

# the auctioneer

SEPTEMBER 2019

The official publication of the National Auctioneers Association



**2019  
CHAMPIONS**



AUCTIONEERS  
AND FARMERS

TENNESSEE  
LICENSING

INTRO TO TEXT  
MARKETING

# AuctionTime.com

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The screenshot shows the AuctionTime.com interface. At the top, there's a navigation bar with categories like CONSTRUCTION, FARM EQUIPMENT, TRUCKS, TRAILERS, ATTACHMENTS, and OTHER STOCK. Below this is a 'LIVE AUCTION BOARD' section divided into 'Ring 1' and 'View Ring 2'. Each listing includes a photo of the equipment, the lot number, a brief description, the current bid amount, and a countdown timer. For example, one listing is for a '2015 MCCORMICK X5.50 Tractors' with a current bid of US \$3,600 and a timer of 0:38.

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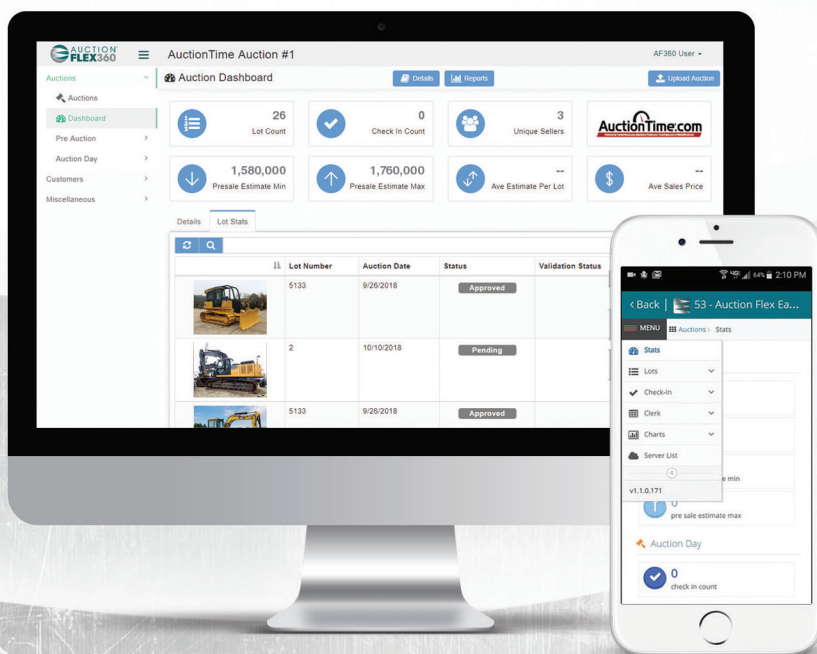
[www.Equipmentfacts.com](http://www.Equipmentfacts.com)

The screenshot shows the Equipmentfacts website on both a desktop monitor and a smartphone. The desktop view features a sidebar with category filters (CONSTRUCTION, FARM EQUIPMENT, TRUCKS, TRAILERS, OTHER STOCK) and a main content area titled 'UPCOMING EVENTS' with a list of auction events, including 'Fort Wayne - Ring One: Truck and Trailer Auction' and 'Heavy Equipment & Commercial Truck Auction'. The smartphone view shows the same content adapted for a smaller screen, highlighting the mobile accessibility of the platform.



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## Vision for the future

First, thank you to everyone who reached out to me after seeing the August issue of *Auctioneer*! The honor is mine and I am very excited about what we are going to be doing during the rest of my term! But let me be very clear—whatever happens will be the result of a team effort!

I learned a long time ago that it takes a team to get things accomplished—that is never more evident than at NAA. As the Board begins its strategic planning process, we start with getting input from the various committees and task forces. We sift through all of that information and we discuss where we can put our resources to the most effective use.

Should we start a membership campaign? Should we simply focus on developing new programs for our members and hope if “we build it, they will come?” Should we focus on making the programs we have better? If I were to ask you these questions, you may answer—well, yes to all of them! The Board must identify where we can put what resources we have in place that will more quickly advance our vision of ensuring that NAA members are the preferred auction professionals used in the marketplace.

Anyone who has ever accomplished anything of significance has this one quality: They have *vision*. What is vision? Vision is the ability to see beyond what you can see in the present in order to see a mental image of what the future could be like.

You’ve probably heard the story of the man who stood beside the widow of Walt Disney at the opening of one of their grandest parks and he sighed and said, “Oh, how I wish Walt could see this.”

To which his widow replied, “He did, that’s why it’s here.”

What you see before there is anything to be seen powerfully impacts what will be seen in the future. Now, this can be negative or it can be positive. You can envision a disaster, failure or a mess. And, most likely, that’s exactly what you will experience. Or you can envision your dream in all of its grandest scale and let that vision guide you (and those around you) toward its completion.

Soon it will be time for us to head to Washington, D.C., for our Day on the Hill. This event has grown in importance. After the Supreme Court decision on

the Remote Sales Tax issue, we began a phase where we try to keep up with the changing legislation within the states. Now, both chambers of Congress have written legislation that will help control the retroactive collection of sales tax. I’m excited to be able to take something concrete into my visits with our federal delegation and ask for help! This is an issue that will impact almost all of us in this organization—and the NAA has continued to provide education and information in a variety of ways to our members.

We are working to grow the industry through our implementation of a group for young people between the ages of 10 and 18. Check out NAA NextGen on [auctioneers.org/NextGen](http://auctioneers.org/NextGen) and help us spread the word by introducing your kids or grandkids.

So, we have a *lot* going on. Our IAC and IJAC champions represent the leadership in our industry. Check out their profiles starting on page 20. We are excited about our future—just as we are excited and want to honor our traditions. The Hall of Fame inducted four important people in July and you can read about their profiles starting on page 28.

It’s a great time to be in the auction industry—and in the NAA! ❖

#theauctionlifethegoodlife



**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.

# 38



“  
**There’s not  
an auctioneer  
I know that  
is trying to  
capitalize on  
a downturn in  
the farming  
market to  
make money.**  
”

David Whitaker, CAI

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# ★★★ 2019 NAA ★★★ Day on the Hill

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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](http://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.

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. Any clarifications can be sent to [communications@auctioneers.org](mailto:communications@auctioneers.org).

Send any client testimonials referencing your professionalism relevant to your designation to [communications@auctioneers.org](mailto:communications@auctioneers.org)

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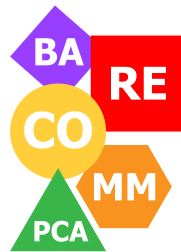


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# 2019/2020 Education Events

## **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

Registration  
opens Nov.

## **March 22-26** Certified Auctioneers Institute Bloomington, IN

Registration  
open!

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# Your Association at Work



## Digital badges are still available for pilot program

The NAA's new digital badging pilot kicked off last month and you're probably seeing some awarded badges popping up in social media and professional profiles.

This partnership with BadgeCert allows designation holders to promote their hard-earned professional achievements.

The BadgeCert platform facilitates the recording, issuing, storing and sharing of digital badges to legitimize NAA designations to the public, clients, colleagues and employers.

Visit [auctioneers.org/digitalbadge](http://auctioneers.org/digitalbadge) for more info.

## Auto Auction iSeries

Sign up now at [auctioneers.org/events](http://auctioneers.org/events) for our free 30-minute webinar on Oct. 2. This iSeries will focus on breaking into the auto auction business.

## Designation Academy will feature new sales class and real estate workshop

Designation Academy is your one-stop-shop for all things CAS, AMM, GPPA, BAS, AARE, ICAP and USPAP. Not familiar with those acronyms? The NAA provides its members with a diverse range of professional designations, specifically built to help auction professionals specialize their skill sets.

This year, the academy will feature a new class on effective auction selling—that is, selling your auction. Taught by Spanky Assiter, CAI, AARE; and Scott Shuman, CAI, you'll learn to identify target markets, set sales goals, prospect, close deals and much more!

The event also features a real estate workshop. What does the new economy expect of the auction community? Join the discussion and set yourself up for ongoing real estate auction success.

Registration deadline for the academy is Nov. 1, 2019, and you'll need to book your hotel by Nov. 8 for the best prices.

Course audits are also available for anyone looking to brush up on a specific area of expertise.

Special note: Since Designation Academy travel crosses over with post-Thanksgiving travel, attendees are encouraged to book travel plans early.

Find out everything you need to know about designations at [auctioneers.org/designations](http://auctioneers.org/designations), or give the NAA a call at 913-563-8084.



**DON'T FORGET DESIGNATION RENEWALS AND CE (CREDITS ARE DUE SEPT. 30!**

## Board enters strategic planning mode

The 2019-2020 NAA Board of Directors met Aug. 19-20, 2019, at NAA headquarters in Overland Park, Kansas, to discuss strategic planning for the future. The Board identified a number of initiatives to research and take into its October meeting.



“  
The real estate workshop will bring some great advanced education focusing on the new economy and strategies that real estate professionals can employ to face a changing market.  
”

Phil Gableman, CAI, AMM, GPPA, chair of EI Trustees

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## 2019/2020 SCHEDULE

- |                  |   |              |
|------------------|---|--------------|
| October 2, 2019  | Breaking into the Auto Auction Business | CO           |
| December 4, 2019 | Online Auction Marketing                | MM           |
| February 5, 2020 | The Art of Negotiation                  | PCA RE       |
| April 1, 2020    | Building Your Bid Calling Skills        | CO BA RE PCA |
| June 3, 2020     | Quieting the Benefit Auction Crowd      | BA           |

**Complete iSeries archives are available on demand  
as part of your NAA membership.**

[Auctioneers.org/iSeries](https://Auctioneers.org/iSeries)

## SAE IN ACTION GRACIE CORSO



**How did you start your SAE?**  
My dad is an auctioneer, so I have been going to auctions since I was little. When I started FFA I knew that I wanted to have an SAE that connected with auctioneering, so I worked with my advisor to figure out how I could incorporate auctions into a strong SAE. My dad has an auction business, so I started going to auctions with him and helping out. At the auctions I write down the lot number, bid number, and how much each item sells for. As I have gained more experience, I have been able to do more jobs at the auction. Ultimately, my goal through this SAE project is to learn how to run my own auction business.

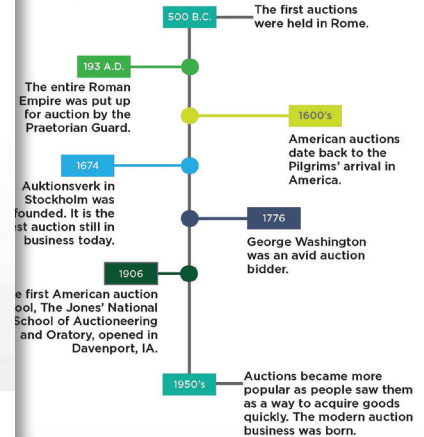
**What do you enjoy about your SAE?**  
I really enjoy getting to travel to different places and meet people! It is fun to get to know a new area and I really enjoy making personal connections. I also love going to auctions because I get to spend time with my dad. Every auction I've been to has been with him. My dad was very excited to help me start my SAE and takes me to as many auctions as possible. He has also been a great mentor through the entire process.

**In what ways has your SAE changed over time?**  
When I started my SAE, I learned many of the basics of an auction, like different terminology and all the different jobs that people have at the auction. As I've gained more experience I have been able to take a more active role in the auction by performing different jobs. I've learned things like how to run an online auction and how to understand the type of crowd you're dealing with. Now, I actually get paid when I attend each auction and it has turned into my job. I've also had the opportunity to sit in on professional meetings and attend the National Auctioneers Association conference. I even helped design an auction game!

