beyond. The evolution of marketing may just hold the key. Peruse this year’s competition winners in the June/July issue or see them at Conference & Show.



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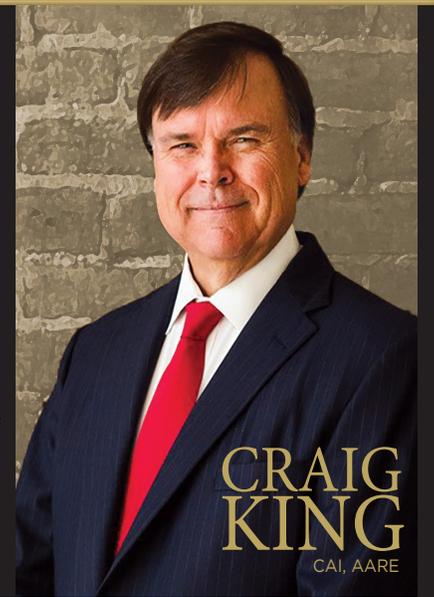
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*Dear NAA Members,
I would appreciate your vote and support, and look forward to seeing you in New Orleans July 9th-13th at the NAA Conference and Show.*

–J. CRAIG KING, CAI, AARE

To get maximum value on items sold in an online auction, close attention to cataloging is important. There are factors that come into play when trying to list efficiently for the buyer and make the most money for the seller, and utilizing best practices for cataloging can help to achieve that.

Jason Roske, CAI, owner of KC Auction Company, LLC, mainly works in antiques, art, jewelry and the estate liquidation genre of auctions. When cataloging items, he adheres to the following best practices:

1. Clear item titles

“When buyers are looking through hundreds of items, the titles need to be succinct and true.”

2. Select the right thumbnail/lead picture

“In association with the title, these two factors, if done correctly, will create valid interest in an object and garner more clicks.”

3. Shoot great pictures

“Once the bidder actually clicks on the item, they will look at the pictures first. Quality photography will answer 90 percent of all questions a potential buyer will have.

4. Quality description

“Basic information is crucial to instigating the correct bids.”

5. Product knowledge

“This isn’t crucial, but it’s important. Buyers will pay more if they feel confident in the auctioneer/seller.”

Roske said another important decision auctioneers need to make is whether or not to sell like items individually or in lots. Furthermore, how many similar lots are too many to sell in one auction?

“As a general rule, we sell sets of items as a set,” Roske said. “Silver, china, crystal, etc., almost always sell as a set. The only deviation of that is if there is a particularly rare serving item in the set that has demand or interest from the buying public.”

Roske said they prefer to keep collections in as few auctions as possible. For example, they’re in the process of finishing up a jewelry collection that has been separated in three different auctions because there were three distinct areas of jewelry, one being top line items that would account for 80 percent of the value, and they chose to sell those first.

“That auction created a lot of buzz,” he said. “We had buyers from around the world. The second auction was nice but consisted of more middle line jewelry. The third auction consists of costume and fashion jewelry and loose gemstones. We separated them out to highlight each area specifically.”

As for lot size, that often depends on the total volume of items in the auction Roske is selling or whether it’s a single-owner collection, estate or consignment auction. He said single-owner auctions tend to have more separation of items to be sold individually or in smaller-sized lots, because single-owner auctions drive a different mentality from buyers.

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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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“If the collection is interesting enough,” he said, “buyers will want to own something from that collection, so smaller lots make sense. Passion comes into play here.”

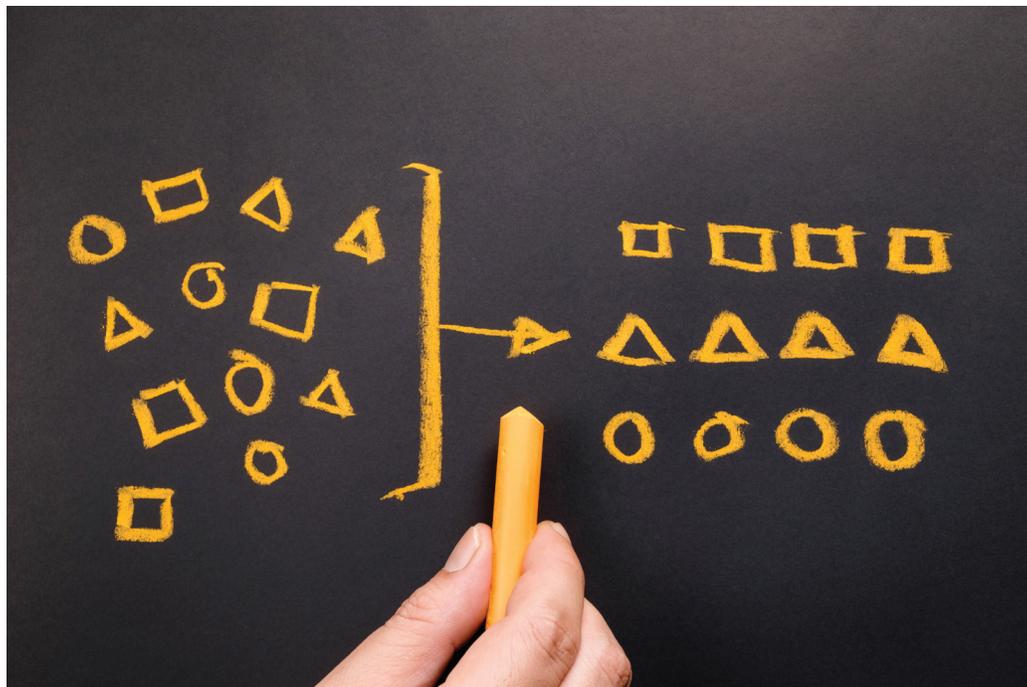
Consignment auctions, he said, usually involve working with upward of 30 sellers in a single auction, in which case they are more apt to combine items.

“The passion of items being fresh from a local estate are generally not as present in a consignment situation,” he said. “This means that buyers are more influenced by the asset as opposed to the story.”

Casey Guidings, CAI, works with Rocky Mountain Estate Brokers Inc. One of their main considerations in how they catalog is determined by value. For example, if they have five like items worth \$5, they’re likely to put them all in one lot. Items estimated to be worth \$25 or more will be split into different lots. Mass-market collectibles, such as Precious Moments, is a good example of this, she said.

“Harder to find, older figurines may be sold separately,” Guidings said, “while the more common figurines would get sold in small groups.”

“If it’s a series where somebody has one of the three total pieces in the series,” she said, “then



our company philosophy is we’d split them apart, because they might want the second one in the set but they might have the other two.”

There is also the concern of putting too many like items in one auction. Guidings said if an auctioneer has 2,000 figurines or pieces of jewelry, putting them in one auction might flood the market and diminish the value of each one. Rather than selling all 2,000 items,

Guidings said they would be more likely to sell maybe 100 at a time.

Value also comes into play when considering large volumes of similar items. For example, Guidings said of lesser-quality collectibles, they might put them in the same group. For higher value items coming from a notable collection, they will try to sell the collection complete in one auction, selling much of the collection “piece meal.” For instance, if the collection contains a three-piece series, “we would split the three pieces apart to attract the buyer who only needs one or two pieces in that series.”

