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NOVEMBER 2019

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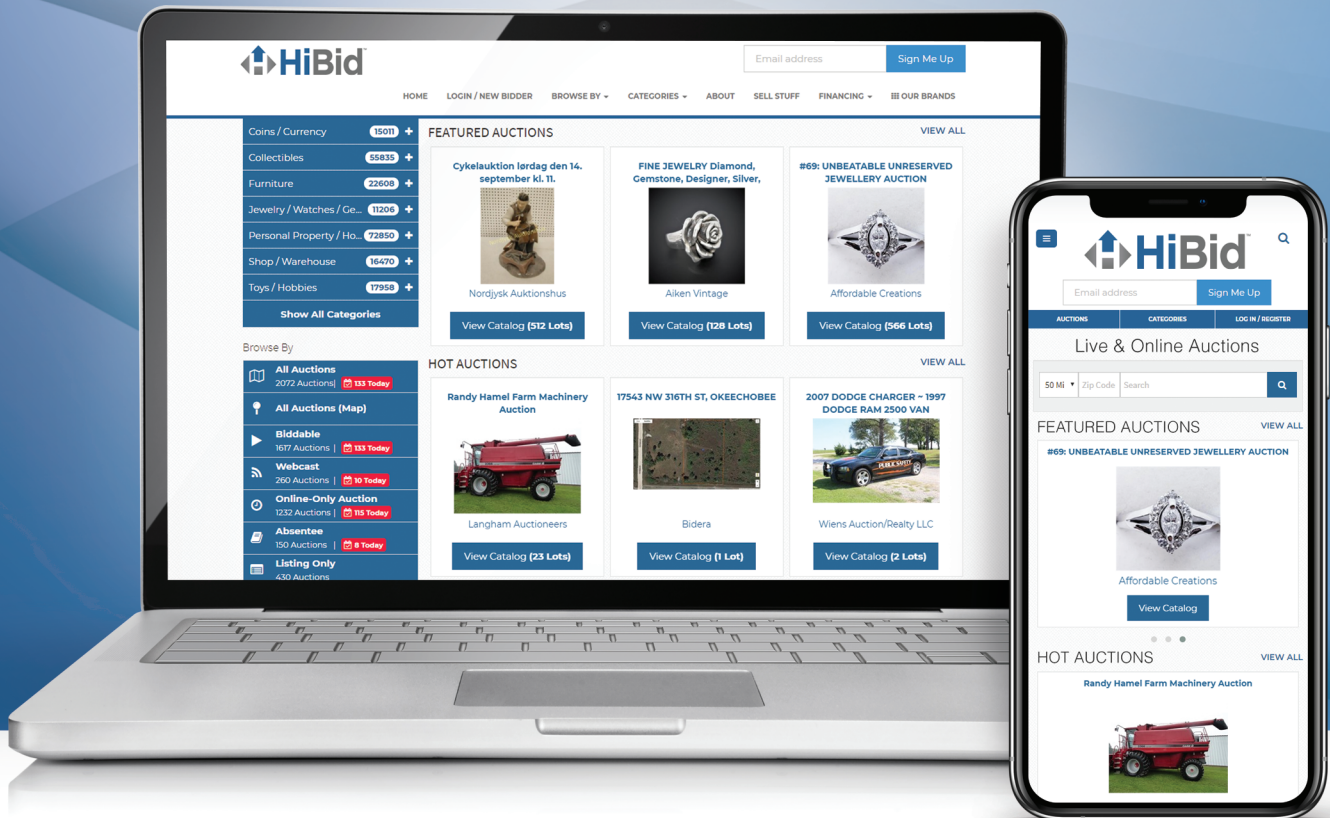


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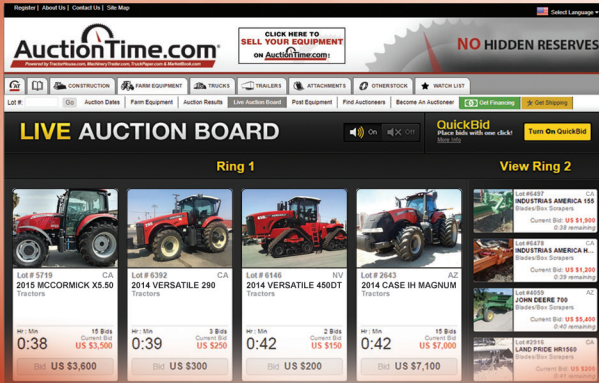
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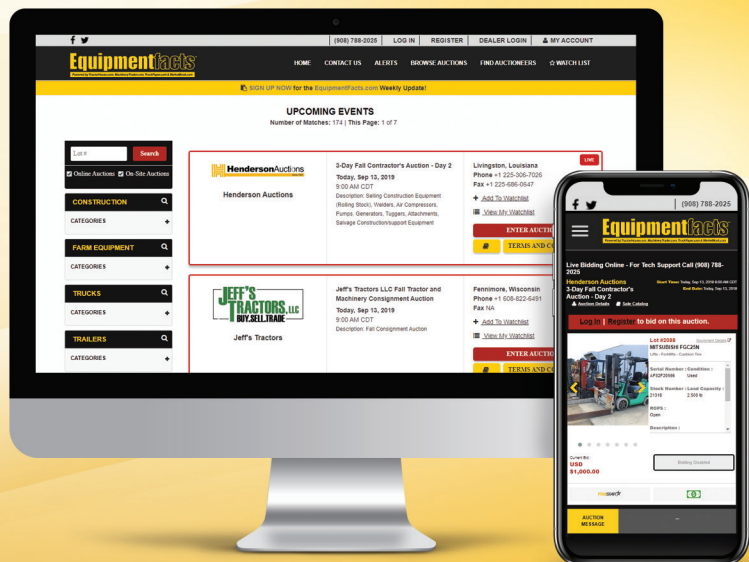
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Moving in the right direction

When you say the words “Board meeting,” people automatically respond with, “I hate board meetings.”

But the NAA Board meetings are different. In particular, this year we have a very engaged and prepared Board. People come after reading 75 to 100 pages of materials that are prepared by staff to give us background, trends in associations and best practices that others follow so that we can make the best decisions for the membership possible on a variety of topics.

We start our meetings between 8 and 8:30 in the morning and we go to 5:30 or 6 that evening—and of course the conversations always continue through lunch and dinner. We discuss issues from various points of view: from those members who are highly engaged (how can we keep them engaged) to those members who want to read the magazine and that’s it (how can we motivate them to do more?).

As an organization, we need to think through how our actions impact those who are new to the business as well as those who have been in the industry for decades. We have individuals who sell real estate and heavy equipment and personal estates, and those who are benefit auctioneers and much, much more. Each of these groups has different needs and it is our responsibility as a Board to do our best to meet those needs.

But, we are also a small organization—our membership is in the mid-3,500s and we have a \$2.4 million budget. So, we can’t meet everyone’s needs—now what do we do?

The Board talked about that and we will continue to talk about how we should focus our programs moving forward. We’ll be reaching out to the membership and getting your ideas through surveys and we’ll be keeping you updated about what we are going to be doing.

Some of the exciting things we have been discussing involve NAA Education. We are looking at more opportunities for online education, classes that you don’t have to travel to get to, and hopefully saving our members time and money. Another discussion has been about the best way to distribute auction-related

information and related topics through additional blog posts, podcasts and/or additional electronic media.

One thing we’ve talked about is reducing the number of times that *Auctioneer* is printed and distributed—currently we provide you 10 issues. However, that will change beginning in 2020 when we move the magazine to six issues. As you see above, you will be getting more to replace it! So just wait and see—NAA is moving in the right direction.

I opened this letter with thoughts from our last Board meeting and wanted to let you know we are looking for candidates for the Board. Be thinking about this if you have been a member for three years, have CAI (or have the ability to watch a short video online) and have served on a committee or task force for NAA. If so, we want you! Think about it, talk with your friends about it—we want qualified candidates and this is a great time to be a part of this team! Things are changing at NAA, and we want you to be a part of that!

I’ve been a volunteer leader for the last six years—it’s helped my business, it’s helped me personally and I hope that it has helped NAA!

Interested? Contact me about how. You’ll be glad you did! ❖

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**Jason Winter, CAI,
AARE, AMM, CES**
NAA President

Jason Winter is owner and auctioneer at West Central Auction Company and broker at Century 21 West Central Real Estate. He spent years on the Education Institute Trustees before becoming chair. He was elected to the Board in 2016 and elected vice president in 2018.

37



Photo courtesy Jason Roske, CAI

“
**Unfortunately,
there have
been a lot of
people trying
to rip you off.**

Seth Shipley, CAI, BAS

”

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How many more reasons do you need to earn your next designation? Find several in this feature.

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NAA NEXTGEN

We have a whole new website section just for students! Access resources and more information at auctioneers.org/nextgen.

DESIGNATION LANDING PAGES



Along with the new digital badging pilot, the NAA has created landing pages to help the general public better understand the importance of the association's professional designations.

You can find them at auctioneers.org under Buyers/Sellers>Auctioneer Designations. Please take time to look over pages related to your own designations and make sure they accurately represent the questions you receive from potential clients.

Send any clarifications or client testimonials relevant to your designation to communications@auctioneers.org

EMAIL NEWSLETTERS

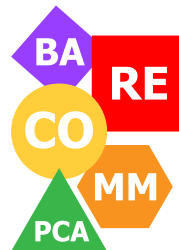


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Your Association at Work



NAA Board meets for strategic planning

The National Auctioneers Association Board met Oct. 7-8, 2019 to determine the top priorities for the association to put its best

foot forward in 2020 and beyond. Members will begin to see these important initiatives in the coming months.

“

The NAA board meeting that was held Oct. 7-8 was a perfect example of how NAA auctioneers work together: Working during the day, topping it off with fun and fellowship in the evening!

”

Terri Walker, NAA Board Vice President



El Trustees meet to discuss new priorities

The NAA Education Institute Trustees met in October to discuss initiatives identified by the Board as priorities, including an executive education retreat, promoting and implementing digital badging for designations after the pilot ends in January, designation class updates and new online education offerings.



Speaker Resource Center

Are you speaking for an upcoming NAA education event? Check out the Speaker Resource Center to find everything you need to know about your very important job. From important deadlines and documents to registration information and travel tips, it's your all-inclusive assistant for developing your educational program.

iSeries Online Marketing iSeries

Sign up now at auctioneers.org/ events for our free 30-minute webinar on Dec. 4. This iSeries will focus on online auction marketing.



Foundation Trustees meet with new vision

In their first big meeting since Conference & Show, the newly appointed and returning NAA Foundation Trustees met in October and discussed a new mission, scholarship and bylaw changes, and giving levels.

NATIONAL AUCTIONEERS ASSOCIATION

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2020

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& Show*

JULY 14-18, 2020
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surf's up



Auctioneer to go bi-monthly in 2020

During the strategic planning meeting in October, the NAA Board voted to make *Auctioneer* magazine a bi-monthly product. In 2010, the number of published issues went from 12 to 10 in order to allow the first production of Auction eNews, the NAA's email newsletter.

Since that time, Auction eNews and five other emails based on the Communities of Practice were developed for monthly delivery to members. And so, it is time for change once again.

"The way people consume media is always changing," said Erin Shipps, NAA director of publications. "The NAA is committed to understanding our members' needs and implementing products to meet those needs."

In 2020, the NAA will launch new digital products to reach members where they are. Considerations are being made for an industry-focused podcast to spark discussions



that members can listen to in the car, while setting up a sale—wherever they are. Another consideration is a public-facing blog to help communicate the message that the auction method of marketing is the best way to sell any asset. Members will be able to easily share

these quick touchpoints with their clients and customers to better improve their business and the industry as a whole.

"We need to have a bigger voice in the auction industry," said Trisha Brauer, CAI, BAS, NAA Board director and chair of the Promotions Committee. "These new initiatives will achieve that goal and show that the NAA is the foremost authority on auctions."

Adding new media products to the NAA's repertoire only enhances what the association is already doing and delivering for members.

"The value in our printed magazine does not change," Shipps said. "In fact, this move will allow staff more time to develop the best content possible."

Some of that better content includes the recent MarCom platinum-award-winning article about farmer/auctioneer relationships called, "To farmers, with love," which can now be seen in the Read and Share section of auctioneers.org.

