

the auctioneer

December 2023/January 2024

The official publication of the National Auction Association

2024 Conference & Show

Building Bridges in Pittsburgh



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Albuquerque, New Mexico

February 19–20, 2024

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Much Like David Bowie, the NAA is Going Through Ch-Ch-Ch-Changes

Lance Walker here with another installment of "Prez Says!" Since the NAA C&S in Oklahoma City, your NAA staff, the Board of Directors, and the four cornerstone committees have hit the ground running. It has been a hectic few months with positive results. These people have initiated needed changes and improved present programs. As we wind down 2023, the NAA looks forward to completing these new initiatives in 2024.

Advocacy is making Day on the Hill bigger and better by adding unique content and education for state leaders. Each NAA member must know and interact with your Congressional and state representatives. We are looking at better ways to monitor legislation that could negatively affect small businesses. We need auction professionals to be bold about contacting your government representatives.

After a successful and well-received marketing competition in OKC this summer, we are improving our signature NAA marketing competition even more. The goal is better recognition and more participation of participants.

There will be a rewrite of AMM and AMM Next. The coming Digital Marketing Summit will be another well-attended informative event. CAI is just around the corner. Don't make excuses about why you cannot attend. Make plans to make CAI happen for the betterment of your auction business. CAI is much more than advanced quality auction education. It is also a week of profitable networking that will help you for years. Completing CAI was one of the most profitable ventures in helping me grow my business. While there, I met Alabama auctioneer Larry Latham and established a friendship. From that, he invited me to work the ring at several pre-internet auctions where we sold via satellite in various ballrooms nationwide. Those auctions paid for my CAI experience and increased my knowledge of promoting and organizing a successful auction event. Getting to know successful professionals along with up-and-coming members at CAI will widen your auction possibilities and your company profits.

One of the positives that happens when auction professionals gather at C&S, CAI, a designation program, or a summit is auction alliances. Whether it is an informal once or twice-a-year cooperation on an auction or a more formal collaboration with groups such as Tranzon, Marknet Alliance, or United Country, alliances are a continuing trend in the future. Marknet Alliance, which started with ten auction companies

and has now grown to 65, is experiencing a change of the guard. The alliance began with three auction visionaries- Kurt Aumann of Illinois, J.J. Dower of Tennessee, and Chris Pracht of South Carolina. Their involvement in NAA brought them together to see a need for combining resources to grow their businesses collectively while remaining independent auction companies. MarkNet is now in its 16th year of helping auction professionals grow their businesses. If you haven't heard, the three founders have decided to step down from their leadership roles and turn it over to three active and progressive auction professionals- Robert Mayo of Missouri, J.T. Rowell of Georgia, and Matt Ford of Kentucky. These highly respected auctioneers are very active in the NAA. They will be an asset in leading MarkNet and continuing to contribute their time and talents to the NAA.

I have attended several state association conferences in the past few months and have found that attendance was good, and auctioneers are very optimistic about the future. Tennessee had their best participation in the rookie auctioneer contest ever. Hats off to the Nashville Auction School for encouraging graduates to participate in their state and national associations. Several auction schools across the county encourage their graduates to join their state and national associations, which will only help to advance their careers. These young auctioneers are excited about their future. It is up to state associations and the NAA to continue to offer opportunities for more education, advocacy, and alliances to benefit our profession.

It continues to be an honor to serve as your president. I look forward to helping advance needed changes through the NAA to improve our industry. ❖



Lance Walker, CAI, BAS, CES
NAA President

Lance Walker is the founder of Walker Auctions. He is a previous NAA Board of Directors member, and has served as President of the Missouri Auctioneers Association and Vice President of the Tennessee Auctioneer Association. Lance was named to the Tennessee and Missouri Auctioneer's Hall of Fame. He co-wrote the Benefit Auction Specialist curriculum for benefit auctioneers and taught the course to hundreds of auctioneers through the National Auction Association.

A large, stylized handwritten signature in black ink that reads "Lance Walker".

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“

If you are not
willing to risk
the unusual,
you will have
to settle for
the ordinary.

—

Jim Rohn

”



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National Auction Foundation Scholarship Application

The information provided on this form will be used by the National Auction Foundation.

What scholarship are you applying for?

Select items

If other, which event?

Other NAA event

Personal/Contact Information:

Full Name *

First Name Last Name

Address *

Street Address

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 last issue 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

January

- **GPPA** *(virtual)*
- **USPAP 15 Hour Update** *(virtual)*
- **Executive Winter Symposium**
- **Community Conversations**
 - » **Contract Auctions**
 - » **Women in the Industry**
 - » **Benefit & Charity**
 - » **Intellectual Property**
 - » **Artificial Intelligence**
 - » **Online Auctions**

February

- **Digital Marketing Summit**
- **Community Conversations**
 - » **Auctions Run in the Family**
 - » **Appraisals**
 - » **CAI Q&A**
 - » **Past Presidents** *(invitation only)*
 - » **Estates & Personal Property**

March

- **Certified Auctioneers Institute**
- **Community Conversations**
 - » **Livestock**
 - » **New Members** *(invitation only)*
 - » **State Association Leadership** *(invitation only)*
 - » **Auction Schools** *(invitation only)*

April

- **Day on the Hill Q&A #1**
- **Day on the Hill Q&A #2**
- **Community Conversations**
 - » **International Auctioneers**
 - » **Auto & Motorcycles, Dealers vs Individuals**
 - » **Bilingual Auctioneers**
 - » **Bankruptcy & Liquidations**

May

- **National Auctioneers Week**



Find additional event details at auctioneers.org/events &
Community Conversation details at auctioneers.org/community

Your Cornerstone Committees at Work

PROMOTIONS

The Promotions Committee, subcommittees, and task forces are in full swing and working hard! Discussions run the gamut from strategic planning to final touches on areas such as the 2024 Marketing Competition, IAC Live, website content and structure, and National Auctioneers Week planning.

National Auctioneers Week may be in May, but the process starts now to ensure all steps are completed before the date. That means developing a theme, how to present the chosen theme that speaks to the intended audience, and then scheduling all the steps with deadlines for a successful product. If you're reading this publication, you already know about the industry and how much it touches everyone's lives. Those who aren't aware of just how much of an impact auctions have in daily life need to hear that message!

Be sure to check out the Marketing Competition information included in this issue! Maybe it's your time to step into the winner's circle!

ADVOCACY

The Advocacy Cornerstone is getting ready for an eventful 2024, starting with the revamped Day on the Hill event, to be held May 6-7. In addition to hosting a reception for lawmakers and their aides to which we encourage you to invite your representatives, Day on the Hill will be expanded in 2024 to include a day of education aimed at state leaders (but open to all) on creating legislative agendas, educating on NAA's agenda, and conducting meetings with congress, to name just a few topics. This is a free event, though we encourage you to register!

COMMUNITY

Community Conversations are off and running with a full schedule posted to auctioneers.org/community. Check out the list of what's coming up and register to attend. These virtual events are a great networking tool whether you're new to the auction industry or you've been around it your entire life!

For anyone interested, we're looking for Community Conversation moderators. If you have any questions or want to confirm a moderation session, email memberservices@auctioneers.org.

