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August/September 2024

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A Vision for the Future

As I step into the role of the 76th President of the National Auction Association, I'm filled with a profound sense of gratitude and responsibility. This journey, which began in 1992 at my grandfather's auction, has led me to this moment, and I'm honored to serve an industry that has given me so much.

Our auction community is unlike any other. It's a tapestry woven from the threads of tradition, innovation, and unwavering support for one another. I witnessed this firsthand when auctioneers from across the state came to support my family during my grandfather's auction. This experience instilled in me a deep appreciation for the unique bond that ties our profession together.

As we look to the future, we stand at a crossroads where tradition meets technology. Our industry is rapidly evolving, and we are responsible for embracing change while preserving the core values that have defined us for generations.

As President, one of my key priorities is focusing on technology and digital solutions. We need to invest in user-friendly online platforms and tools that benefit all members, regardless of their tech savvy. This isn't about replacing the traditional auction experience—it's about enhancing it. By harnessing the power of data analytics, artificial intelligence, and virtual reality, we can create new opportunities for our members and deliver even greater value to our clients.

Education will be at the forefront of our initiatives. We're committed to modernizing our approach, offering a curriculum that addresses current and future industry trends. From best practices in social media marketing to advanced negotiation techniques, our educational programs will equip our members with the tools they need to thrive in an ever-changing landscape.

Advocacy remains a crucial area of focus. We must proactively engage with legislative bodies to ensure regulations support the growth and success of the auction industry. This isn't just about reacting to changes but shaping the conversation. We need to position the NAA as a thought leader within our industry and the broader business community.

It's time for a national promotional campaign to educate the public about the benefits of auctions. We need to tell our story—how auctions drive economic growth, facilitate the efficient allocation of resources, and bring communities together. From the thrill of a fast-paced livestock auction to the elegance of a fine art sale, we need to showcase the diversity and excitement of our profession.

As we look towards 2030 and beyond, I envision an industry that embraces tradition and innovation.

We will see increased adoption of online platforms and digital tools, but the live auction experience, with its energy and excitement, will remain a cornerstone of our industry. The skill and expertise of live auctioneers will continue to be highly valued, captivating audiences and facilitating successful transactions.

To achieve these goals, we need to work together. The initiatives we've discussed aren't just board initiatives—they're our collective mission. Throughout this year, I will be asking for your help. When that call comes, and it will come, I'm asking you to step up. Give us this year. Lend us your hand, your voice, your expertise.

The true strength of the NAA is you—its members. Whether you're a seasoned professional or just starting, your voice matters. Your ideas matter. Your efforts matter. Join a committee, mentor a newcomer, share your experiences, or bring us that innovative idea you've been mulling over. Every contribution has the power to move us forward.

Together, we can reshape our industry and show the world the power and relevance of auctions in the 21st century. Let's make this year one of growth, innovation, and success for the National Auction Association.

Thank you for this incredible honor. Here's to a fantastic year ahead! ♦




John Schultz, AMM
NAA President

John Schultz brings over 25 years of experience to his role as Partner and Chief Marketing and Technology Officer at Grafe Auction Company. He is a previous NAA Board of Directors member and is a leading instructor for the Auction Marketing Management (AMM) designation. John has also served as the Minnesota State Auctioneers Association President and was the first President of the Minnesota State Auctioneers Foundation. John was recognized with the NAA President's Award of Distinction in 2022.

Get To Know John Schultz

What is the most Minnesota thing about you?

**Tater Tot Hot-Dish is a staple in my diet!
Oh, and I have a deep love for salads – the Jello,
cookie, and Snickers type, not so much the
lettuce kind!**

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- 18 Business Practices**
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“

**There will be obstacles.
There will be doubters.
There will be mistakes.
But with hard work, there are no limits.**

Michael Phelps

”

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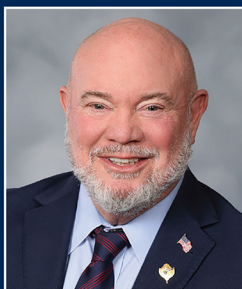
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Other NAA event

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Apply for NAA education scholarships all year long!

Through generous donations from people like you, the National Auction Foundation funds scholarships for NAA educational events. The application process has changed, as mentioned in the previous issues of *The Auctioneer*. Now, there is one easy-to-use form to apply for any available scholarship throughout the year. This means no more missing the application window. Apply at any time for any event. Find the updated application form now at auctioneersfoundation.org/about-scholarships.

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2024 NAA Planner

EVENTS & CONVERSATIONS

August

- Benefit Auction Summit in Coral Gables, FL
- Community Conversations
 - » Past Presidents *(invitation only)*
 - » Designation Academy Q&A
 - » Community of Practice: Firearms

November

- USPAP 7 Hour Update *(virtual)*
- Community Conversations
 - » Community of Practice: Marketing
 - » Community of Practice: Heavy Equipment & Construction Machinery

September

- Community Conversations
 - » New Members *(invitation only)*
 - » State Association Leadership *(invitation only)*
 - » Auction Schools *(invitation only)*
 - » Community of Practice: Real Estate

December

- Designation Academy
- Community Conversations TBA

October

- Community Conversations
 - » NAA Ambassadors
 - » Community of Practice: Personal & Commercial Assets
 - » Designation Academy: Fielding Your Questions
 - » First Generation in the Industry
 - » Community of Practice: Benefit & Charity
 - » Community of Practice: Government Surplus Property

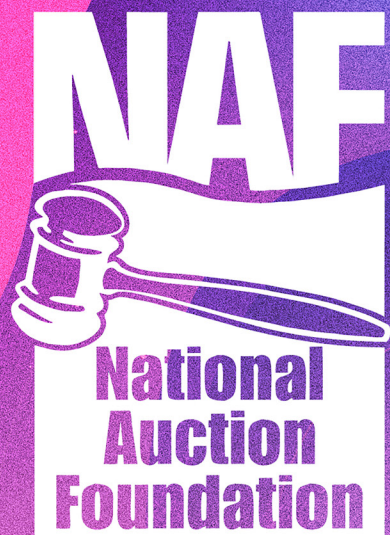


Find additional event details at
auctioneers.org/calendar_list.asp

National Auction Foundation

Thank you to this year's donors to the Pass It Forward campaign. Your generosity helped raise over \$138,600 to educate auction professionals today and for future generations.