STUDENT | SAE FOR ALL: A GUIDE TO THE AUCTION INDUSTRY  
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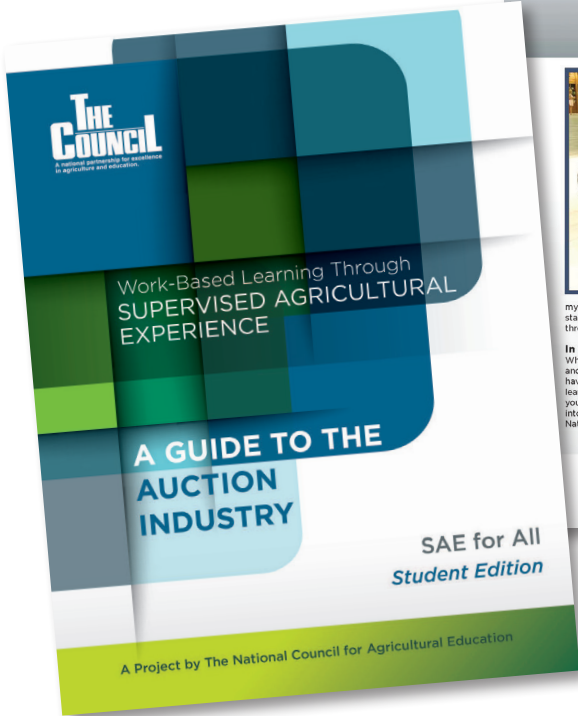
### Understanding the Auction Industry

Auctions are not new. In fact, auctions have existed for more than 2,000 years and continue to grow in popularity each year. Auctions have been closely linked to agriculture throughout history and are still an important part of agriculture today. Livestock, equipment, and agricultural land are all commonly sold at auction.



Today, auctions are popular both in-person and online through video auctions. Auctions are the focus of many popular TV shows like Storage Wars, Texas Flip & Move, and Auction Kings. Professional auctioneers sell an average of a quarter-trillion dollars in goods and assets every year in the United States.

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## NAA helps develop Supervised Agricultural Experience for auction through FFA

In 2017, the National Auctioneers Association (NAA) began working with the National Future Farmers of America (FFA) Organization to develop a program for students that would relate to the auction business, according to Scott Shuman, CAI, past president of NAA. This program is called the Supervised Agricultural Experience (SAE) and focuses on giving students real-world experience in the auction industry.

“There are so many learning opportunities related to the auction business,” Shuman said. “A strong base of auctioneers are also FFA members, or their students or their children are FFA members. We developed a program that starts with a video of possible job opportunities or career opportunities ... once a student shows interest in that, we’ve got a curriculum that we’ve put together that will

help that student develop throughout their high school career, and hopefully someday enter the auction profession.”

The program introduces students, typically freshmen in high school, to various parts of the auction profession. The goal of the program is for the student to choose a type of auction or role within the auction business that interests them and gain experience throughout their high school career.

“SAE gives you a project to where, when you graduate, a lot of people will already have a going business,” Shuman said. “The student will already have experienced some sort of success either in business or in a livestock enterprise. There are hundreds of things a student can choose from. As a freshman, one of the things the agriculture instructor will do is try to open their eyes.”

Gracie Corso, 16, has been around the auction business since a young age, as her dad, Matt Corso, CAI, CES, has worked with MarkNet Alliance and online auctions. She started her SAE project working with her dad.

“My agriculture teacher wanted me to do SAE because there’s not a lot of people who have this SAE in action,” Corso said.

Corso has developed clerking skills helping her dad at auction, checking people out, and writing down bid numbers and items’ sold prices. She also goes along with her dad to meetings to take notes and learn about the business. From her experience with SAE, Corso said she now wants to be an auctioneer when she grows up.

“I want to be an auctioneer now. I’ve never really been interested in it until I started this project,” Corso said. “I’m

basically learning the different types of auctions because there's so many that you can do. And I think that's why I wasn't interested in it before, because the auctions I was going to weren't my type. I'm learning the different methods of auctioning, the different types of auctions ... and also the basic auction skills that you have to have."

This is what Shuman said is the goal for students going through the program.

"SAE is going to raise awareness for the auction profession," Shuman said. "Students are learning about the auction industry starting at a young age, and those will be our future buyers and sellers. It's continuously trying to put out the power of auction

to as many people as we can. It's nothing but positive for future buyers, sellers or potential auctioneers."

When a student enters the SAE program, they are given the opportunity to explore many different options and tailor the program to their interests.

"Students will have real-life experiences and an understanding of the auction profession," Shuman said. "They'll be able to work directly with auctioneers, understand auctioneers—how auctioneers value different assets, different marketing avenues, and different ways to sell auctions to the public."

The SAE program allows students interested in any aspect or asset group of the

auction profession to explore and discover new opportunities.

"I would say to just start small and work your way up," Corso said. "You have to go to different auctions and try different things to know what you'll like in the auction business."

To learn more about the auction SAE, visit the Students page of [auctioneers.org](http://auctioneers.org).



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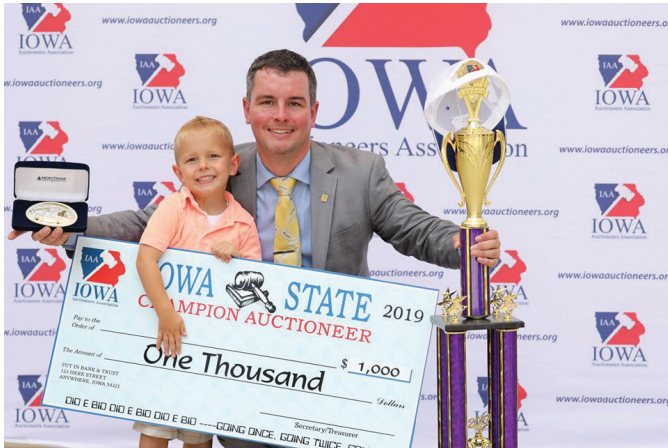
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# State Watch



Iowa State Champion Auctioneer JJ Wise.

## Iowa

Josh (JJ) Wise, 34, of Klemme, Iowa, was awarded the title “Iowa State Champion Auctioneer” on August 13. Wise is a long-time member of the Iowa Auctioneers Association and participates in nearly 300 auctions a year. Wise currently owns and operates JJ Wise

Auctioneering, is a licensed real estate agent for Landproz, and a contract auctioneer for automobile sales. He grew up in Manly, Iowa, a population of less than 1,300. Wise graduated from the World Wide College of Auctioneering in Mason City when he was only 11 years old. Growing up in the family business he found a love for the auction method

of marketing. In 2014, he took over the company his mother and father founded, Wise Auction Service, now operating as JJ Wise Auctioneering. Wise also competed in the 2019 World Automobile Auction Contest in Charleston, South Carolina, and was the 2018 Iowa State Reserve Champion Auctioneer.

The contest was held under normal auction conditions and was free for fairgoers to watch. The public was encouraged to participate. Eighteen professional auctioneers from the Midwest competed for the title and a cash prize of \$1,000. To qualify for this prestigious annual event, contestants must compete in a preliminary auctioneering contest in February during the annual IAA convention.

### Highlights

- JJ Wise – Bid calling champion
- Dylan Webb – Bid calling runner-up
- Justin Steward – Bid calling first runner-up
- Joe Bair – Bid calling second runner up
- Chad Shepard – Bid calling third runner-up

## Oklahoma

The Oklahoma State Auctioneers Association held its Summer Conference in August. The conference featured a contestants panel with Cody Shelley, World Auto Auction Champion and Mile High Bid Calling Champion; Morgan Hopson, CAI, 2019 IAC Champion and Texas State Champion; Cadence Richeson, 2019 OSAA Rookie Champion; Tony Wisely, CAI, BAS, OSAA Pro Bid Calling Champion and KAA Champion; Zachary Vierheller, CAI, OSAA and IAC competitor; and Barrett Bray, CAI, AMM, BAS, 2018 OSAA Pro Bid Calling Champion and 2018 IAC Champion.

From left to right: Cody Shelley; Morgan Hopson, CAI; Cadence Richeson; Tony Wisely, CAI, BAS; Zachary Vierheller, CAI; and Barret Bray, CAI, AMM, BAS.





From left to right: Joe Orwig, Matt Hart, and Bill Burke, CAI.

## Illinois

Congratulations to the 2019 Illinois State Auctioneer Champion, Matt Hart, Bill Burke, CAI, first runner-up, and Joe Orwig, second runner-up.

### Submit your news

Do you have state news to share with the NAA's auction professional community? Submit your news online at [auctioneers.org/statenews](http://auctioneers.org/statenews).

# Congratulations AAA Graduates!

Champions Start Here!



## MORGAN HOPSON

2019 International Auctioneer Champion Women's Division



## CODY SHELLEY

2019 World Auto Auction Champion Auctioneer



## BARRETT BRAY

2018 International Champion Men's Division



## LANDON WADDLE

2019 World Auto Auction Champion Ringman

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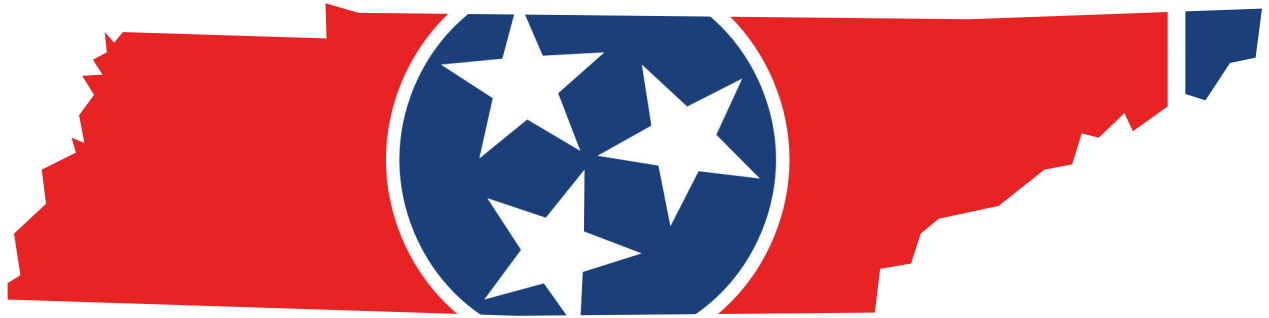
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**Upcoming Class: Sept 20-27, 2019**

Texas Workforce Commission Approved

# State Watch



## Tennessee auction law in question

Licensing has been a contentious issue for years, with 24 states requiring licenses to conduct auctions (some with extensive requirements) and the remainder without an auctioneer license.

Last spring, the Tennessee General Assembly approved a revision to their auctioneer license law that would have added electronic to the definition of auction and updated several other statutes. The law was to have taken effect on July 1.

However, in June, Will McLemore from McLemore Auction Company; Aaron McKee from PurpleWave, Inc.; and the Interstate Auction Association filed suit against the members of the Tennessee Auctioneer Commission. The case moved quickly through the legal system, and on July 23, the United States District Court for the Middle District of Tennessee Nashville Division issued a temporary injunction on the newly revised law. As a result, the State is prohibited from applying Tennessee’s auctioneering laws and licenses to “electronic” exchanges, or online auction websites, until the court can hold a trial.

### Background

The statute, including the auction definition update, was written with the recommendations of a task force appointed by the Tennessee Auctioneer Commission. The licensure of online auctions has been an ongoing discussion in the state since 2006 when the commission exempted “fixed price or timed listings that allow bidding on an Internet website but that does not constitute a simulcast of a live auction.” This exemption placed online auctions outside the Commission’s auction licensing jurisdiction.

In 2016, the commission proposed a rule that would have excluded extended-time auctions from the exemption. Tennessee’s Joint Government Operations Committee rejected the proposed rule. The issue was raised again in 2018 with the formation of the aforementioned task force.

In its mission to modernize auction laws and study online auction licensure, the task force examined three years of complaint data, which showed 11 complaints for online auctions; three of those complaints referred to extended-time auctions.

Accordingly, the task force recommended that the word “electronic” be added to the definition of auction as part of its suggested revisions. The resulting bill would have made it unlawful for any person to “act as, advertise as, or represent to be an auctioneer without holding a valid license issued by the commission.” The proposed legislation also narrowed the previous exemption for online timed listings to exclude extended-time auctions, requiring extended-time auctions to be licensed.

### Plaintiff argument

Finding two constitutional issues (free speech and interstate commerce) with the proposed law, Will McLemore, CAI, and Aaron McKee, CAI, AARE, AMM, along with the Interstate Auction Association, filed a lawsuit in opposition on June 26, 2019.

The plaintiffs argued that auctioneering is “occupational speech”—speech made by a professional—which is protected under the First Amendment. The case states that the license applies to websites based on the content, speaker and medium—all modes of



communication—and therefore, infringes on free speech.