Among the best practices they follow includes being as “organized as humanly possible.” Part of that organization, similar to what Roske mentioned, involves uploading photographs of the most valuable items first.

“We’ll try to get our best items up first and attract attention,” she said of their marketing approach to entice a larger group of bidders.

Her company also likes to focus on efficiency in cataloging, especially if there are many, many items up for auction. A two-person minimum, one person moving items and tagging them while another is taking photos, makes the process go much smoother. They also use AuctionFlex to assist in cataloging more effectively. ❖

James Myers is a freelance writer in Oregon.



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How to land a tough seller

Dispel common myths with these proven strategies

By James Myers

Real estate auctioneers know that to sell property at auction is only half the battle—they have to dispel myths that are deeply engrained in sellers' minds. It becomes their job to convince sellers that the auction method isn't the last resort of a desperate seller. It can actually be the best choice for moving property fast, efficiently and at a good price.

Kelly Strauss, CAI, a representative for Nicholls Auction Marketing Group, said one of the most common issues he encounters with potential sellers is that they believe auctions are only for foreclosures or distressed properties.

"The best way to overcome this misperception is to share more of what the auction business is all about in today's marketplace," he said, "and to showcase previously sold properties and the story behind how the auction method provided success to the seller."

In agreement is Mark Manley, CAI, AARE, AMM, CES, MPPA, president at Weeks

Auction Group, Inc. While some auction properties are distressed, many more aren't.

"We as auctioneers haven't done a real good job of educating the buying public that auctions aren't always distress sales," he said, adding that when sellers choose the auction method, "they get the best exposure and the fullest exposure to the market in the shortest amount of time."

Another pervasive myth is that auctions don't bring fair market value and buyers are only looking for a "cheap deal," said Strauss. He contends that in a competitive market, there is no limit to where the sale can go, and that's one of the motivations for choosing the auction method. Even in a down market, working with auctioneers who professionally market a sale can be a huge advantage that will bring fair market value or beyond.

"We at Nicholls Marketing Group say that we create the market, not chase it," he said.

An obstacle auctioneers face once they've gotten a seller on board with the auction

method is the unreasonable expectation in regard to what the sale will bring. Pam McKissick, CAI, former co-owner and CEO at Williams, Williams & McKissick Worldwide Real Estate Auction, refers to it as the “number in your head” obstacle.

“That’s the number your home is definitely worth if only you could get someone to agree with you by writing you a check for that amount,” McKissick said. “Good auction sales people address valuation issues honestly, early and often.”

She said the unskilled sales approach is to remain silent and hope the seller will accept the high bid once they see how hard the auctioneers worked to market the sale. However, when the conversation about expectations never takes place, it allows the seller to believe that the auctioneer agrees with the number in their head.

“If you agree with his number, then you have to achieve it,” she said. “And if it’s an unachievable number, then you’re going to have a busted sale, an angry seller and a black mark on your auction company and the industry.”

Manley has had his share of these unreasonable expectations and has turned down auctions because of it, and for good reason. He said the common rule of thumb in the industry is that it takes 10 good auctions to overcome a bad one.

“We as auctioneers are doing our industry a disservice when we take auctions that we know can’t get sold,” he said.

Like traditional real estate agents, auctioneers can demonstrate what the market is actually going to bear through comparative market analysis. Manley said even with solid proof, some sellers are not convinced, but often come back several months later when they realize they were wrong.

Strauss has experienced the same thing.

“If the seller has unreasonable expectations,” he said, “sometimes you just have to walk away—but keep in touch. This can be the auction that comes back to you in the future. I have had this happen several times, and the sale was successful for the seller.”

Sentimentality is also an element that can get in the way of a successful auction. Buyers assign no value to a seller’s sentimental attachment to real estate. Manley has worked with farmers who have encountered economic distress and begin to consider selling, only to balk because of their attachment to the land/property.

“Of course they have a lot of sentimental attachment to it, and you have to sit down with them and say, ‘Look, let’s move forward with a sale while you’re still in control,’” he said.

Manley, Strauss and McKissick each stressed that a gentle hand is a requirement for all auctioneers dealing with sellers who are making decisions during emotionally trying times. McKissick advises to treat them with love and concern and to “go the extra mile for them.” Manley said the best option is to listen and be understanding of their situation, be empathetic and to say, “We’re ready when you are.” Though he’s experienced sellers who waited too long and rather than coming away with some equity, they were forced to foreclose.

“Relationships are key to every auction,” Strauss said. “You must let the property/home owner know that you are with them from the signing of the contract to the closing of the property. You hold the seller’s hand through the whole process, assuring them that they have made the right decision with the auction process and that you, the auction professional, will take care of all stress and worry.”

James Myers is a freelance writer in Oregon.

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Q&A

**Jeff Tanenbaum,
CAI, CES**



What sparked your interest in becoming an auction professional?

I was inspired by a young charismatic auctioneer named Mark Weitz (1960-2018), who became my mentor. I had no prior exposure to the industry when I met him at 17 years old and began helping him with his small company that he ran out of his father's home office. The company was called Great American Exposition Sales, which later became Great American Auctioneers, and today Great American Group. On day five, I watched Mark, only seven years my senior, stand on a rolling ladder amidst a sea of people bidding frenetically on a warehouse full of dime store merchandise, and I couldn't believe my eyes. He was a masterful auctioneer, then only 24, and would only get better and better over the years. I spent the next few months traveling with him, jumping from project to project, and quickly became hooked on the dynamic, ever-changing world of commercial and industrial auctions. I've never looked back.

What road did you take to get there?

I was fortunate to find a mentor at such a young age—and one that was so willing to teach me. But, in return, I had to work hard and give everything I had to learn the business. Over the next nine years, under Mark's tutelage, I worked long hours, learned to lot sales, prepare marketing, walk deals, value assets and finally, to bid call. And when it came to bid calling, I practiced every chance I got. I sold to the telephone poles driving down the street and to the lift towers while skiing down a mountain. I knew that I had to be ready if I was given the chance to sell at an actual auction, especially if I wanted to get the next shot.

Were there any challenges you faced?

Nothing in business is without its challenges, and over 34 years I've had my fair share. One of the firsts was an unexpected business circumstance that forced an abrupt end to my relationship with Mark (though the relationship would resume about 15 years later). It was a very tough time of my life being all of 26 years old with what felt like a short lifetime of experiences that applied to our very niche industry, and an uncertainty of what to do with them all. I spent a year as a freelance auctioneer, and then decided to sign up for the CAI designation program through the NAA. After the first one-week session in Bloomington, IN, I found the inspiration I needed and returned home to open up my own firm in 1996, Remarketing Associates. The lesson I learned then, and time again, is the importance

of looking forward in spite of setbacks, disappointments and failures. We're in the event business, and many factors influence each deal's success. If we let a failed deal or failed business relationship define us, it's game over.

How has your perception of the auction industry changed?