"I am excited about making everything we do better," Shipps said, "better for members, better for the industry, better for everyone." ❖

NAA staff earns five MarCom awards for communications

The National Auctioneers Association earned one platinum, two gold and two honorable mention awards in the 2019 MarCom Awards competition. *Auctioneer* magazine, the association's official publication received platinum, gold and honorable mention honors, while audio and video products received gold and honorable mention nods.

"To farmers, with love," an article written about the farmer/auctioneer relationship for the September 2019 issue of *Auctioneer* won a platinum award in the Feature Article category.

The gold awards went to "NAA Conference & Show What to Know Before You Go," a conference preview layout in the June 2019 *Auctioneer*, for the Magazine Interior category; and, "The Winner," an original composition played during the 2019 International Auctioneer Championship, for the Original Music category.

Honorable mentions were awarded to "International Auctioneers Championship

Live," the live stream of the 2019 International Auctioneer Championship, for the Streaming Video category; and, "Benefit Auction Summit Ad" in the Magazine (Ad) category.

"Our communications as an association vary widely," said Erin Shipps, NAA director of publications. "From visual elements to storytelling and even a new theme song, 2019 has been a really exciting year at the NAA! I'm so excited to be recognized among the best in the world for what we do for the auction industry."

Other platinum winners in other categories this year included AARP, Aflac, Dell Technologies, Fidelity Investments, Hilton and Nationwide.

MarCom Awards recognize the outstanding achievement by creative professionals involved in the concept, direction, design and production of marketing and communication materials and programs. The 2019 competition saw more than 6,000 entries. ❖











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2019/2020 SCHEDULE

- | | | |
|------------------|------------------------------------|---|
| December 4, 2019 | Online Auction Marketing |  |
| February 5, 2020 | The Art of Negotiation |   |
| April 1, 2020 | Building Your Bid Calling Skills |     |
| June 3, 2020 | Quieting the Benefit Auction Crowd |  |

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AUCTION MARKETING COMPETITION NAA + USA TODAY

NAA/USA Today Marketing Competition process changes

The NAA Marketing Competition, presented in partnership with USA Today will have a few updates in 2020.

“The goal of these changes to the competition’s structure will offer more opportunities for members to receive awards,” said Erin Shipps, NAA director of publications.

Entry fees

Entry fees for regular entries will increase to \$20 per entry and campaign of the year will increase to \$40 per entry. The new pricing structure also eliminates free entries for members.

Entry process

In 2020, certain categories will be allowed to submit digitally. This typically applies to video and audio content, but the entry form will outline exactly which categories will be eligible.

Judging method

Currently, winners in each category are judged on a peer vs. peer method, wherein one winner and one runner-up are awarded. Given the wide and varied nature of auctions, this presents a problem in how to fairly judge entries across asset classes.

The new judging method will be based on standards of excellence. Your entry will not be judged against others, but on whether or

not it meets a certain set of criteria in three different levels.

“This does not mean everyone gets an award,” Shipps said. “But it does mean that companies and individuals will be recognized for their work appropriately.”

Winners will be awarded trophies for gold and silver level, and honorable mentions will receive certificates. Anything that does not meet the minimum standards of excellence will not receive an award.

“As we know, auctioneers are very good marketers,” Shipps said, “so the standards will be set high.”

Category structure

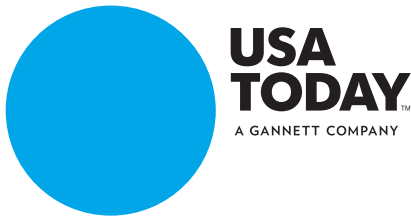
For 2020, NAA staff will be working with the Promotions Committee Chair, Trisha Brauer, CAI, BAS, and Co-Chair Peter Gehres, CAI, CAS, CES, to streamline categories and make them easier to understand. The new judging method will allow for fewer categories overall.

Conference & Show marketing reception

Awarded trophies will be shipped right before Conference so that members receive them upon returning home, and placeholders will be used for photo ops at the marketing reception. ❖

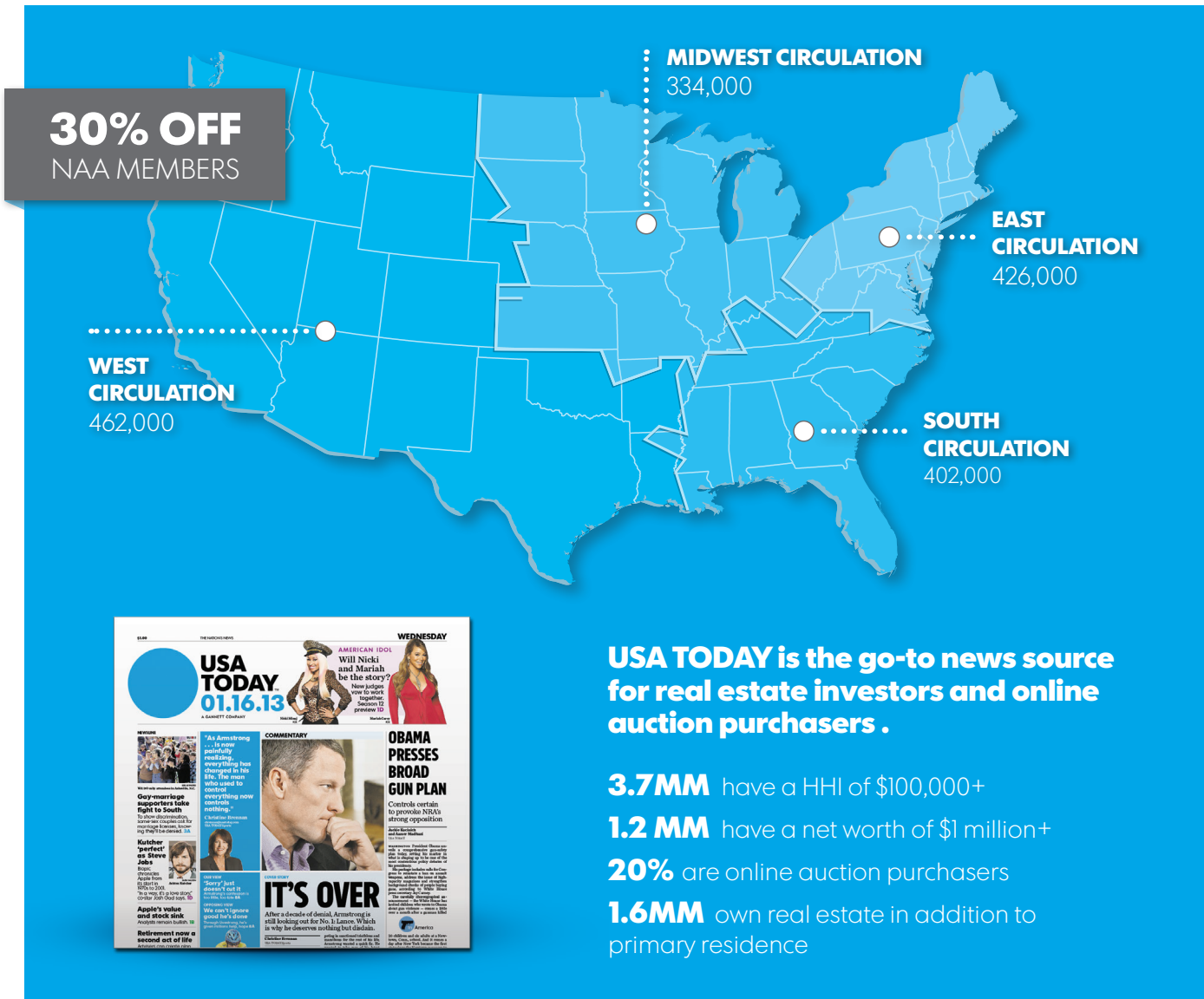
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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

State Watch

Idaho/Oregon/ Washington

The Northwest Auctioneer Convention was held Oct. 6-7 with 60 in attendance. NAA member Rose Backs spoke on strategies to take you from invisible to invincible.

Rod Elson, CAI, GPPA, was inducted into the Idaho Association of Professional Auctioneers Hall of Fame.

Idaho Election results

- Tate Heinzerling, president
- Kyle Musick, vice president
- John Nelson, director
- Heath Marley, director
- Kathy Adams, executive secretary/
treasurer



Above: Rod Elson, CAI, GPPA was inducted into the Idaho Association of Professional Auctioneers Hall of Fame. **Above right:** Cotton Booker, 2019 Northwest Ringman Champion. **Right:** Jack Riggs, Northwest Auctioneer Champion.



Washington Election results

- Chad Ehli, board member

Contest results

- Jack Riggs, bid calling champion
- Cotton Booker, ringperson champion



Georgia

On Sept. 26, 2019, the Georgia Auctioneers Association (GAA) hosted its Fall Conference. This is when auctioneers from across the state gather in Savannah, Georgia, at The Marshall House.

While several auctioneers come to receive their continuing educational class credits, this one-day conference offers many more opportunities for both seasoned veterans of the auction profession as well as newcomers to the industry.

During the conference, attendees learned from T. Kyle and Elizabeth Swicegood on business leadership, video marketing and proposals. In the afternoon, Philip Bradford presented meth and the marketplace and how it affects real estate and auction professionals in the sale of Real Estate properties. Finishing off the education portion, Katie Lappe with AuctionLook presented the new association



website and how to be effective with online platforms. That evening, the new GAABoard members were installed including newly elected President Perry Walden; Chairman of the Board Sherry Spence; Vice President Todd Spence; Treasurer JT Rowell; and Directors Colton Moore, Tim Yoder, Scott Pinson, Bo Benton and John McMurry.

The GAA board meeting consisted of planning the Spring Conference in Rome, Georgia, at the Courtyard Rome Riverwalk on April 23-26, 2020. At the Annual Conference,



auctioneers from across the country are invited to attend the educational sessions and compete in the contests.

This year, the GAA will be adding a few new categories. They will have a Junior Bid Calling, Rookie Bid Calling, Ringman, Pro Bid Calling and a Champion of Champions Bid Calling Contest.

Submit your post-event news online at auctioneers.org/statenews.



NATIONAL AUCTIONEERS ASSOCIATION

State Leadership Conference

March 2-3, 2020
Kansas City, Missouri

Arkansas

On Sept. 17, 2019, three Arkansas Auctioneers Association (AAA) members attended The Woman of Inspiration Patron's Dinner at the Governor's Mansion, a fundraising event for Children's Advocacy Centers of Arkansas (CACA).

Over the last few years, the AAA has been working on new ways to get involved across the state. The AAA board decided to give back to an in-state program and after President Shannon Hunter spoke to another AAA member, Gaylen Mcgee, it was determined that CACA was the perfect group to support.

During the event, the AAA donated \$2,500 to CACA with hopes to continue to support others that impact the state in such a positive way.



AAA board members Nick Stover and Shannon Hunter.

The purpose of the not-for-profit CACA is to promote, assist, and support the development, growth, and continuation of CACs in the State of Arkansas so that every child victim

has access to the services of a CAC. Their mission is protecting Arkansas' children by investing in Child Advocacy Centers. Children's Advocacy Centers of Arkansas has 17 center and five satellites serving the 75 counties of the state. All services at those centers are provided free of cost to the victim and their non-offending caregivers. Last but not least, they have a benefit auction at this event each year. Mcgee served as the auctioneer and Hunter and Nick Stover, AAA board members, served as his ringmen for the event. They helped raise more than \$100,000 for CACA.