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List updated as of Aug. 1, 2024



Your Cornerstone Committees at Work

PROMOTIONS

This year's Conference & Show may be history, but the aftermath is always exciting as each cornerstone committee welcomes a new chair and vice chair, along with new members and task force volunteers. Continued progress on plans already in the works, brainstorming opportunities to come, and strategic planning beckon toward the future and have the Promotions Committee ready to hit the ground running for the 2024-2025 association year.

Now leading the Promotions Committee are Chair Braden McCurdy and Vice Chair Daniel Pruitt. Discussions are underway for National Auctioneers Week in May 2025 and next year's Marketing Competition.

It's going to be an exciting year, with all cornerstone chairs joining the NAA board as full voting members. There are always new ideas to dream about, consider, research, and then decide where to go from there.

ADVOCACY

We are thrilled to announce Chair Isaac Shultz and Vice Chair Stephen LaRaviere as the new leadership of our committee. Their ideas will undoubtedly propel our advocacy efforts to new heights. We're already discussing innovative strategies to expand our impact. We thank outgoing Chair Wade Baer and Vice Chair Jay Cash for their exceptional service and laying the groundwork for our success!

The Advocacy Committee kicked off fundraising for our PAC at Conference & Show, and we want to extend a huge thank you to our contributors for their generous support. Contributions are crucial to electing officials who champion the auction industry and small businesses.

Want to contribute? Don't hesitate to get in touch with the NAA's Government Relations Specialist Katie Mechlin at kmechlin@auctioneers.org or give her a call at 913-563-5429. Remember, the PAC is our lifeline to influencing policy. While our industry is currently stable, it's essential to have advocates in place when challenges inevitably arise. Any amount, no matter the size, strengthens our PAC and brings us closer to a more robust presence in government.

COMMUNITY

Incoming Chair Naomi Lewis and Vice Chair Darron Meares have a busy year ahead with all that is going on with the NAA community.

Those who qualify as NextGen (12-18 years of age), FFA, DECA, and activities at the Conference & Show will be interested to know the work to look at offerings for them remains a focus of importance. Attention to everything affecting new professionals (any age) and young professionals (18-29 years of age) who are just getting into the auction industry continues with renewed energy. With many options to consider, finding the right fit for these individuals in NAA programming deserves some real attention, and the Community Committee is working on it.

This is a reminder that subcommittees and task forces are instrumental for each of the four NAA cornerstones. If you want to serve in such a capacity, complete the Volunteer Survey! Task forces can form at any time, and your application will be kept on file in case one starts up that fits your responses!

EDUCATION

The Education Institute (EI) Committee continues to drive educational excellence with fresh leadership and innovative programs. The 2024/25 EI Committee has been established, welcoming two new members as two esteemed members conclude their terms. Additionally, a new Vice President has been appointed as the board liaison for the cornerstone committee, ensuring seamless communication and strategic alignment. Recently, the committee hosted a highly successful pre-conference workshop titled "Unleashing the Power of Process" at the 2024 Conference & Show. The overwhelmingly positive feedback suggests that the speaker may be invited back for next year's C&S education program, highlighting the committee's commitment to delivering impactful learning experiences. The EI Committee has also embarked on several key initiatives, including the designation class schedule for the December Designation Academy. Planning is underway for the Digital Marketing Summit in February and the Certified Auctioneers Institute (CAI) in March. It actively evaluates designation classes and the earning/renewal program for potential updates. These efforts reflect the committee's dedication to providing cutting-edge education and fostering continuous improvement within the NAA.

State Watch

Colorado

On July 29th, the Colorado Auctioneers Association hosted their annual picnic. Food, laughter, networking, and a horseshoe tournament took place at Black Forest Regional Park in Colorado Springs.

Horseshoe Tournament Results:

1st: Jon Flack and Todd Natale

2nd: Matthew Heitmann and Alan Woolsey

3rd: Mike and Rick Heitmann



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Oklahoma

Oklahoma State Auctioneers Association hosted their annual Summer Conference in Stillwater, OK on August 2-3. They hosted 4 contests Friday evening and had continuing education classes Saturday.

Competition Results

Junior Contest Champion: Jaxton Bailey-Casey

Intermediate Contest Champion: Logan Snider

Oklahoma Auction School Champion: Jake Gilbreath

Team Champions: Tony Wisely/Aaron Pitts



Team Champions:
Tony Wisely & Aaron Pitts



Intermediate Contest Champion:
Logan Snider



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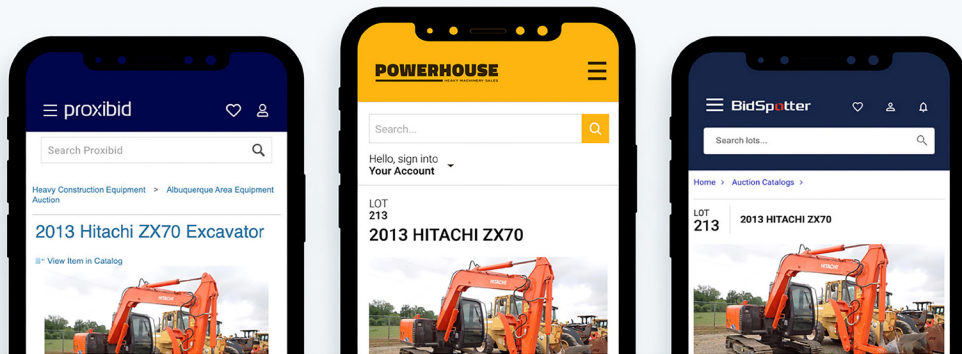
On August 4th the AANC held their annual Summer Summit at White Sulfur Springs in Mount Airy, NC.