There's no doubt I see the business through a whole new set of eyes than when I entered the industry 34 years ago. My perceptions, though, have evolved alongside many major shifts in the business as well. When I started, we manually clerked sales and tabulated invoices using an adding machine. Mobile phones were an expensive luxury (and the size of a toaster) and the World Wide Web did not yet exist. When a client wanted to sell something, we lined it up, tagged it and sold it. I would say that the auction business was somewhat one dimensional at the time. Now, given the online tools at our disposal, our global buyer reach, and the complex needs of our typical client, the first step we take is to determine the ideal disposition strategy for the situation. This often involves the use of different approaches to drive a competitive result—from sealed bid offerings, orderly sales, online auctions, etc.—and may not involve any type of traditional auction whatsoever. The focus, instead, has become maximizing value given the time parameter and needs of the client... a far cry from the "line it up and sell it" mentality.

Why do you love what you do?

The business has provided so many opportunities for me to do what I enjoy—from traveling, to problem solving, to meeting people from all walks of life. I've had the opportunity to see inside amazing properties and experience the inner workings of intriguing businesses. I've also had the thrill of dropping the gavel on hundreds of thousands of lots, including \$20 million pieces of real estate and million-dollar printing presses. I've also enjoyed helping many non-profit organizations raise millions of dollars, while feeding my personal passion—a love of music. I have had the good fortune of sharing the stage with performers like David Crosby, Jackson Browne, Billy Idol, Robby Krieger of the Doors, and many others.

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

Think outside the box, embrace technology and stay focused on "the best solution for the client," as opposed to doing things "the way it's

always been done." I would also recommend getting to know your peers. Collaborating with competitors has broadened my horizons more than anything else... it's also made me a lot of money. It's truly amazing what an auctioneer selling a different asset class in a different part of the world can teach me about my business.

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

Participating in the CAI program of the NAA was the single most important decision I made in my career. It opened my eyes to what I knew, what I could do and what I needed to learn. And, it introduced me to amazing people that would become teachers, collaborators, resources and actual business partners. The CAI program clarified for me that being an auctioneer is a true profession; it made me realize the importance of treating every client and every buyer with respect as my personal contribution to raising the profile of the auctioneer for the benefit of the industry.

What are you most looking forward to in your move back to GA Global?

Great American is not the same firm that I helped build so long ago. It has grown significantly, is now publicly owned and has become a tremendously diverse organization. We deliver more than 1,300 appraisals each year representing more than \$85 billion of asset value, provide capital solutions to healthy and distressed companies, offer global advisory and investment banking services, and so much more. My return to the brand provides me tremendous opportunities to leverage these services and do so in partnership with my 30+ year colleague, Adam Alexander. Together, Adam and I share a vision of servicing and giving back to the auction industry in every possible way. We already partner with many NAA members on deals, and provide software solutions through our affiliated company, Bidpath. I look forward to finding new ways to collaborate within the NAA, with the power of the GA brand and resources behind me. ❖

Find out more about GA Global at gaglobl.com.



Q & A

**Russ Hilke,
CAI, AMM,
GPPA –
Wavebid**

When and how did your business start?

Wavebid was founded in 2011 in Minneapolis, Minnesota. Russ Hilke, a career auctioneer, partnered with Michael Long, a technology engineer, and the idea went from paper to production.

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

As an auctioneer conducting online auctions, I was frustrated at the lack of tools to help

streamline the online auction process. There were plenty of bidding platforms but no one was building tools for auction companies to help make the cataloging process easier.

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

Our goal has always been to make their lives a little happier and easier. The genesis of Wavebid is to make things simpler and faster. Our tools are built for auctioneers, not buyers or sellers. We remove annoying/time

consuming steps in the cataloging, marketing and settlement process. The time saved for our clients can be used to do more auctions, grow the business, or even spend time with family and friends.

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

We love the auction industry. Auctioneers are hard workers who solve unique problems on a daily basis. The best ones are amazing sales people, and it's all done with an entrepreneurial

spirit. We get a lot of energy and satisfaction when we interact with clients and learn how our tools are helping them to be more successful.

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

Our acquisition by Proxibid is the biggest news from Wavebid this year. This acquisition enables us to continue to do what we do best—but faster, with access to more resources, and with a larger team of industry experts. We have also been able to expand our support hours and provide more onsite services while we continue to offer Wavebid to every auctioneer regardless of the bidding platform.

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

Technology is becoming more and more important for every business, and auctioneers are no exception. We will continue to digest the tech trends and deploy them into the Wavebid software. In the near future, I see radical changes in the way payments are received and processed. I also believe the Supreme Court decision Wayfair v. South

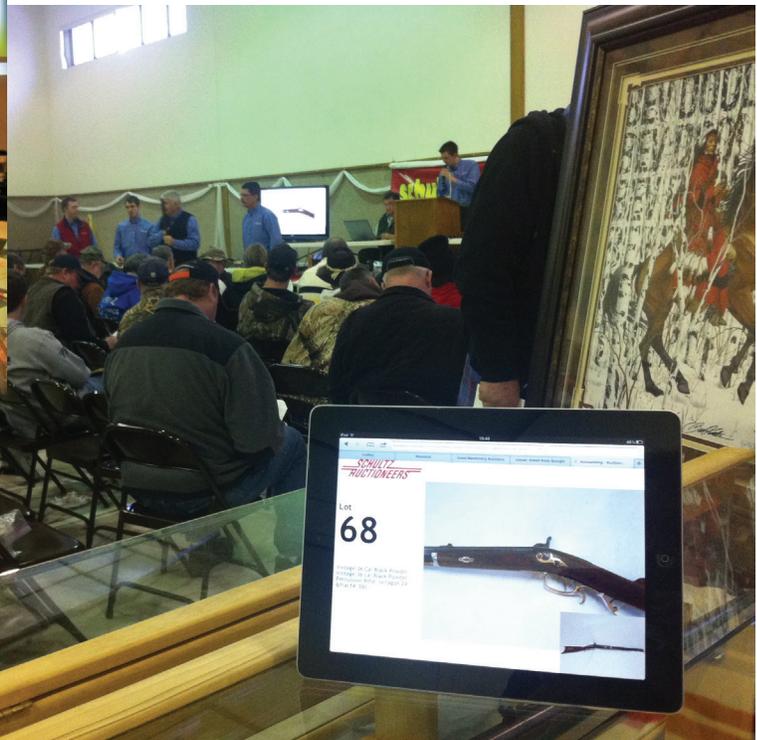
Dakota will have sweeping impacts with in the industry. Requiring a small business to manage thousands of potential tax rates and remit them to the proper authority is impossible without help. We plan on providing the solution so it's not a burden for our users.

How has the NAA helped your business grow?

Wavebid would not have grown as fast as we have without the NAA. The national conventions are the single best opportunity for any vendor looking to connect with auction professionals. With hundreds of auctioneers attending the trade show daily, there is no better

place for great conversations, idea exchanges and sales. The educational opportunities are the best available for auction professionals. Over the years, we have sent multiple employees to various designation classes. This education allows employees to better understand the industry and address the current needs for our customers. ❖

Learn more at wavebid.com.