The case also addresses the burden on interstate commerce. According to the complaint, the law “licenses a well-established and reliable means of e-Commerce, the embodiment of interstate commerce, even as it exempted many businesses based on arbitrary bidding characteristics.” The plaintiffs claim this violates the Commerce Clause of the United States Constitution because the new law would be placing a barrier against interstate trade as online auctions are likely to have a significant number of customers across state borders.

### Defendant argument

The recommendation to add “electronic” exchanges to the definition of auction was

made in “recognizing the growth of online auctions as the future of the industry and providing consumers the ability to seek recourse through (the Tennessee Auctioneer Commission) rather than hiring an attorney and seeking legal action.”

According to the background of the case, some members of the task force publicly stated that “online auctions needed to be regulated because it was a growing model for auctions and they needed to be licensed if other auction businesses did.”

In regard to the interstate implications of the statute, the State argues that it would be imposing a licensing requirement only on auctioneers who conduct extended-time online auctions when physically located in the State of Tennessee.

### Current status

The judge’s opinion published July 23, 2019, points to the unconstitutionality of undue burdens on interstate commerce.

The court declined to adopt the State’s narrow construction of the statutory language at issue. According to the current language of the statute, a non-resident auctioneer conducting an extended-time online auction could reasonably understand the law requires him or her to be licensed with the Tennessee Auctioneer Commission since his or her website could reach Tennessee residents.

At the time of publication, there had been no date set for the court to reconvene to discuss this matter further. ❖

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## Business Practices

# Buyer's premiums

**Question:** What should auctioneers do to charge and collect the buyer's premium?

There are a number of steps that auctioneers should generally take to contractually obligate a buyer to pay the buyer's premium and place them in the best position to enforce and collect it. The safest path to allow for imposition and collection of the buyer's premium is generally as follows: (1) get authorization from the seller to charge a buyer's premium; (2) the signed auction contract should include certain provisions for the buyer's premium (including the percentage or fee); (3) include in all advertisements the amount of the buyer's premium; (4) post in writing at the registration desk, in a visible place, the amount of the buyer's premium; (5) announce and explain the buyer's premium prior to the beginning of the auction; and (6) require bidders to register for the auction and sign a bidder's registration agreement with provisions of the buyer's premium.

Before going into more detail, it is important to define the term buyer's premium. The NAA defines it as "[a]n advertised percentage of the high bid or flat fee added to the high bid to determine the total contract price to be paid by the buyer." If the highest bid is \$100 and there is a 10 percent buyer's premium, for example, the invoice to the bidder would be \$110. A buyer's premium shifts the burden for payment of the auctioneer's services from the seller to the buyer at an auction. Some jurisdictions refer to the buyer's premium as the buyer's fee. The use of a buyer's premium is generally accepted as an alternative method of paying the auctioneer for his or her services. Some states have considered legislation that would prohibit auctioneers from charging a buyer's premium. But, I have not heard about any states adopting that type of legislation.

In a fairly recent case, an auction company brought a lawsuit against a successful bidder after the he refused to pay the buyer's premium. The trial court ruled in favor of the auctioneer and said the buyer had to pay the premium, but the buyer appealed. The auction was to sell tracts of land with improvements.

The first tract was 50 acres with an equine facility on it. The successful bidder bid \$355,000. Afterward, there was a dispute over whether the bidder was required to pay the buyer's premium. The auctioneer had a brochure it used to advertise the auction that clearly stated there was a 10% buyer's premium. At the trial, an audio recording of the auction was played. The auctioneer began the auction with an explanation of how the auction would proceed and that the successful bidder would pay a 10% buyer's premium, which would be added to the final bid price for the total purchase price. The opinion also stated that the successful bidder "registered to bid and was given a bidder number and some written materials." However, there was no reference to a registration agreement or the materials later in the case. The Court of Appeals of Louisiana found that these actions were sufficient to comply with Louisiana's requirements relating to the buyer's fee. (La.R.S. 37:3124(C) (2015).) The Louisiana statute used the term "buyer's fee" instead of "buyer's premium" but the use of a different term did not create a problem. The Court explained: "We cannot say that the difference between La.R.S. 37:3124's use of the term 'buyer's fee' is so different from the term Buyer's Premium that an educated man ... would not understand the meaning of the term. ... if he did have any question about the meaning of the term Buyers Premium, he could have asked [the Auctioneer] to explain the term before the auction began."

The auctioneer was successful in the above referenced case, but only after years of expensive litigation without having a written bidder's registration agreement. The best practice is to have a clearly drafted registration agreement with specific language about the buyer's premium. This reduces the likelihood of disputes or litigation over the requirement to pay the buyer's premium (or any other terms). The primary purpose of the registration agreement is to memorialize the terms of the auction and get the bidders to agree to them in writing. The registration

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question?**

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disputes or litigation relating to the buyer's premium. Following best practices and having bidders sign a written bidders registration agreement also increases the likelihood that a court, in the event of litigation, would require the buyer to pay the buyer's premium. ❖

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

*Kurt R. Bachman and Beers Mallers Backs & Salin LLP appreciate the opportunity to review and answer legal questions that will be of interest to auctioneers.*

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

agreement should be drafted by a licensed attorney who is familiar with how auctions work and the requirements of the applicable jurisdiction. The terms of the registration agreement should be consistent with the auction contract and the provisions relating to the buyer's premium. Each bidder should be required to register and agree to the terms in the bidder registration agreement. A bidder who did not register, but was otherwise the successful bidder, could potentially refuse to pay (or at least challenge the payment of) the buyer's premium.

The use of the buyer's premium is fairly common in the auction industry. Auctioneers generally should take appropriate steps to reduce the likelihood of

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# From the trenches to the trophy

Trey Morris finds victory through  
finding himself.

By James Myers

**H**urricane warnings may have put NAA members on alert in New Orleans at the Conference & Show in July, but this year's International Auctioneer Championship men's division winner Trey Morris, CAI, BAS, CAS, had a storm of his own during last year's competition. It was jarring at the time but served as the conduit to reach new levels.

Morris, of Murray, Kentucky, is no stranger to making it to the IAC finals going back to 2014. Going into the 2018 competition, he came in well-prepared, confident, and felt like he'd performed solidly, but his name slowly dropped down the leader board. The last auctioneer competing that day knocked him off. His four-year streak as a finalist had ended.

"It was gut-wrenching," said Morris, having spent a year preparing for the competition. "I allowed it to light a new fire in my belly—go back and work harder than I've ever worked in my life."

It was a humbling experience that forced him to delve deeper into his craft. In retrospect, Morris realized he wasn't ready to be the IAC champion last year.

"I really wasn't being authentic to myself," he explained. "I was trying to be a past champion. This past year—eating that humble pie, it was an opportunity for me to kind of peel back some layers and be more authentic and true to myself. I showed up this year and I knew all I could ever be was myself, so I had fun that day. I just had a blast."

Waking up the next morning and seeing the trophy in the hotel room, Morris said he realized it wasn't just a dream.

### Humble Beginnings

At a very young age, Morris and his father Ricky attended horse auctions every first and third Saturday of the month. Morris was "infatuated" with the auctions; while other kids his age were playing, and largely not paying attention to the auction action, he was glued to his seat, taking it all in.

In his mid-teenage years, Ricky asked his son if he would like to go to a goat sale—something they'd never done. His dad had a trick up his sleeve, because the auctioneer that day, Larry Clark, a friend of Ricky's, feigned a coughing attack and urged young Morris to come up to the auction block to assist him. Ricky handed his son a bottle of water urged him to "help Larry out—he's struggling." Wide-eyed, he reluctantly walked up and gave the auctioneer a bottle of water and in exchange was handed the microphone. For the first time, he made a sale at auction.

"Dad said that's the day the fire was lit," Morris said.

### Stepping Up

Morris graduated college in 2006 and took a job as an internet technician, then in agronomy sales (selling seed and fertilizer to farmers), but on the side, he worked any available position he could find in the auction industry.

"I guess you could say in the beginning I was working two jobs," Morris said, "because I was doing something that was pretty steady in terms of income, but I was in the trenches trying to figure out a way to make it in the auction business as well."

By 2012, Morris got the nerve to enter the Kentucky Auctioneers Association State Auctioneering Championship, and he won.

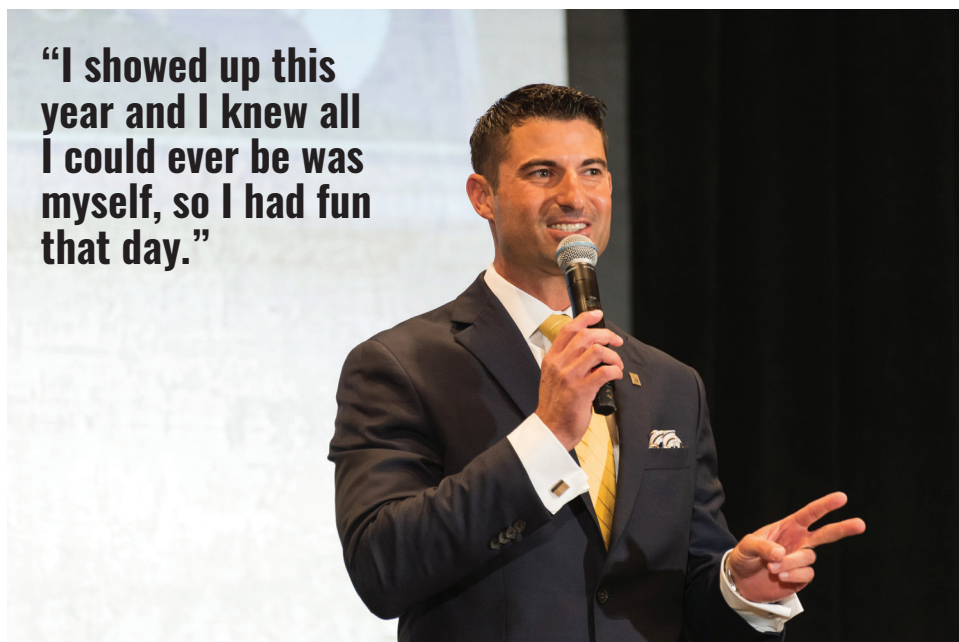
"That's really what kind of helped show me I was doing what I was supposed to do," he said. "It solidified my purpose."

In 2014, Morris landed a big gig as a block announcer for Barrett-Jackson, the "world's greatest collector car auctions." It wasn't until 2017 that Morris made auctioneering his full-time career. He credits the NAA's CAI program, which he graduated from in March of that year, for helping in make the jump.

### Ambassadorship

Morris's schedule is going to tighten up even more now that he's a nationwide ambassador for the NAA following his IAC win (as of early August, he'd taken 38 business flights). He already works around 50 non-profit auctions a year, but he's excited to be part of the St. Jude Children's Research Hospital Toy Auction in November, an event he's worked in the past and has an emotional connection to.

Morris worries he'll come off sounding cliché, but he's serious when he says what he's really looking forward to as an IAC ambassador is giving back to the NAA.



**"I showed up this year and I knew all I could ever be was myself, so I had fun that day."**

"Going and meeting people, new or old," he says, "I want to give them hope. Hope that they can go and get in the trenches and be just like me—they are just like me. I want to get more members and continue to carry the torch just like other champions have done before me. Those people have poured so much into me and into my life, and they've got fingerprints on my trophy. I hope I can put fingerprints on a future champion's trophy."

As for future IAC competitions, Morris said that with each additional year of winners being crowned, the one thing that continues to evolve is the connection NAA members have with each other. It's something he experienced on a deep level at the IAC breakfast the morning after the competition, with past champions, people he has looked up to for so long, making him feel he's one of them and offering advice about being an ambassador.

"I really believe that the camaraderie is more deeply engrained and has deeper roots every year it happens," he said. ❖

*James Myers is a freelance writer in Oregon.*



## From performer to champion

Morgan Hopson's IAC run spanned years of dedication to professional and self-improvement

By James Myers

**“Winning the IAC is an exceptional honor. It’s an honor and responsibility that won’t be taken lightly and one that I will cherish for the rest of my life.”**



**M**organ Hopson has had a stellar year. She launched a winning streak in June in her home state of Texas where she took top honors at the 2019 Texas Auctioneer Association (TAA) Championship Contest. That victory gave her that extra boost of confidence to come in strong at the NAA Conference & Show in New Orleans where she was crowned the International Auctioneer Championship (IAC) winner in the women's division.