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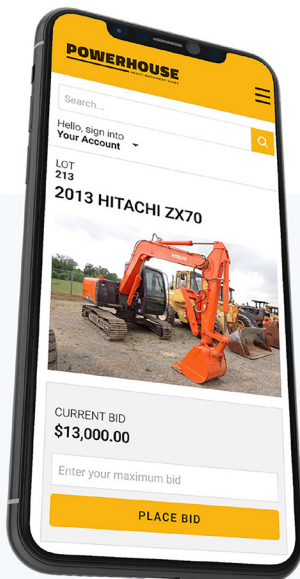
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Uses for AI in the Auction Industry

By Kenya McCullum

From ChatGPT to Gemini to Claude, artificial intelligence is everywhere, and professionals increasingly incorporate it into their daily business activities. If you're not using AI, you may be wondering what all the fuss is about and how the technology can help your organization. On the other hand, if you're already using AI for specific tasks, you may be surprised to learn about some out-of-the-box ways these tools can make your job easier.

Inside the AI Box

When people think about the artificial intelligence tools that have exploded in the last few years, they probably think about how they're used for writing certain types of content—and there's a good reason for that. Professionals in the auction industry have been able to leverage AI in several content ways.

Blogs. Blog writing is one of the more common uses for AI since it can write content that may have taken someone an hour to finish in about a minute. Although this can be a great use of these tools, Charissa Bires, Director of Marketing at Grafe Auction Company, uses them for blogs in a different way.

"A lot of times, I'll use AI as a starting point to do outlines for some of the blogs I've been writing. It helps to organize my thoughts a little bit more or give me some ideas that I didn't think about," Bires explained. "And then, a lot of times, I'll use it for introductions and conclusions. AI can read a blog I just wrote and write an introduction and conclusion for me. Those are my least favorite parts to write in a blog."

Similarly, one of the ways that Sara Rose Bytnar, CAI, AARE, AMM, BAS, of Beth Rose Real Estate and Auctions uses AI is to fine-tune the content she's already written. As a result, Bytnar finds that she has been able to keep what she posts fresh, so she's not using the same old language every time.

"I spend a lot of time rewriting descriptions for our upcoming auctions where we sell real estate. So I sit down and talk about buying a three-bedroom house in a location, and I'm basically putting out and regurgitating the same few sentences for every house," Bytnar said. "It was like magic that you could write that same boring description, put it in ChatGPT, and have something come out that's absolutely beautiful."

Social media advertising. When Mike Fisher, CAI, AARE, AMM, GPPA, CES, BAS, of Redfield Group Auctions, needs to create Facebook ads, he turns to AI tools to write the copy. However, it's not just a matter of telling AI to write an ad. Fisher says that specificity is key to getting the best results.

"I'll go in and say, 'These are the assets I'm selling; this is their location.' I'll tell AI a little bit about the assets, and then I'll say, 'I want to market this to a geographic area, and I want it to appeal to these type of buyers,' and then let it draft the content that I'll go make some changes to," said Fisher. "In advertising, I'm looking to target a specific type of buyer, so what I'm going to do is, in my prompts, tell AI what this buyer looks like. I'm going to tell it specifically what that buyer's persona is, and then I'm going to talk about the assets that we're selling. Then I let AI do the grunt work for me."

Image creation and editing. When writing blogs, using AI to generate an image can be helpful if you cannot find one that's just right for a post. However, tread lightly. Since there's no telling where an AI image may come from, you may unknowingly violate someone's copyright.

In fact, lawsuits have been filed in recent years addressing this issue. For example, last year, artists Sarah Andersen, Kelly McKernan, and Karla Ortiz sued Stability AI, the maker of the AI product Stable Diffusion, for copyright infringement. The trio claims the tech company used their original artwork to train its AI tool. Getty Images also sued the company for allegedly taking millions of images from its various websites without permission to train that same product.

But considering copyright concerns doesn't mean that AI can't be useful when it comes to images, however. Although Bires does not use images from AI in her content, she will use it to make the images she already has look the way she wants them to.

"If I pull a stock image and it's not the right size for the blog header, I put it in Photoshop and then instead of cropping it shorter, I can pull it and then hit generative expand. It'll expand the picture on the two edges, so I don't have to cut off any part of the picture I want," she said. "It usually turns out really well that way because it's making the image longer and continuing what's already in the image."

Outside the AI Box

Although using artificial intelligence for content creation is exceptionally effective, don't underestimate the power of AI. There are some uses for the technology you may never have considered that can also go a long way toward making your job easier.

Auction critiques. Suppose you want to know what attendees at an auction may have thought about the auctioneer's performance. In that

case, AI can give you a peek into the impression that may have been made during the event. John Schultz, AMM, of Grafe Auction Company, says he used Gemini to analyze 45 minutes of audio from an auction to get its feedback. Within one minute, he was able to learn the auctioneer's strengths and weaknesses.

"It critiqued, and it pulled out all the facts about the auction, such as when the bidding started and ended," said Schultz. "I said, 'Hey, please critique the auctioneer,' and AI said what it would've done differently."

Likewise, when Schultz needed to get information from a two-hour conference call from 2017 that he had forgotten about, he uploaded the audio into AI to create a timeline of the conversation. In about 75 seconds, he received a minute-to-minute breakdown of what was discussed in the meeting. He even found out what funny moments occurred and how well his jokes were received.

Contract reviews. Schultz has used AI to assist him with contracts, mainly when a client makes suggestions on terms that can be changed.

"I upload the contract and say, 'Hey, the client would like this clause changed. Could you walk me through how I could change this to address the client's concerns? Are there any pros and cons of this?'" said Schultz.

Although Schultz is confident enough with AI to use it in this way, that's not to say he trusts everything it tells him about the terms of a contract and their legal implications. Since the technology has the tendency to hallucinate—making information up out of thin air—it's important to always double check what any tool creates to ensure you have the correct information. "If it's a simple clause that I wouldn't have had to consult with our attorney about, to begin with, and I would've written it myself, I'm not really concerned about it because I'll read it to see if it makes sense," Schultz said. "If it's a more complex clause that I normally would've consulted our attorney for, I run it by them." ♦