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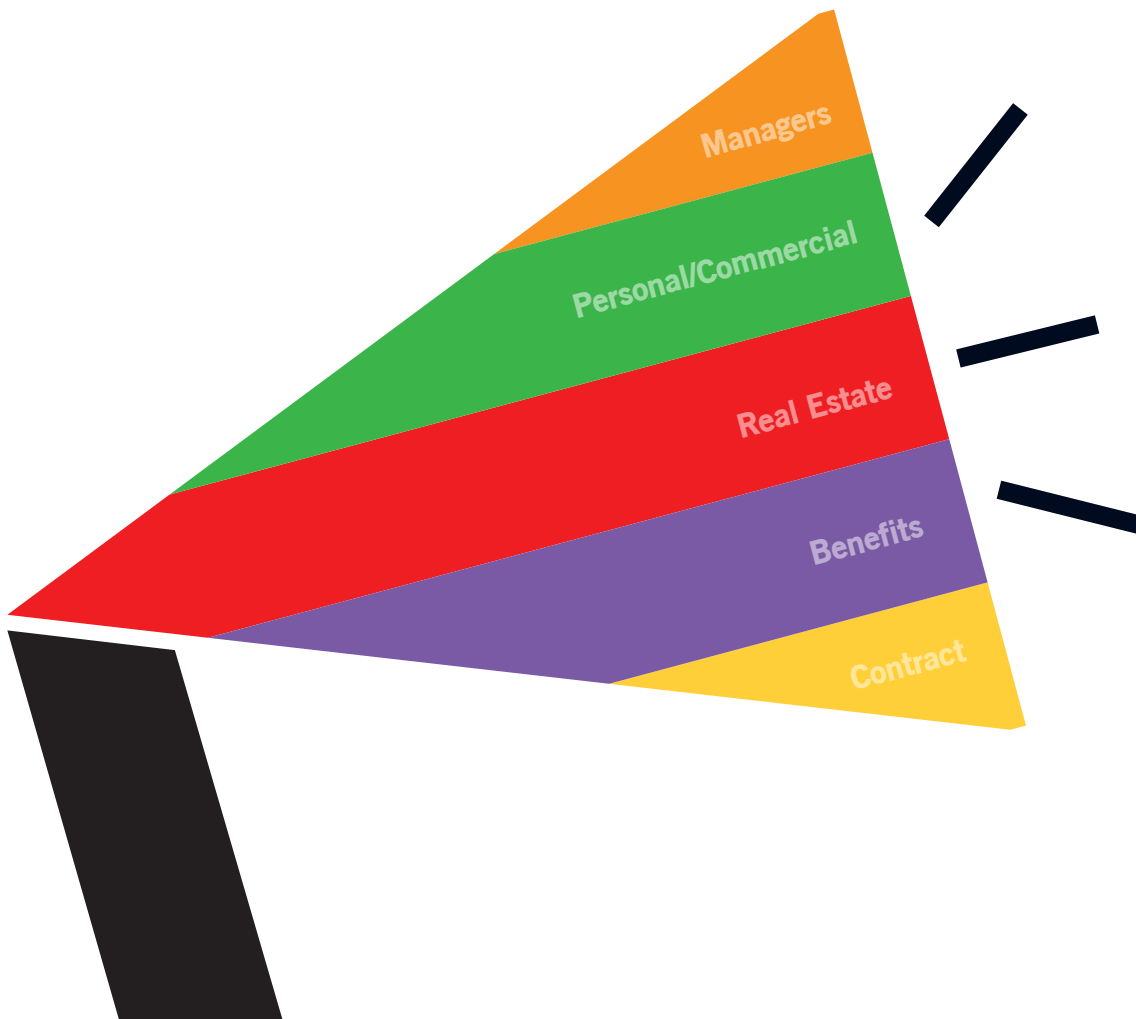
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NAA members receive NAAA Bernie Hart Memorial Auctioneer of the Year award

At the National Auto Auction Association's 71st annual convention, two NAA members were presented with the Bernie Hart Memorial Auctioneer of the Year award.

Named in honor of Bernie Hart, who served as NAAA's executive director for more than 30 years before retiring in 1988, the annual award recognizes the industry's most visible person.

auction career would have taken me this far. It really is a testament to the power of networking and relationships that at 39, both Joseph and I find ourselves winning such a prestigious award."

After graduating an intensive nine-day course at Missouri Auction School while visiting home during college, in 2002 White took the gavel firmly in hand, never doubting the decision to follow his childhood dream. He completed a real estate course a year later and then served a one-year apprenticeship with Steve Andrews of Andrews Auctioneers

Those friendships, the comradery are why I love selling every Tuesday in Akron, Ohio."

Joseph Mast

Joseph Mast, CAI, gained recognition as the winner of the International Auctioneer Championship in 2011, which then led to his appearance in a humorous GEICO Insurance television commercial as a grocery store clerk who auctions a shopper's items at the checkout. The ad ran for two years as part of a national campaign, including during the NFL Playoffs, and other high profile broadcasts, and put a public spotlight on the auctioneering profession.

"Awards often focus everyone's attention on one or two people. While that is great, it really is the people back home who both invested in Andy and me early in our careers and that still support us today that deserve the attention and notoriety," Mast said.

Growing up as the seventh generation of a dairy farm family in the Amish country of rural Holmes County, Ohio, Mast planned to work with his father. But when the business was sold, the 18-year-old was at a loss for a career. An auction flyer his dad brought home, along with his father's encouragement, piqued his interest in the profession. So, after attending Goshen College, Mast enrolled in the Missouri Auction School.

Although his early days as an auctioneer focused on estate sales, cattle and horses, Mast had the opportunity to work at Michigan's Flint Auto Auction, and soon found himself conducting six auto auctions weekly. Chad Bailey at Akron Auto Auction recognized the young man's talent. Eventually, Mast would be named Akron's lead auctioneer and manage the auction team.

At 24, Mast got his real estate license and joined Real Estate Showcase Company in 2004, purchasing it four years later. Today his Ohio-based RES company, co-owned with fellow auctioneer Andy White, specializes in real estate and equipment auctions.

In 2008, Mast also became the youngest member of Barrett-Jackson's elite auction team selling collectible cars. Additionally, he does bid-calling for Fasig-Tipton Thoroughbred Racehorse Auctions, CAT Auction Services:



Andy White

Andy White

Andy White is the second auctioneer in history to attain the bid caller's Triple Crown—winning the 2013 International Auctioneer Championship, the 2016 World Livestock Auctioneer Championship, and the 2017 World Automobile Auctioneer Championship. He is past president of the Ohio Auctioneers Association.

White regularly accompanied his father David to the county fair where, once the elder White became engaged in conversation with his fellow farmers, the young boy would slip away to his favorite spot—the front row at the livestock auction.

"Growing up on a family farm in Ashland, Ohio, I never would have imagined that the

to obtain his Ohio auctioneer's license.

Since then, White has spent a full-time career on the block. Although specializing in agricultural real estate and equipment auctions, he's also a contract auctioneer for Akron Auto Auction, the Barrett-Jackson collector car auctions, The World Clydesdale Association, Williams and Williams Worldwide Auction Company, and several other national organizations. He is also co-owner of RES Auction Services with Joseph Mast.

"It is hard to believe that the young man working the ring at the Akron Auto Auction so many years ago now is a Bernie Hart Award winner," White said. "All our trophies are great, but at the end of the day it is relationships that are built in the auction lanes that really matter.



Joseph Mast, CAI

Heavy Equipment Auctions, Harrisburg
Standard bred Sales: Horse Auctions, and
Williams & Williams Real Estate Auctions.

During his 18-year career, Mast has
been honored as the 2005 Ohio Auctioneer
Champion and the 2014 World Auto
Auctioneer Reserve Champion. He has served
on the National Auctioneers Association

Board of Directors and has helped raise more
than \$100 million in benefit auctions for
charities.

“Much of our current success is because of
the opportunities and friendship we forged
at the Akron Auto Auction,” Mast said. “It is
also special that Chad, Andy and I, as well as
much of our team at Akron, are members of

the NAA. We are believers in the power of
associations like the NAA and NAAA. Better
auctions are because of better auctioneers and
the best auctioneers have the best education
and professional network.” ❖

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Kurt Bachman
Attorney and licensed
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Business Practices

Benefit auction considerations

Question: Are there special legal issues that relate to benefit auctions?

Yes, there are some special issues that auctioneers should keep in mind for benefit auctions. In general, a benefit auction is an auction to raise money for a charity or cause. It is a popular type of fundraising tool used by nonprofits. In most situations the nonprofit organization collects donations or consignment items and then sells these items at the benefit auction.

The basic legal structure of the auction is the same. The auctioneer is still acting as an agent of the seller. The auctioneer's role is still to help bring a willing buyer and a willing seller together. The auctioneer is still helping the buyer and seller enter into a contract where the seller sells and the buyer buys the goods being sold. (I say goods because in most benefit auctions, goods are being sold instead of real property, services or intellectual property.)

But, there are some differences. How are public benefit auctions unique?

The relationship with the seller

Is the auctioneer volunteering his or her services or getting paid for the auction? In either case, an auction contract should be prepared and signed. A significant number of states require auction contracts, which includes benefit auctions, to be in writing. In addition to complying with the law, preparing and having a written auction contract is the best practice. The auction contract memorializes the terms of the agreement. The auction contract establishes the key terms and reduces the auctioneer's risk and liability. It also helps the auctioneer and the staff make sure that business is completed and conducted as usual. The written auction contract will also make sure that the auctioneer's liability insurance is going to be available to provide a defense or indemnify in the event of any type of claim.

501(c)(3) entities and sales taxation

Auctioneers should ask for and obtain documentation to verify whether the seller is a tax exempt 501(c)(3) entity or another type of nonprofit.

There are nonprofit entities that are not 501(c)(3). Getting this information is important to make sure the auction is conducted appropriately. There are special rules that the 501(c)(3) entities must follow that others entities do not. Auctioneers also must determine whether they have to collect and remit sales taxes.

Verify compliance and authorization

Auctioneers should verify that the nonprofit entity followed the appropriate steps for the auction. If the nonprofit entity is a corporation, the most common type of nonprofit, it is operated by a board of directors. The board of directors should have a meeting and adopt appropriate resolutions prior to the auction. These resolutions generally would include resolutions authorizing the auction, approving the auction contract, specifying who can sign the auction contract on behalf of the nonprofit, and addressing any other issues (which could include, for example, reserves).

Best practices

Auctioneers should follow best practices and their usual procedures. Before the auction, auctioneers should make sure that appropriate documents are signed and that they have the information needed. During the auction, auctioneers should follow up with the bidders and have them execute appropriate documentation (such as a bidder's acknowledgment). While it is business as usual, the focus is on raising money for the charity or cause.

Absolute or reserve auctions

Items to be sold at the auction may have been donated to the nonprofit. If that is the case, the nonprofit may want to sell the goods at an absolute auction and not establish a reserve. However, this may not be the case for more valuable items. If someone donates a valuable work of art to a nonprofit, the board of directors of the corporation may elect to establish a reserve to make sure they capitalize on the donation.

**Have a legal
question?**

Submit it to [eshipps@
auctioneers.org](mailto:eshipps@auctioneers.org)



to be aware of and consider with benefit auctions. Auctioneers must conduct the benefit auction carefully and with diligence. If auctioneers have questions about benefit auctions, including whether to have a separate contract for benefit auctions, they should contact a licensed attorneys to obtain advice. ❖

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

Kurt R. Bachman and Beers Mellers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest to auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mellers Backs & Salin LLP do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention. Kurt R. Bachman and Beers Mellers Backs & Salin LLP also advise that any information you send to Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

Alcohol

At several benefit auctions, alcohol is served and that changes things some. Who is obtaining the license to sell and serve the alcohol? Who is responsible for selling and serving the alcohol? Who is assuming the liability for sale of alcohol? Will the venue be restricted to individuals over the age of 21? Who is responsible for verifying the age of the bidders? In addition, another important issues to consider is someone's capacity to enter into contracts. If someone is too intoxicated, he or she may not have the ability to enter into a contract to make a purchase.

There are different and unique issues for auctioneers

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The auto auction iSeries webinar was hosted by John Nicholls, CAI, AARE, AMM, on Oct. 2, 2019.

iSeries Recap

Navigating the fast-paced and ever-changing world of automobile auctions

According to the National Automobile Auction Association, there are more than 300 international and domestic automobile auction companies. On average, an auto auction consists of seven lanes on approximately 70 acres.

Auto auctions are the highest grossing income in the auction industry right now, selling in excess of \$90 billion annually.

If you're wanting to jump into this fast-paced side of the industry, John Nicholls, CAI, AARE, AMM, president of Nicholls Marketing Group, Inc, has some insight into the state of automobile auctions.

A fast evolution

Auto auctions have changed more in the last five years than it did in the first 50, Nicholls said. These changes have had a lot to do with technology and a push to conduct auctions in an efficient and safe manner.

Safety is big initiative in the auto auction industry right now, and it is going to change the way that the traditional auto auction model has been run for many years, Nicholls said.