A first-generation auctioneer, Hopson was actually on a musical journey before the auction bug bit her. Playing violin since the age of two and a half, she was accustomed to performing and majored in music at Texas Christian University, graduating in 2011.

"The adrenaline of being on stage and the way you hope to engage and evoke emotion from your audience," Hopson said of auctioneering, "is no different from the emotional experience you face as a musician."

The path to becoming a professional auctioneer was sparked shortly before graduating from Texas Christian University. Craig Buford, a family friend and lifetime mentor, had approached her about joining his team at United Country Buford Resources Real Estate & Auction. Hopson, who also earned a degree in business with a concentration in marketing, agreed to join the team as a marketing specialist. Having no former experience in the auction industry, she enrolled in auction school at the Texas Auction Academy to learn more about the business. Shortly after, she got her auctioneers license and real estate licenses for Texas and Oklahoma.

"Having dedicated so much of my life to performance, something about the auction industry intrigued me," she said, explaining how her original plan involved continuing a career in the music industry. "The discipline required to perfect your craft, the dedication of practice and preparation that's involved to perform and deliver at the highest level – becoming an auctioneer seemed like a natural fit"

Her first competition was at the TAA championship in 2015. She was a spectator at IAC competitions in previous years and revered the contestants, so she said she thought she'd "dip my toe in the water" in the Texas competition. After encouragement from former IAC champions, she entered the IAC that same year.

"I decided I would put myself out there and be a little vulnerable," she said, "and hopefully help me grow personally and professionally."

A couple of years ago, on a mission to improve her skills, Hopson traveled to Arkansas and enlisted the tutelage of 1990 IAC champion Neal Davis, who dissected her chant.

"He's been a huge influence in my chant and the way I sound," Hopson said. "Every day you just strive to make improvements to your chant. Whether you're at a real estate auction or benefit auction, you're constantly making tweaks and adjustments so the audience is responsive."

After two years of failing to make the IAC finals, Hopson took second runner up in 2017, followed by a first runner up performance in 2018. At this year's Conference & Show, standing on the stage with the other finalists, she didn't

hear her chant as the runner up positions were announced, and her heart started racing. And then came the surreal moment that many IAC champions describe.

"Hearing my name called and my chant come over the speakers – that was a special moment to me," she said, adding that she had to pinch herself for a couple of days after the competition. "Winning the IAC is an exceptional honor. It's an honor and responsibility that won't be taken lightly and one that I will cherish for the rest of my life."

Being champion didn't happen by accident—Hopson said she spent the last couple of years "being intentional in my life." The auction industry presents something new every day – new challenges that can test a person. She dug in and worked hard at self-improvement.

"In turn, being more comfortable in my own skin and just being able to be on stage and be able to present my best self really paid off," she said.

She's reticent to take too much credit for her successes in auctioneering. For example, three years ago, in preparation for the IAC, she took Tim Luke's interpersonal communications class offered by the NAA, which she said changed her life by giving her a new perspective and insight into communicating more effectively on stage.

"The NAA provides us with exceptional education," she said, "but more importantly they afford us opportunities to network and connect with auction professionals around the world."

By attending Conference & Show and various NAA designation courses, and having the privilege of being a state ambassador, Hopson said she's had the opportunity to connect and learn from some of the best and brightest auctioneers in the industry.

"Without the NAA," Hopson said, "I wouldn't be where I am today, and I'm exceptionally grateful for all of the experiences and education provided to me."

Winning the IAC comes with responsibilities, and it's something Hopson treasures even more than being the champion. She's particularly excited

to reach out to the next generation of auctioneers who will be the future of the industry. In fact, she's speaking at her hometown junior high school's career day where she will present the students with information about the auction industry, the various communities of practice within the industry, and hope to teach them that there is a place in the auction business for everyone, from bid calling to marketing to auction coordinating and anything in between.

"I'm really looking forward to pouring into our members," Hopson said. "The auction industry is extremely unique because your peers and competitors are constantly rooting for your success, lifting you up and encouraging you to reach your fullest potential. As a first-generation auctioneer, I've experienced that first hand. There is so much to learn from other auctioneers and I'm excited to engage with members throughout the country while attending various state conventions and NAA events." ❖

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*James Myers is a freelance writer in Oregon.*



# In his family's footsteps

2019 IJAC Champion Tyce Freije is a fourth-generation auctioneer

This year, 10 young auctioneers competed in the International Junior Auctioneer Championship (IJAC) at the 2019 International Auctioneer Conference & Show in New Orleans. Tyce Freije, 18, of Clayton, Indiana, was crowned the 2019 International Junior Auctioneer Champion.

As a fourth-generation auctioneer, Freije said he has been around auctions all his life, and knew he wanted to be an auctioneer since he started working for the family business, Freije & Freije Auctioneers.

"I have always been around auctions...of all kinds, really," Freije said. "I'm fourth-generation, and I've always wanted to fulfill my grandfather's and father's footsteps."

Freije said in addition to working with his family business, he has worked auctions in Ohio. He first competed in IJAC in 2015, when he won 3rd place, and again in 2016 when he won 2nd.

"It's been a goal of mine to win the IJAC since I started attending Conference & Show," Freije said. "My dad has competed, so it was, again, following in his footsteps."

When preparing for the competition, Freije said the key is getting his chant down. In addition to practicing his chant, Freije said his father helps him prepare for the interview question and being in-the-know about the industry. Freije's father, Richard "TJ" Freije, was the 2016 International Auctioneer Champion in the men's division.

"Competition is a reoccurring thing in my family, whether it's racing my sister to the car or our show pigs or these championships," Freije said.

Hearing his name announced as the winner as a surreal experience.

"It was a lot of overwhelming emotion that I didn't really process at the time," he said.



**"The NAA is far more than just this championship. Networking and making relationships mean everything."**

Freije said the win could not have come at a better time, since he was able to promote the win at the following week's County Fair where Freije's family showed pigs. He said he had also gained attention through local papers, on social media and within his school.

As the 2019 IJAC champion, Freije will serve as the National Auctioneer Association's (NAA) junior ambassador for young auction professionals until July 2020. Freije said he looks forward to being the ambassador and being able to reach out to other auctioneers and auction professionals in the industry.

"In all honesty, the NAA is far more than just this championship," Freije said. "Networking and making relationships mean everything. I really see the NAA as a family I get to catch up with every year." ❖

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# *And the Inductees are...*

This year's list of NAA Hall of Fame inductees includes auctioneers from across the country. But no matter where they make their home, they call the National Auctioneers Association family.

# David Huisman



Dave Huisman, CAI, is the President of Huisman Auctions, Inc., and is a second-generation auctioneer. He took over the family business from his late father, Edmond Huisman, who founded the business in 1964. He is a lifetime member of the National Auctioneers Association and has served on the Board of Directors and president of the National Auctioneers Foundation. His wife Sharon is a member of the Auxiliary Hall of Fame. Dave is a past president of California State Auctioneers Association, and currently serves on its board of directors.

He went to auction school at the age of 17 and then started full-time with the family business working on equipment, industrial, secured party, bankruptcy, FF&E, and municipal and business liquidation auctions.

"The auction business has been my life, I love it, I love the NAA," Huisman said during his speech. ❖

# Merle Booker

From 1979-1981, Merle Booker, CAI, GPPA, was a mortgage lender for Tippet Land & Mortgage Co. as a representative for Connecticut General Life Insurance. He has participated, operated and later owned Booker Auction Co. from 1975 to present. Following 30 years of auction successes, in 2006 Merle completed the Eltopia marketing facility just north of Pasco, WA, where the company is headquartered, and his progeny have assumed the day-to-day auction coordination operations.

He credits CAI with changing his life, "I think most of you know, or you can see, that the auction business has been my life," he said. "I've told many people I wouldn't be here without the NAA and the friendship and people that I've met along the way."

When his son Austin was about six months old, he and his wife Judy loaded up into his dad's Cadillac with their daughters Camille and Alesha to go to Minneapolis where they attended their first NAA auction convention. ❖

"It was the most sharing and giving group. I was appalled," Booker joked. And that's how the bug bit him.

"It is very humbling and very rewarding to stand up here and be recognized by this group of professional auctioneers," he said in his acceptance speech. "Because again, it is all about family, and you helped me build mine."



# J. Scott King

The late J. Scott King, CAI, AARE, AMM, spent decades in the real estate industry, quickly becoming one of the top producers in the country. A fourth-generation real estate auctioneer, he was instrumental in pioneering luxury property auctions for high-net-worth clients. At different points in his career, he was a recruiter and trainer, director of brand management and marketing campaigns, and was responsible for strategic growth. He served on the NAA Board of Directors and was a sought-after instructor NAA education, also receiving the CAI Distinguished Faculty Award.

“He made significant changes to the delivery of our processes by teaching, sharing and eventually leading our profession to a better, more professional role and responsibility,” said Tom Saturley, CAI.

He was the third of four children in a family of ambitious and successful entrepreneurs.

“His immediate family was always top of mind,” said Saturley during the 2019 Conference & Show President’s Gala. “He would consider everyone in this room family. No one in this room, no one streaming



online, in this association, in this great profession is without the great influence of our great inductee.”

His wife Kim King accepted the honor on his behalf.

“I wasn’t involved in the industry a lot,” she said in her speech, “but I spent decades as a sounding board for Scott, his ideas, his dreams, his thoughts, his plans. He loved the auction industry. But something I observed about him: He loved what he could do for people through the industry. It wasn’t the industry he loved, it was the people he loved.” ❖

# Christie King



As a girl, Christie King, CAI, AMM, BAS, spent hours with horses, becoming a competitive rider, but a job offer from her father with a \$.12 raise convinced her to join the auction business with her family.

“As I was getting into the business I always looked up to Craig and dad and Scott; they were my mentors,” King said. “To me, they were what success was.”

Christie is the founder of C King Benefit Auctions, launching the

company in 2007 after working in her family business, J. P. King Auction Company, for 30 years. Her auctioneer company has raised millions of dollars for women, children, medical foundations, animals and other nonprofits all over the country.

A fourth-generation auctioneer, Christie has earned CAI, AMM and BAS designations from the NAA. She is a past president of the Alabama Auctioneer’s Association, the 1995 Alabama Grand Champion Auctioneer and was the first female inducted into the Alabama Auctioneers Hall of Fame. In 2011, she became the first female and first Alabamian elected president of the National Auctioneers Association, still serves on committees, and was the chair of the NAA’s St. Jude Committee.

“She tends to break through glass ceilings,” said her brother Craig King, CAI, AARE, “not because there is a glass ceiling, but because she works to excel in everything she takes on. She does that with passion, dedication and commitment, with a lot of time and a lot of hard work.”

Through those glass ceilings, King started to make her own way in the auction industry.

“When I started my own business and I was on the Board, I started finding me,” King said in her acceptance speech. “And a lot of that is because of you—the confidence ya’ll have given me. You’re my family, you’ve helped me find who I am.”

In 1992, King attended her first NAA convention, and she remembered sitting in the audience, looking up at the table of people who influenced her at the time.