November marked the completion of the fourth Women's Forum. This in-person event, held in Kansas City, MO, was attended by 29 female professionals from the auction industry. As a community event, networking was at the heart of every session and gathering.

EDUCATION

In recent months, the Education Institute Committee has been dedicated to advancing the educational landscape within the Association. At the forefront is the recommendation of education-related strategic planning initiatives to the NAA board of directors for 2024 and beyond. A pivotal aspect of the committee's work involves soliciting volunteers to contribute their expertise and passion to various education planning task forces and committees. These efforts showcase the NAA's dedication to shaping relevant educational programs and ensures that the NAA's education initiatives reflect our membership. The committee has also been reviewing education program policies to ensure alignment with industry standards and the evolving needs of our members. Approving instructor pools for designation classes remains a priority.

Legacy Youth Applications Now Open

The Legacy Youth Scholarship Committee's mission is to provide scholarships to well-deserving students, and networking opportunities to its supporters and their families.

Cindy Fisher had this to say about the impact the Legacy Youth Scholarship Committee (LYSC) had on her, "As the immediate past chair of LYSC it was so rewarding to witness NAA members at our luncheon in San Diego Conference & Show donate enough to provide 11 scholarships. Because of their generosity we were able to impact a record number of deserving students. As we proceed to raise funds LYSC will continue empowering the next generation of leaders through education."

The Foundation Legacy Youth Scholarship Fund will award up to three scholarships in the amount of \$2,500 each to qualified candidates each year. Scholarships are payable for use in the upcoming school year. **Scan the QR code below to apply.**





State Watch

Kansas

The 14th Annual Kansas Auctioneers Association Livestock Auctioneer Championship Competition took place November 10, 2023. Judges for this contest were Lynn Langvardt, Blake Angell, and John Cranston.

Livestock Auctioneer Contest Results

- Champion: John Kisner
- 2nd Place: Matt Becker
- 3rd Place: Elvan Schrock
- 4th Place: Titus Yeubanks
- 5th Place: JW Leard



Arkansas

On September 22, 2023 the Arkansas Auctioneers Association held their fall conference in Little Rock. Education was provided by Junior Staggs, JB Robison Sr, and Gary Cooper. Junior Staggs also provided musical entertainment.

Junior Champion Contest Results

Champion: Ryus Vierheller



Team Champion Contest Results

Champion: Jacob & Brandon Burley



NC Auctioneer Licensing Board Recognizes Distinguished 1973 Licensees on its 50th Anniversary

Fuquay-Varina, NC - The North Carolina Auctioneer Licensing Board (NCALB) is celebrating its 50th anniversary with great pride and honoring a remarkable group of nine individuals and an auction firm. These extraordinary honorees were issued their auctioneer licenses in 1973 and have consistently maintained their active licenses through 2023. Chaired by Danny DeVane, these distinguished individuals and the recognized auction firm were recently acknowledged during the NCALB's monthly Board of Directors meeting.

Since its establishment by the N.C. General Assembly in 1973, the NCALB has been an unwavering pillar of the North Carolina auction industry, with its primary mission being the protection of the public interest. The individuals and the auction firm who obtained licenses in 1973 and continue to uphold them in 2023 have made enduring and invaluable contributions to the profession. Their steadfast dedication and continued commitment have set a remarkable example for the industry. Today, the NCALB pays a well-deserved tribute to their strong example. The attending distinguished honorees are as follows:

- Sen. Thomas M. McInnis - NC Auctioneer License #25, Co-founder of Iron Horse Auction, Rockingham, NC. Currently serving his 5th term as Senate Majority Whip Republican - District 21 of the North Carolina Senate, McInnis was a pioneer in evolving the auction business, leading the way in innovations in the field.
- Mr. James R. (Ronny) Causby - NC Auctioneer License #37, Morganton, NC. Causby provided bid calling services for decades, primarily in the auto industry. In the late 1980s, he partnered with fellow 1973-licensed NC Auctioneer Bobby Melton to form Auctions Unlimited, Inc., offering a wide range of auction services.
- Mr. Kevin D. McDaniel - NC Auctioneer License #48, Salisbury, NC. McDaniel, who grew up in the dairy business, obtained his auctioneer license at the age of 20. Throughout his nearly 37-year career in law enforcement with the Rowan County Sheriff's Department, he worked auctions as time permitted and has continued with estate auctions and Sheriff's Department auctions since retirement.
- Mr. Bobby F. Cheek - NC Auctioneer License #53, Clemmons NC. He started his auctioneering career in 1964, focused largely on estate auctions in Forsyth County, NC and surrounding areas. Mr. Cheek recently turned 96!
- Mr. Richard M. Stafford - NC Auctioneer License #67, Charlotte, NC. Stafford's father founded Charlotte Auto Auction in 1939, and Richard followed in his footsteps, further developing the company. He spent 55 years as an auto auctioneer.
- East Carolina Auction Co. - NC Auction Firm License #68, Kinston, NC. The firm is headed by Mr. William Taylor, succeeding his

father who had founded the business. East Carolina Auction Co. has focused on farmland auctions for decades.

- Mr. William L. York - NC Auctioneer License #74, Harmony, NC. York Auction & Realty, founded in North Carolina in 1935, has conducted thousands of auctions featuring real estate, personal property, antiques, equipment, and business liquidations. Today, Bill York carries on the family tradition with pride.
- Mr. Jackie Ball - NC Auctioneer License #133, Marshall, NC. Mr. Ball grew up raising cattle and that led him into a career focused on livestock and land auctions. He was an early leader of NCALB and served as Board Chairman in 1979-80.
- Mr. Timothy E. Carpenter - NC Auctioneer License #157, Claremont, NC. Carpenter taught school for 32 years and was deeply involved in a large auctioneer family since an early age. He recalls auctioning a stool as a teenager, marking his initial foray into the field.
- Mr. Bobby S. Melton - NC Auctioneer License #166, Shelby, NC. Starting in the horse business, he became an auctioneer in 1969 and expanded to conduct all types of auctions. In the late 1980s, he partnered with fellow 1973-licensed NC Auctioneer Ronny Causby to form Auctions Unlimited, Inc., providing a wide range of auction services.

Six of these esteemed honorees and their guests had the privilege of attending an event where they were celebrated for their significant contributions to the auction industry. The remaining honorees will receive recognition plaques in the near future to express the Board's gratitude for their dedication.

Senator Tom McInnis, auction license #25, emphasized, "The vision of the law's forerunner, Craig Lawing, when the mandatory license was created, was to protect the public. The history of this board demonstrates this commitment to the general public." NCALB Chairman DeVane added, "Auctioneers serve as fiduciaries, and they are entrusted with people's property and the proceeds from the sale of that property. The licensing system provides an important layer of protection for consumers."

The North Carolina Auctioneer Licensing Board extends its heartfelt congratulations to all of the honorees, commending them for their unwavering service and commitment to maintaining the highest standards in the auction industry. Their enduring legacy is an inspiration to us all, and we look forward to many more years of their valuable contributions.