Traditionally, automobiles ran through a building in a lane format with auctioneers elevated above the lane on the auction block. Ringpeople would be in the lane below turning in bids, communicating with buyers and facilitating the car's travel in and out of the building.

Safety has been an ongoing challenge not only on auction days, but also on non-auction days.

"When you have 2,000+ machines that are extremely powerful, that have a lot of horsepower, and you have bodies that are easily broken and they are coming through these lanes, accidents are going to happen," Nicholls said.

So how do we keep that from happening?

Some auto auction companies are having auctioneers, ringpeople and other staff wear safety vests. Barriers are being put in place at the auctions, which direct both people and cars.

However, Nicholls said the system will never be foolproof until the automobiles stop moving.

One auction company is taking a step in that direction by taking a traditional auction and turning

into a digital auction where the cars are shown on screens instead of being run through the building.

"I do believe what is going to happen eventually is you see a lot of your commercial accounts not running their cars through the building," Nicholls said. "You'll have a lot of your dealer accounts asking to have their cars run through the building until one of the main auction companies says, 'Alright, this is it. We're not moving cars anymore.'"

With the movement into more digitalized auctions, some auctioneers, and especially ringpeople, have concerns over their job security.

Nicholls said he and many others are constantly advocating for the importance of ringman, even when the live auctions are digitalized.

"Ringman are not just traffic cops," Nicholls said. "That is one of their jobs, but they are not just there to ensure safety. They are an extension of the auctioneer. They are our right arm. They are putting deals together that we would not be able to put together without them. They are informing bidders ... They're ambassadors, just as the auctioneers are, for the auction company they are working for. They are so important for what we do."

More out-of-the-lane buying?

While the auto auction industry is doing well, physical attendance and number of cars at live auctions has dropped. Auction companies are still receiving the profits, but buyers are purchasing online. Nicholls said it's not unusual for him to have 10-20 people at an auction in the lane but 100 or more people online.

In addition to online live bidding, Nicholls said some are purchasing cars even before they run through the lane. This shift is affecting all aspects of the industry.

"Volume is decreasing. When volume decreases, lanes close. When lanes close, auctioneers and ringmen potentially are out of work," Nicholls said.

With the use of technology and the push toward an out-of-lane auctions industry, Nicholls does not foresee a need for physical, live auto auctions increasing in the future, and auctioneers and ringpeople will have to adjust to the changes.

A culture of ride sharing

In some parts of the U.S., many people do not own cars and rely on other means of transportation. For those in the auto industry, that means less cars are in the marketplace, Nicholls said.

Many auto auction companies are working to figure out how to work hand-in-hand with the ride share industry and autonomous cars.

Some auto auction companies are working to service the ride share and autonomous cars fleets in order to potentially have the opportunity to sell them when they are no longer needed in their fleet.

Opportunities in the auto auction industry

Nicholls said he thinks there will always be a need for live, quality bid calling auctioneers and ringpeople. Because of the decrease in the need of live auto auctions, this may make the field even more competitive for auctioneers and ringpeople, and standing out will be more important than ever.

“With the decrease, I do not think average is going to cut it,” Nicholls said. “I do not think that just getting by or just showing up for a paycheck is going to cut it. I think the most talented, most desirable, most absolute go-getting ringman and auctioneers are going to have employment.”

If you want to jump into the auto auction industry, Nicholls recommended finding “the way” to get in. Find the right channels, make connections and take initiative. Let those who came before you lead you in the right direction.

“If you work hard and be kind in the auto auction industry, whether you’re on the block or a ringperson,” Nicholls said, “you will always have an opportunity to get work.” ❖

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

For more tips on breaking into the auto auction business, turn to page 32.

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Stan Jones, CAI, AMM, BAS



I not only want to remain current and competitive, but want to be a step ahead of the competition. Designations have given me the tools to do that. But more so, it gave me connections and resources to try new things, explore new options, and ultimately expand into new and larger markets. It also gave me access to personal relationships and friendships that you simply can't develop elsewhere. Designation classes are the best option we have for industry continuing education. The service I deliver to my clients has to consistently evolve. The designations let me do just that.

Rich Schur, CAI, AMM, BAS, MPPA

ICAP is one of the best investments I've made. The course was truly life changing for me. I would recommend it to anyone, no matter their skill level. It's a course that anyone could take, and upon completion, feel renewed. It is a stimulating, electrifying course that is charged with good energy and filled with fantastic instructors that invest in you and your success. This course will give you the extra piece of confidence and the motivation you need to take that next step and conquer your goals.

Morgan Hopson, CAI
2019 IAC Champion



GPPA is the designation I maintain. BAS is one that convinced me to charge for benefit auction. They have both made me money.

Larry Forsberg, GPPA



By taking BAS in 2015 and then CAI in 2016, I learned the best practices in conducting business. Some of the top professionals in the industry helped me in not making decisions that could be costly. I can also write proposals that gave detailed account of what I am able to do, and give clients choices as to what amount or level of services they needed.



Bryce Elemond, CAI, BAS

I 100% endorse and highly recommend ICAP. No matter your age or your experience level, no matter your title or role in the auction business, there is something for everyone, auction professional or not, at ICAP. I have several fingerprints on my IAC trophy, Tim, Greg, and my entire ICAP classmates are amongst them. ICAP was instrumental in helping me tear down my inner walls and embrace my best, authentic self. I will carry the memories, the insightful information, and the encouragement that I received from ICAP with me, for the rest of my life.

Trey Morris, CAI, BAS, CAS
2019 IAC Champion

I have benefited from auditing several CES classes from heavy equipment to teacups. I have benefitted financially most by my MPPA. My appraisals have probated in five other countries and almost every state. The best rewards are the friendships—being able to call up any auctioneer and ask for advice and being able to help real estate agents, attorneys and personal representatives find a auctioneer or appraisal in another state.

Donna Blake Bolton,
CAI, CES,
MPPA



CES was my first exposure to the NAA and auctioneers outside of my city. The designation changed the course of my auction career and my life. CES content was great and I still rely on the relationships I made in that course.

Peter Gehres, CAI, CAS, CES



I attended the AMM class in Addison and it took me a few months to actually stop what I had been doing (newspapers and the traditional ad mediums) and jump in with both feet. I did a test with two newspaper ads driving them to one website and then spent the same amount of money during the same time on FB ads using the techniques taught at AMM. The results were 10 visits to the site from newspaper ads and over 5,000 visits from FB ads. Since that test, we have had over 46,168,000 ad impressions and find 99% of our buyers through digital marketing and those numbers are just for real estate. The results are the same for personal property. You just can't get better targeting, results and lower costs than what you get by working the system they teach at AMM.

Mike Fisher, CAI, AARE, ATS, BAS, GPPA

As a new first generation auctioneer NAA designations have enabled me to shorten the learning curve significantly. In my first three years in the industry I have taken three designation classes and the first year of CAI. The education I have received, the networking connections I have made, and the relationships I have built because of NAA designations have given me the confidence and skills necessary to be successful in the auction industry. The market leading results I have achieved and the satisfied clients that I have had the privilege to work for are the best testimonial for NAA designations.

Linford Berry, AMM, CAS



Since earning my BAS designation, I have changed from "Often Free to Always Fee."

I transitioned from a part-time benefit auctioneer to a full-time development strategist to the non-profit sector. The benefits of the BAS program range from being able to deliver increased revenue to client organizations, to networking with other BAS constituents and having the confidence to leave a six-figure position to pursue a path as a benefit auctioneer. This journey began with the BAS designation program in December 2013.

Charlie Moon, BAS

Through my auction career I have taken GPPA, AARE and gone through AMM twice. Might even be taking it again in December. The courses were practical and extremely informative. They provided a great opportunity to network with professionals from across the county who I can and do call on for assistance as well as find out new ways to approach the auction business. The out of class time was just as much of a learning opportunity as the in class time.



Rich Kruse



It's hard to imagine my career as an auctioneer without designations. It is virtually impossible to meet, network, cooperate, refer and have joint ventures with so many highly competent and professional auctioneers on an international level without being in class and socializing after class. I believe 99+ percent of the success I've achieved since going to auction school in 1981 is because of these family friendships developed over many years of auction education. Each time I took a course, I earned more income from ideas I learned in just the first year after completion than it cost me in tuition and expenses. Now that I'm close to a comfortable retirement because of the designations I've earned, I would tell someone who might question the wisdom and cost of taking a designation to just invest in their future.

Steve Schofield, CAI, BAS

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Auto auction tips for contract auctioneers

Work hard, embrace travel, learn to say yes

by James Myers

Youthful auctioneers are often enthralled with the storied air that surrounds being a contract auctioneer, on the road for extended periods, selling to a different crowd every night. It's something TJ Freije, CAI, felt in his early 20s as he broke into the auto auction industry.

"It looks really cool when you're 25 years old, living out of a suitcase," said the now 40-year-old IAC champion who has traveled for the better part of two decades selling automobiles at auction. "Being a car auctioneer isn't for everybody and being a contract auctioneer isn't for everybody."

For auctioneers who want to make their living as an auto auctioneer, embracing travel as a part of life must be a priority well after the romantic ideals of a life on the road evolves into what is essentially hours of commuting between one regular job to the next. And it's not easy to get to that position—the auto auction industry

is a small world where those who work the hardest get the jobs.

Just say "yes"

At 19, Freije took work at a public car auction making \$75. He spent nine years driving 1,200 miles a week with the closest auction being 126 miles from his home. At one point he drove 248 miles one way to work an auction, earning \$250, \$75 of which went to travel expenses. It was a commitment that would allow him to be home for only three days out of a 17-day work schedule. He paid his dues.

"It just kind of fell into place because I was willing to go, dropped everything I was doing and went," he said. "You've got to be willing to do it."

Michael Riggins, CAS, winner of the 2016 World Automobile Auctioneers Championship, practiced "selling" cars on the auction block to an empty arena before he put himself out there for hire. It's that practice,

and knowing the right people, that helped him land his first gig.

“The important part of my story is that you have to be prepared before you go to that first one,” he said. “If you’re not prepared, you’re going to have a hard time getting that one or any after that.”

Freije and Riggins agree that in order to get a foot in the auto auction business, saying “no” to work is not an option.

“When you start out, you’re in the ‘yes’ business,” Riggins said. “I don’t care if your family is on vacation and you haven’t had a vacation for 10 years, if a car auction calls you, you go. If you want to do this for a living, when they need you, you have to be there. That’s number one.

Making connections

Given that the industry is a microcosm in every region, there is a pecking order that can be difficult for auctioneers new to the industry to navigate. However, Riggins and Freije recommend establishing solid relationships with everyone from sellers to general managers to auctioneer managers in order to get around those barriers.

Once regular work is established, they recommend showing up early to the auctioneer meetings, which are fairly standard in the industry and occur before the beginning of each sale. Instead of heading to the cafeteria to joke around with friends after the meeting, Riggins and Freije recommend getting out there and shaking hands, meeting people and working the room. Also, the networking opportunities one can gain by being a member of a state auctioneer association and the NAA can be a huge help getting more jobs.

“The number one benefit we have is other members,” Freije said of being part of associations. “Get in touch with the person in the market you need to talk to see if there are openings.”

Riggins said it might sound trivial, but even dressing the part can make an auctioneer stand out.

“When you’re going to a car auction,” Riggins said, “look like you’re a professional, so when you show up they take you seriously. Put a tie on. Put a pair of dress pants on. Tuck your shirt in. Take your baseball hat off and get a haircut.”

Continual self-improvement and a passion for the craft are also held in high regard throughout the auto auction industry. Riggins said he wants to see up-and-coming auctioneers show they care about auctioneering as much as he does—those are the people others are willing to prop up.

“I love doing what I do,” Riggins said. “I don’t want to do it halfway. I want to see that in someone else. I want to see a desire to get better, not just show up and get through it. I want to see them trying to get better and work on it. Ask questions. Be involved. We have to care and be passionate about it so they (general managers) understand we’re investing in what we’re doing.” ❖

James Myers is a freelance writer in Oregon.

This article was adapted from a 2019 Conference & Show session. To hear it and other recordings, visit pathlms.com/naa.

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Prospecting for new business

Try these tactics next time you're looking to pull in more clients

By Kirsten Hudson



Whether you're a first-generation auctioneer or have a family business that has operated for decades, every auctioneer needs to get business.