“I remember watching them up here and it wasn’t even a dream that I would be a part of it,” she said. “I’m honored to be a part of your group. I took a job—it wasn’t a career—I took a job not knowing where it would go. ... Dream. Set goals. Make them big.” ❖



*Joseph Ferraro*

Arlington Heights, Illinois  
Son of John & Tracy Ferraro  
Auxiliary member: Grandmother Patricia Ranft

# *Congratulations*

## **2019 NAA Auxiliary Scholarship Winners**



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Stewartville, Minnesota  
Daughter of Paul & Carol McCartan  
Auxiliary member: Father Paul McCartan



*Emma McKee*

Wamego, Kansas  
Daughter of Aaron & Suzy McKee  
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*Calee Pineda*

Eagleville, Tennessee  
Daughter of Justin & Christin Bryant  
Auxiliary member: Grandmother Lani Stallings



*Piper Rasmussen*

Fremont, Nebraska  
Daughter of Ray & Jenny Rasmussen  
Auxiliary member: Mother Jenny Rasmussen



*Walker Shuman*

Eaton, Colorado  
Son of Scott & Krista Shuman  
Auxiliary member: Mother Krista Shuman



*Kelsey Sutton*

Flandreau, South Dakota  
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Auxiliary member: Mother Val Sutton

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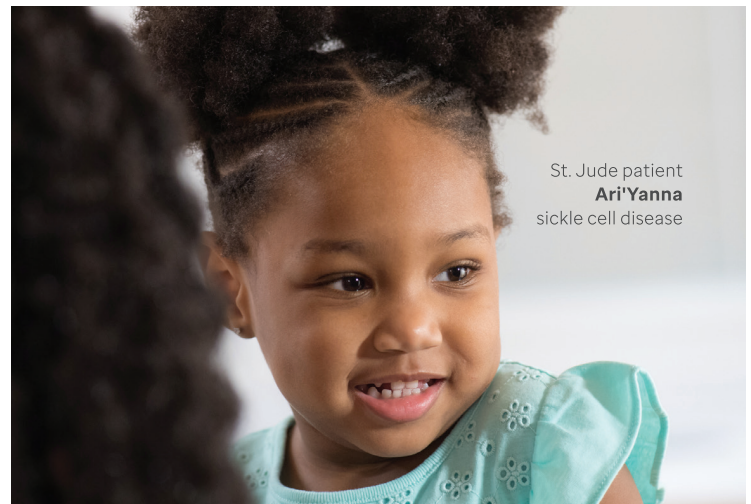
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Ari'Yanna became a patient of St. Jude Children's Research Hospital® shortly after birth when she was diagnosed with sickle cell disease, an inherited blood disorder that can cause painful and sometimes life-threatening side effects. St. Jude is leading the way the world understands, treats and defeats life-threatening diseases; we have been researching and treating sickle cell disease since 1962.

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"I was scared when she was diagnosed," said her mom. "But St. Jude is wonderful. They relieve stress for the parents and the children."

[stjude.org/naa](http://stjude.org/naa)

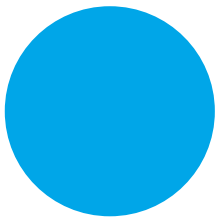


St. Jude patient  
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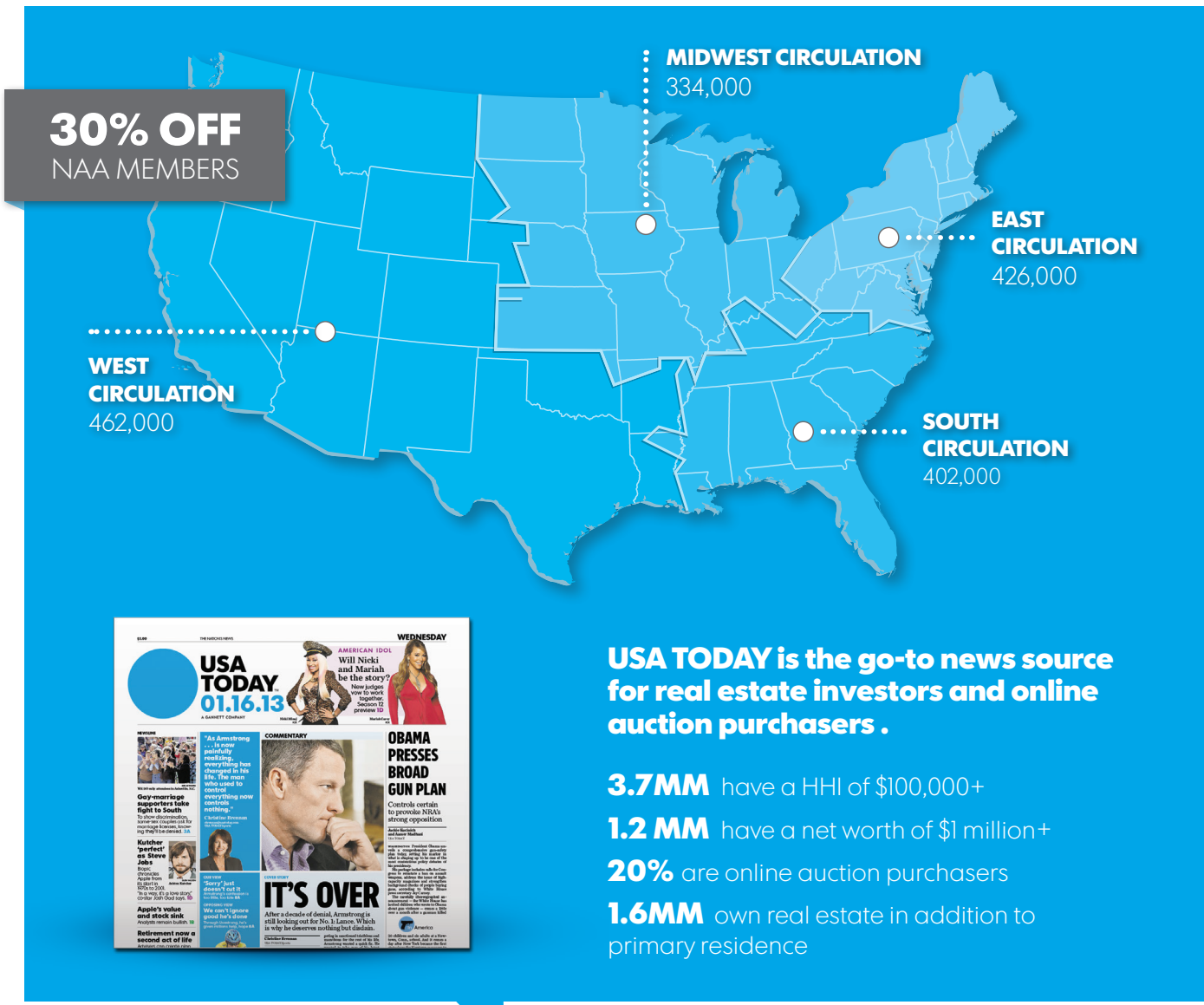
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# To farmers, with love

The auctioneer/farmer relationship is deeply rooted in mutual respect

It all started with a cartoon. A political poke at trade wars and the plight of distressed farmers, depicting an auctioneer as someone profiting from the suffering of others. Members of the National Auctioneers Association (NAA) set down their collective gavel and threw up the red flag saying, “Wait a minute ... that’s not us.”

The antiquated caricature that auctioneers are, as a matter of course, donning cowboy hats and strutting into a farm auction to allay distressed assets only to ride off into the sunset with fistfuls of cash does a disservice to the auction industry.

At the NAA, 34 percent of members have identified farm, livestock and ranch sales as part of their business.

“There’s not an auctioneer I know that is trying to capitalize on a downturn in the farming market to make money,” said David Whitaker, CAI, owner of Whitaker Marketing Group, Auctions and Real Estate in Iowa. “It’s an auctioneer’s fiduciary responsibility to

make the most money for others, in whatever scenario that is.”

It’s no secret that the scenario for farmers in 2019 hasn’t been pretty. The United States Department of Agriculture (USDA) July Crop Production report forecast corn down four percent and soybeans down 19 percent from 2018. Corn production overall has been slowly declining since 2016, and while soybeans had been rising steadily, the crop took a sharp downturn from last year.

There are many reasons for these shifts from tariffs to torrential downpours. Most major news outlets are talking about political relations with China and how it is affecting farmers. China is, after all, the United States’ biggest exporter of soybeans. Mother Nature did not play nice this year, either. Massive amounts of rain fell in April through July of 2019, bringing corn and soybean planting in the Midwest to a record-setting slow start, according to USDA reports.

Despite the weather, farmers rallied, and corn production is still forecast to be the fifth

highest production on record for the United States. The question now is whether or not it has a place to go.

“With inflation and everything factored in, these guys have a real hard time making money when corn gets below \$3-\$3.50 a bushel,” said Doak Lambert, CAS, owner of Lambert Auction Co. in Texas. “And that’s what the future indicates is going to happen. They could be sitting there with silos full of corn that they harvested off of \$15,000/acre land and the CPAs and mathematicians will eventually say, ‘Wait, this does not work.’”

According to Whitaker, it’s the farmers who are still counting on banks for operating money who could be hurting the most. Banks managing balance sheets keep a tight watch on the market value of crops, livestock and land, meaning a farmer’s actual equity can change from year to year.

“Let’s say a farmer borrowed a million dollars to bring in a crop and he does everything right, but then the weather or the trade situation with



China or whatever comes into play,” Lambert said. “Now all of a sudden, that crop that he hoped was going to be worth \$1.5 million is now worth \$700,000 and he’s \$300,000 in the red. If he doesn’t have income or capital from somewhere else, he’s in trouble. And when this happens en masse, then you have this panic.”

But contrary to some news outlets, not all farmers are struggling. Large family farms working 3,000 to 12,000 acres, are weathering the changes well, according to Whitaker. This is in part due to diversification.

“They might sell seed, help move equipment, broker grain, have hog or turkey buildings,” he said. “And so, they have more of a marginal way to make money.”

### Dairy in distress?

Conducting business at the mercy of the weather—and the markets—is nothing new to farmers. But dairy farmers in particular have seen a steady decline over the past few

years. While milk production has increased 15 percent over a 10-year period according to the USDA (it leveled out between 2018 and 2019), gross income from milk has dropped more than \$5 billion since 2013.

“Farmers are used to swings. They’re used to good years and bad years, but the market for milk has been too low for too long,” said Jim Gavin of Gavin Bros. Auctioneers in Wisconsin. “There’s certainly been some bankruptcies. A lot of longtime established farmers are losing their equity in their farm.”

Plant-based milk products have had a noticeable effect on the dairy industry, and dairy farming is notoriously very hard work. With decreasing profit margins, it’s no wonder many dairy farmers are getting out of the business. But that doesn’t necessarily mean they’re leaving farming altogether.

“When all these variables are hitting, I can see why farmers would just throw up their hands and go, ‘Ah, we’ve got some land

and we’ve got some resources, let’s just do something else with it that’s higher margin,” Lambert said. “We’ve seen declines, especially with the small family farmer who can’t really compete with the big corporate farmer who has the capital and the economies of scale to make it work on a pretty low margin product.”

Changes and consolidation in dairy farming have certainly been felt in the auction industry.

“There used to be a lot more farms around, and you’d have an auction and all the neighbors would come. Everybody would buy; maybe one farmer would buy two or three cows,” Gavin said. “Now, you see smaller crowds and people buying bigger farms. You’re selling a hundred-plus cows to one guy.”

This increase in activity doesn’t necessarily equate to bigger profits for auction professionals.

“We’ve had more dairy sales this year than we’ve had in the last several years,” Gavin said. “But prices aren’t what they were years ago either.”

### Change in the landscape

While crop and dairy markets have seen declines, auctioneers report that land values in rural areas have been fairly steady. And that’s likely due to a shift in who is buying the land.

“Iowa State University says that 82 percent of farms in Iowa are paid for free and clear,” Whitaker said. “And that’s the number one reason I think prices are still staying strong. There’s a lot of money out there and buyers waiting for the opportunity to expand their operation.”

In Iowa, where a property’s Corn Suitability Rating (CSR) determines its value—and also in Wisconsin—there are some trends in land sales. On the



high end, the best normally tillable, cash crop land, is selling at auction to well-established neighbors growing their portfolio, or to investors looking for a rate of return.

“Mark Twain said, ‘Buy land, they ain’t making any more of it,’ and farmers will buy land because then they have assets they can always sell,” Whitaker said.

In the medium grade ground, buyers are harder to come by, but the ones who are out there tend to live close to the properties and often understand that even though it has a lower rating, it still produces very good crops. Values on medium ground in Iowa have seen a slight decline in the past 12 months.

It’s a similar story in Wisconsin. “Prime farmland is still selling very well,” Gavin said. “Getting good prices for the mediocre or poor farmland is difficult. And when it does sell, it’s at a discounted price.”

When it comes to determining the right price and method of sale for a property, auctioneers are experts.

“If you know the price you want, you list it, because money is your motivator. And you wait for somebody to come up with that amount of money,” Whitaker said. “If you’re ready to see what the market will bear and what somebody is willing to give, then you take it to auction. I see a lot more people at the middle range listing properties and not taking them to auction.”

Low-end land is a deceptive title to non-farmers who might view pasture, timber or recreational land as actually very valuable. But



when your cash is made literally in the ground, low-end land is not going to return the same investment. Buyers in this market are investors using retirement funds or cash, hunters or people buying land to build a house.