T. Kyle Swicegood serves on the Board of Directors for the National Auction Association and is a North Carolina Governor-Appointed Commissioner on the NC Auctioneer Licensing Board.

North Carolina continued



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Tennessee

The Tennessee Auctioneers Association held their annual convention on November 5-6 in Nashville.

The TAA installed a new Board of Directors. The election resulted in Lee J Amonett, Drew Williams (Vice-President), Daniel Pruitt, CAI; James Gary (Treasurer), Eddie Ables, Shane McCarrell, CES; (Past President), Phillip Traylor (President), and Jason Deel, CAI, GPPA; being appointed to the Board.

The 2023 TAA Hall of Fame inductee is John Ewing.

The judges of this year's Tennessee State Auctioneer Championship were Jeff Geraldts, Denise Traylor, Cookie Lockhart, Jacob Massey & Halie Behr, BAS.

Rookie Division Results

Rookie Champion: Blake Walker

1st Runner-Up: Lee Derryberry

2nd Runner-Up: Brianna Butler



Tennessee Continued

2023 Tennessee State Auctioneer Championship Results

Grand Champion: Tucker Kail

Reserve Champion: Jared Lusk

2nd Runner-Up: Tony Wisely



Submit state news and events!

We love seeing auctioneers gather together. Send us your state event news at auctioneers.org/statenews.

You can also submit your events for our state calendar to twohlford@auctioneers.org.

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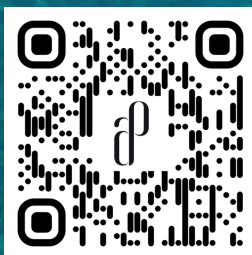
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Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Enforceability of Oral Auction Contracts

Question: What are oral contracts? Are they enforceable in the auction context?

An oral contract, also known as a verbal contract, is a contract that is not confirmed in writing or record signed by the parties. If you offer to buy my favorite t-shirt for \$200 and I accept your offer, and we do not put it in writing, for example, that is an oral contract.

What if I take your \$200 but refuse to give you the shirt? Or if I give you the shirt and you refuse to pay the \$200? An oral contract may be enforceable, depending on the circumstances.

There are situations where a contract is required to be in writing to be enforceable. Even when a written contract is not required, however, having a written contract is the best practice. There are several reasons why having a written agreement is better.

These reasons include, but are not limited to, the following:

- The risk that the contract will not be complete and leave out essential terms.
- The risk that the terms may be unclear, ambiguous, or misunderstood.
- It is difficult or almost impossible to prove oral contracts due to different perceptions, memory issues, and the integrity of witnesses.
- There may be limitations to the contract if one party dies or becomes incompetent.

Some oral contracts will not be enforceable unless there is a writing or record signed by the parties to confirm it. These contracts have a higher risk of fraud and must be confirmed in writing to be enforceable. The term generally used to describe statutes that require certain agreements to be in writing is the Statute of Frauds.

Contracts that must generally be in writing include, but are not limited to, the following:

- The sale of land, a home, or an interest in land (this will include easements and options to purchase land).
- Lease agreements.
- Contracts that may last more than one year.
- Goods being sold for more than \$500.00 (this amount may vary from state to state).
- Agreements creating a security interest.

How detailed does the writing or record does it have to be? It depends on the type of contract. Contracts relating to real estate must be detailed and specific.

They should include all of the essential terms relating to the sale. Contracts for the sale of goods under the Uniform Commercial Code (UCC), however, are at the other end of the spectrum. These contracts do not need to be as specific or detailed (because the Uniform Commercial Code will presume or fill in details left out). Let's examine the Statute of Frauds contained in Article 2 of the Uniform Commercial Code. Several states have the following provision enacted. It provides:

Except as otherwise provided in this section, a contract for the sale of goods for the price of five hundred dollars (\$500) or more is not enforceable by way of action or defense unless there is a record sufficient to indicate that a contract for sale has been made between the parties and signed by the party against whom enforcement is sought or by the party's authorized agent or broker. A record is not insufficient because it omits or incorrectly states a term agreed upon. Still, the contract is not enforceable under this section beyond the quantity of goods shown in the record.

Other states have amounts like \$1,000.00 or \$5,000.00.

This section requires a "record sufficient to indicate that a contract for sale has been made between the parties and signed by the party against whom enforcement is sought or by the party's authorized agent or broker."

The language in this section does not require a full written contract but a record sufficient to indicate that a contract for sale has been made between the parties.

The record under Section 2 of the UCC may even omit certain terms or information and still be enforceable. That is because the UCC has default provisions that will supplement the contract. These terms become part of the contract, whether the parties know it or not, unless they agree otherwise. The record required need not contain all the material terms of the contract, and the material terms that are stated need not be precise. All that is required is that the record affords a basis for believing that the offered oral evidence rests on a real transaction. It does not need to indicate which party is the buyer and which party is the seller. The only term which must appear is the quantity term, which need not be accurately stated. Still, recovery is limited to the amount stated. The

price, time, and place of payment or delivery, the general quality of the goods, or any particular warranties may all be omitted.

The UCC has "gap fillers" that will be applied to fill in everything except the quantity. Auctioneers should exercise caution and be aware of the UCC terms that will apply unless otherwise specified.

The record may be written in lead pencil on a scratch pad, entered into a laptop computer, a digital or electronic contract, or a memorandum of contract. The record could also be emails, text messages, online chat, or other things.

Oral contracts are valid and enforceable in some situations, even in the context of an auction. There are challenges, however, to proving the existence of an oral contract and its terms.

Some types of contracts must be in writing or have a sufficient record in order to be enforceable. The best practice is to have a written record for all contracts. ♦

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.

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





Cornerstone Committee Member Applications Due

There are dozens of committees and task forces that help guide the NAA in its decision making every year. If you've ever felt the urge to make your voice heard, start talking to committee leaders now.

Cornerstone committees will be selecting new members to serve on the 2024-2025 committees this coming spring. Applications for committees are due March 1, 2024. Links to applications will be available at auctioneers.org.

Each committee has different requirements. They are as follows:

Promotions

Two new committee members will join the Community Committee after the Board strategic planning meeting in August 2024. Terms are for three years and committee members are expected to take a very active role in the planning and implementation of Promotions Committee efforts. The Promotions Committee is responsible for encouraging the auction methodology of competitive bidding to the public and the value added to the auction professional by their association.

New committee members are recommended by the Promotions Committee to the Vice President and then to the Board of Directors for confirmation. The Chair and Vice Chair are elected by the Promotions Committee members.

Requirements

Promotions Committee members are expected to:

- Participate in monthly to semi-monthly virtual meetings
- Serve as chair for volunteer committees or task forces related to Promotions Committee work, if requested
- Be familiar with general marketing principles and trends
- Share NAA content on social media, including Facebook, Twitter, Instagram, LinkedIn and YouTube
- Be comfortable posting original content or going live on social media
- Ability to think strategically about promotional initiatives internally and externally
- Work well in a group setting and individually

Advocacy

Two new committee members will join the Advocacy Committee as of Conference and Show 2024. Terms are for three years and committee members are expected to take a very active role in the planning and implementation of Advocacy Cornerstone Committee efforts.