RM Auctions achieves best-ever results in Fort Lauderdale with \$23.2 million sale total

FORT LAUDERDALE, Florida (1 April 2019) – This past weekend, RM Auctions, a division of the RM Sotheby's Group, held its annual Fort Lauderdale sale, achieving the best result in the event's 17-year history. Total sales across the two-day auction reached more than \$23.2 million, with more than 80 percent of the 476 lots on offer finding new homes. RM Auctions also saw strong bidder attendance at the sale, with 24 countries represented by participants, and one third of bidders representing first-time RM Auctions clientele.

The Fort Lauderdale auction was led by a 600-mile 2015 Ferrari LaFerrari, finished in eye-catching Giallo Modena over a black and yellow interior. The hypercar reached a final price of \$3,080,000 during the Saturday afternoon sale session before a packed auction room, becoming the most valuable car yet sold at the Fort Lauderdale event. Stealing the Friday spotlight was a highly desirable, matching-numbers 1955 Mercedes-Benz 300 SL Gullwing offered from significant celebrity ownership, which achieved a final \$1,155,000 to become the second highest sale of the weekend.

"We could not be happier with the results of our 17th Fort Lauderdale auction," said Gord Duff, Global Head of Auctions, RM Sotheby's Group, following the sale. "We achieved our strongest results to date, again with a smaller, higher quality group of cars, and we're thrilled with the sell-through rate we secured for our valued clients. On top of the most valuable car ever sold at the event, we also saw continued lively bidding for special cars from private collections offered without reserve, with exceptional interest from clients participating remotely via the phone and internet as well."

Additional highlights across the Fort Lauderdale auction included continued rising interest in modern and emerging collectibles. A 1998 Lamborghini Diablo SV Monterey Edition, the final example of just 20 built, sold for \$258,500 following an extended bidding



competition, exceeding its pre-sale estimate of \$200,000-\$225,000 (offered without reserve). A 2010 Ferrari California, presented in Grigio Alloy with Bordeaux Daytona-style seats, also offered without reserve, sold for a final \$115,500, with a portion of proceeds to benefit The Boys & Girls Club of Broward County, an organization near and dear to the RM Auctions team.

A selection of cars offered from the much-buzzed-about Youngtimer Collection also continued to draw tremendous interest in Fort Lauderdale, which many of the 19 lots exceeding pre-sale expectations. Highlights include a very well-preserved, 3,000-mile 1991 Nissan 300ZX Twin Turbo, which reached a final \$66,000 (est. \$30/40k, offered without reserve) to set a new record for the model at auction. A six-speed 2009 Aston Martin DBS also smashed pre-sale estimates at \$121,000

(est. \$80/100k), while a 1994 Bentley Touring Limousine reached \$71,500 (est. \$30/40k, offered without reserve). The remaining 85 motor cars from the Youngtimer Collection will be offered at RM Sotheby's upcoming inaugural German sale, set for 11-12 April at the Techno Classica Essen show.

Additional private collections offered without reserve also achieved strong results in Fort Lauderdale, with a 1953 Hudson Hornet Sedan offered from a Private Swiss Collection and formerly owned by Steve McQueen bringing \$165,000 and a 1948 Buick Roadmaster Convertible offered from the Richard L. Burdick Collection bringing \$99,000 (est. \$65/85k).

RM Auctions Fort Lauderdale sale also played host to RADwood at RM Auctions, the first-ever South Florida event for the car show that presents the best of the 80s and 90s automotive lifestyle. The event saw a curated group of cars at the Broward County Convention Center, including such rarities as a 3500-mile, six-speed 1998 Toyota Supra, a 1986 Lamborghini "Downdraft" Countach, one of three in Rosso Speciale, a 1989 RUF RCT Evo, and a 1989 Mercedes-Benz 560 SEC AMG 6.0 Wide-Body with a quad-cam motor and Recaro interior.

RM Auctions Fort Lauderdale 2019 Top Ten

- Lot 3094, 2015 Ferrari LaFerrari, \$3,080,000
- Lot 1110A, 1955 Mercedes-Benz 300 SL Gullwing, \$1,155,000
- Lot 3108, 2017 Ferrari F12tdf, \$975,000
- Lot 3075, 1972 Ferrari 365 GTB/4 Daytona Berlinetta, \$550,000
- Lot 3112, 2017 Lamborghini Aventador LP750-4 SV Coupe, \$478,500
- Lot 3082, 2018 Porsche 911 Turbo S Exclusive Series, \$350,000
- Lot 3130, 2018 Ferrari GTC4Lusso 70th Anniversary, \$299,750
- Lot 1120, 2006 Ford GT, \$286,000
- Lot 3087, 1998 Lamborghini Diablo SV Monterey Edition, \$258,500
- Lot 3083, 2006 Ford GT, \$255,750 ♦

The “Googly” Eyed Doll sells for \$22,800 at Alderfer Auction – Second highest selling doll auction in Alderfer Auction history

Hatfield, Pennsylvania – Emotions ran high at the April 3rd, as the last doll was sold for \$22,800 at the Alderfer Auction highly anticipated Doll Auction. The buyer raised his bidder number passionately competing against online, phone and live bidders. He waited decades for this German “Googly” Eyed doll to come up for sale.

This “Googly” Eyed doll, named Virginia (“Ginny” for short), is an Oscar Hitt German character doll with stunning blue side glance eyes, a closed mouth and brown mohair wig. She was comprised of a bisque head, flange neck and pin joints. Ginny came dressed for the occasion with her five-piece cloth body adorned with antique cotton clothing. Ginny “somehow knew” to be prettily dressed for this



special day of new ownership.

Other items from this sought-after collection from a well-known Lehigh Valley, PA dealer, were a pair of girl and boy Maggie Bessie dolls with a price tag of \$13,200. The European dolls took front and center stage leading with lot 3426, a 17” female Van Rozen Doll France Depose, selling for

\$7,800. Following the trend was the 17” 6EJ, Emile Jumeau, lot 3423, which sold for \$5,100. Lot 3409, a 14” 02033 BSW “Wendy” Doll Character sold for \$5,400. A Lenci doll with original owner’s Lenci Child’s Dress sold for \$3,300 and the unique antique early Steiff blue mohair cat sold for \$660. The American Artist, Dorothy Heizer, brought in a winning amount of \$3,900 for her 10” “Dorothy Heizer” cloth sculpture doll, lot 3347.

This was not only the 2nd highest selling doll auction in Alderfer Auction history, but also, an auction that satisfied collectors who yearned to complete their collections after years of waiting. ❖

Bodnar’s auction sets personal record for selling price on a single item with a Paul Evans sculptured cabinet

On March 28, 2019, with over 400 register bidders in house and another 1,000 bidders online, all eyes were on a Paul Evans free floating sculptured-front cabinet that was discovered in a Monmouth Beach Estate. The Bid open at \$40,000 with several hands up into the air. The excitement was in the air like the starting gates at Monmouth Race Track, “And there OFF!” The bids quickly ran off to \$70,00 when two bidders locked heads and came to a photo finish hammer price of \$78,000, plus the 15% buyer’s premium. A roar of cheers came from the New Jersey Convention & Expo Center where Bodnar’s conducts their sales monthly.