“The stock market has done so well recently that people have said, ‘Maybe I should diversify a little bit and put money in real property—something I can see and walk out on versus buying a stock that has a paper value, and could be worth more tomorrow or nothing tomorrow,’” said Scott Shuman,

CAI, partner and auctioneer for Hall and Hall Auctions in Colorado.

## The future

Small family farms—which is an entirely relative term, but typically in the hundreds of acres range—are not likely to continue in the future as they have in the past. As an older generation moves on and a younger generation disconnects from rural America, more farm land will be consolidated to larger and larger operations.

“If family farms are going to stay, then it has to be profitable for the kids to stay at home,” Whitaker said. “Well, 200 acres is not enough to be a farm anymore. I can’t make enough money to support my whole family with 200 acres. So, you either have to get bigger and grow, or you’re going to sell out and somebody bigger is going to take over.”

In Wisconsin, Gavin feels the same: “Hopefully, the markets will turn around here and these guys will get a fair share to make it again. We need to see more young farmers, but the cost of entry is so high, and that’s a real barrier to entry for young guys who maybe didn’t have that family farm growing up.”

Those potential farmers may have a difficult time at auction in bidding wars against the buying power of bigger operations. It’s just one part of a constant adaptation to the changes in the way business is done.

“We’ve been talking about this in the office and at the auctioneers convention for a while now...” Gavin said, “...what we’re going to do when all these family farms are gone. We’ve





seen change, but I don't know what the future is going to hold. It's changed our clientele; it's just a totally different ballgame."

### Common ground

If auctioneers are sailing on a ship of public misperception in their cowboy hats, farmers are hoisting the main sail right along with them in their overalls. They both suffer from the fact that the general public knows little about what they actually do.

"Farmers are very, very educated individuals," Whitaker said. "They have to be stock brokers, mechanics, carpenters, tech guys scouting crops with drones and thermal imaging, accountants and welders. They wear a lot of hats, and it's the same for auctioneers. We're entrepreneurs, entertainers, marketers and salesmen, and we have to keep up with technology."

Auctioneers and farmers have deeply rooted relationships built over more than a century. If anyone has a front-row seat to the plight of the farm community, it's probably an auctioneer, and he or she is poised and ready to offer professional assistance when needed.

There's a lot of trust that goes into it," Gavin said. "They value our opinion and what we think they can do to get them out of a tough situation. Or, if they do decide to sell, we know the best time to do it and the best way to do it. It's a trusting relationship that you earn over time."

Does an auctioneer profit from some of these transactions? Of course. But it's not without a massive level of respect for the job and people before them, as well as a watchful eye on the future.

"We preach that the auction method of marketing is the quickest, fastest way to turn your assets into cash. And so yeah, we do benefit," Lambert said, "but many auctioneers are in the ag production business ourselves. I've got cattle, so I'm experiencing the same pains that my customers are. I just happen to offer a service, that yes it may profit in the short term, but we don't want to delete our long-term prospects. If we disperse all our customers this year and next year, we don't have any customers in year three or four or five, and then we're on the bottom of the cycle."

Building a bridge of understanding between rural communities and the general public will

take work. The National Auctioneers Association is committed to promoting the message that its members are educated, ethical and professional. And they're big fans of farmers.

"Farmers are the lifeblood of every community," Shuman said. "I think there has to be some real education as to the importance of agriculture and the importance of farmers to our societies. For us, strictly in the auction business they are the lifeblood, they are entrepreneurial, and they will get out and they'll come bid on properties. And we need those bidders. They also become our sellers. We need those sellers. They're what makes our economy happen."

Despite the difficult year some farmers are having, they're not alone. Auctioneers and farmers share two big things in common: resiliency and resourcefulness. Regardless of what the future holds, they will operate hand-in-hand. Because the auction method works in the good times and in the bad. Cowboy hat or not. ❖

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*Some photos courtesy of David Whitaker, CAI.*



# The text revolution

Faster, better communication may help increase customer engagement

The National Auctioneers Association's State Leadership Conference facilitated some useful solution circles last February, including one on communications. While the focus was on how associations can effectively reach members, there are certainly tie-ins with how auction professionals reach their customers.

In many ways paper and traditional mail still play a vital role in auction marketing and communications. The NAA's Marketing Competition tells us as much. However, the Digital Age has been upon us for nearly 50 years, and it may be time to integrate some newer technologies alongside the tried and true.

One method of communications that has picked up steam in the past few years is texting. Businesses now have the ability to utilize text messaging to connect with their customers. Human attention span is now less than a goldfish. We live constant on-the-go lifestyles and receive floods of emails around every turn. Email is becoming an increasingly more difficult way to reach people. That's not to say email doesn't work, but reaching people

immediately via the device in the palm of their hand definitely takes less effort. Some research suggests that 95 percent of text messages are read within five minutes.

## Message management

The purpose, of course, with text messaging apps is to send and receive messages. And there are a myriad of operations in these apps, from creating and modifying messages to sending and deleting them. Users also have the ability to send bulk messages to different groups of people.

## Automation

Communications can eat up a lot of the work day, so any chance to automate tasks will ultimately lead to more time for other important business. With texting, automated alerts or reminders can be sent to hundreds or thousands of contacts at the same time. This feature also allows businesses to respond to queries automatically. Say you want to promote an auction. You can create a keyword and when someone texts you that



keyword, they receive an automated response about said auction.

Your customers have a lot of questions and the quicker you can answer them, the better.

### Number collection

With a standalone kiosk, collecting numbers from your customers at auction is easy. All they have to do is input their number and they'll automatically be entered into your default contact list. They'll also receive that automated welcome message you set up.

### Best practices

If you're new to text marketing for your business, there are a few things to keep in mind for this form of communication.

1. You must have someone's permission before you send them a text message. No one wants to come across as spamming people, so make sure they want to hear from you by having them opt-in to the service.

2. Let people know exactly what they're signing up for when subscribing. Example: "Thanks for signing up for auction alerts from XYZ Auction."
3. Don't blow up their phone. Two to six text messages a month is sufficient in most cases. In your intro text, you can make this clear by saying, "Receive up to 4 msgs/month."
4. Also include any disclaimers like, "Msg & Data rates may apply." (This is just a one-time message when they sign up.)
5. Allow subscribers to opt-out any time. Example: "Txt 'STOP' to cancel."
6. Text during business hours.
7. Use shorthand sparingly, if at all.
8. Utilize text marketing for your most valuable messages. If someone allows you to text them

from your business, make sure it's worth their time. Make them feel like a VIP, because they are!

With all of these features, it's easy to see the value of text message management to the auction industry, but is the industry ready? ❖

*To learn more about how this service can help grow your business, visit the NAA's text marketing affiliate Rushmore Marketing at [rushmoremarketingservices.com](http://rushmoremarketingservices.com).*

## BE A PART OF THE STORY:

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# iSeries

## Luxury vs. traditional real estate auctions

Braden McCurdy talks best practices to reach a higher level of transaction

by James Myers



The definition of luxury or premiere property differs wildly depending on location. For example, the median home value in San Francisco, California, is \$1.3 million while the average price in Minneapolis is just north of \$265,000. For Braden McCurdy, CAI, AARE, AMM, an auctioneer based in Wichita, Kansas, any property valued at more than \$350,000 will be listed in his company's "premiere property division."

McCurdy, CEO of McCurdy Auctions, weighed in on how his company approaches luxury property vs. traditional real estate and touched on ways auctioneers can attract more luxury property owners to use the auction method of selling.

In McCurdy's south-central Kansas home base, where the median home value is \$148,500, they're seeing an uptick in luxury property coming to auction. Part of that is due to the market, but more importantly, McCurdy and his crew are proactive in pulling in more luxury property sellers to the auction method.

First and foremost, McCurdy recommends that real estate auctioneers "understand and know the entire realtor process in and out, front to back, top to bottom. Know every tool and know every resource."

One of those resources is the multiple list service, or MLS, which

**"We've tried to build a little bit of a culture in our marketplace relative to these homes that are premier and in-demand. They deserve an event."**

includes data on properties from hundreds of databases. McCurdy said his company has gone from capturing one to two percent of the listings in his area to seven percent, and it is due in large part to what they learned about the marketplace from the data in the MLS.

"If you're going to compete with (traditional) realtors," he said, "you've got to know those processes in and out and you've got to see the data."

Another tool to use is the power of networking. McCurdy recommends getting involved in the community by taking part in events related to the chamber of commerce, Rotary and Boy Scouts, among many others.

"Being involved in those community organizations gives the visibility so you can continue to be the leader in your market," he said.

To attract more luxury sellers, McCurdy recommends networking on a higher level by getting involved in the local bar association, leadership summits, forecast summits and economic summits. Charity auctions are also a great place to network, as philanthropic community leaders are often in attendance.

"Those are all places to go and be seen and network," he said, "because the community leaders are the ones that have the premiere homes."

### Major distinctions

McCurdy said one of the major differences between traditional and luxury real estate deals is that they spend more time assessing luxury sellers' profiles, getting to know all about their goals and objectives so they can create a thorough marketing campaign.

Luxury sellers also care a lot about image/appearance, which is why in their marketing content they stay away from words such as "distress," "fire sale," "problem" or "liquidation," which are frequently used in traditional sales.


"They want to know that you're going to be alongside them protecting their reputation," he said. "We've tried to build a little bit of a culture in our marketplace relative to these homes that are premier and in-demand. They deserve an event."

Another difference is in the way they market property in their premiere division. For example, when Mike Pompeo, a Wichita native, was called upon to serve as director of the Central Intelligence Agency in 2017, McCurdy's company handled the auction of his home. They developed a marketing campaign, prepping "every inch and detail" of it, getting it approved and signed off on. Every detail is accounted for, "so when you get to auction day, the curtain comes up and you get results."

This level of planning is what more and more luxury sellers have come to expect.

"They expect white glove service throughout the entire process," he said. "Part of our mission is continuous quality improvement, how we refine those processes and how we step up and raise the bar to deliver these luxury campaigns in our marketplace." ❖

*James Myers is a freelance writer in Oregon.*



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# Q&A

## TiWanna “TK” Kenney

**What sparked your interest in becoming an auction professional?**

The ability to help people in a way that had never been realized before.

**What road did you take to get there?**

I attended auction school at McLennan Community College in the Spring of 2015. I still had no clue what was what so I found the NAA and joined. Once I received all of my materials, I learned about the Benefit Auction Summit and immediately decided I HAD to attend. I made sure that I registered for the Designation Academy. Talk about a game changer. My classmates are now some of my closest friends and confidants. We are a

network that supports and uplifts one another.

I also leveraged my local community. I contacted three benefit auctioneers in Austin, Texas, and invited them to lunch. We met and talked—they answered all my questions. It was a great starting point and it was a way of letting them know I was willing to support in any way.

My second auction came from one of those auctioneers. They had a smaller budget and great need. It was excellent practice.

**Were there any challenges you faced?**

The biggest challenge was finding a true mentor—someone to walk you through every step of the processes and show you that you’re doing it right.

I come from a military and corporate background. There is a protocol and standard operating procedure for EVERYTHING. There isn’t one to become an auctioneer/entrepreneur. I craved order and procedure.

When I couldn’t find the mentorship, I created the processes myself. I googled, researched and learned from my mistakes.

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

Absolutely! I had the “Google perception.” When you Google search an auctioneer it takes two to three pages to see a woman or a person of color.

However, once I became an active auctioneer and participated in the numerous events of the Texas and national associations, I realized how incredibly rich the industry is. We have an abundance of women, people of all races, orientations, cultures and religions. Many auctioneers are first generation—that blew my mind. We

also have a huge number of entrepreneurs—most of us work for ourselves, that's an additional dimension of it's own.

It makes me wonder why the world doesn't know what I do now.

### **Why do you love what you do?**

I have the pleasure of touching the lives of people that I will never meet. I get to do work that is factually selfless and yet extremely personal.

I can work where I want, travel often, meet people who are altruistic, survivors, fighters and advocates for others.

Best of all, I am entrusted to stand in front of an audience of people and inspire them to join an organization on the path to betterment of the world. The look in their eyes, the pride and power they have raising their paddles inspire me. Every. Single. Time.

I also love instructing future auctioneers at McClennan Community College. Coaching is my jam. Having a group of people wanting to enter the industry keeps me so excited.