The Advocacy Committee looks for opportunities to advocate for the auction industry, whether that be in a governmental space or the private sector. A passing

familiarity with auction law is helpful, but not mandatory. This committee drives strategy for the Advocacy Cornerstone as well as creating the framework for tactically achieving those goals.

New committee members are recommended by the Advocacy Committee to the President and then to the Board of Directors for confirmation. The Chair and Vice Chair are elected by the Advocacy Committee members.

Requirements

Advocacy Committee members are expected to:

- Participate in monthly to semi-monthly virtual meetings
- Serve as chair for volunteer committees or task forces related to Advocacy Committee work, if requested
- Be familiar with laws and governmental processes
- Share NAA content on social media, including Facebook, Twitter, Instagram, LinkedIn and YouTube
- Have a demonstrated interest in advocating for the Auction Industry
- Ability to think strategically about advocacy initiatives internally and externally
- Work well in a group setting and individually

Community

Two new committee members will join the Community Committee after the Board

strategic planning meeting in August 2024. Terms are for three years and committee members are expected to take a very active role in the planning and implementation of Community Committee efforts.

The Community Committee is responsible for providing opportunities for members to engage with and support each other through various venues by working to identify topics and hosts for NAA's virtual Community Conversations; identifying possible in-person events, including purpose/topic, attendees best suited to attend, speaker options; and doing generative work on how NAA can foster community both inside and outside of events.

New committee members are recommended by the Community Committee to the Vice President and then to the Board of Directors for confirmation. The Chair and Vice Chair are elected by the Community Committee members.

Requirements

Community Committee members are expected to:

- Participate in monthly to semi-monthly virtual meetings
- Serve as chair for volunteer subcommittees or task forces related to Community Committee work, if requested
- Be familiar with general networking benefits and styles

- Share NAA content on social media, including Facebook, Twitter, Instagram, LinkedIn and YouTube
- Be comfortable posting original content or going live on social media
- Ability to think strategically about community initiatives internally and externally
- Work well in a group setting and individually
- Able to complete duties as assigned by the Community Committee within specified deadlines

Education

Trustees are expected to take a very active role in the planning and implementation of education efforts of the NAA. EI Trustees plan the educational activities of the NAA, including designation programs, summits, symposiums, educational offerings at Conference & Show, and online education programs.

NAA members and designation holders who wish to be

considered for a position of Trustee for the NAA Education Institute (EI) must submit information declaring their interest by March 1, 2024.

Two new committee members will join the Education Committee as of the 2024 Conference & Show in Pittsburgh. Terms are for three years and are appointed by the Vice President of the NAA Board of Directors.

NAA Education Institute (EI) Trustees and former EI Trustees who wish to be considered for a position of Trustee Chair or Vice Chair for the NAA Education Institute (EI) must submit information declaring their interest by March 1, 2024.

One Chair and one Vice Chair will continue with or join the Education Committee as of the 2024 Conference & Show in Pittsburgh. Terms are for one year and are elected each year. The Chair will also participate on the NAA Board of Directors.

Requirements

- NAA member for three years
- Hold an NAA designation (CAI, AARE, AMM, BAS,

CAS, CES, GPPA or MPPA)

- Served on an NAA volunteer committee or task force
- IF VICE CHAIR: Currently serving a three-year term as an EI Trustee
- IF CHAIR: Served (or will finish serving this year) a full term as an EI Trustee OR an AMI Board member
- Submit a letter confirming a commitment to serve
- Attend the International Auctioneers Conference & Show

Education Committee members should be aware that:

- Trustees are required to participate in monthly virtual meetings and attend one in-person meeting each year (which takes place at Conference & Show)
- Trustees recommend to the NAA Vice President new Trustee candidates for appointment
- The NAA Vice President makes the final recommendation of new Trustee candidates to the NAA Board for approval

- Only two Trustees will be appointed annually
- Terms are three years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA Board, other than the NAA Vice President and the Chair of the Trustees
- Leadership positions of Chair and Vice Chair are elected by the Trustees
- Leadership terms are one year and are newly elected each year
- Leadership positions may not serve more than two terms in the position
- Trustees may not be newly hired to teach in seminar or designation programs during their tenure
- Trustees may be asked to chair volunteer committee or task force groups
- Trustees will be asked to share NAA content on social media, including Facebook, Twitter, Instagram, LinkedIn, and YouTube and/or post original content or go live on social media

Applications are due March 1, 2024



Promotions
Application



Advocacy
Application



Community
Application



Education
Application



Auctioneers' Guide to a Prosperous 2024: Setting Goals, Booking More Business, and Tracking Success

By Beth Rose, CAI, AARE, AMM

As we step into the promising year of 2024, Auctioneers find themselves at the forefront of an ever-evolving industry. By adopting robust systems and methodologies, you can ensure a busy calendar and a financially rewarding year. Let's dive into the key strategies that will set the stage for your success.

Setting SMART Goals

Start your journey by crafting your goals—Specific, Measurable, Achievable, Relevant, and Timeline. Define the outcomes you wish to achieve, ensuring each goal is specific to your professional growth. For instance, aim to increase the number of successful auctions, expand your client base, or enhance your marketing strategies. Measurable benchmarks, such as revenue targets and customer satisfaction metrics, will provide a tangible means of tracking progress. Every year, I've tracked where my business evolved and the total gross volume of assets. For example, do you want to break into new markets, go after commercial real estate, break the barriers of brokerage firms, more special asset and specialty auctions? What are your goals, and how can you attain them? Instead of a vague goal like "Increase auctions," make it specific: "Conduct 20% more real estate auctions compared to 2023."

Reflect on Past Performance

Begin by reviewing the previous year's performance. Identify achievements, areas for improvement, and lessons learned. Consider both quantitative metrics (sales figures, conversion rates) and qualitative aspects (customer feedback, successful strategies)

Filling Your Calendar with Purposeful Appointments

A busy calendar only equates to a prosperous year if those appointments align with your strategic goals. Prioritize quality over quantity by focusing on appointments that contribute to your long-term success.

Consider the following tips:

Diversify Your Services: Expand your offerings to appeal to a broader audience. If you primarily conduct single-family real estate auctions, explore opportunities in other sectors. If you conduct personal property auctions, explore opportunities with elder care, senior living facilities, and estate attorneys, or develop a downsizing program with social workers. Include a mix of short-term and long-term goals. One of the great lessons I learned was during the recession. I was diversified, which were some of my best years that I was able to build upon.

Strategic Networking: Attend industry events, conferences, and workshops to network with potential clients, partners, and collaborators. These connections can lead to valuable appointments that contribute to your business growth. Seminars to your peer groups can increase your business exponentially. Define how many seminars you can conduct in one month and be consistent.

Optimize Marketing Efforts: Leverage digital platforms to enhance your online presence. Utilize social media, email campaigns, and a well-designed website to attract potential clients and showcase your expertise. When was the last time you updated your website and re-developed your brand? The last time I changed my brand, I was able to double my business with fewer auctions. The lesson here was that I was getting more quality auctions.

Client Retention: Don't overlook the importance of maintaining relationships with existing clients. Satisfied clients are more likely to recommend your services and provide repeat business, filling your calendar with ongoing opportunities. Our current environment has become very virtual; however, it is vital to revisit your relationships so your client can think of you when the time is right.