Joe Bodnar remembered when he walked into the estate in September of 2018 and saw it hanging on the wall of the 17th floor condo overlooking the Atlantic Ocean. “When I walked around the corner and saw the sculpture, I immediately knew it was a Paul Evans piece. My gut reaction was it was about \$20,000-\$40,000,” he said. “However, after I went home and did



some research, I discovered how important this piece was. Similar pieces at auction have reached six figures. This piece was a one of a kind, purchased from Paul Evan directly in 1974.

“Despite its flaws of paint-loss, minor rust and some holes done to the back of the cabinet, it sold for a fair price,” Bodnar explained. “I have been conducting auctions for over 20 years and this is the most expensive single item we have ever sold! It was another milestone in my journey from a \$2,000 grossing auction in a parking lot back in 1996 to today where we are running a significant professional auction firm with rare pieces.”

Bodnar’s reminisced about a pair of urns he saved from the melting pot of a scrap yard back

in 1998 that sold for \$36,000, which was the prior record. “I have been chasing that record for 20 years!” he said. “Now I’ve got a new goal to hit, \$100,000!”

Description in the catalog was: Rare Paul Evans sculpture front cabinet. Done in an enameled steel front that has been welded and sculpted into various shapes. Has four doors on the front that open to wood shelves. Has patchwork copper in the top, sides and bottom and a slate top. The interior has a reddish hue. Has a welded signature on the base of the right most side door and is dated 1974. Is a beautiful example of Paul Evans work. Measures approx. 89” wide x 21 1/4” high x 18” deep. ❖

RIAC does it again! \$1.67M sold in \$20M gun auction



In the months that led up to it, the May 2019 Premier Firearms Auction had shaped up to be an absolute colossus of an event. The Millikin Dragoon served as flagship and was flanked by powerful military vehicles, lifelong collections, pristine condition pieces, and inconceivable rarity in nearly every genre. It was an event absolutely jam-packed with exciting pieces collectors could not wait to get their hands on.

While 2018 was a record year for absentee bids with 118,000 received, already in 2019 over 55,000 have been received after just two major auctions. We also saw record web traffic for this auction with 3.6 million catalog visits as well as record numbers of bidders, winners, and watchers using our RIAC Live software. Winning bidders could be found in all 50 states as well as 17 countries. To say participation is excellent would be an understatement, as more and more people find that high quality firearms continue to be a fantastic investment.

The excitement was rife in the air, evidenced by the outstanding results achieved yet again by Rock Island Auction Company. This time the realized total for the auction reached \$20 million, a remarkable and appropriate outcome for an event positively alive with extraordinary firearms.

Day 1 wasted no time getting right into the thick of things. Lot number 8 offered the Millikin Dragoon to the collecting public. In and out of the world's finest collections for the last century, it gave all in attendance a jump-start when the bidding BEGAN at \$900,000! After a back-and-forth battle for the right to own this extraordinary, artisan Colt, the bidding gradually slowed until only one remained. The Millikin Dragoon sold for \$1,667,500 to an elated bidder who knew a true treasure

when he saw one. Other exceptional results on Day 1 included an extremely rare Armstrong & Co. British Gatling gun that cranked out a \$218,000 realized price, a Dance & Bros. Confederate revolver that bested its high estimate to find \$195,000, and a stunning, cased Ames Manufacturing Co. Civil War presentation sword that also topped its high estimate and sailed to a \$126,500 sale price.

Those that assumed the second day would serve as a respite after such a boisterous first day were in for a surprise. Much like the day prior, the activities were off with a shot when a near-mint Colt Baby Paterson, offered in the eighth lot of the day, found an impressive \$644,000 realized price. Around mid-day, massive military vehicles were started outside, the door were flung open wide, and the auction hall was filled with the powerful rumbling of tanks before these impressive items crossed the auction podium. The effect must have worked – the M47 Patton main battle tank rumbled to \$322,000, the M16 half-track shot down a \$97,750 realized price, and an outstanding 1957 Chevrolet Model 1503 military staff car cruised to a \$46,000 pay day.

German military items also gave enviable performances on Saturday. A presentation 1902 Luger carbine, given from inventor Georg Luger to machine gun inventor Hiram

Maxim, became the subject of an absolute bidding slugfest. With a low estimate of \$35,000 the gold inlaid pistol astounded everyone in the auction hall as the bids climbed ever higher. When it was finished, the prized piece had exceeded its low estimate more than 12-fold with a \$425,500 realized price and found a new collection to call home. Additionally, a factory engraved and chromed Walther PP, bearing Germanic pagan runes and an "HH" monogram attributed to vile SS Chief Heinrich Himmler, far surpassed its \$250,000 high estimate before settling upon a \$356,500 sale price. To list all the remarkable prices achieved on Saturday would require a small book! It was an incredible day at auction.

Sunday was anything but a day of rest for the excited bidders who had not yet won their desired collectibles. Leading the way, again in the eighth lot of the day, was a stunning Winchester Model 1886 with 1 of 1,000-like engraving and platinum barrel bands that could not be had for less than \$172,500. A rare Colt Walker, with its "B Company" markings, found \$115,000, a scarce Singer M1911A1 pistol found \$74,750 (in addition to one that sold on Day 2 for \$115,000), and the classic beauty of a Winchester 1866 "flatside" carbine was properly appreciated to the tune of \$92,000. However, the surprise of the day came in lot 3737 with a superb condition, 1941-dated police Luger with two matching magazines, all bearing the serial number 3y. Initially given an estimate of \$8,500 – \$14,000 it quickly left those figures in the lurch as the bidding quickly became heated. Mouths were left agape and astonished glances were exchanged before the enviable Luger settled at \$63,250 – more than seven times its low estimate. As you can see, there wasn't a moment to rest in this auction that was absolutely teeming with world-class firearms. From the very first lots to the final hours on the last day, gun collectors were given untold opportunities and they responded as such. A hearty and sincere thank you is extended to all who helped make this event the large success it was: consignors, buyers, bidders, attendees, and our friends on social media who help share the photos, videos, and stories of these incredible arms. ❖

Ritchie Bros. sells 12,300+ items for CA\$207+M in five-day Edmonton, AB auction

EDMONTON, AB (May 6, 2019) – Last week, Ritchie Bros. sold 12,300+ equipment items and trucks for CA\$207+ million (US\$154+ million) during its massive five-day auction in Edmonton, AB.

A record 17,600+ bidders from 59 countries registered to participate in the April 30 – May 4, 2019 auction, including 13,500+ online bidders. Approximately 86 percent of the equipment in the auction was sold to Canadian buyers, with buyers from Alberta purchasing 52 percent, while international buyers from countries such as China, Poland, and the United Kingdom purchased 14 percent of the equipment. Online bidders purchased approximately 65 percent of the equipment.