Then, getting the call post-exam that they passed—it like I'm a proud mom of an honor student.

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

Relevancy is in the ability to evolve. Increase professional learning. Don't be afraid to interact with non-auction professionals. Ask questions to make you a better professional and entrepreneur. Then you have the ability to pivot and create new solutions as the world changes.

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

I knew zilch about the auction industry, and the things I thought I knew were so minor in the grand scheme. I don't have to talk fast and I don't need a gavel. LOL

I learned I need a professional community, resources to learn from, the many different ways I can grow my business, and that industry learning is essential to any professional. The NAA has kept me involved.

Everything they ask of me, I try to say yes—not for them, rather for me. It's an opportunity to learn—because I choose to make it one.

### **As a member of the Emerging Markets Task Force for the NAA, what has been done recently and what is coming up that you're excited about?**

The Emerging Markets Task Force is all about opening the doors toward sustainability within the industry. We MUST touch new markets to grow. That includes clients and new auction professionals.

We are addressing that question of perception. Why didn't I know and why doesn't the world know how rich the industry is? Because we didn't tell the story, and we're working on that.

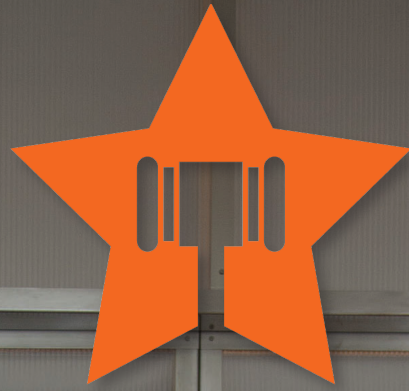
I'm excited about the future of marketing and what we (NAA) share about auctioneers and our community—who we are and what we represent. Everyone. ❖

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# Q&A



**BIDWRANGLER**







### When and how did your business start?

BidWrangler began in 2014 when Tim Peters, a real estate auctioneer, wanted his bidders to be able to bid from their smart phones into his live auctions. From the beginning, the thought was, “let’s engage bidders wherever they are, and we’ll never miss a bid.”

The problem was that everything he found entailed lugging lots of equipment into the field. And the experience for bidders wasn’t much better. Bidding on a computer was nothing new, but there was no elegant solution that allowed bidders to bid on their smart phones.

So, he contacted Andy Harbick, a friend of his who had decades of industry experience building software for Amazon and Rosetta Stone. Tim knew he and Andy would make an excellent team solving problems for auctioneers.

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

We saw a need for a truly mobile-first bidding platform. It seemed that the most logical way to engage bidders was through a device that most of them were already carrying in their pockets. It was important to build a bidding platform that not only worked on mobile, but leveraged technology such as push notifications and real-time bidding to deliver an easy and enjoyable bidding experience. And of course, delivering that experience to bidders translates into better sales for our customers.

Since day one of our first Conference & Show, we’ve heard from auctioneers about their concern over data ownership. From our inception, we have maintained that auction companies should possess control of their data. You acquired it. You own it. Our job is to protect that data. We feel as strongly about this as our clients do, and as the industry grows and develops, it has become an important aspect of our platform.

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

We hope that each one of our customers views us not just as a software provider, but as a team of auction industry professionals who are passionate about helping them grow their business. We have a set of 10 core values that we use to establish vision for our team. The very first one of those values is “Treat customers like teammates and help them succeed.” We truly want each of our clients to succeed in business and in life, and we value their trust and partnership with us.

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

Another one of our core values is to “be a generous listener.” We love listening to our customers—especially when we hear about how much BidWrangler has helped them grow their company. Sometimes it can also be challenging. For instance, customers may tell us about something they wish we did differently, or a new feature they would really like to see us build. That kind of listening involves patience and empathy. But either way, listening to our customers and learning from their ideas and successes is what has made us the platform that we are today.

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

We are working with our customers to gradually roll out a brand-new bidding interface. It is the result of more than a year of work to upgrade and improve our platform. It

has fantastic live video and audio capabilities, and faster ways for bidders to navigate through auctions.

### What’s on the horizon for the next few years?

Engaging bidders is about knowing who wants to buy what. With that in mind, we are investing in the future of data analytics. Do you know what actions bidders take when they go to your website? Do you know where your marketing dollars are best spent? The future is in the data. And with BidWrangler, that data belongs to you; we help you use it and make sense of it.

Another one of our mantras is “be curious and embrace change,” which means we are always working to improve our platform and think creatively about how we can use new technology to better serve our customers.

### How has the NAA helped your business grow?

BidWrangler is eternally indebted to the NAA. In the early days of our business, we built our platform by listening to NAA members, finding out what mattered to them, and delivering those solutions. We knew that if we attended any NAA event, we would meet auctioneers who are making a difference in the industry. We especially look forward to Conference & Show each year. We love to spend time with our customers, meet new auctioneers, and we really value the opportunity to exchange thoughts and ideas. ❖

*Find out more at [bidwrangler.com](http://bidwrangler.com).*

# Super Auction continues successful run

The Super Auction, an auction collaboration between #NAAPros David Helmer, CAI, CES, GPPA; Peter Gehres, CAI, CAS, CES; Kenny Lindsay; Brian Braun, CAI, AARE, GPPA; Laura Mantle, CAI, CAS; Brad Stoecker, AMM, CES; and Mathias Donat, CES; recently held their biannual auction in Ann Arbor, Michigan. Now in its 11th year, this edition of The Super Auction featured a large collection of gold and silver coins. Highlights included an

1890 Carson City GSA Morgan silver dollar with box and paperwork for \$2,640, and an 1875 three-cent Nickel Graded MS 66 for \$907.50.

“What made this auction special was this estate collection, which had been undisturbed in a safe deposit box for over 35 years. It is a joy to sell a truly fresh-to-the-market collection at an absolute, well-publicized auction,” Helmer said. “This collector was buying back when gold was \$200-\$300 an ounce. His family was eager to sell and had confidence in the transparency of the auction.”

“This collection was a time capsule and it was a joy to have a live auction with enthusiastic bidders from around the Midwest,” said Gehres, who sold the 250 lots in two hours. “Everyone had fun, the auction crew was a well-oiled machine and the sellers saw their collection sell for retail prices.”



The Super Auction also featured collections of collectible vintage lunch boxes, antique banks and metal toys, art pottery, advertising and a large collection of first edition and signed Teddy Roosevelt books and memorabilia with more than 2,500 lots in total selling in four auction rings. ❖

# Tree designed by famous Hallmark artist sells for \$32,000

On Aug. 10, 2019, Trisha Brauer, CAI, BAS, conducted an auction of one-of-a-kind Hallmark Keepsake Ornaments and specialty Christmas trees. One tree was truly magical as it was designed by famous Hallmark artist, Ken Crow. Before Ken's tree was auctioned, he gave a heartfelt speech reflecting on his 40-year career at Hallmark. Ken will soon be retiring, or as he likes to put it, graduating. The hammer price for his tree was \$32,000 with proceeds going to Boys & Girls Club of Kansas City." ❖





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# \$31 million at Mecum Harrisburg 2019 marks 30 percent one-year growth in overall sales



**W**ALWORTH, Wis. – Aug. 7, 2019 – Mecum's recent auction in Harrisburg, Pennsylvania, held July 31-Aug. 3, at the Pennsylvania Farm Show Complex, saw overall sales totals exceed \$31.1 million as more than 70 percent of all 1,301 offered vehicles hammered sold. The solid lineup of rare and desirable collector cars helped propel Harrisburg 2019 sales to a more than \$7 million increase over 2018 for an astonishing 30 percent one-year growth in revenue.

Populated almost entirely by vehicles from the headlining Todd Werner Collection of vintage race cars, the top 10 sellers list includes a heavy concentration of iron from both Plymouth and Dodge. The highest-selling car proved to be the 1970 AHRA GT1 World Championship-winning 1970 Plymouth Hemi Cuda in its distinctive red, white and blue Sox & Martin livery (Lot S102), which sold for \$429,000. The close runner-up was the 1971 NASCAR Grand National Championship Winner, the 1971 Plymouth Road Runner Richard Petty NASCAR (Lot S100), which collected a total of \$412,500.

More than a dozen private collections were offered in Harrisburg, and all garnered lots of attention with sales to match. The Todd Werner Collection saw a full 95 percent of the 43-car collection hammer sold in Harrisburg, while The Skook Collection, The Jerry Lyndon Corvette Collection, The Champaign Auto Collection and the Special Early Bird Offering all achieved 100 percent sell-through rates and combined sales totals in the millions.

Highlighted by their six-figure sales and positions in the top 10, other significant vehicles to note include the modern, supercharged 2005 Ford GT (Lot S75.1) that brought \$324,500 and a SAAC Concours Division-winning 1967 Shelby GT500 Fastback (Lot S93) that achieved a \$275,000 sale.

Road Art offerings in Harrisburg were nearly as plentiful as the cars, and total sales of the more than 1,000 available items reached nearly \$1.5 million. The Road Art segment sales were topped by a rare and desirable Wayne 491-F Greek Roman Column 5-gallon gas pump (Lot K53) restored in Polly Gas livery that sold for \$29,500, followed closely by an 11-foot 1940s or '50s Ford Dealership double-sided porcelain sign (Lot K40) that brought \$28,320.

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

1. 1970 Plymouth Hemi Cuda Sox & Martin Drag Car (Lot S102) at \$429,000
2. 1971 Plymouth Road Runner Richard Petty NASCAR (Lost S100) at \$412,500
3. 2005 Ford GT (Lot S75.1) at \$324,500
4. 1967 Shelby GT500 Fastback (Lot S93) at \$275,000
5. 1969 Chevrolet Yenko Camaro (Lot S121) at \$258,500
6. 1965 Plymouth Belvedere A/FX Sox & Martin "Paper Tiger Too" (Lot S103) at \$220,000
7. 1968 Plymouth Barracuda B029 Sox & Martin "Boycott" (Lot S104) at \$220,000
8. 1964 Dodge 330 Hemi-Charger Dick Landy A/FX (Lot S109) at \$220,000
9. 1968 Dodge Dart LO23 Dick Landy Super Stock (Lot S110) at \$220,000
10. 1970 Plymouth Hemi Cuda (Lot S101) at \$214,500 ❖

# Moran's July Traditional Collector auction was filled with décor and works of art from Europe's finest artisans



Lot #28, A German cuirassier suit of armor, price realized: \$31,250



Lot #35, A Continental rapier, price realized: \$2812.50



Lot #208, A Royal Crown Derby "Paradise Maroon" porcelain service, price realized: \$5,937.



Lot #128, A pair of Irish Regency mahogany and brass peat buckets, price realized: \$5,625

**M**ONROVIA, CA – Moran's Traditional Collector auction lit up the summer auction season with a fine selection of decorative items, furniture and fine art. Steadfast silver, unique armor, and quality furnishings appealed to seasoned and novice collectors alike. Moran's will hold their next Traditional Collector auction in October, which is quickly filling up with more fine consignments.

The Traditional Collector featured an exciting collection of antique arms and armor consigned from a single collection. A 16th century German cuirassier suit of armor with a beautifully etched breastplate inspired a bidding war when it hit the block,

surpassing its \$15,000-25,000 estimate to sell to a determined phone bidder for \$31,250 (PHOTO 1) (all prices realized include Moran's 25% buyer's premium). An English officer's light cavalry saber with a distinctive curved blade set with a lion's head handle brought \$1,000. A Continental rapier was one of the most popular items on preview leading up to the auction and sold for \$2,812.50 (PHOTO 2). A second suit of armor marched past its \$8,000-12,000 estimate to bring \$16,250.

Those looking to add to their next dinner party found plenty of tempting options at the auction. Moran's was pleased to offer several lots of Royal Danica porcelain, including a set of demitasse cups that brought \$3,750. A rare porcelain dinner service in the "Paradise Maroon" pattern from Royal Crown Derby soared past its \$1,000-2,000 estimate to sell for \$5,937.50 (PHOTO 3). A stunning and hard to find chocolate service in the "Adam" pattern by San Francisco's Shreve & Co. sold for \$1,125, far above its conservative \$400-600 estimate. An exquisite Whiting & Co. "Lily" flatware service was one of the most highly anticipated lots in the sale, selling to a determined phone bidder for \$3,437.50.