Implementing Systems for Progress Tracking: To ensure that your efforts translate into tangible results, establish systems for tracking progress. A simple spreadsheet can keep track of your progress. Four key components to consider are:

- Create an action plan:
- Break down each goal into actionable steps.
- Identify the specific activities and strategies that will contribute to goal attainment.
- Develop a timeline for each step.

Consider Market Trends

Stay informed about industry trends and market dynamics. Be in the know on upcoming disruptors. Adapt goals to align with changes in the market environment. It is essential to be ahead of the curve when changes happen.

Data Analytics

Utilize data analytics tools to assess the performance of your auctions and marketing campaigns. Analyzing conversion rates, audience engagement, and revenue growth can offer valuable insights. Do you know how valuable your buyers are? How much is a single buyer or seller worth?

Client Relationship Management (CRM) Systems

Implement a CRM system to organize client information, track interactions, and identify opportunities for up-selling or cross-selling. This tool can help streamline communication, enhance customer satisfaction, and assign tasks so no lead falls through the cracks.

Financial Management

Keep a close eye on your financial health. Track income, expenses, and profits to ensure your business remains financially sustainable throughout the year.

Regular Assessments and Adjustments

Periodically review your goals and performance metrics. If specific strategies are not yielding the desired results, be prepared to adjust and adapt your approach. Flexibility is key in a dynamic industry.

As you embark on the journey of 2024, let strategic goal-setting, purposeful appointment scheduling, and diligent progress tracking be your guiding principles. By adopting these practices, you not only fill your calendar with opportunities but also pave the way for a lucrative and fulfilling year in the auction profession.

The National Auction Association and I wish you a prosperous and successful 2024!





NAA MARKETING COMPETITION

PRESENTED BY **blueriver**
digital

**NEW THIS YEAR
ALL ENTRIES ARE
DIGITAL ONLY!**

GENERAL RULES

1. ENTRIES MUST BE REFLECTIVE OF THE AUCTION INDUSTRY IN SOME CAPACITY AND MUST HAVE BEEN CREATED BETWEEN JAN. 1, 2023 – DEC. 31, 2023.
2. EACH ENTRY MUST BE ACCOMPANIED BY A \$35 ENTRY FEE.
CAMPAIGN OF THE YEAR REQUIRES A \$100 ENTRY FEE.
3. THE MEMBER WHOSE NAME APPEARS ON THE ENTRY FORM MUST BE A CURRENT MEMBER OF THE NAA, OR THE ENTRY IS DISQUALIFIED. FORMS MUST CLEARLY LIST THE MEMBER NAME AND OFFICIAL COMPANY NAME, AS THIS CANNOT BE CHANGED ONCE SUBMITTED.
4. EACH ENTRY WILL BE JUDGED BY A PANEL OF MARKETING PROFESSIONALS. THERE WILL BE ONE TOP WINNER IN EACH CATEGORY, WITH UP TO FOUR FINALISTS.
5. FINALISTS WILL BE ANNOUNCED APRIL 1, 2024, AND FEATURED IN THE APRIL/MAY ISSUE OF *THE AUCTIONEER* MAGAZINE.
6. WINNERS WILL BE ANNOUNCED IN-PERSON AT A CEREMONY DURING THE NAA'S INTERNATIONAL CONFERENCE & SHOW. WINNERS WILL ALSO BE INTERVIEWED FOR THE AUG/SEPT "CHAMPIONS" ISSUE OF *THE AUCTIONEER*.
7. THE NAA RESERVES THE RIGHT TO MOVE/DENY AN ENTRY BASED ON THE CRITERIA FOR THE CATEGORY IN WHICH IT WAS ENTERED.
8. IMAGES SUBMITTED FOR THIS CONTEST MAY BE USED IN FUTURE ISSUES OF *THE AUCTIONEER* OR FOR OTHER NAA PROMOTIONAL AND MARKETING PURPOSES

CAMPAIGN OF THE YEAR

Subject to change

\$100 entry fee

One entry will be selected as Campaign of the Year

Submit a PDF with title pages dividing major sections that includes any or all of the following:

- **A brief, one-page summary of your auction campaign**
- **Important information on why the auction was noteworthy**
- **Marketing strategy and tactics used**
- **Goals for the auction**
- **Copies of photographs, advertisements, and any other promotional materials**
- **Innovative marketing or techniques employed**
- **Online marketing**
- **Target markets**

**DIGITAL ONLY,
SINGULAR PDF,
SUBMISSION DEADLINE**

**FEBRUARY
15
2024**

HIGHLIGHTS



Finalists

Each category and sub category listed to the right will have up to four finalists. These finalists will be announced in the April/May issue of *The Auctioneer*.

One winner will be selected per category



Awards Ceremony

Winners will be announced and receive their awards at the NAA's International Auctioneers Conference & Show in Pittsburgh, Pennsylvania.



Other Highlights

The Campaign of the Year winner will also be interviewed and appear in the Champions Issue of *The Auctioneer* in August/September.

CATEGORIES

Subject to change

\$35 entry fee

Postcards (One or two sided)

Real Estate, Commercial Assets, Personal Assets

Brochures (Multi-page promotional piece)

Real Estate, Commercial Assets, Personal Assets

Video

Benefits, Real Estate, Commercial Assets, Personal Assets

Email Campaign (Include copy of email and any relevant statistics)

Benefits, Real Estate, Commercial Assets, Personal Assets

Company or Self promotion

Audio, Video, Print, Social

Paid Social Media Ads

Benefits, Real Estate, Commercial Assets, Personal Assets

Social Media Influencer (Includes examples of content)

Social Media Campaign (Include copy of campaign and any relevant statistics)

Short-form Video for Social Media (Include video and any relevant statistics)

Photography (Photos may be produced in house or by a professional photographer. If relevant the same photo may be entered into more than one category.)

Auction Crowd

Auction Lots

Auctioneer in Action / Auction Team / Behind the Scenes

Buyer Excited About Purchase / Fun at Auction

Creative Photography

Real Estate

Podcast (Produced by company)

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



Pittsburgh, PA

July 23 - 27, 2024



Preliminary Schedule

Tuesday

8:30 am - 11 am	NAA Board Meeting
12:30 - 6 pm	Registration/Packet Pickup
12:30 - 6 pm	Trade Show
12:30 - 6 pm	Tech Central
4:30 - 5:30 pm	Happy Hour
TBA	Welcome Party

Wednesday

8 am - 4 pm	Registration/Packet Pickup
8 am - 5 pm	NAA Pavilion
8 am - 5 pm	Community Central
8 am - 5 pm	Tech Central
9 am - 5 pm	Trade Show
9 - 10 am	First-timers Orientation (Private Event)
9 - 10 am	Coffee and Conversation
TBA	NextGen Workshop
10 am - Noon	Legacy Youth Scholarship Committee Brunch/Auction
10 am - 4 pm	Tech Byte Sessions
10 am - 4:30 pm	Education Sessions
11 - 11:45 am	Meet the Candidates
11:30 am - 1 pm	Women Auction Professionals Lunch (Private Event)
1 - 2:30 pm	General Session Keynote
3:15 - 4 pm	Town Hall Meeting
4 pm	IJAC Contestant Orientation
4 - 5 pm	Happy Hour
4:30 - 5 pm	NAA Marketing Competition Awards Presentation
5 pm	IJAC Preliminary Round