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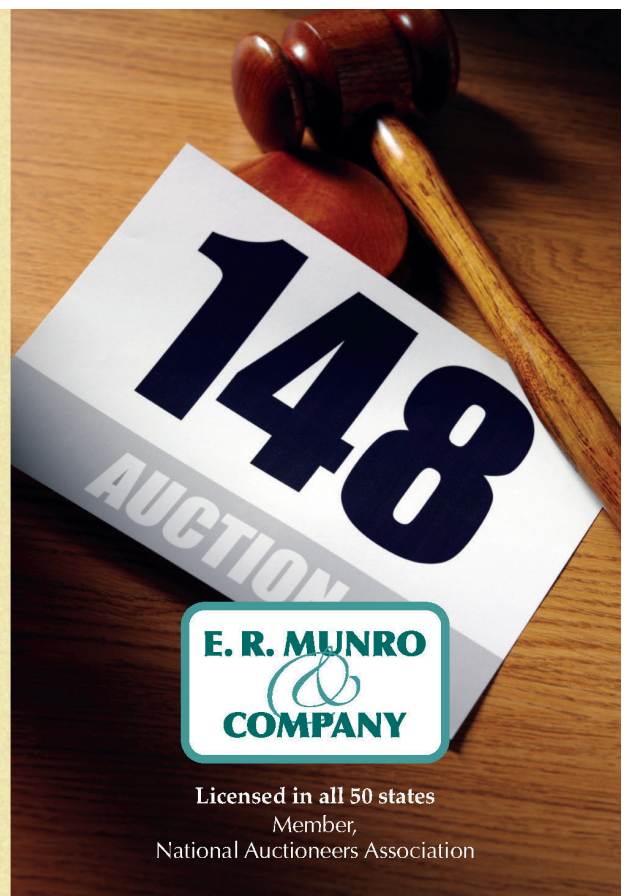
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Breach of Contract in an Auction Context

Question: What is a breach of contract in an auction context?

To address this question properly, we must break it down into two separate prongs. First, we must define exactly what constitutes a breach of contract generally. A breach of contract is a violation of any of the agreed-upon terms and conditions of a binding contract. In other words, a breach of contract occurs whenever a party who entered a contract fails to perform their promised obligations. In a typical contract, there are usually several requirements for proper performance. Suppose a contract is for the sale of 10,000 widgets. In that case, there should normally be provisions identifying the widgets (or the type of widgets) desired, stating the purchase price, stating when the payment is to be made, stating how the payment is to be made, stating when delivery of the widgets is to be made, stating how delivery is to be made, and several more provisions. The violation of any one or more of these provisions could result in a breach of contract.

Second, we must explore how a breach of contract typically occurs in an auction setting. A breach of contract would occur when an auctioneer, a seller, or a bidder fails to fulfill his or her contractual obligations under the terms and conditions of the auction. For example, an auctioneer or seller may refuse to transfer the goods or property to the successful bidder, or a bidder may refuse to pay the hammer price. Any of these situations would likely be a breach of contract.

A breach of contract can occur with any contract. A breach of contract could occur, for example, in a contract for the sale of goods, real estate, or intellectual property. In addition, a breach of contract can happen with both a written contract and an oral contract (it is generally harder to prove the breach of an oral contract, or there may be limits on the enforceability of oral contracts). As previously discussed, Auctioneers should have written contracts with their sellers and all bidders which clearly state each party's obligations.

When a breach of contract occurs, the parties involved may resolve the issue among themselves through negotiations. It is often best for the parties to resolve their differences independently. If the parties

are unable to resolve the dispute among themselves informally, one party may file a lawsuit to resolve the dispute in a court of law. This is often a more expensive and less efficient form of resolution. It may take years to resolve a contract dispute through the litigation process. Other methods that can be used to help resolve a dispute without formal litigation include but are not limited to, pre-suit mediation and arbitration.

There are different types of contract breaches. For this article, we will limit our discussion to a breach that will either be non-material or material. When a breach occurs, how to respond and the recourse available depends on the type of breach. What is the difference? A non-material breach is generally a minor or technical breach of the contract terms. The contract can still be fulfilled, and the non-breaching party is still obligated to hold up its end of the deal. If a successful bidder at an auction buys 10,000 widgets for \$25,000.00, for example, but only receives 9,900 widgets, this would likely be a non-material breach. The successful bidder would likely still want the 9,900 widgets and would generally be obligated to pay for them. Since less than 10,000 widgets were purchased, there would likely have to be a price reduction.

The factors typically considered when evaluating whether a breach is material are:

- How much of the contract was fulfilled, and what the non-breaching party has already received.
- Whether the breaching party would be in a difficult spot if the breach was treated as material and the non-breaching party did not fulfill their contractual obligations.
- Whether the non-breaching party can be reimbursed or paid damages to be made whole.

A material breach of contract, however, is more significant. A material breach of contract means that the fundamental purpose of the contract was not fulfilled – it defeats the purpose of even having a contract. In other words, this is not a simple mistake or a failure to adhere to every letter of the contract. An example would be a seller seeking to sell 10,000



widgets at an auction and the successful bidder refusing to pay for them. When there is a material breach of contract, the non-breaching party can generally terminate the contract. The non-breaching party is no longer obligated to fulfill the terms and provisions outlined. If the successful bidder refuses to pay anything for the widgets, the seller generally would not be obligated to deliver the widgets to the successful bidder. In some cases, it can be more challenging to determine whether a breach is material.

In the event of litigation for breach of contract, the non-breaching party may be able to seek different types of remedies. A breach of contract can result in legal action for specific performance (a court order to complete the transaction), an injunction (a court order not to do something), or damages (the payment of money). In most circumstances, the non-breaching party would be made whole by damages. This may include:

- Restitution (actual damage or reimbursement for what was lost);
- Liquidated Damages (damages agreed to by the parties in the contract itself)
- Expectation Damages (damages that cover what the non-breaching party reasonably expected to receive from the contract)
- Compensatory Damages (damages that reimburse the non-breaching party for "reasonably foreseeable, indirect loss").

Auctioneers should be careful with the contracts they enter and the terms of those contracts. The best approach is to follow the terms of the contracts and avoid any potential breaches (when possible). Breaching a contract invites costly litigation that often takes years to resolve. If an allegation of breach of contract arises, it is best to work with a licensed auction law attorney and seek to resolve the breach quickly. ♦

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.