Finding and convincing sellers and buyers to choose your auction company takes work and time. While guerilla tactics like cold calling and knocking on property owners' doors can sometimes work, use what you already have to drive more business, says J. Craig King, president and CEO of J. P. King Auction Company, CAI, AARE, which specializes in real estate auctions of luxury properties and land. Build around your current auctions by marketing and advertising them well.

King said his business naturally gets inquiries from potential sellers in the same

area as one of his current auctions and many times the inquiring client will have a similar property to the one selling at auction. "The marketing of an auction gets your name out there but it also promotes your brand in such a way that other sellers or properties like that are going to want to contact you," he said.

In addition to building on your current auctions, also concentrate on the clients you've worked for previously instead of casting too big of a net, said Kurt Aumann, CAI, ATS, CES, vice president and CEO of Aumann Auctions Inc., which specializes in niche market auctions, specifically antique tractors, as well as real estate and agricultural auctions.

When you do a good job for clients, it can lead to more business.

"Auctioneers are problem solvers. When you can solve someone's problem or find someone who has a problem—and they might not even realize they have a problem—that's going to breed into more and more business," said Jimmie Dean Coffey, CAI, AARE, AMM, BAS, CES, MPPA, vice president of business development at United Country Real Estate, which specializes in real estate and specialty lifestyle properties.

When talking to potential clients, look for the why behind it all.

"Until you find out what their why is, you're not going to be able to move them to the next step," Aumann said.

If they're not ready, continue to educate them about the process, the benefits and how you can help.

“If we’re the ones educating them, then we’re going to be the ones they call,” he said.

But don’t take every client who contacts you. You may regret it when you get stuck with a property that won’t sell or an asset type you don’t want to focus on, King said.

Think about where you want to go and choose clients that make sense for your auction company.

“If you want to focus on farm land or antique tractors, don’t just answer every phone call that comes in,” Coffey said. “Sometimes the path of least resistance will get you someplace you don’t want to go.”

Instead, put your efforts into the property and asset types you feel confident will sell.

“Why prospect for residential homes when residential homes aren’t selling? Why prospect for commercial property when there’s 50,000 square feet of commercial space empty and available in your town?” Coffey said.

Even when you find those ideal sellers—or they find you—you don’t have their business until you close the deal.

“Sometimes they’ll make the call and then they decide not to do the auction,” King said. “Then, it’s a matter of staying in touch with them. Sometimes they want to exhaust all resources or list it a little bit longer and feel a little bit more pain, and then they’ll come back around to you. When they do, they’re ready at that point. It may take a year, so hang in there with them.”

King knows the pain of an indecisive seller. He once had a client who took seven years to decide to do the auction.

As you prospect for business, look for motivated sellers. “We get deluged with people calling wanting to sell something,” Aumann said. “Whether or not they’re a qualified seller is a whole different deal.”

It takes strategic thinking to make sure you don’t waste your time on clients who aren’t in a place to sell.

“If it’s a family that you know has been landowners for five generations and there are two generations of kids farming the land right now, they’re probably not going to be good sellers immediately,” Coffey said.

Stay friends with them, but instead focus your efforts on clients who are more susceptible to a sale, such as out-of-state landowners or ones who have recently taken on a trust.

Use technology to help you find those clients. One option is to buy lists from national mailing list aggregators. You provide these companies with the criteria you want, such as geographic area you want to target, land owners, land owners’ age and minimum number of acres, and they provide you with a list of names and contact information.

“It’s not an exact science, but it works most of the time,” Aumann said of his experience buying lists. “It doesn’t generate our entire book of business, but we’ll pick up three farms a year off that. And it’s pretty inexpensive.”

Use networking and referrals to your advantage. If you do real estate auctions, establish a commission structure with realtors in your area and market. And, connect with other auctioneers. If you get an inquiry that doesn’t fit with your specialty, send it to a colleague who does.

“Most everybody I’ve talked to is happy to pay a referral on them; just be sure to send them a good qualified lead,” King said. ❖

Kirsten Hudson is a freelance writer in Missouri who grew up running tickets at her dad’s auctions.

This article was adapted from a 2019 Conference & Show session. To hear it and other recordings, visit pathlms.com/naa.



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Closing the deal

What have you done to prepare your negotiation skills?

What makes a good negotiator? Some might say empathy, compromise or confidence. And while all those are true, the No. 1 factor that makes a great negotiator is preparation, according to Gabe Feldman, the Paul and Abram B. Barron Associate Professor of Law at Tulane Law School.

So what exactly should you prepare for?

Feldman offered the story of Teddy Roosevelt running for president again in 1912. Roosevelt's campaign manager printed out three million copies of a brochure with a photo of Roosevelt on it. As he was about to distribute them, he realized he forgot to get the photographer's permission to use the photograph.

At the time, under the law, a photographer was entitled up to \$1 a photo—which would have made this a \$3 million expense that the campaign did not have. So he set out to negotiate with the photographer for a fee.

How would you approach the photographer as the campaign manager? Would you offer half? Would you ask him what he is willing to take?

Feldman says the key to this situation, as well as other negotiations, is knowing your leverage. In this case, the photographer may not know exactly what he's entitled to nor the time-sensitivity of the campaign's distribution. But the campaign manager does know that this would be a great visibility opportunity for the photographer.

He calls the photographer and says, "We would like to use your photo in our brochure. How much are you willing to pay?" And the photographer agreed to pay \$250.



The campaign manager turned his seemingly negative situation around into not only a positive, but a bonus, because he knew what would be important to the photographer. He framed his approach accordingly, showing that he could walk away even though he may not have been able to—but he didn't need to let the photographer know that. Being prepared with knowledge would have benefitted the photographer to negotiate on his side as well.

The strength in negotiation comes from the ability to walk away (or sometimes, the illusion of it).

"Think about why you negotiate," Feldman said. "You negotiate because you can get something better through the negotiation than you could without negotiating. But if you can convince your counterpart that you're better off walking away, then it forces your counterpart to go, 'Let me give you more so you don't walk away.'"

You either have to create a strong alternative or create the appearance of an alternative—

this is called the best alternative to a negotiated agreement (BATNA), Feldman said.

Recognize and highlight how much value you're bringing to the negotiation. How can you show you are making the other side better off? Find ways to strengthen your leverage and weaken their leverage.

Feldman pointed out that in order to see the leverage of both sides, you have to step out of your own mindset and into the mindset of your counterpart. Two people can view the same information in drastically different ways, and this can lead to confirmation bias—interpreting information in a way that supports a person's beliefs.

Feldman said people generally seek information that proves their beliefs instead of what disproves their beliefs. If you look at the situation from their perspective, this will help you understand what might be fair to them.

Making your counterpart feel like they were given a fair deal is important to not only the current negotiation, but future negotiations as well.

You're not just negotiating that one deal, Feldman said. You are also negotiating your reputation and relationship. You might win that one negotiating, but if word gets out that you were not a fair negotiation, even if it's not technically illegal, that's going to make it that much more difficult in your next negotiation.

As an auctioneer, you are often in the business of relationships. For some auctioneers, most of their business is based on referrals, and building a positive reputation of fair negotiations gives counterparts a reason to refer you to others.

Are you prepared to be a good negotiator? ❖

This article was adapted from a 2019 Conference & Show session. To hear it and other recordings, visit pathlms.com/naa.



can be a huge help in determining what auctioneers are dealing with and then assess its value. For example, if a piece of jewelry is stamped “KP,” that stands for karat plumb, that’s an indication that the piece is of at least the value stamped, or could be purer. “Pd” stands for palladium, which is a fairly new precious metal in the platinum group. “PT” is platinum. SS stands for stainless steel (not sterling silver, Shipley warns). “CW” stands for carat weight (typically an indicator of gem size). “CZ” is cubic zirconia, which is a synthesized material that looks like a diamond.

Precious lots

Do you know the value of the gold, silver and platinum running through your sales?

By James Myers

Dealing with precious metals and gems comes with some baggage. First, auctioneers can’t always easily determine what they’re working with, not to mention its value. Is it a cubic zirconia or a real diamond? Is the flatware in front of you plated or pure silver or gold? Fortunately, some tools of the trade can help auctioneers determine whether they have costume jewelry or the real deal in their hands.

Seth Shipley, CAI, BAS, has 30 years experience as a jeweler and six years under his belt as an auctioneer. When precious metals and gems come his way, he relies on the tools of the trade to make an initial assessment.

“Unfortunately,” he said, “there have been a lot of people trying to rip you off.”

And while the bad actors are few and far between (Shipley said he’s only had to deal with approximately six people over his three decade run as a jeweler who have tried to pass off plated gold as solid), well-meaning individuals will bring their precious metals in with little no knowledge of its value. That’s why some pieces require a little homework and a more rigorous testing method, such as the acid test, which is another way Shipley determines the purity of gold.

Useful tools

One important tool is a strong magnet. Precious metals, which are non-ferrous,

will not be attracted to a magnet. A piece of jewelry might look like gold yet be drawn to the magnet, which means it’s likely gold plated and filled with a ferrous metal.

When Shipley is presented with a tray full of what appear to be precious metals, the magnet really comes in handy.

“I’ll take the magnet and go through it,” he said. “The silver will stay and the gold will stay.”

Jewelers like Shipley will also rely on a loupe, which is a magnification device that helps jewelers see purity stamps (hallmarks) on precious metal and imperfections in gems, as well as laser-inscribed markings that reveal what type of gem they’ve got in front of them.

Gold standard

According to the Gemological Institute of America (GIA), there aren’t that many affordable and non-destructive scientific methods for precisely determining the purity of gold. However the “touchstone” testing process is one that offers fast results.

Using a loupe or the naked eye, jewelers will look for a hallmark, or stamp, on precious metals. For instance, many rings are stamped with the gold purity rated on the inside of the band. The most common purity that Shipley says he works with is 14 karat gold. If he sees a hallmark on a ring indicating it is 14 karat, he employs the scratch test, which leaves fragments of the gold on a stone. He’ll then drop acid rated for 14 karat gold on the fragments. If it dissolves, it is of less purity than the 14 karats it was rated. If the fragments do not dissolve, it is of 14-karat quality or higher.

Hallmarks

Knowing what hallmark acronyms mean

Real-time value

As with the value of anything on the stock market, precious metals are impacted by supply and demand, as well as the behavior of investors. Over the last year, gold, for example, has enjoyed a steady increase in value. When sellers present their precious metals to an appraiser, jeweler or auctioneer, they probably aren’t exactly sure of the quality of the pieces, nor are they cued in to the market’s value placed upon them. Fortunately, there’s an app that auctioneers can use to get real-time numbers on their value.

ScrapIt is an app Shipley uses and recommends—it is basically another tool in his arsenal. He’s says it is “wonderful,” because it is live and updated, refreshing to the market value as you’re using it.

Conveying results

After you’ve done all the qualifying and testing of precious lots, Shipley advises to use caution when explaining to a buyer or seller their assessment of jewelry.

For example, when testing a gem that appears to be a diamond, he would say: “It tested a diamond or electronically tested diamond.”

“I would never say ‘this what it is,’” he said. “Say ‘this is what it tested to be, this is what it appears to be and this is what it is stamped.’ Other wise you will definitely have a lawsuit.” ❖

James Myers is a freelance writer in Oregon. Photo courtesy Jason Roske, CAI.

This article was adapted from a 2019 Conference & Show session. To hear it and other recordings, visit pathlms.com/naa.



5 steps to creating a marketing plan

Save time and money by fine-tuning your goals

It is often said that effective marketing happens when you reach the right people with the right medias and the right messages.

Many know that this is sometimes easier said than done. But Casey Stoneman Roberson of McCurdy Auction, LLC has a roadmap to help make your marketing the most effective it can be.

Roberson said there are five steps to marketing success, and if you follow these steps, you'll be ahead of the competition.

1. Set your campaign objective

Setting an objective is the cornerstone of your marketing campaign. It's when you are explicitly establish what you want your campaign to accomplish.

Roberson said that many people make the mistake of being too vague with their goals. Instead, she encourages marketers to be specific in what they want to achieve with this marketing.

"We all want to bring more buyers or get more sellers," Roberson said, "but let's define

that further and drill that down, our marketing is going to be that much more successful."

By definition, marketing objectives are the campaign's defined goals. They outline intentions and provide clear direction for the campaign. Without that direction, marketing efforts may not be focused enough, and therefore, not as effective.