Thursday

7 - 8 am	CAI Breakfast
8:30 - 10:30 am	NAA & NAF Annual Business Meetings and Elections
8 am - 5 pm	Registration
8 am - 4:30 pm	NAA Pavilion
8 am - 4:30 pm	Community Central
8 am - 5 pm	Tech Central
9 am - 5 pm	Trade Show
TBA	State Association Group Photos
12:30 - 2 pm	Tech Byte Sessions
12:45 - 4:30 pm	Education Sessions

11:30 am - 1 pm

Community Cornerstone Luncheon
(Private Event)

4 - 5 pm

Happy Hour

5 - 6 pm

President's Gala VIP Reception
(Private Event)

6 - 9 pm

President's Gala/Hall of Fame Awards

6:15 - 9 pm

Hall of Fame Family Room

Post Gala

Presidential & HOF Reception

Friday

6:30 am	IAC Judges Breakfast
6:30 am	IAC contestant mic check (Optional, for contestants only)
7 - 8 am	IAC Contestant Orientation (Mandatory for contestants)
7:30 - 9:30 am	NAF Board of Trustees Meeting (Private Event)
8 am - 3 pm	International Auctioneers Championship Preliminary Round
8 am - 4 pm	NAA Pavilion
8 am - 4 pm	Community Central
8 am - 9 pm	IAC Live! Broadcast
8:30 am - 4 pm	Education Sessions
8:30 am - 3:30 pm	Tech Byte Sessions
9 am - 2:30 pm	Tech Central
10 - Noon	NAA Board of Directors Meeting (Private Event)
12 - 2 pm	Presidents Lunch (Private Event)
12 - 2 pm	LYSC Past Presidents and HOF Lunch (Private Event)
2:30 - 4:30 pm	NAA Hall of Fame Committee Meeting (Private Event)
TBA	LYSC HOF Committee Meeting (Private Event)
4:30 pm	Happy Hour
5 - 6 pm	IAC Dinner
5:45 pm	Main Stage: IAC Parade of Champions
6 - 9 pm	Main Stage: IAC Finals Round

Saturday

8:30 - 9:30 am	IAC Breakfast of Champions (Private Event)
9-10 am	Send-off and Sips
10 - 11 am	Don Shearer Children's Auction
11 am	Conclusion and Wrap Up

Conference & Show Highlights

NAA & Foundation Annual Business Meetings

The NAA and Foundation leadership will deliver the annual State of the Association/Foundation address at the Annual Business Meetings. Conference registration is not required to attend and participate in either meeting, but a valid name badge is required.

President's Gala & Hall of Fame Awards

As we gather for an evening of recognition and celebration, you can feel the grandeur and the rich history of the NAA as the past presidents line up in front of the stage to pass the gavel to the newly elected NAA president. Friends and families watch with joy during the unveiling of the 2024 NAA Hall of Fame honorees. Dinner is included and a celebratory reception immediately follows this event.

The Don Shearer Children's Auction

Before you check out and head home, don't miss the cutest future auctioneers around. The Don Shearer Children's Auction is the best way to end an incredible week with the future of the auction industry. Benefiting the National Auction Foundation, this beloved event will warm your heart and potentially empty your wallet!

Trade Show and Innovation Stage

The Trade Show at Conference & Show is full of cutting edge technologies to make your auction business run smoothly and efficiently. The Innovation Stage will provide plenty of great content and sessions in Pittsburgh.

International Junior Auctioneer Championship

What an amazing experience for youths ages 12-18 to be able to take the stage and compete for the title of International Junior Auctioneer Champion. There's no better opportunity to forge relationships and friends with peers throughout the United States. Preliminaries are held on Wednesday evening with the finals taking place alongside the IAC finals.

International Auctioneer Championship

The premier auctioneer championship in the world, the IAC takes place all day Friday.

To compete, contestants must:

- Be 18 years or older and a must compete as a current member of the NAA.
- Register for Conference or register as a paid exhibitor on or before the deadline. No entries will be accepted after the deadline. The Day Pass registration option does not qualify.
- Complete the contestant entry form and pay an entry fee on or before the deadline
- Attend the mandatory IAC Roll Call and Orientation meeting held at 7a.m. on the day of the contest. Failure to be present at roll call will result in disqualification without refund of conference or contest fees.

Each contestant sells two items consecutively in both the preliminary and final rounds. The items are supplied by the NAA. Only finalists will participate in the interview portion of the final round.



10 Unique Pittsburgh Experiences



Duquesne Incline



Phipps Conservatory



Cathedral of Learning



***Gateway Clipper
Boat Tours***





Warhol Museum



Heinz History Center



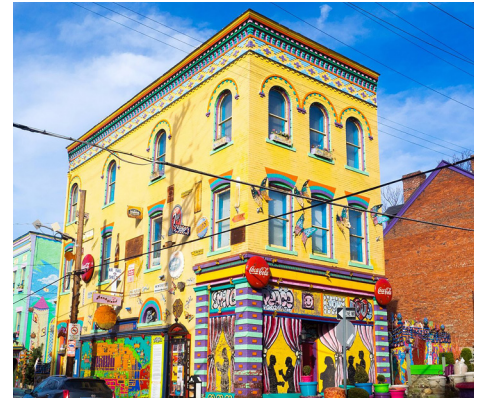
National Aviary



Carnegie Museums of Art and History



Point State Park



Randyland



Our Host Hotel

The Wyndham Grand is located firmly in downtown Pittsburgh, PA. Located amongst skyscrapers and where the 3 rivers meet; this hotel will be NAA's stomping ground for the 75th International Auctioneers Conference & Show.

Hotel reservations for Conference & Show will open in early January. Stay tuned into NAA socials to be sure to reserve your spot before they sell out. You won't want to miss what's in store!