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

NAA's 75th Annual *International Auctioneers Conference & Show* Recap



International Auctioneer Championships



IAC Champion Shane McCarrell, CES (middle)
First Runner Up Scott Mihalic, CAI (left)
Second Runner Up Cody Shelley (right)



IAC Women's Champion Marcela Davila Diez Gutierrez (middle)
First Runner Up Carrie Hessney-Doran, CAI, AMM, CES (right)
Second Runner Up Frances Fripp, BAS (left)

Hall of Fame

2024 Hall of Fame inductees Jack Christy, CAI, BAS, CES, MPPA (left); Jay Nitz, CAI, MPPA (middle); and Scott Shuman, CAI (right)



Other Award Recipients



Chuck Cumberlin Sportsmanship Award Recipient
Dean Gunter, BAS, CAS



Bob Steffes Rising Star Award Recipient
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IJAC Champion Caleb Taylor



IJAC First Runner Up Ellie Ratliff



IJAC Second Runner Up Grayson Haydn-Mayer





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IJAC & IAC H A M P I O N S





CALEB TAYLOR



How long have you been competing in IJAC?

This was my first year competing in the IJAC.

Why did you enter this year?

At the beginning of this year, I learned that there were contests for junior auctioneers. I went to the Mule Day competition in April, and that's where I met NAA President Mr. Lance Walker. After the competition, he told me about IJAC, and immediately, I was interested. I simply liked the fact that it was international and that there were going to be a lot of new people there to meet.

What has competing done for your career/networking?

By competing, I have met many people. I've met young professionals my age and some legends that I look up to in this business. Also, I can get my name out there and let people know who I am.

What would you say to someone considering competing for the first or the tenth time?

I would tell that person that competing is one of the best things you could do for your career(if not the best). You really don't understand the influence that competitions have on your career until you start competing and meeting people. Iron sharpens iron, and competing makes you a better competitor. It also helps with your social skills and salesmanship.

Why is the IJAC important for the auction industry?

The IJAC offers the biggest stage for promotion for a young auctioneer. Again, iron sharpens iron. Once you compete against other young professionals, you realize what you can improve on to become even better.

What are you most excited to do as an IJAC champion and NAA ambassador?

This year, I look forward to expanding the NextGen Program the most. NextGen goes way beyond just Conference and Show, and now I'm ready to put the pedal to the metal. I want NextGen to be a staple of the NAA and something that the NAA can brag about. I'm very thankful to the NAA for what they've already done to and for NextGen, and I'm excited to be a part of it!



IJAC 
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JUNIOR AUCTIONEER
CHAMPIONSHIP



SHANE MCCARRELL



How long have you been competing in the IAC?

Since 2019, 4 consecutive years.

Why did you enter this year?

I made a commitment to enter every year regardless of the sacrifice. It makes you a better auctioneer each time you walk onto that stage, so why would you miss it?.

What has competing done for your career/networking?

Competing has been transformative for my career and network. It's pushed me to refine my skills, stay current with industry trends, and consistently strive for excellence. Through competitions, I've formed invaluable connections with fellow auctioneers, industry leaders, and mentors. These relationships have opened doors to new opportunities, collaborations, and a wealth of shared knowledge. Preparing for and participating in competitions has also boosted my confidence and credibility in the industry, directly impacting my business success.

What would you say to someone considering competing for the first or the tenth time?

To anyone considering competing, whether for the first or tenth time, I'd say: Do it! The growth you'll experience is unparalleled. It's not only about winning; it's about pushing your limits, learning from peers, and contributing to the industry's advancement. Each competition is a chance to refine your craft, gain fresh perspectives, and showcase your unique strengths. The feedback and experiences you'll gain are invaluable, win or lose. Remember, every champion started as a first-time competitor. Embrace the challenge, enjoy the journey, and let it fuel your passion for auctioneering.

Why is the IAC important to the auction industry?

The IAC is crucial to the auction industry as it sets a benchmark for excellence. It showcases the highest level of talent, pushing the entire industry forward. The competition highlights the diverse skills required in modern auctioneering, as well as business acumen and professionalism. It also brings media attention to our profession, educating the public about the value and excitement of auctions. By celebrating the Auctioneer, the IAC inspires all of us to elevate our craft and, ultimately, the industry as a whole.

What are you most excited to do as an IAC champion and NAA ambassador?

As an IAC champion and NAA ambassador, I'm most excited to be a passionate advocate for our industry. I look forward to sharing my journey from military service to auctioneering, inspiring others to see the potential in this career. I'm eager to mentor upcoming auctioneers, particularly veterans transitioning to civilian life. Additionally, I'm thrilled about the opportunity to represent our profession at high-profile events, educating the public and potential clients about the power of auctions. Ultimately, I aim to use this platform to drive innovation and growth in our industry, ensuring its relevance and success in the evolving business landscape.

IAC 
**INTERNATIONAL
 AUCTIONEER
 CHAMPIONSHIP**



MARCELA DAVILA DIEZ-GUTIERREZ



How long have you been competing in IAC?

I have competed in the IAC 5 consecutive times since 2019

Why did you enter this year?

Competing in the IAC has been, for many years, the highlight of my auction year; it has become a habit of mine to prepare for the competition since January each year, a habit that has helped me improve my chant over time and that has allowed me to continue to dream big every year. Last IAC in Oklahoma City, I had the incredible opportunity of getting on stage while I was six months pregnant with my firstborn, so this year, despite all the changes motherhood brought along for me, I wanted my little boy to see from the outside what the fuss from last year was all about, and even though he will most likely not remember, to set an example for him that pursuing our dreams with tenacity, regardless of our life's challenges is as important (if not more important) than achieving them.

What has competing done for your career/networking?

After looking back on six years of having IAC involvement (since the 2020 competition got canceled) and five consecutive years of competing in it, I can say that my participation in this competition has single-handedly gained me more work opportunities as well as more professional advancement of my career than any other auction event I have ever participated in. This is because it allows its contestants to showcase their ability in front of a room full of talented professionals, some of which are actively looking for individuals capable of filling out specific profiles for their businesses. In addition, the experience has given me the camaraderie and friendships of a lifetime, people with whom I have not only shared the IAC stage but also work experiences in the outside world. This event is an exceptional community-building experience that brings together people with the same dream and passion, providing an environment that promotes collaboration, positivity, and encouragement.

What would you say to someone considering competing for the first or the tenth time?