Roberson says to use the acronym SMART when thinking about parameters for marketing objectives: Specific, Measurable, Attainable, Relevant and Time based.

2. Define your audiences

Who do you need to reach in order to achieve your campaign objective?

Let's say you want to increase your buyers 15% by the end of the year. Who exactly are your buyers?

Roberson says you have to define who your buyer is, and this can be done using both intuition and research. If you have conducted

an auction similar to the one you are currently advertising, you may already have an idea of what kind of sellers would be interested. But a gut feeling is not enough – you must research.

Roberson encourages using tools to help round out who your audience is, and many of these tools can be found online.

"If you type in the very basic information of who the audience is, it's going to kick back and tell you things like, 'OK, so they like to read Reader's Digest. They watch the news at 6 o'clock. They're on social media a lot. They have three credit cards,'" Roberson said.

This information you get on your audience will help you navigate the next steps in your marketing plan.

3. Plan your media

Once you've defined your audience, you need to figure out where they're at so you can reach them in accordance with your marketing objective.

Find out which media platforms will work best to reach your defined audiences and accomplish your campaign objective.

“We can’t just post a sale bill and expect people to come,” Roberson said. “The world is so much busier now, and so we really have to be strategic in how we’re getting our messaging out to make sure it results in buyers attending the auction, whether that’s online or live.”

Each platform has different ages and demographics, so with that knowledge you can pick which media would be best for your audience.

4. Craft your messages

Now that you know who your audience is exactly and where to reach them, you need to craft what you’re going to tell them.

What message on your chosen media platforms will work best to reach your defined audiences to create action and accomplish your campaign objective?

According to a Forbes article published in 2018, the average consumer is exposed to

between 4,000 and 10,000 ads per day. How are you going to stand out?

Roberson says a great way to be relevant to your defined audience is to use a content method called “storytelling.” Buyers and sellers want to feel connected to your company, and they’re searching for personal experiences. So in your marketing, you want to show authenticity and trust.

“We want to show that we are real people with our advertising, not some corporate robot,” Roberson said. “That’s not going to attract buyers and sellers.”

This marketing often goes outside of ads. When a potential buyer or seller comes across your business, they’re going to do their research, whether it be your social media page or your website, Roberson said. Showing that you are “real people” will help them see your relatability.

5. Evaluate and maintain

Once your marketing is executed, now is the time to ask what worked well and what did not work well – and if it didn’t work well, change it!

Here are factors to look at when evaluating your results:

- Customer responses
- Sales prices
- Registered bidders
- Lead calls
- Website traffic
- Calls received
- CPC (cost per click)
- Google analytics
- Survey responses

Record these results so you can reference them later. By measuring and tracking your success, you can use this information for future marketing instead of starting from square-one each time.

Having a marketing plan will save you a lot of time and money if done right. Knowing what’s working and not working will help you fine-tune your plans and make them even better in the future. ♦

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Q & A

Gary Ryther, CAI



NAA Hall of Fame member Gary Ryther is retiring after 57 years in the auction industry.

What sparked your interest in becoming an auctioneer?

When I was young and went to the livestock auctions every Saturday, as I listened to the chant of the auctioneer, I could understand him but my father had a hard time understanding.

What road did you take to get there?

In 1962 I decided to start developing a chant, and I was able to sell at an auction for a local auctioneer. When he said I was pretty good for the first time, it made me very proud, so I went to the Missouri Auction School to find out what I needed to know to start in the business. After a few years of developing my business, I was asked to teach at the Missouri Auction School, which enabled me to become known in the industry.

Were there any challenges you faced?

Competition was a challenge, and also trying to get as much knowledge as I could to be in the general auction business.

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

The auction industry is quite different now than when I started, mainly because of the transition to online only sales. It has been necessary to change along with the online trend, but I still prefer the “old” way.

Why do you love what you do?

Being able to help people with important changes and challenges in their lives and being able to make a living from an industry that I love.

How has the NAA helped you become a better auctioneer?

The education that NAA has provided me, along with the certifications I have received, have enabled me to grow in the industry. Also, because of the NAA, I have enjoyed lasting professional and personal relationships and friendships.

What are three fundamentals you've learned from your career that auctioneers today should focus on to see long and successful careers?

Integrity, education and giving 110 percent to each auction regardless of the size.

What will you miss most about running an auction business?

The people—I have made a lot of great friends from all over the United States.

What are you most excited for in your retirement?

Being able to spend more time with my wife and family. ❖

Q & A

Greater Giving

Debby Roth-Bush, AMM, BAS
Senior Strategic Relationship Manager



solutions are exactly what they didn't realize they needed!

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

Everyone at Greater Giving is passionate about working with our customers, who are truly making the world a better place. It's something that we all take pride in and inspires us to go to work each day.

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

We've just accomplished a major milestone. Our User-Interface Redesign was released this summer. The team really buckled down and did everything they could to make sure this was done on time. Our customers and partners are loving the new look and feel.

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

We are working on publishing a Salesforce App for Non-profit Success Starter Pack users, upgrading our payment terminals and looking at Text-to-Give and a communications center to name a few things.

How has the NAA helped your business grow?

Many of our valued partners are NAA members and we have been able to cultivate many new opportunities through their support. We also gain knowledge of the industry and promotion of our brand. Often our partners identify new trends and needs in the nonprofit sector as we expand our services.

And personally, earning my AMM, my BAS and going into my final year of CAI has built relationships that will last me the rest of my life as well as given me a very strong foundation in the business. ❖

Find out more at greatergiving.com.

When and how did your business start?

In 2002, at a community fundraising event in Portland, Oregon, our founder was waiting to check-out of the event's benefit auction. Frustrated by the wait, he began to consider ways to shorten benefit auction check-out lines and so Auctionpay, Inc. was born. Our original product, Auctionpay (credit card processing terminals), was a game-changer for fundraisers. The terminals offered the ability to plug in a network of terminals; pre-swipe a credit card attached to a bidder number at check-in, enter sales during the event; and hand guests an "ExpressPay" receipt at check-out. They also had the ability to sync with our Event Software and some partner softwares, which made the process even more seamless.

We then came out with mobile and USB card readers, and added Online Payments, Event Software, Online Bidding, Peer-to-Peer, and Auction Booster products—a one-stop shop of fundraising solutions not available anywhere else.

October 2009, Auctionpay was acquired by Global Payments Inc., and in January 2010 took another step in its evolution, becoming Greater Giving.

We've grown exponentially since 2002 to helping thousands of schools and nonprofits

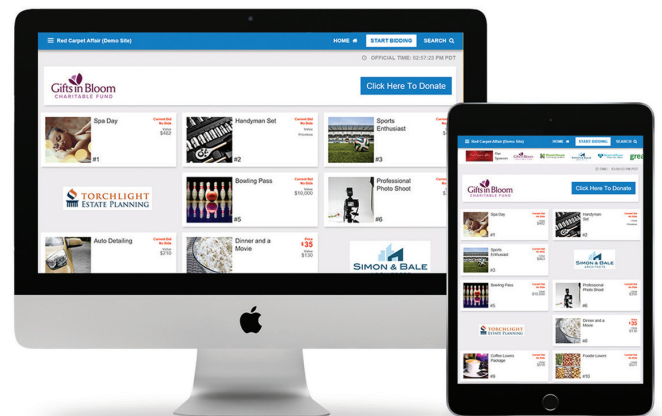
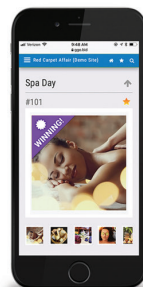
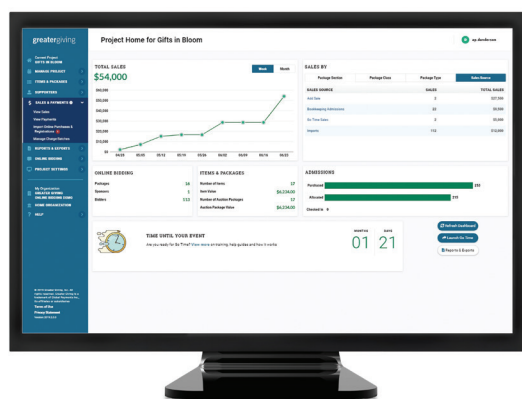
nationwide streamline their fundraising efforts and raise more funds—securely processing over \$6B in donations. Our main goal is to make a fundraiser's job easier and more successful, so they can help fund the important mission of their organization.

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

Yes, nonprofits and schools were spending a huge amount of time with inefficient processes and tools in every area from planning an event, ticketing, to managing the details, to the day of. With Greater Giving Event Software, Online Payments and Auctionpay our customers were able to save time and produce a more enjoyable volunteer and guest experience. Also, because guests weren't waiting in long lines to get into the event and the process was no longer manual, organizations were able to raise more funds for their cause.

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

Our goal is to help our customers raise more and stress less. We also want to be one step ahead of the needs of fundraisers so our



Two giant gold rush-era Alaska gold nuggets, both weighing over 30 ounces, sell for a combined \$172,725 at Holabird's Americana Auction

Two giant-size gold nuggets mined in Alaska during the days of the Gold Rush—one a 38.39-ounce nugget roughly in the shape of Australia, the other a 33.83-ounce nugget in the shape of a skull—sold for a combined \$172,725, at an auction held Oct. 4-7, by Holabird Western Americana Collections, online and in the Reno gallery at 3555 Airway Drive.

The gold nuggets were the top lots in a four-day Americana auction bursting with more than 3,100 lots in a wide array of collecting categories—to include petroliana, aviation, World War II, railroadiana, Native Americana, stock certificates, mining, minerals, coins and gold. A special section was devoted to dealers, with great bargains lotted specifically with resellers in mind.

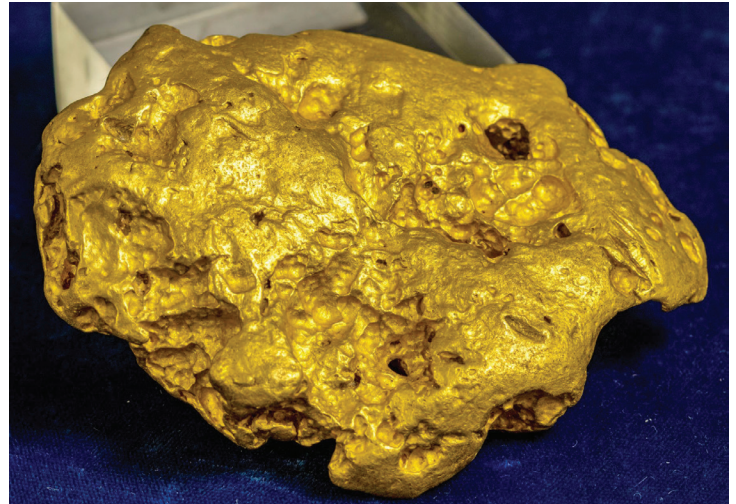
“We called this our fall season second chance auction, because for anyone who missed any of our great 2019 sales, this was their second chance to fill the holes in their collections,” said Fred Holabird of Holabird Western Americana Collections. “Bidders absolutely heeded the call, as we had solid participation live in the gallery and especially online. Overall it was a fantastic sale.”

The 38.39-ounce gold nugget that resembled the shape of Australia was mined at Ganes Creek, Alaska, about 150 miles east-southeast from Unalakleet, on the Norton Sound, which is 150 miles southeast of Nome. Ganes Creek is known for its large nuggets and there are several “Pay” nugget finding operations still there today. The nugget, large by any standard, sold for \$99,175.

The other nugget, 33.83 ounces and shaped nearly identical to the skull used in pirate logos, was found in Alaska's Chandler District, along the Squaw Creek drainage. It's still active today; placer gold has been produced there since around 1900. The nugget, measuring 2 inches by 3¼ inches, hammered for \$77,550, a figure helped along by its crowd-pleasing pirate skull shape.

For those unable to attend the sale in person, online bidding was facilitated by iCollector.com, LiveAuctioneers.com,

Giant 38.39-ounce gold nugget that resembles the shape of Australia, mined at Ganes Creek, Alaska, about 150 miles east-southeast from Unalakleet, on the Norton Sound (\$99,175).



Invaluable.com, AuctionMobility.com and Auctionzip.com. All prices quoted here include the buyer's premium.