“We had a great live event in Edmonton last week, setting new company records for number of bidders and sellers,” said Brian Glenn, SVP, Head of Canadian Sales, Ritchie Bros. “Despite a long and challenging winter for many companies across Western Canada, we witnessed positive pricing across all equipment categories. Oilfield transportation was a big feature of the auction; supported by strong out-of-country participation, we delivered very solid returns for consignors. Core construction assets also performed well as Canadian companies continue to adjust to market conditions and upgrade their fleets. We would like to thank all the sellers and buyers participating in last week’s auction.”

Mr. Glenn continued, “On top of the 12,300 plus items sold in our live event, we also sold several million-dollars-worth of assets through a special Edmonton online Marketplace-E event. With ‘Make Offer’ and ‘Buy Now’ formats this event gave our Canadian sellers additional controls over the selling price and process, while providing buyers even more equipment to choose from. Some big-ticket items already sold through the event include a 2011 Terex-Demag AC200-1 all-terrain crane that sold for CA\$820,000 and two Junttan pile hammers that sold for CA\$755,000 each.”

A record 1,500+ owners sold equipment in the Edmonton live auction, including a complete dispersal of 300+ assets for Harpoon



Energy, a Red Deer, AB-based oilfield surface rental company.

“Ritchie Bros.’ Edmonton April auction is the best Canadian sale of the year and I’m very pleased with the results we achieved this week,” Dave Roberts, Owner of Harpoon Energy. “When you team good quality equipment with Ritchie Bros.’ extensive pool of customers, you are going to get market value or better for your assets and cash in hand in three weeks. Ritchie Bros. makes it easy.”

Auction sales highlights included:

- A 2013 Mech 4000 ultra-heavy telescoping double drilling rig sold for CA\$820,000
- A 2014 Western Star 4800TS T/A T/A with a Manitex 50255S boom truck sold for CA\$425,000
- A 2012 Caterpillar 627H motor scraper sold for CA\$420,000
- A 2011 Kenworth C500 T/A T/A 400-in. WB bed truck sold for CA\$365,000
- A 2012 Elrus M5585 closed circuit portable cone crushing plant sold for CA\$355,000
- A 2017 Caterpillar 160M3 AWD motor grader sold for CA\$345,000
- A 2013 Peterbilt 367 tri-drive hydro vac truck sold for CA\$340,000

- A 2011 Caterpillar D6T LGP dozer sold for CA\$325,000
- A 2013 Tigercat 870C feller buncher sold for CA\$270,000

AUCTION QUICK FACTS: EDMONTON, AB (April 2019)

- Total gross transactional value – CA\$207+ million (US\$154+ million)
- Amount sold to online bidders – CA\$134+ million (US\$100+ million)
- Total registered bidders (in person and online) – 17,600+ *New Company record
- Registered online bidders – 13,500+ *New Company record
- Total lots sold – 12,300+ *New Canadian record
- Number of sellers – 1,500+ *New Company record

The special Edmonton Marketplace-E event, which started on April 16 and features many high-value items, is still ongoing. More than 100 items are still available for purchase—visit ironplanet.com/mpe-edmonton for more info. In total there are currently more than 4,300 items available for purchase through Marketplace-E. ❖

The 2019 Gone Farmin' Spring Classic exceeds \$5 million in overall sales



WALWORTH, Wis. – April 5, 2019 – Mecum Auctions Gone Farmin' returned to the Mississippi Valley Fairgrounds in Davenport, Iowa, for the 2019 Spring Classic auction this past weekend, March 28-30. Total sales from the two-day event soared to more than \$5 million overall with 979 tractor and Road Art® lots crossing the block.

The tractors on offer achieved an impressive 95-percent sell-through rate in front of a standing-room-only crowd of bidders and spectators. The excellent turnout made for strong bidding and resulted in healthy individual sale prices.

A trailblazer in the muscle-tractor market, a 1961 John Deere 8020 (Lot S20), nabbed the auction's top honors with a sale price of \$178,500; hailing from the Dave Haala Collection, the tractor boasts a Detroit Diesel, 6-71 GM 2-cycle, 6-cylinder engine and a transmission with forward and two reverse gears. It packs a punch of power with its engine capable of pumping out more than 200

HP. Following the 8020 among top sales was another from the Dave Haala Collection, this time a steel-wheeled sensation in the form of an Aultman and Taylor 30-60 (Lot S33); the stunning workhorse demanded \$141,750. Dubbed the "King of Road Builders" because of its massive power, strong endurance and record-breaking economy, the 30-60 played an important role in building the infrastructure of the United States.

The complete top 10 tractor sales at the 2019 Gone Farmin' Spring Classic include:

1. 1961 John Deere 8020 (Lot S20) at \$178,500
2. Aultman and Taylor 30-60 (Lot S33) at \$141,750
3. 2010 John Deere 8225 R (Lot S27) at \$136,500
4. 1918 Waterloo Boy R (Lot F30) at \$105,000
5. 1920 Waterloo Boy N (Lot F31) at \$85,050
6. 1958 John Deere 620 Hi-Crop (Lot F106) at \$84,000
7. 1914 Case 20-40 (Lot F42) at \$77,175
8. 1969 International 826 Gold Demonstrator (Lot S234) at \$50,400
9. 1974 Oliver 2255 FWA (Lot S26) at \$46,200
10. 1988 John Deere 4450 FWA (Lot S32) at \$46,200 ❖

Moran's California & American Fine Art Auction realized strong prices across the board



MONROVIA, CA – Moran's first California & American Fine Art auction of the year realized solid prices across the board for works from the country's leading artists. Moran's will keep offering works from California and American painters throughout the year, culminating in their second California & American Fine Art auction in October.

Spring was in the air during the auction, with floral still lifes achieving some of the highest prices of the night. Interest in a beautiful still life from Alice Chittenden of California's state flower, the golden poppy, was undoubtedly boosted by the fever pitch around this year's super bloom. The poppies soared over their \$4000-6000 estimate to sell for \$17,500 (all prices realized include the 25% buyer's premium). A stunning work from Pasadena artist Franz Bischoff of white roses in dappled sunlight sold for \$50,000 at the block. A still life from Sierra Madre artist Vernon Jay Morse, beautifully capturing a vase of flowers sold for \$3,125 to a lucky floor bidder.

Works from American artists performed strongly at the auction. A lush landscape of the Florida Everglades from Fort Pierce, FL artist

Albert Ernest (Beanie) Backus sold above its \$15,000-20,000 estimate for \$25,000. A moody work from Canadian/American painter Jack Lorimer Gray completed while the artist was living in Maine was one of the most highly anticipated lots of the sale. The painting of a fisherman in his rowboat on choppy seas brought \$31,250 at auction, above its \$12,000-18,000 estimate. A portrait of Frank Waters by Taos, NM-based artist Nicolai Fechin inspired a bidding war when it hit the block, selling well above its \$5000-7000 for \$12,500.

Works by California artists were among the most coveted of the sale. A stylized Laguna harbor watercolor from Claremont, CA artist Phil Latimer Dike brought \$13,750, above its \$8000-12,000 estimate. A Thomas Moran watercolor of El Capitan, one of the most iconic formations in Yosemite, inspired stiff competition when it hit the block. The buyer finally won out with a \$10,625 bid.