For those considering competing for the first time, if they are looking to significantly improve themselves technically as professionals and showcase their talent in an arena that can potentially offer work opportunities while building solid relationships with people who will

encourage them to succeed. The answer to the IAC experience should be yes. For those who have been on that stage once or multiple times, I would encourage them to continue to participate, regardless of the outcome, because I truly believe with their participation, they are not only getting all the benefits of that continuous exposure and networking, but they are also contributing to representing our industry in the best way possible, which is crucial to continue to show the world why auctions work, and why the auctioneer's live chant is crucial as it is.

Why is the IAC important for the auction industry?

There's no doubt that there is something mesmerizing about the auction chant and the enthusiasm an auctioneer can bring on stage; by giving auctions a voice by exposing these high-level professionals to the world when broadcasting the IAC, we have a unique opportunity to promote our industry and the live chant in an exciting way, while explaining to the world why are auctions relevant and how can they make a difference when it comes to doing business. I believe that as auction professionals, we should strive to make this competition grow and use it to inspire younger generations to get involved in the auction world while igniting the excitement in the public that can secure the future of our industry.

What are you most excited to do as an IAC champion and NAA ambassador?

This year, I feel incredibly honored to have been given the opportunity to represent the industry and the Association I love so much. I am very excited to team up with the dedicated people who are part of the IAC and help it expand in any way I possibly can and to see the International Community continue to grow within the NAA by encouraging members around the world to take advantage of the precious resources the NAA has to offer for both auctioneers and auction teams to help professionals grow their businesses, just like I was able to when I signed up as an international member years ago. A greater worldwide presence will help us create a stronger voice as a global profession, and finding ways to develop strategies that can help make those connections possible and aid with this mission is something that I am looking forward to this year. For over half a decade, I have benefited from the networking and opportunities built through this competition and the NAA, which has led to my success in so many ways. I feel a great responsibility as an ambassador this year to help others have a similar experience.







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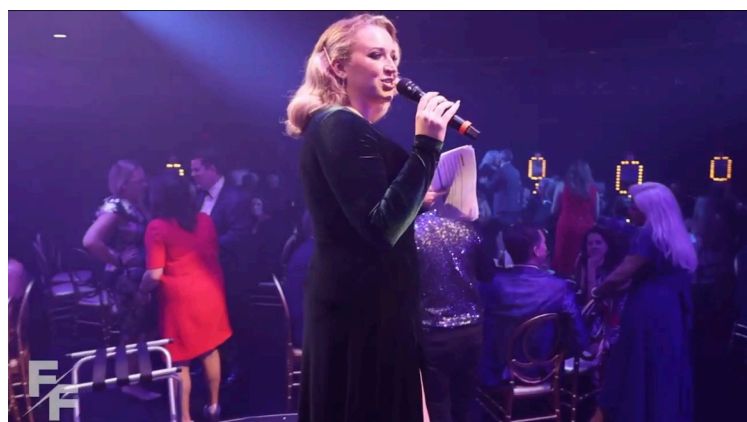


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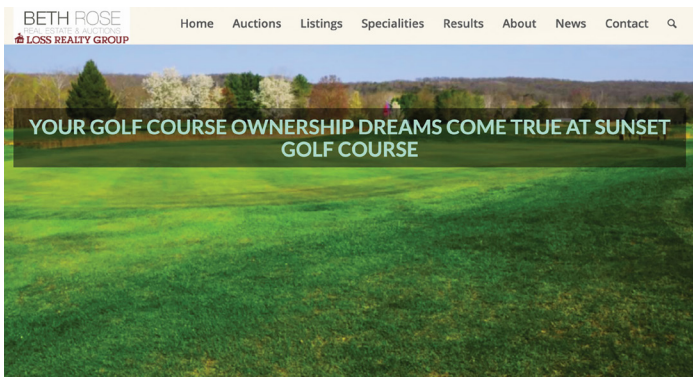
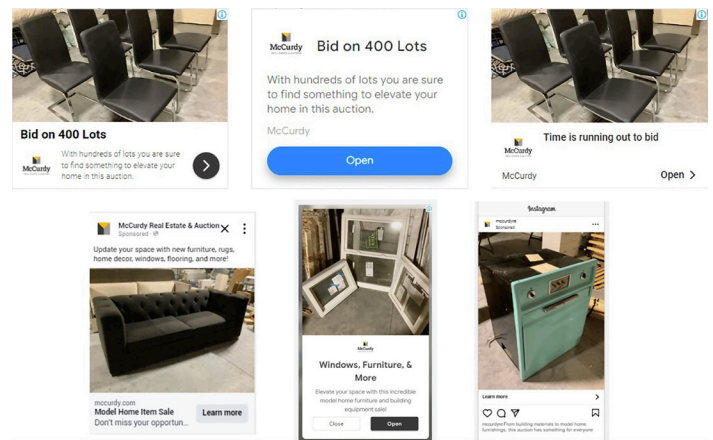


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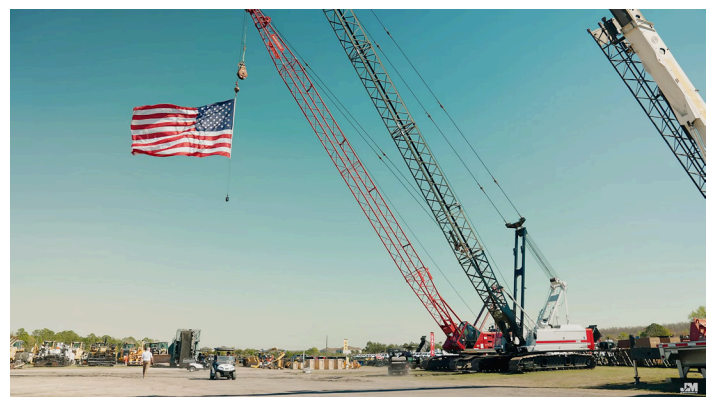


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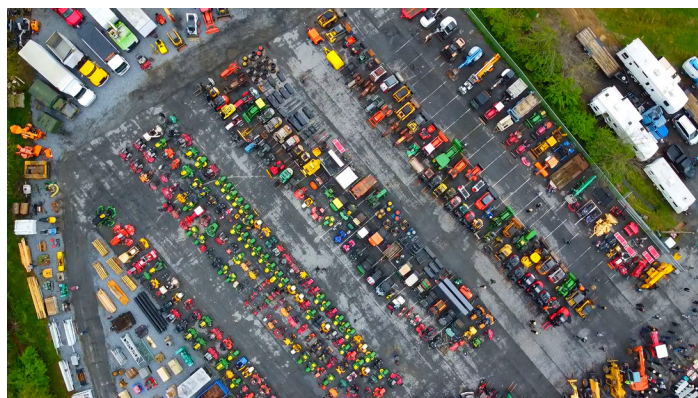