European furnishings brought out collectors to the auction as well. A beautifully made Spanish desk dating to the 18th century caused a bidding war among two floor bidders, with one winning out at

\$5,000. Several English and Irish buckets consigned from an Orange County collection inspired strong interest before the auction. A gorgeous pair of Irish peat buckets surpassed their \$800-1,200 estimate to bring \$5,625 (PHOTO 4). A pair of Continental pricket sticks caused a bidding war when they hit the block and sold for \$4,062.50.

French works of art performed strongly during the day. A Marcel Dyf vase with flowers rendered in the artist's imitable style sailed past its \$3,000-5,000 estimate to bring \$8,125 (PHOTO 5). A gorgeous Pierre Puvis de Chavannes pastel portrait of a young woman caused a stir when it hit the block. A determined phone bidder won out and took the lot home for \$13,750 (PHOTO 6). An orientalist painting from a follower of Frederick Arthur Bridgman was one of the most popular lots in the preview and sold for \$6,875 at the auction. ❖

## Website bids lead charge in \$8.5 million June firearms auction

**R**ock Island Auction Company's 2019 June Regional Auction was nothing short of an exciting and well-attended four day event. With over 5,000 lots up for grabs, the in-person, phone, and online bidders were fast acting when a lot they wanted came across the podium. The pace of bidding this weekend was speedy, averaging around 140 lots an hour!

Our website traffic for the auction was bustling and over 22,000 sealed bids were placed before the auction ended. Thousands of people from all around the world participated in the auction via telephone, RIAC Live, and of course the large number of sealed bids. It all resulted in a sale that achieved \$8.5 million in four gun-filled days.

One main highlights of the sale was the array of gorgeous Henry rifles. The top selling of the bunch was a U.S. contract Henry Lever Action rifle that had documented use in the 97th Indiana Infantry regiment during the Civil War. Given the manufactured date of some where between 1862 and 1863, the rifle most likely saw use in the siege of Vicksburg, the Battle of Chattanooga, and possible in Sherman's March to the Sea. The historic piece reached a price realized of \$25,875.

The varied Colt revolver selection in this auction was another high point of the sale. One of the most outstanding was a Colt special order first generation SAA revolver with detailed factory engraving. Accompanied by its factory letter, the stunning blue barrel and original ivory grips made this Colt revolver stand out from the crowd. The beauty exceeded its estimate with a realized price of \$20,700. ❖



# 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
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- 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**

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

**Problem 3 of 10**  
 9 people buy a ticket for a box seat at a baseball game for \$186 per person. How much money did they contribute to the charity?  
 $9 \times \$186 = \underline{\hspace{2cm}}$

What is a charity?

Need help?

**Get Paid**

**AUCTION ADVENTURES**  
 Total Wallet \$20,815  
 Auction Commission 15%  
 \$114  
 \$203

**Real-Estate Auction**

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

**Problem 1 of 10**  
 There are 9 acres of land for sale and you have the winning bid of \$1,400 per acre. How much money did you spend?  
 $9 \times \$1,400 = \underline{\hspace{2cm}}$

What is an acre?

Need help?

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**AUCTION ADVENTURES**  
 Total Wallet \$0  
 Auction Commission 10%

**Auto & Machinery Auction**

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

**Problem 1 of 10**  
 A car dealer buys 3 cars at an auction for \$36,000. What is the average price the dealer paid for each of the cars?  
 $\$36,000 \div 3 = \underline{\hspace{2cm}}$

What is an auto dealer?

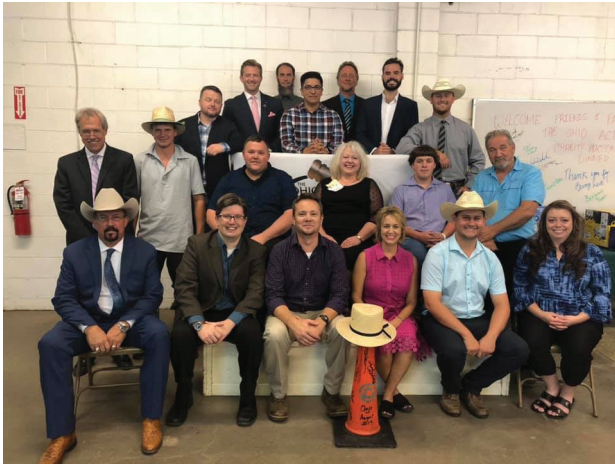
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**AUCTION ADVENTURES**  
 Total Wallet \$23,782  
 Auction Commission 18%

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# Auction School Graduates



## The Ohio Auction School

The August graduating class from The Ohio Auction School included 19 students from Ohio, West Virginia, New York, Indiana and Florida. Graduates were: Dillan Binegar; James Blue, Jr.; John Burnau; Uriah Cade; Kenneth David; Eric Duncan; Timothy Feasel; Lesa Beeson Hart; Joel Jenkins; Pedro Guzman Medrano; Andrew Miller; Andrew Mitakides; Aaron Peters; Stephanie Prock; Adam Schmucker; Benjamin Troyer; Shane Tyler; Nicole Wolfe; and David Wyeth, Jr.

### Submit your own auction school graduates!

We love all the fresh faces we see coming from auction schools around the country. 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](mailto:communications@auctioneers.org).



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**“I would like to learn as much about the auction industry as possible and earn a few different designations, particularly BAS, AARE and CAI. I also joined to make connections with auctioneers from all over the nation and experiences from all over. Thank you for letting me be a part of this industry!”**

Jordan Hansen  
Latimer, IA



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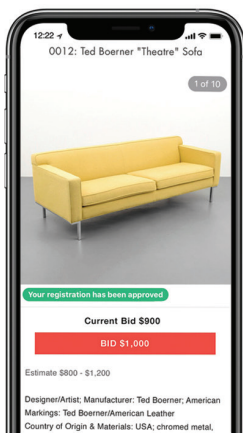
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## New NAA Designations Earned

*Congratulations*

CAS

Matthew Parker, BAS



**Don't forget!**

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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](http://auctioneers.org) > Education > Upcoming Events.



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



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



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



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



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



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



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



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



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

# Membership Renewals

*Thank You!*

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## *In Memory*



### Marvin "Sarge" Fisher

The world lost a patriot on Aug. 19, 2019, when Marvin L. "Sarge" Fisher passed away. He was born in Ashton, South Dakota, on March 8, 1929, and joined the United States Army in 1946. After serving in the Korean Conflict, he was stationed at Fort McClellan, Alabama, where he was Command Sergeant Major at the young age of 26. Many honors were bestowed upon him for leadership, courage in battle and uncommon valor. He was named Soldier of the Year in 1955. His military career flourished and continued, including a tour in Vietnam, until 1971 when

he retired. In 2014, he was inducted into the Patriots Hall of Honor in Gadsden, Alabama.

During his command at Fort McClellan, he met the love of his life, Lillian "Dink" Battle (also known as Shug). It was love at first sight, and after a whirlwind romance, they married. Over their 65 years together, they set an example of true and absolute love and commitment. Sarge was not one to do anything halfway.

He and his son, Mike, opened Fisher Industrial Services in 1986, and it became an Inc 500 Company for three successive years. He taught his family the meaning of hard work, dedication to their dreams and how to enjoy life to the fullest, which he did for as long as he could. When his beloved Shug died, his life lost its luster, but his memories did not.

He was preceded in death by his parents and siblings; and his loving wife, Lillian Fisher.

He is survived by his son, Mike Fisher, CAI, AARE, ATS, BAS, GPPA, (Cindy); his daughter, Pattye Woodall (Bruce); his granddaughter, Jordan Mynatt; his grandson, Justin Fisher, ATS, CES, GPPA; his great-grandson, Tristan Sarge Fisher; his sister-in-law, Nan Kidd; as well as many loving nieces, nephews and all of his Woodall grandchildren.

### John Gary Boyd, Jr.



Gary Boyd, 73, of Albemarle, passed away Aug. 9, 2019, at Hope Medical Center in Albemarle, North Carolina.

Gary is a well-known auctioneer in North Carolina. He was president of the North Carolina Auctioneers Licensing Board. Gary is a Hall of Fame member and past president of the North Carolina Auctioneers Association. He is the grandson of the Buster Boyd Bridge namesake located in Mecklenburg County. Gary enjoyed working with his cattle and farming.

Survivors include wife, Wanda Boyd, of Albemarle; daughter, Leslie Boyd DiMaio of Columbia Falls, MT; sister, Bonnie Maready of Greensboro; brother, Stanley Boyd of Asheville; and several nieces and nephews.

In lieu of flowers, memorials may be made to St. Martin's Lutheran Church, 16592 St. Martin Road, Albemarle, NC 28001 c/o Gary Boyd.



### B.J. "Sonny" Childs

B. J. "Sonny" Childs, 78, of Macon, Georgia passed away Aug. 14, 2019. After graduating from Willingham High School, Childs served in the United States Air Force during the Vietnam Era and was stationed in Okinawa, Japan. He was a graduate of the Certified Auctioneers Institute.

He began his career at T. Lynne Davis Auction Company in 1965. He joined Hudson Marshall Auction Company in 1973 and continued there until 2001. Most recently, Childs was the owner of Heart of Georgia Auction Company, as well as, a partner with Grant Auction Company. Childs was a former member of Tattnell Square Baptist Church and served on the Board of Tattnell Square Academy. He was also a member of the Rutland Masonic Lodge and Scottish Rite, Georgia Auctioneers Association, where he served as president, a member of the National Auctioneer Association, and was elected into Georgia Auctioneer Hall of Fame 2005.

Childs is survived by his son, Marc Childs of Macon; sisters, Peggy C. Pritchard and Dianne (Lynn) Molton, both of Macon; several nieces and nephews; and several great nieces and nephews.

In lieu of flowers, memorial contributions may be made to The Methodist Home for Children and Youth, 304 Pierce Avenue, Macon, GA 31204.



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*50 years later*

# September 1969: Stamps make their mark in history



Fifty years ago, H.R. Harmer, Inc. in New York sold the famous 24-cent air mail invert stamp for \$31,000. The buyer was “a 34-year-old businessman who has been collecting since the age of eight and always wanted to own a copy of that stamp.” The same stamp sold for half the price just five years earlier.

Today, the record for the top price for a single stamp is held by the One-Cent Magenta from British Guiana, according to a New York Times article. The stamp sold for \$9.5 million in 2014. The buyer of the stamp was not identified. ❖

attending the luncheon know how quickly I lost my composure! The tears dripped!

and for the many cherished memories in years to come—all I need do—is use my telephone with its silver receiver cover—one of those many things I didn't have—and had long admired.

Again, sincere thanks—to all the officers, directors—committee members—convention workers—everyone who contributed to such a successful 1969 Convention!

Ethelyn and Bill Boren, our guests, along with Doc and myself—thoroughly enjoyed our all too short visit with everyone and hope to see you all in Wisconsin in 1970.

Our plane trip home was delightful too.

Alma Crowell

P.S. The beautiful red roses were carefully wrapped and fondly carried by me—on the plane—home!

## Auxiliary Is Formed By Tennessee Ladies

An Auxiliary organization was formed at the recent meeting of the Tennessee State Auctioneers Association at Gatlinburg, June 23rd, 1969. Mrs. Fred Ramsay, Madison was elected as president of the organization.

Mrs. E. B. Fulkerson, Jonesboro was elected First Vice-President, Mrs. Ralph Messingill, Morristown—Second Vice-President, and Mrs. Billy Howell, Madison—Secretary-Treasurer.

Elected to the Board of Directors were Mrs. Sam Furrow, Knoxville, Mrs. C. B. Arnette, Murfreesboro, Mrs. Burford Evans, Lawrenceburg, Mrs. C. B. McCarter, Sevierville, and Mrs. A. S. Robinson, Knoxville.

JUANITA HOWELL

## Stamp Brings \$31,000

At a recent auction of U.S. items by H. R. Harmer, Inc. in New York, the top price for a single stamp was \$31,000. The stamp was the famous 24-cent air mail invert. The purchaser was a 34-year old businessman who has been collecting since the age of 8 and always wanted to own a copy of that stamp.

To show how prices have skyrocketed, this same stamp was sold by Harmer's less than 5 years ago for exactly half of what it brought on this occasion!

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