Restaurants In and Around The Wyndham Grand Hotel

3 Rivers Restaurant (American; \$\$)

Eddie Merlot's (Steakhouse; \$\$\$\$)

Meat & Potatoes (Gastropub; \$\$\$)

City Works (American; \$\$)

The Speckled Egg (Brunch; \$\$)

Alihan's (Mediterranean; \$\$)

Condado Tacos (Mexican; \$)

Arepittas (Venezuelan; \$)

Sienna Mercato (Italian; \$\$)

Nicky's Thai Kitchen (Thai; \$\$)

Primanti Bros. (Sports Bar; \$)

Las Velas (Mexican; \$)

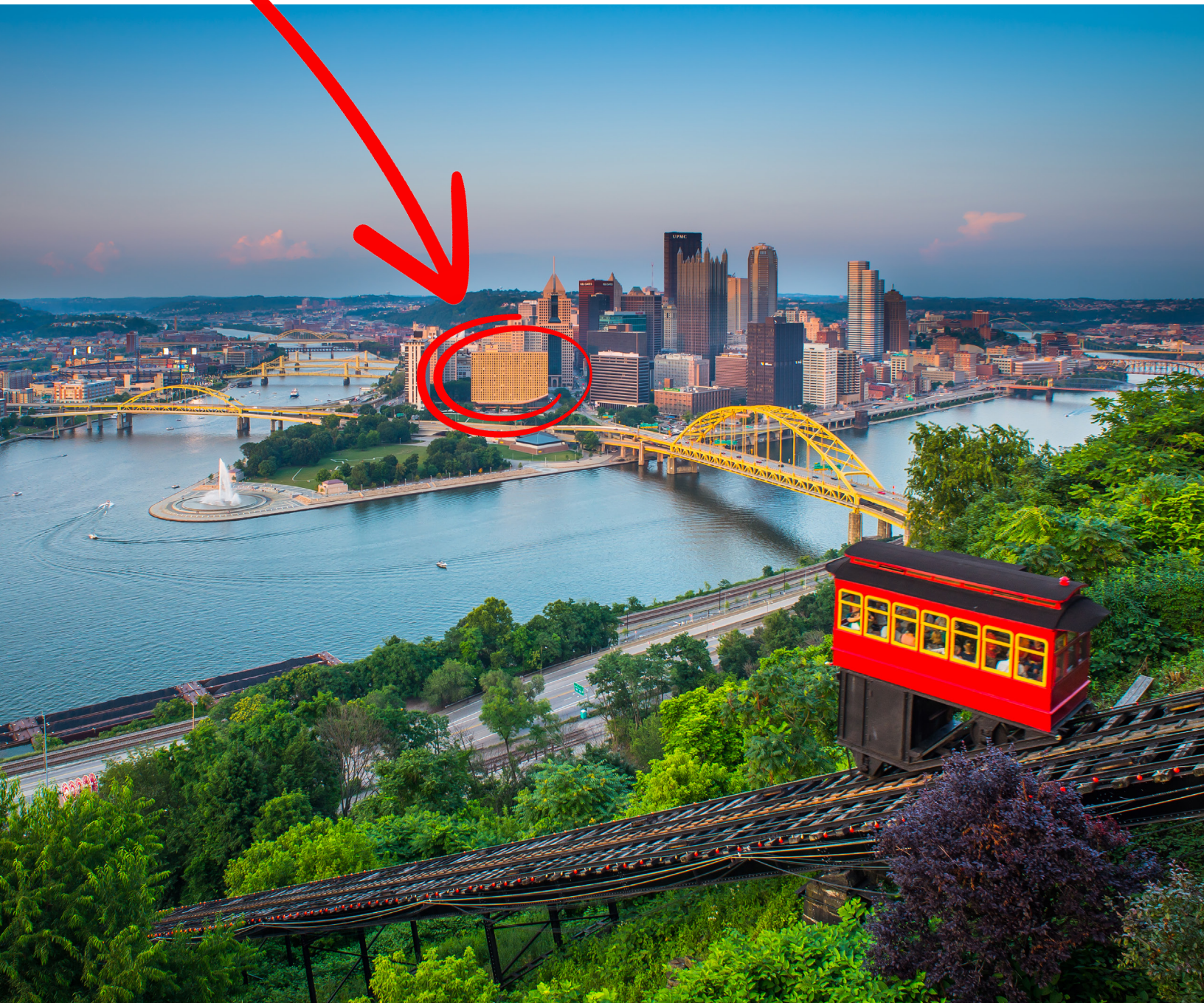
Pizza Parma (Pizza; \$)

Gaucha Parilla (Argentinian; \$\$)

The Capital Grille (Steakhouse; \$\$\$\$)



Reserve your spot at conferenceandshow.com





As part of NAA's Community Committee, the Women's Forum Task Force knocked this event out of the park! Networks that started during any of the three previous events found renewed strength, and first-time attendees forged new relationships.

Two days of sessions designed to empower attendees did not disappoint! Attendees were inspired and then guided through a workshop by keynote Maria Milagros on identifying what is essential to each individual and how to prioritize those things in life. The following sessions continued the momentum with ideas and strategies to make priorities into dreams, goals, and reality by discussing advocating for yourself, life transitions, wellness, and communication.

In the final session, guest speaker Christopher Carter added the finishing touches through an interactive presentation on body language that showed his mind reading was him knowing what to look for when the other person was communicating. Networking wasn't limited to just daily sessions. Evening receptions were proof of that! So many great conversations among old and new friends.





UNLEASH YOUR AUTHENTICITY





Supreme auction outcome

Real estate auction sale sets in motion six-year journey that sets legal precedent in favor of the auction industry

By James Myers

The bidding results were akin to a windfall – a real estate sale projected to garner upwards of \$900,000 at auction had a winning bid of \$1.2 million. It's an auctioneer's dream, right? Sure, if the dream includes the buyer backing out and six years of lawsuits taking the slow path all the way to the Supreme Court of New Jersey.

Max Spann, Jr., CAI, a fourth-generation auctioneer, knows all too well that having safeguards in place and the backing of the NAA will help you in court.

"It's a litigious world," Spann said. "You have to be disciplined."

It all started in 2016 with the sale of a home on five acres on Bernardsville Mountain in New Jersey. Spann's clients had grown up in the house, and with both parents now deceased, they sought to monetize the property by selling it at auction.

"It went to market with tremendous response," Spann said. "(The auction) was a ballroom event, and there were a dozen or so bidders."

Nobody expected the bidding to go as high as it did, but the winning bidder put down their 10 percent deposit, signed the contract, and all that was left to do was "wait for closing." That closing never came, as the buyer was unable to satisfy the obligation of the contract, thereby forfeiting their deposit, which was to be split by the auction company and the client. And thus began a six-year journey, the outcome of which has set legal precedent.

Traditional vs. Auction Real Estate Sales

There are many reasons sellers choose the auction method to offload their properties. A big one is that they have control over the timing of the sale, which is an as-is, no contingency sale.

"When the gavel falls," Spann said of the auction process, "it's sold. There is no negotiation."

The auction method offers the ultimate price discovery, but the auction also creates excitement, as the advertising and marketing are aggressive. Sellers know this method forces the buyer to be decisive and that the process, from start to finish, lasts between 30 to 45 days (on average).

Furthermore, and perhaps most importantly in this case, the buyer at auction doesn't have three

days following the sale for the attorney review, which is standard in traditional real estate transactions. However, this was the basis for the buyer's lawsuit to reclaim their deposit.

"The buyer felt the contract was null and void due to no attorney review," Spann said. "New Jersey law provides an attorney review for traditional real estate."

Spann's lawyer objected to that claim, as in auction law, especially with an absolute auction, when the bidding is completed, "that's a binding contract right then and there," Spann said.

Transparency is crucial, Spann said. His company includes lines like this in their pre-auction documentation that bidders must sign: "I recognize that this is an Auction Sale and is not subject to an attorney review period. I will review the contract of sale prepared by seller's counsel prior to the auction."

The court ruled in Spann's favor, but the case didn't end there. The buyer, still intent on getting back their \$120,000 deposit, took the case to the appellate court, where three judges decide cases. After hearing arguments, two judges sided with Spann, but the third abstained, citing jurisdictional reasons. Non-unanimous decisions automatically go to the state's supreme court, which would finally take up Spann's case in 2021.