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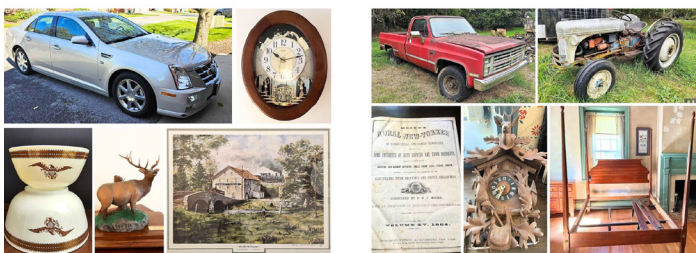
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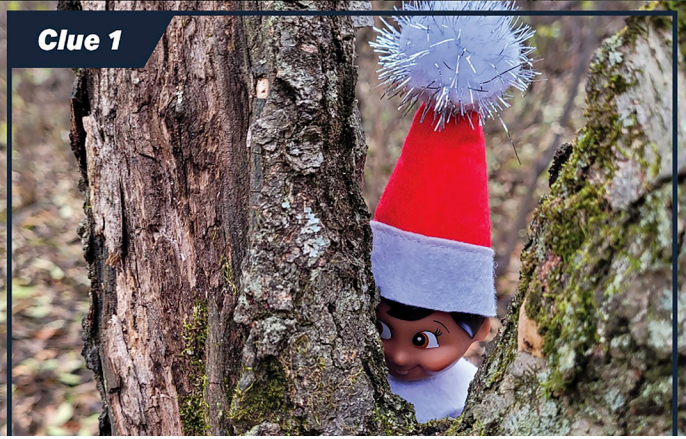
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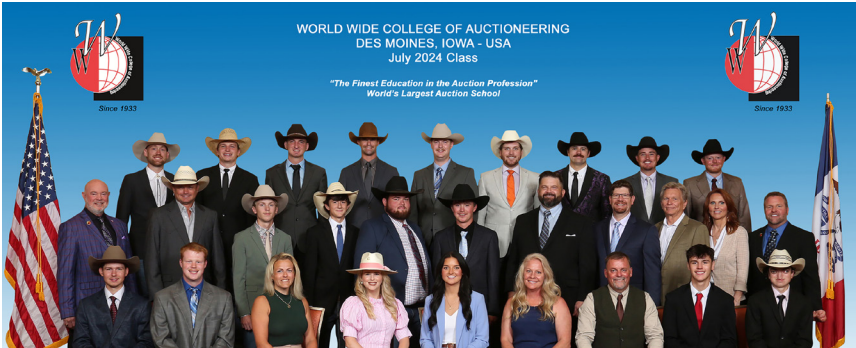
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Graduation classes may be submitted to communications@auctioneers.org. Submissions may be edited for length. Hi-resolution photos and information about NAA and industry involvement appreciated. Editors will do their best to locate photos if none are submitted.



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In Memory



Terry Hamit

Terry Marlee (White) Hamit, 73, of Stockton, Kansas gained her wings on June 1, 2024, at Rooks County Health Center in Plainville, Kansas. Terry was born April 4, 1951, to Newlin and Bettie (Johnson) White in Colby, Kansas. She attended Colby High School, graduating in 1969.

She married the love of her life, Don Hamit on August 25, 1973. They recently celebrated 50 years of marriage together. This marriage brought Marlyn into the Hamit family and in 1974, Judd was born and completed their family.

Terry was active in the community with Sigma Phi ESA, Rooks County Free Fair, and 4-H leader. She was also active in the Kansas Auctioneers Association Auxiliary. She was inducted into the Hall of Fame for the Kansas Auctioneers Association. Terry and Don were awarded the Award of Distinction in 2023.

Terry is preceded in death by her parents, Newlin and Bettie White; in-laws, Marion and Elda Hamit; brother-in-law, Charlie Hamit; son, Judd Stephen Hamit; and brother, Gary White.

Terry is survived by her husband, Don Hamit; daughter, Marlyn and husband Adam Bryant, dog daughter Sophie, dog son Bandit Hamit; grandsons, Clayton and Landon Becker; granddaughters, Morgan Enlow (Dakota) and Aricka Bryant; great-grandson, CJ Enlow.

Source: <https://www.plumeroverlease.com/obituaries/Terry-Marlee-Hamit?obId=31703994>

O.C. Mangold

O.C. (Oliver Clifford) Mangold, age 85, left his earthly home, July 1, 2024, with the "Love of his life" his wife, Joani, holding his hand. O.C. was born August 24, 1938, at Worthington, MN hospital to his parents, Clifford Oliver and Alice Lorraine Mangold, and grew up on their family farm in rural Worthington, MN. O.C. entered the Reisch -World Wide College of Auctioneers in June 1972 and transitioned his career as an auctioneer. He continued his auction career through March 2, 2019, when he conducted his "Quitin' Time" Auction at his home in Wickenburg, AZ.

O.C. served on the Board of Directors and was president of the Minnesota State Auctioneers Association and was inducted into their Hall of Fame in 2007. He was elected the Board of Directors in the National Auction Association and a Life Member of both organizations. O.C. was also Co-founder and elected as president for nine years for the Fellowship of Christian Auctioneers International. O.C. was awarded the Arizona State Championship Auctioneer 2001.

In Arizona, O.C. continued his career starting the annual National Western Heritage Auction and other online and live Auctions including entire contents of a museum in Tombstone, AZ (including some of Doc Holliday's possessions), and the International Railroad Museum Auction including selling a caboose and full contents and a dining car service pieces. Buyers from nine countries were in attendance. Peers nominated O.C. to the 2024 NAA Hall of Fame.

Source: <https://www.abbottfh.com/obituaries/OC-Mangold?obId=32213632>



Obituary Submissions

Obituaries may be submitted to communications@auctioneers.org. Submissions may be edited for length. Hi-resolution photos and information about NAA and industry involvement appreciated. Editors will do their best to locate photos if none are submitted.