Auction of firearms for noted outdoorsman's estate draws over 1,000 bidders

COLUMBIA CITY, Ind., May 1, 2019 / PRNewswire/ -- For decades, Dwight "Boob" Goble was widely known as a legendary marksman, trapshooter and collector of fine firearms. So when Schrader Real Estate and

Auction Company offered more than 375 firearms from the Goble estate's collection, the response was beyond enthusiastic.

"Mr. Goble, who died in January, was well known and loved among shooters, outdoorsmen and collectors throughout the area, and we had a huge inventory, including rare guns and vintage ammunition, with more than 1,000 bidders in all for each of the two days," said Schrader agent Phil Wolfe, who managed the event near Columbia City.

"We had 765 registered bidders online for the simulcast bidding, and the online bidders purchased 38 percent of the inventory. We had buyers in at least 25 different states, as well as one in Netherlands, who bought a Winchester 1890 12-gauge pump. Everything sold, and believe it or not, there is a lot more to come as we continue to take this collection to auction," said Wolfe.

One highlight didn't even involve the sale of a firearm, but rather a rare Daisy BB gun. "A double barrel Daisy with the original box went for \$800, which is just remarkable. We also had a very rare 4-gauge shotgun, and others from L.C. Smith, Parker Brothers and others," said Wolfe. ❖

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The Florida Auctioneer Academy graduated a class of new auctioneers in April, including students from Florida and Louisiana.



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Ambassador Spotlight



Courtney Jo Weaver

Why did you join the NAA?

I joined NAA when I won the drawing for a free 1-year membership during our state convention. I've heard many say those winners never return; but, I renewed my membership after I realized the invaluable friendships, business connections and educational opportunities I gained from being a member of this great organization. Lucky me!

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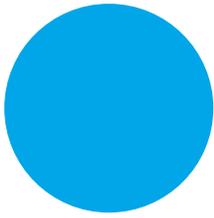
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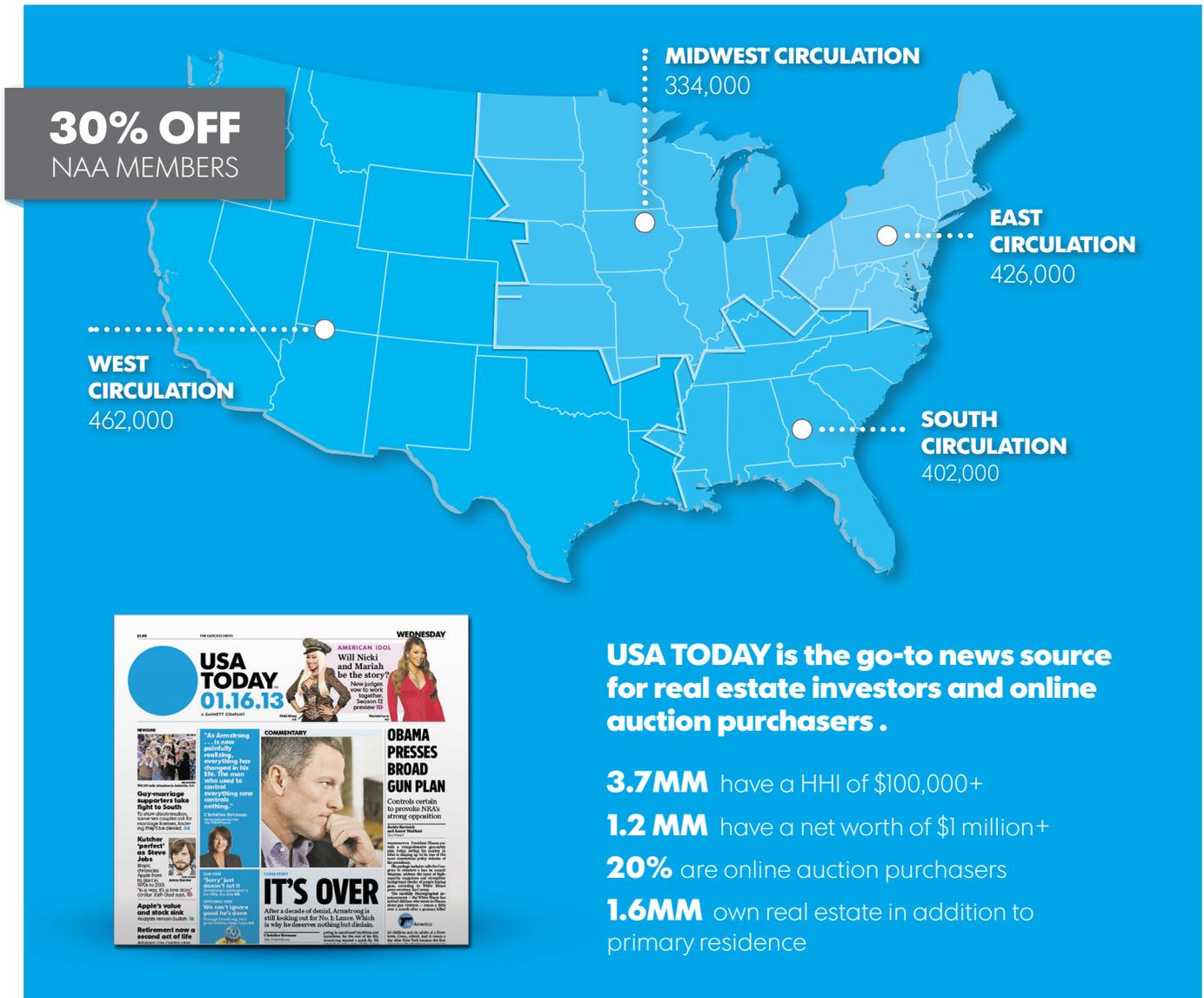
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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

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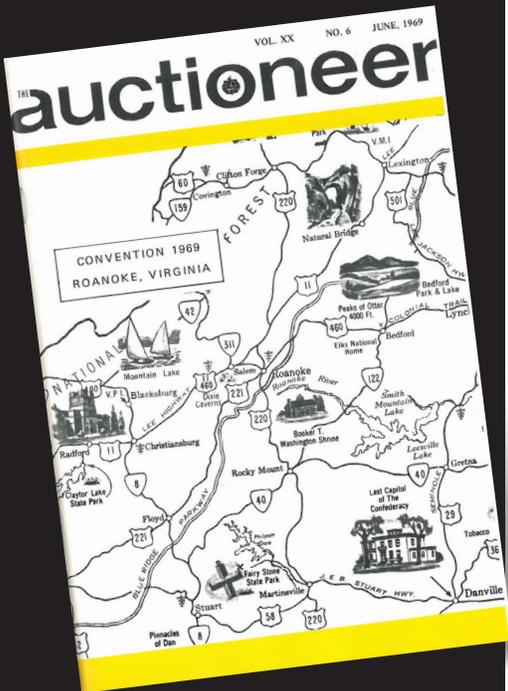
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50 years later

June 1969: Conference schedule: then vs. now

Fifty years ago, the Auctioneer published its 1969 National Auctioneers Association Convention program. The convention, which marked the 20th anniversary of the NAA, was held in Roanoke, Virginia, at the Hotel Roanoke July 9-12, 1969.