Oct. 4 contained 772 lots of textiles, Native Americana, art, music, maps, foreign collectibles, sports, military and aviation, railroadiana, postal history, Wells Fargo and more.

A star lot was a nice and unusual Mexican rawhide saddle bag from about the 1940s (or earlier), similar to the ones Pony Express riders had, with leather tassels and really long leather strapping (\$7,187). Also, a group of 14 letters exchanged between a brother and a sister between 1864-1866, in Genoa, Nevada, plus a Gold Rush-era gold buckle and a 15kt gold ring, finished at \$2,125.

Other Day 1 lots included a map of the “New World” (New York and New England, to include Manhattan) from 1606, shown as “New France” (La Nuova Francia), with characterizations of “Americans” (settlers, Indians, etc.) brought \$2,000; and a pair of Native American “Gauntlet Gloves” made from elk skin with elaborate, multi-colored beadwork, made circa 1900-1920 by one of the Northern Plains Tribes of Montana, plus a pair of tiny fantasy moccasins, made \$500.

Oct. 5 was packed with 736 lots of marbles, bottles, saloon items, cigar and tobacco, cowboy collectibles, firearms, weaponry, tokens, numismatics (to include coins,



Large 33.83-ounce gold nugget, shaped nearly identical to the skull used in pirate logos, found in Alaska's Chandler District, along the Squaw Creek drainage, still active today (\$77,550).

currency, dies, medals, so-called dollars and general items), toys, World's Fair and Expos, political memorabilia, and general and foreign Americana (Australia, Canada and Panama).

A large white enamel sign from the Automobile Club of Southern California, circa 1910-1920, 2 feet by 3 feet and showing the mileage from an older country road (no longer in use) to Lida, Big Pine, Goldfield and Tonopah (Nev.), in very good shape for its age, knocked down for \$5,490.



1892-CC Morgan silver dollar with full eagle feathers on the reverse but flat hair on the obverse, indicating a weak strike (\$938).



Pair of Native American "Gauntlet Gloves" made from elk skin with elaborate beadwork, circa 1900-1920, by one of the Northern Plains Tribes, plus a pair of tiny fantasy moccasin, (\$500).

Also sold on Day 2 were an 1892-CC Morgan silver dollar with full eagle feathers on the reverse but flat hair on the obverse, indicating a weak strike (\$938); and an octagonal 1876 California fractional gold half-dollar coin, BG 949, R4, in proof-like condition on the reverse side (\$468).

Oct. 6 featured more than 800 lots of gold, jewelry, minerals, mining (foreign, general and geographically sorted), fossils, collectible spoons, Gold Rush memorabilia and more. A top lot was a circa 1900 ladies' solitaire diamond ring set in 14kt gold and having a one-carat, European cut diamond. The ring, having outstanding quality, slipped on a new finger for \$2,684.

Other Day 3 stars included the 1905 Atlas of the Goldfield, Tonopah & Bullfrog Mining Districts of Nevada, with claim maps and a directory of all the mining companies operating in the districts at the time, 93 pages plus five large color fold-out maps (\$2,625); and a spectacular eye-catching 1871 stock certificate for the Monitor and Northwestern Mining Company of

Nice and unusual Mexican rawhide saddle bag from about the 1940s (or earlier), similar to the ones Pony Express riders had, with leather tassels and really long leather strapping (\$7,187).



Map of the "New World" (New York and New England, to include Manhattan) from 1606, shown as "New France" (La Nuova Francia), with characterizations of "Americans" (\$2,000).



Spectacular eye-catching 1871 stock certificate for the Monitor and Northwestern Mining Company of Milwaukee (Wis.), for five shares issued to Sarah Mattison (\$1,875).

Milwaukee (Wis.), for five shares issued to Sarah Mattison, with a vignette of Monitor Mountain, Calif. (\$1,875).

Oct. 7 contained 818 lots of calendars, cameras, fire items, directories, transportation (planes, trains, automobiles), and bargains and dealer specials in all categories. A Toliver Aerial Navigation

Company (Phoenix, Ariz.) stock certificate, issued on July 28th, 1911 for 100 shares to "M. Corekey", signed by the president ("CH Toliver") and assistant secretary, with a fabulous vignette of a flying machine over a town (possibly Phoenix) gavelled for \$562. ❖

Warner sells multi-family buildings for USDA for \$1.155 million

Warner Real Estate & Auction Company, a leading New Jersey real estate and auction marketing firm sold two multi-family senior apartment buildings for the USDA through an online auction with bidding ending June 5, 2019.

Salisbury Manor, a 32-unit senior apartment building, located at 70 Grant Street in Salisbury, Pennsylvania, sold for \$550,000 and Berlin Manor, a 34-unit senior apartment building, located at 100 Berlin Manor in Berlin, Pennsylvania, sold for \$605,000. The buyer purchased the properties as long-term investments to add to his extensive portfolio and plans to manage both buildings himself.

Rich Warner, president and founder of Warner Real Estate & Auction Company has successfully sold real estate throughout New Jersey and Pennsylvania for the U.S. Department of Agriculture (USDA) since 2014. According to Warner, “Both properties were sold out of a program with no deed restrictions which creates a golden opportunity for buyers to create significant value through charging market rents thereby increasing the NOI (Net Operating Income). It was quite an exciting auction with eight participating bidders from five different states (Pennsylvania, New Jersey, New York, Florida and Maryland) with 218 total bids for a record setting \$1.155 million.” ❖



Warner fetches \$3.655 million for USDA with multi-property online auctions

Warner Real Estate & Auction Company, a leading real estate and auction marketing firm in New Jersey, was selected once again by the U.S. Department of Agriculture to sell 51 foreclosed single family homes throughout New Jersey. The two multi-property online auctions brought in \$3.655 million.

The 51 foreclosed homes throughout New Jersey were sold through two online only auctions that ended on June 26 and July 31. These two auctions had an impressive 156

participating bidders from three different states (New Jersey, New York, Pennsylvania) totaling 2,216 bids.

According to Rich Warner, “This was win-win situation for both buyers and the USDA. The buyers, whether they were investors or end users picked up some great deals and the USDA eliminated the carrying and management costs of 51 foreclosed properties and recovered \$3.655 million for the tax payers.” ❖





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A rare antique stock ticker made in America for Canadian National Telegraphs realizes CA\$11,800 at Miller & Miller's Mantiques! auction

A rare antique printing telegraph invented by John Burry, made by The Stock Quotation Telegraph Company of New York and used in the early 1900s by Canadian National Telegraphs sold for \$11,800 at a Mantiques! auction held Sept. 14 by Miller & Miller Auctions, Ltd., online and in the New Hamburg gallery at 59 Webster Street.

The American-made stock ticker, complete with correct base and glass dome, was patented in the 1890s and was the top lot of the auction, barely nosing out a National Cash Register Company (Dayton, Ohio) Model 3 cash register, also from the 1890s, which brought \$11,500. The register had a rare, cobalt cut-to-clear glass-top sign, burl walnut sides and rear panels a the correct key. A label on the underside indicated it was shipped to a J. A. Banfield in Toronto, Ontario.

It was Miller & Miller's second Mantiques! auction, and it was just as successful as the first, as 175 people attended in person and hundreds more bid online in a sale that grossed \$373,516 (all figures quoted are in Canadian dollars). Men, and the women who love them, turned out in full force. It was a one-stop shop for anyone looking to equip their man caves in style and fashion.

In all, nearly 600 lots of manly memorabilia came up for bid. Categories included advertising, signs, automobilia, petroliana (including gas pumps, air meters, ephemera), coin-ops, militaria, railroadiana, aviation and sports memorabilia. Internet bidding was provided by Invaluable.com, LiveAuctioneers.com and Miller & Miller Live, at the website MillerandMillerAuctions.com.

"Rarity and historical significance are the main factors that drive value," said Justin Miller of Miller & Miller Auctions, Ltd. "We often bring select lots to shows to promote our upcoming auctions. The items that generate the most discussion at these events are often likely to generate bidding action on the block as well. People want conversation pieces—things others don't have. They're usually willing to pay dearly for these pieces. We're more

than happy to offer them up."

Following are additional highlights from the auction. All prices quoted include the buyer's premium.

A 1930s-era Red Indian porcelain dealer sign, 5 feet by 5 feet and among the most sought-after dealer signs in Canadian gas and oil, gaveled for \$8,850. The sign, retaining a virgin luster, was signed, "The F. Vilas Co., Ltd., Cowansville, P.Q." Also, an Oldsmobile two-sided porcelain



Rare, early 1900s Canadian National Telegraphs stock ticker, invented by John Burry, made by The Stock Quotation Telegraph Co., with correct base and glass dome (CA\$11,800).

1958 Gibson J-50 natural acoustic guitar, made in America, with a spruce top, mahogany backs and sides, original adjustable bridge saddle and original fitted case (CA\$4,130).



This 1972 Triumph "Tiger 650" motorcycle, an all-original survivor with 3,266 miles, sped off for CA\$7,080.

car dealer sign, made in America in the 1950s and also measuring 5 feet square, brought \$4,720. The sign, exhibiting excellent color and gloss, was free of restoration and only had a few minor chips.

What man cave is complete without a vintage car, truck or motorcycle parked

outside? A 1971 Harvester International pick-up truck, D-Series 1010, repainted and with a reupholstered interior, 304 ci V-8 engine, manual steering and brakes, roared off for \$9,200; while a 1972 Triumph "Tiger 650" motorcycle, an all-original survivor with 3,266 miles, knocked down for \$7,080.

A 1942 Wurlitzer "Victory" jukebox – an Art Deco form masterpiece and one of



Wurlitzer "Victory" jukebox from 1942, professionally restored and serviced, 65 1/2 inch tall, an Art Deco masterpiece and one of Wurlitzer's most recognizable models (CA\$6,900).

Wurlitzer's most recognizable models with stunning carved pedestals, burlled veneers and carved feathers forming a "V" on the grille, changed hands for \$6,900. Speaking of music, a 1958 Gibson J-50 natural acoustic guitar, made in America with a spruce top, mahogany backs and sides, in the original fitted case, with the original adjustable bridge saddle as an option, commanded \$4,130.

A Canadian, circa 1890s Tuckett T&B "Two Boys" framed lithograph – one of only two known and a spectacular example of early chromolithography featuring "two boys" with expressions of "pain" versus "luxury" in smoking other brands as opposed to T&B, made \$5,750. Also, a 1930s oil on board painting by Homer Ransford Watson (Canadian, 1855-1936), in one family since its original purchase in December 1935, signed lower left and in the original frame, rose to \$5,310.



Canadian circa 1890s Tuckett & Billing (Hamilton, Ont.) framed lithograph for T&B Tobacco, one of only two examples known, featuring the "two boys" graphic (CA\$5,750).



Large-scale Trans-Canada Viscount cutaway model airplane, 1:24 scale, featuring a transparent acrylic body that allows people a view of the cabin and cockpit, 47 inches long (CA\$9,000).

A rare McCormick figural truck biscuit tin made in England for Canadian market and meant to be used as a toy after the contents were consumed, earned \$4,800. The panels on either side promoted McCormick's "Oven-Kist" biscuits and "Jersey Cream" sodas. Also, a 1940s-era Canadian Goodyear Tires single-sided porcelain sign, showing exceptional deep color and high gloss, 72 inches by 24 inches and unrestored, with just

National Model 3 cash register, made in America in the 1890s, with rare cobalt cut-to-clear glass top sign and featuring radically burlled walnut sides and rear panels (CA\$11,500).



ght surface scratches, rough \$4,600.

Finally, a large-scale Trans-Canada Viscount cutaway model airplane, 1:24 scale, featuring a transparent acrylic body that allowed someone to view the cabin and cockpit, landed safely for \$9,000. The model plane, 47 inches in length, would have been on display in an airport lobby or corporate office, with features that included upholstered seats, luggage and even a rest room. ❖

We often get asked for the definition of a "success story." After all, auctioneers help people every day in every community of practice. Success then, is relative to each area of the industry, and certainly relative to each company and individual. So, what are we looking for in this section of the magazine called Success Stories? Well, that's up to you! One thing we don't want is for you to think it has to be defined by the size of the company, the number of items, or large amounts of money. We want to hear about all of your successes, whatever you think those are. Did you raise more money for a charity than they've ever seen? Did you help a family get out of a tough situation? Did your company reach a significant milestone? These are just a few ideas to get you started. The most important part is that it's from you, our #NAAPros. Your job now is to let us know! Send your stories and photos to communications@auctioneers.org and you might just see yourself on these pages, on social media or in Auction eNews.