Wayne Yoder Jr.

Wayne Yoder Jr. age 55 of Wautoma passed away on Saturday, August 10, 2024 at Mayo Clinic in Rochester, MN after his battle with cancer. He was born on December 19, 1968 in Hazelton, IA to Wayne J. and Amanda (Helmuth) Yoder. Wayne owned and operated Yoder's Auction service along with holding his Real Estate License. He loved to auction whether it was car auctions, horse auctions, antiques...when there was an auction....he was there. Wayne won the Wisconsin State Champion Auctioneer in 2008, competed at the National level in Auctioneering and won numerous State Advertising Awards in many different categories. He even traveled to Alaska to Auctioneer and really enjoyed that. Wayne liked to sponsor locally and was very involved in the community. He enjoyed being outdoors, hunting and had a smile that would light up the room but according to his coffee gang, made the worst coffee. Wayne will be sadly missed by the auction community, his family and friends.

Wayne is survived by his brothers: Joe, Jonas (Wilma), Dan, Enos (Jill), Levi; sisters: Anna (Andy) Yoder, Ester (David) Yoder, Mary (Freddie) Yoder; numerous relatives and many friends. He was preceded in death by his parents and sister-in-law: Mary Yoder

Source: <https://www.leiknessfuneralhome.com/obituaries/wayne-yoder>

William Yonce

William "Bill" Mathias Yonce, 87, passed away on Tuesday, August 13, 2024, after a period of illness. In 1961, Bill embarked on a career that would define his professional life. He attended Reppert Auction School in Indiana and began a distinguished career as an auctioneer. Before dedicating himself fully to auctioneering, he worked in radio, excelling as a booking agent, on-air talent, and in management roles at various radio stations in South Carolina and Georgia.

From 1966 until his retirement, Bill traveled across the country as an auctioneer, forging lasting friendships and leaving a positive impact on everyone he met. In addition to auctioneering, he was a licensed real estate agent and broker in multiple states, skillfully combining his two professions. His leadership extended beyond his work, as he served on the boards of both the SC State Auctioneers and the National Board of Auctioneers. As a founding member of the Auctioneers' Association of SC, Bill co-authored the Auctioneers licensing law in 1973. His contributions to the industry were recognized when he was inducted into the NAA Hall of Fame in 2010.

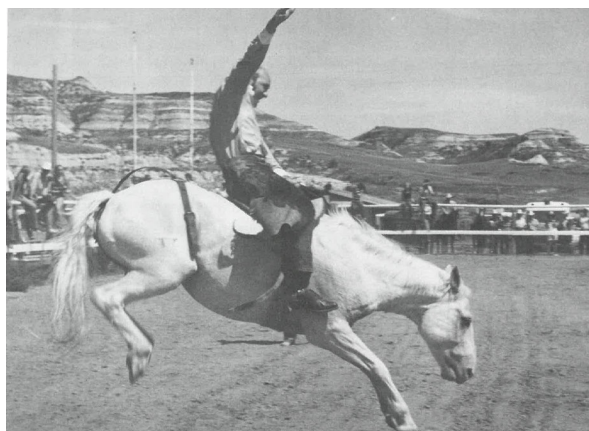
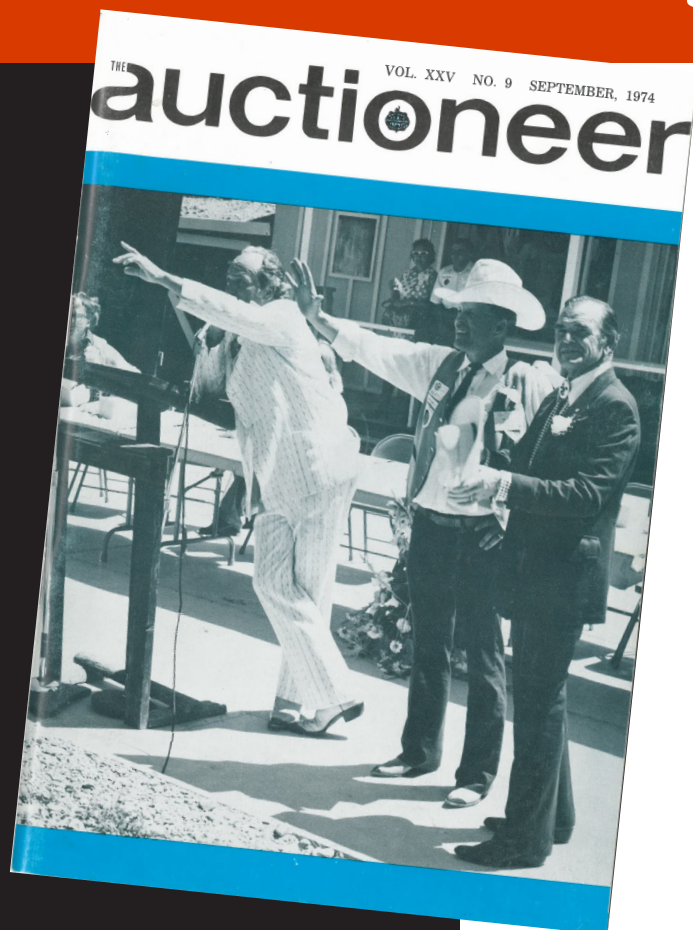
Bill lived his life with a spirit of service, using his auctioneering talents to benefit others. He was deeply involved in fundraising efforts for Francis Marion University, where he was awarded an honorary doctorate degree in recognition of his contributions. His philanthropic endeavors extended to organizations such as the National Rifle Association, the Dave Thomas Foundation, the Fisher DeBerry Foundation, Ducks Unlimited, McLeods Chef and Child, and The Girl Scouts, where his generosity and dedication made a lasting impact.

Source: <https://www.waterspowellfh.com/obituary/William-Yonce>



50 years later

Bareback Bronc Riding at Conference & Show



NAA's first (possibly last) bareback bronc riding contest was won by the horses. It looks like Marty Higgenbotham (on the white horse) might get the job done (he didn't). Bob Penfield is in the act of dismounting (not his desire) and Bert Penfield lasted one more jump after he lost his hat.

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