Take a look at a portion of the 1969 program in comparison to the current schedule for our 2019 Conference & Show at conferenceandshow.com. Do you notice any similar events from 1969 to now? ❖



Thursday, July 10, 1969

- 8:00 A.M. to 5:00 P.M.—Registration - Oval Room
- 9:00 A.M. Breakfast Virginia Auctioneers and Wives
- 10:00 A.M. Meeting of Auditing Committee—Parlor D
- Meeting of Grievance Committee—Parlor F
- Meeting of Resolutions Committee—Parlor L
- 12:00 Noon Governor's Luncheon—Ball Room
- Group singing of The Star Spangled Banner
- Pledge of Allegiance to the Flag
- Invocation—Col. Clarence Marshall, Hillsville, Va.
- Introduction of Convention Chairman
- Greetings from Virginia Auctioneers Association . . . George H. Shields, Jr.
President of Virginia Auctioneers Association
- Welcome to Roanoke Mayor Roy L. Webber
- Welcome to The Old Dominion Hon. Mills E. Godwin, Jr.
Governor of Virginia
- RECESS
- 2:00 P.M. Reconvene in Shenandoah Room
- President's Address—Col. Bob Penfield, Bowman, N.D.
- 2:30 P.M. "Four Wheel Drive"—Hon. Charles L. McCullers, Dunn, N.C.
- 3:30 P.M. "Growth for Progress"—Col. Grover Howell, Seagoville, Tex.
- 4:15 P.M. Our 20th Anniversary Awards—Col. Paul Calkins, Peru, N.Y.
Col. Fred Sherlock, St. Francis, Kansas
- 5:00 P.M. ADJOURN
- 6:00 P.M. Buffet—Ball Room
- 7:30 P.M. Fun Auction—Shenandoah Room

Friday, July 11, 1969

- 8:30 A.M. to 5:00 P.M.—Continued Registration - Oval Room
- 8:30 A.M. Breakfast of Missouri Auction School Graduates Pine Room
- 9:30 A.M. Call to Order—Shenandoah Room
- "Advertising and Sales Management
Adams-Canning Land and Co."
- 10:00 A.M. "Antiques at Auction"
- 10:30 A.M. "A Possible Dream"
- 11:15 A.M. "Farm Sales"
- 12:00 Noon RECESS
- 1:30 P.M. CALL TO ORDER
- "The Auctioneer and Purebred
Field Representative, America"
- 2:00 P.M. "Advertising and Ring Work"
Field Representative

IN UNITY THERE IS STRENGTH

- 2:30 P.M. "My 20 Years in Purebred Auctions" . . . Col. Walter Britten, Bryan, Tex.
- 3:15 P.M. "Real Estate Seminar" Col. Earl Bland, Moderator, Roanoke, Va.
Col. J. C. Horney, Jr., Wytheville, Va.
Col. J. L. Todd, Rome, Ga.
Col. Jim Stevens, Nashville, Tenn.
Col. M. C. Bowers, Elizabethton, Tenn.

- 5:00 P.M. ADJOURN
- 7:30 P.M. Entertainment—Ball Room, The Old Virginia Variety Show
Featuring The Tide Family, Jim Eanes, and others.
- 10:00 P.M. Glen Howell, Master of Ceremonies, WSL5 TV
Dancing to the Variety Band—Ball Room

Saturday, July 12, 1969

- 8:00 A.M. Breakfast of National Officers and Directors with State Presidents and Secretaries as Guests—George Shields, Jr. and Ronald Tull—Virginia Auctioneers Association, Host.
- 9:30 A.M. CALL TO ORDER—Shenandoah Room
- "Don't Turn the Lights Off in the Sheep Barn" Dr. G. W. Litton
Head, Animal Science Dept., VPI, Blacksburg, Va.
- 10:15 A.M. "Tele-Auction" Col. Haywood Darnell, Gordonville, Va.
- 10:45 A.M. Address Cong. Kenneth Gray, Illinois
- 11:30 A.M. "The Right and Wrong Way to Call Bids" . Col. Ralph Horst, Moderator
Marion, Penn.
- 12:00 Noon RECESS
- 1:30 P.M. CALL TO ORDER—Shenandoah Room
- "Memorial Service for Deceased Members"
- BUSINESS MEETING
- Secretary's Report
- Treasurer's Report
- Report of Resolutions Committee
- Report of Grievance Committee
- Other Business
- Election of Officers and Directors
- Acceptance Address of New Auxiliary President
- Acceptance Address of New NAA President
- Announcements: 1970 Convention Site and other activities from the Board of Directors.
- 4:00 P.M. ADJOURN
- 4:10 P.M. Meeting of 1969-70 Officers and Directors — Parlor D
- 6:30 P.M. Grand Banquet—Ball Room
- Presentation of Awards
- Speaker—Cong. William C. Wampler, Virginia Ninth District
- Dancing—Round and Square to the Music of Carol Kay and Band,
Keysville, Va.

IN UNITY THERE IS STRENGTH

AUCTION ADVENTURES



Auction Adventures

is an educational math game for third through fifth graders that gives students a close look at how auctions work, and the many different opportunities within the auctioneering industry.

Game Features

- Real-world math problems relating to auction activities
- Five challenging difficulty levels geared for third through fifth grade math comprehension
- Encouraging feedback and a positive message
- Helpful clicks throughout the game to help students learn about terminology within the auction industry
- NAA-branded educational video pop-ups given by NAA members
- At the end of all levels, players can watch and listen to bid calls from accomplished auctioneers

Corresponding Lesson Plan

The American Farm Bureau's fifth-grade lesson plan will help students enhance English Language Arts skills as they read profiles of real auctioneers and communicate about the different types of auctions highlighted.

Benefit Auction

Total Wallet: \$20,815
Auction Commission 15%: \$114
\$203

$\$1,824$ $\$1,764$ $\$1,674$ $\$1,594$

Problem 3 of 10
9 people buy a ticket for a box seat at a baseball game for \$186 per person. How much money did they contribute to the charity?
 $9 \times \$186 =$

What is a charity?

Need help?

Get Paid

Real Estate Auction

Total Wallet: \$0
Auction Commission 10%

$\$1,260$ $\$1,409$ $\$9,400$ $\$12,600$

Problem 1 of 10
There are 9 acres of land for sale and you have the winning bid of \$1,400 per acre. How much money did you spend?
 $9 \times \$1,400 =$

What is an acre?

Need help?

Get Paid

Auto & Machinery Auction

Total Wallet: \$23,782
Auction Commission 18%

$\$12,000$ $\$13,000$ $\$3,600$ $\$11,500$

Problem 1 of 10
A car dealer buys 3 cars at an auction for \$36,000. What is the average price the dealer paid for each of the cars?
 $\$36,000 \div 3 =$

What is an auto dealer?

Need help?

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