Auction School Graduates



America's Auction Academy

America's Auction Academy graduated 18 new auctioneers in September from Texas, Oklahoma and Louisiana.

Bottom row, left to right: Mike Brandy, Columbus, Ohio, Instructor; Tony Jowers, Arcadia, Louisiana; Casandra Staacke, Conroe, Texas; Jackie Carter, Houston; Stacy Bratten, Trophy Club, Texas; Tonya Weathers, Garland, Texas; Julie Solheim, Edmond, Oklahoma; Christy Duenas,

Rockwall, Texas; Jacob Tripplehorn, Houston; and Scott Swenson, Austin, Texas, Instructor. Second row, left to right: Jeff Townsend, Mansfield, Texas; Truman Elkins, Springtown, Texas; Jarred Campbell, Idabel, Oklahoma; Brian Lowe, McKinney, Texas; Randy McBroom, Bonham, Texas; Jake Bangelsdorf, Fort Worth, Texas; Shawn Conner, Lake Charles, Louisiana; Jim Boultinghouse, Kempner, Texas; Parker Allan, Martindale, Texas; Danny Feller, Hunt, Texas; Lori Jones, School Administrator, Dallas; Mike Jones, School Director, Dallas.

Submit your graduates!

Don't forget to submit your graduate photos, along with names and any other statistics NAA members might like to know. Send them to communications@auctioneers.org.



2019/2020 Education Events

Dec. 1-7 Designation Academy Las Vegas, NV

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

Registration
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Feb. 24-25 Online Marketing Summit Louisville, KY

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March 22-26 Certified Auctioneers Institute Bloomington, IN

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“I was so excited to learn about the many ongoing educational opportunities through the NAA. The people I have met so far have all been outstanding! My biggest surprise these first two months was receiving a cold call to do an auction from someone who got my name through the NAA.”

Paul Jones

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“As a first-generation auctioneer, I am thrilled to be a part of this exciting business. I experienced my earliest “taste” growing

up around cattle auctions. On graduating from the Western College of Auctioneering, joining the NAA was essential for the continuing educational and business opportunities provided. I look forward to meeting fellow auctioneers and to support this association. When you see me, be sure to say ‘Hello.’”

Ron Moulton

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

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

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



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



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



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

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In Memory



Hunter Morris

Hunter Braden Morris was born Dec. 29, 1986, in Memphis, Tennessee, and died unexpectedly at the young age of 32 on Oct. 5, 2019, from a tragic motorcycle accident.

The son of Jeff Morris, CAI, AARE (Valerie) and Jan P. Carson (Sam), Hunter is survived by his parents, his brother Parker W. Morris, step-siblings, Anne Marie Carson and Steed Carson, his grandparents former Shelby County Mayor Bill Morris (Ann, deceased) and Mrs. Dale Parker (David, deceased), his beloved British retriever Sadie, and many extended family members, aunts, uncles and cousins.

Hunter graduated from Cordova High School in 2005, attended The University of Tennessee Knoxville and received his Auctioneer's License from the Worldwide College of Auctioneering in Mason City, Iowa.

Hunter and his parents had a very deep love and understanding for one another and it was with great joy that Hunter joined his father's company Morris Realty & Auction in 2011 as

the Marketing Director. He became invaluable to the company, working side-by-side with his father learning and growing every step of the way. Over the years he progressed to receive greater responsibilities while also becoming an auctioneer and real estate broker with the prestigious designation of Accredited Auctioneer Real Estate (AARE). Hunter was a member of the National Auctioneers Association and was an invaluable, and integral member of Morris Realty & Auction.

He and his mother also enjoyed many impromptu meals and sharing their love of dogs. Whenever Hunter would leave town on his next adventure, he always wanted his beloved Sadie, his four-legged child to stay with her. Dogs were only one of the many special bonds he shared with his mother throughout the years. His mother was always proud of Hunter's accomplishments and would encourage him to keep exploring and participating in all the things he was interested in.

Hunter also enjoyed spending time with his very large circle of friends as well as his beloved family. He loved his brother Parker very much and together they recently drove cross country to help move Parker to California spending special times together as only brothers can on a road trip. Hunter also enjoyed times at the family farm and all who would gather there for fellowship, four wheeling, bon fires and meals. The farm was a special place where he loved spending time.

Hunter had a great spirit for adventure and his spirit shined bright to all those that knew him. He will be sorely missed by many.

In Lieu of Flowers, please make donations to The Humane Society of Memphis and Shelby County.



James Baker

James Fred Baker was born April 11, 1950, in Enid, Oklahoma, the third of four sons to Vernon and Annella Baker. When James was six weeks old, he travelled with his family to Phillips University Science Camp near Alamosa, Colorado. James spent summers of his youth at the Science Camp (which was co-founded by his father, a geology professor at Phillips University) and at property owned by his family in the nearby San Juan Mountains.

After graduating from Phillips University with a degree in Elementary Education, James taught school in Enid for four years before continuing his education at the University of Wyoming, where he received both Masters and Doctorate degrees in Elementary Education and Education Administration.

James always had an interest in antiques and collectibles, largely because of his love of history. During his career as an educator, he ran a part-time business with his wife conducting antique shows and estate sales.

After retiring as an educator, James began his second career, establishing Baker Auction in the Denver area. He was an active member of the Colorado Auctioneers Association and National Auctioneers Association and poured his energy and intellect into the business, alongside Carolyn.

James is survived by his wife Carolyn Baker of Aurora, Colorado, son Brian Baker (Heather) of Dubois, Wyoming, and daughter Allison Krebs (Jeff) of Englewood, Colorado.

In lieu of flowers, please consider making a donation in James' memory to the Littleton Public Schools Foundation elementary school STEM education programs or IBMPFD research at the University of California Irvine.

Clifford Shuler

Clifford Shuler was a life member of the NAA. He was born on Dec. 2, 1940 and passed away on Sept. 5, 2019. Clifford was a resident of Florida at the time of passing.

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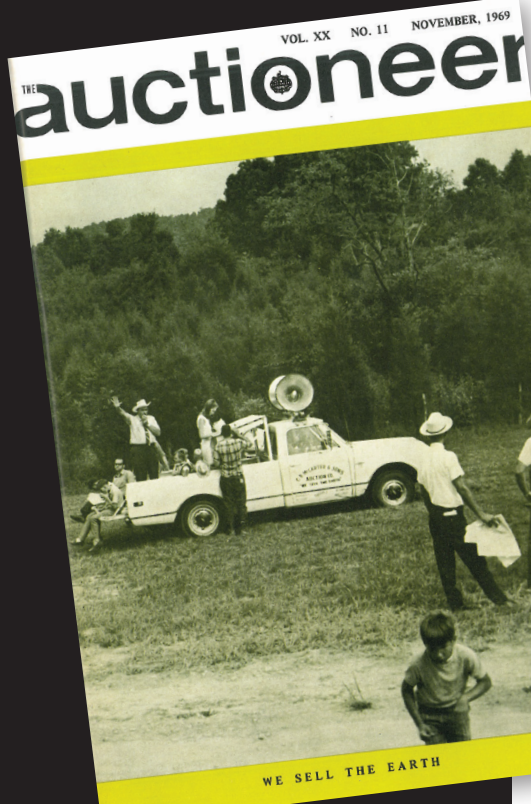
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50 years later

November 1969: "We sell the earth"



Fifty years ago, the editor of the 1969 *Auctioneer* magazine, Bernard Hart, traveled to Sevierville, Tennessee, to see NAA member C.B. McCarter in action.

C.B. McCarter wasn't just any member—according to the article, he made his entrance into the Tennessee Auctioneers Convention on a mule. At the Fun Auction (now known as Auction & Appetizers at Conference & Show), he sold the very overalls that he was wearing. He was even one of the first to pledge \$1,000 to the NAA Building Fund that was going on in the late 1960s.

This special auction that Hart traveled to be a part of featured a large sub-division of which McCarter had been part owner. After McCarter put some work into the land, the value had increased almost five times the amount of his original purchase.

Hart doted on McCarter's impressive logistics, showmanship and stamina as McCarter went from lot to lot, selling from 11 a.m. to 7 p.m.

"Who is this man McCarter? He is the greatest showman since P.T. Barnam and he is one of the greatest auctioneers of all time," Hart said. "Never have I witnessed an auction conducted with such skill. The handling of the crowd, the order of the sale, the positioning of the sound truck and the planning ahead of time that including the locations of the streets and the plotting of the lots was that of a master."

Hart went on explain McCarter's dedication to the auction method of marketing.

"As is always the case, many of these lots could have been sold at an attractive figure before the auction. All offers were rejected C.B. McCarter says the only way to sell real estate is at auction—and he means it. He also proves it"

Today, C.B. McCarter's son, Scott McCarter, CAI, is an NAA life member and the owner and principal auctioneer of McCarter Auction Inc. Scott graduated from the Reppert School of Auctioneering in 1968 and served as President of the Tennessee Auctioneers Association in 2011. ❖

We Sell The Earth

by BERNARD HART

He came riding in to the Tennessee Auctioneers Convention astride a mule!!! He sold the blue shirt and bib overalls he was wearing at the National Convention Fun Auction in Louisville, Ky.!! He has been coming to the National Convention for years with his wife and family—and what a family. As far back as the 1959 National Convention in Denver, there were 11 of them!!! His three youngest carried off the top honors at the 1969 convention's Amateur Show in Roanoke, performing as the "Tennessee Plow Boys". When Grover Howell made his plea for "Founders", donors of \$1,000 or more to the NAA Building Fund, this man was one of the first to stand.

Who is this strange man from Tennessee? Is he a great showman or is he really a successful auctioneer? These questions

have been in the minds of many and have been voiced by several. To get the true answer to these questions your editor took time from a crowded schedule, missed most of the Nebraska State Fair, and traveled to Sevierville, Tennessee, to attend one of his auctions, last Labor Day.

At the Roanoke convention, C.B. McCarter was telling of a big sub-division auction he was planning and even sold brochures, describing the auction, before they were printed at the Fun Auction in Roanoke. The date was finally set for Labor Day (Sept. 1) and the excitement started building to the fever pitch it reached on the designated day.

Upon checking in at the John Marshall Motel, located on U.S. 441, a four lane



Col. C. B. McCarter, "super salesman", in a position he occupied throughout the long Labor Day auction with daughter, Brenda, the recording clerk. Younger members of the McCarter family, including the "Tennessee Plow Boys" and their friends enjoy "riding" privileges during the auction.

2 IN UNITY THERE IS STRENGTH



It would be hard to estimate the crowd on hand for the auction as they were found in all parts of the 81 acres being sold. Some followed the moving sound truck while others waited until the selling approached the lots in which they were interested.

highway from Sevierville to Galisburg, and the Great Smoky Mountains, the evening preceding the auction, I could see the entrance to this new sub-division as well as a fourth of the property. A steady stream of cars was entering and leaving during the late evening hours. Mentioning that to the Motel manager he said that had been going on for the past two weeks.

Frontage along this popular highway had already been developed leaving some 360 feet that was undesirable because it was some 40 feet below the road's surface in places. But being able to see what others had overlooked, Col. McCarter purchased this frontage along with the 81 acres that lay behind it. He took in as a partner (one-fourth interest) a local road contractor. With this road building equipment, a hill was moved into the 40 foot canyon and the frontage was brought to the road level.

3 IN UNITY THERE IS STRENGTH



Exercise was furnished all those who attended the big Labor Day auction, many, including the ringmen, walked more miles that day than they had walked in a long time as they either witnessed or participated in the "action"; it is illustrated in the top photo.

Some of the higher priced residential lots were located in the wooded area in the background of the lower photo. Note the new black-topped streets.

4 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

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?

AUCTION ADVENTURES

Total Wallet
\$20,815

Auction Commission 15%
\$114
\$203

Get Paid

Real Estate Auction

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?

AUCTION ADVENTURES

Total Wallet
\$0

Auction Commission 10%

Get Paid

Auto & Machinery Auction

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?

AUCTION ADVENTURES

Total Wallet
\$23,782

Auction Commission 18%

Get Paid

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