"As soon as it hits the state supreme court," Spann said, "it becomes big news. The NAA – they came to back us 110 percent. They composed

a very strong endorsement letter, and these things matter; it's like a stamp of approval."

Spann said that when you're in front of a judge or a government entity, having credentials, such as various NAA designations, and backing an organization like the NAA (the New Jersey Realtors Association also provided a statement of support) is extremely helpful.

Finally, in June 2022, the state supreme court ruled in favor of Max Spann Real Estate and Auction Company.

"They recognized the difference between traditional real estate vs. auction," Spann said of the decision. "Why have an auction if there is an exit clause and one of the parties can just change their mind? That would ruin the whole reason for an auction and obviate the need for any of us to be here. The court recognized that and it was part of their discussion with the opposing counsel."

Spann calls the state supreme court decision a "major win" for the auction industry and should dissuade similar lawsuits in the future.

"This is important because it set precedent," he said. ♦

This article is based on a session from the NAA's 2022 Conference & Show. Watch it now on The Auction Institute®.



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Bolstering benefit auctions

Long-time benefit auctioneers offer advice for improved auctions

By James Myers

The excitement and fun of an auction is infectious, but for benefit auctioneers, leading with the heart while delving deep into creative resources provides a one-two punch that elevates the event.

Getting top dollar for the client might be the overall goal, but focusing solely on money would be missing the point. In benefit auctions, where the stakes are often high and involve fundraising for important organizations seeking to improve the world, connecting with the client first and then the audience is a commonality that all successful benefit auctioneers share. That's the sentiment behind a common phrase among seasoned benefit auctioneers: "It's not about us – it's about the client and their donors."

A hybrid gathering of benefit auctioneers during a recent NAA Conference & Show provided a wealth of information for those new to the industry. Still, some insights were shared that even the sagest auctioneers could use to their advantage.

One of the early topics discussed was the fact that successful benefit auctioneers make a point of understanding the challenges their clients face. Connie Johnson, CAI, BAS, offered that it's essential to be transparent about the passions that drive you to provide value to clients.

"Before you sell what you do," she said, "you sell what you believe in."

New Tricks

Experienced auction professionals know the value of experimenting with new tactics to open avenues of funding, whether it's a new game that stirs the crowd or a new approach to an emotional appeal that motivates donors. But it can also be as simple as asking for more. Jim Nye, BAS, who has 20-plus years of experience in the industry, said he was around ten years into his career when he realized he could stand in front of a crowd and confidently say after selling an item, "Would anybody like to give more?"

For example, an auctioneer could have just sold a trip to Hawaii for X amount of dollars, and following that sale, pause, look into the crowd, and ask the question. There will be no trip to Hawaii for the donor, but it's an opportunity that a surprising number of people will take to open up their checkbooks.

"Seventy-five percent of the time, I have success," Nye said, adding that the timing of the delivery of the statement is crucial.

The Vulnerability Factor

Myers Jackson, CAI, AARE, ATS, CES, has extensive experience in the industry, dealing in everything from bankruptcy to real estate, firearms to farms, collector cars to motorcycles. Still, he also has experience as a benefit auctioneer. He inquired of Lance Walker, CAI, CES, BAS, if the long-time auctioneer (and auction school instructor) ever had to take a pause during an auction to gather himself.

Walker recalled an auction years ago about a young girl who, after rounds of treatment, went into remission. She got up and told her story to the crowd, which moved everyone, including Walker.

"She gave a speech that just brought tears to everybody's eyes, including this old fuddy-duddy auctioneer," he said. "My just voice cracked when I tried to follow her. It was just incredible – this little girl got the message across better than anyone in that room. It was a very emotional moment for me."

So, the question is: do you pause to regain composure? Let it happen like Walker did, or lean into it? Johnny "Bravo" Holloway, a Houston-based auctioneer who has worked more than 500 non-profit events as MC, auctioneer, and fundraising consultant, sees embracing emotional moments as an opportunity to show humanity.

"I always look for that moment in every gala as I get on stage," Holloway said. "Especially as a man – if a male gets up there and shows

emotional vulnerability, that has so much equity with the donors and the executive director. I'll let them know that's probably going to happen because I'll find that empathetic moment somewhere in there so that I can connect, relate to it, and identify it to somebody personally. Always think about how you can connect with them so you can be emotionally vulnerable so it comes from that honest part of your heart."

Embrace the NAA's Community Support

Several times during the session, NAA members spoke about the benefits of being a member and taking advantage of the knowledge other members share during social gatherings at events, including the Conference & Show.

While the sessions scheduled throughout the week of events are insightful, members urged newcomers to seek opportunities to socialize, ask questions, and exchange contact information with others.

"Due to conferences like this, professionalism has risen," said Tim Keller, BAS, CAI, AMM, CES. "What I appreciate is the level of sharing that has happened. I could call anybody in this room, and they'll help you answer the question."

Christie King, former NAA president and founder of CKing Benefits, recommends first-time Conference & Show attendees have their business cards ready to hand out and make connections.

"As soon as you get home," she said, "reach to them. Don't wait for them to reach out to you. This is a family that continues to grow and is my personal nucleus that I come to when I need help or advice. We're all here to help you." ♦

This article is based on a session from the NAA's 2021 Conference & Show. Watch it now on The Auction Institute®.

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Q&A

Frances Fripp

What sparked your interest in becoming an auction professional?

I started in the auction world, working as an Internet Auction Coordinator at Ritchie Bros. Auctioneers in 2007. My position was to listen and clerk to some of the best auctioneers in the world, watching millions of dollars worth of equipment drive across the ramp. They would shake the ground you were standing on as they drove past. The equipment, thousands of buyers, and the booming voice of the auctioneer was an incredibly powerful tool. It was then that I knew auctioneering was the career I wanted.

What road did you take to get there?

In 2008, I was determined to go to auction school. I was 18 years old and living on my own, working two jobs between auction sales. I was just shy of the tuition and hotel costs of Auction School. It was with the help of Barb and Krista Richards of the Canadian Auction School that I could attend their classes. Learning from a female-led Auction School was exactly the motivation I needed to start my journey into becoming an Auctioneer.

Were there any challenges you faced?

As a first-generation auctioneer, getting microphone time to practice was very challenging. It wasn't until YEARS after auction school that I could chant. I went to my first Auctioneer's Association of Ontario Convention and Competition in 2012. I was entered into the competition by fellow auctioneer Doug Jacobs. The night before the competition, I was incredibly nervous. I knew the next day I had

to do the one thing I dreamed of doing since Auction School. I stood with my back to my now husband and practiced while he would 'Yup.' Competition day came, and I had done it; I had auctioned in front of a group of incredibly supportive peers and claimed second place. That day was the fire that ignited my auction career.

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

Online auctions accounted for roughly 20% of the industry when I started. Now, that number has increased tenfold. How to market yourself has changed from newspapers and print to social media and online incredibly quickly. The Covid pandemic accelerated this change at a pace many of us could not have seen. It has never been so important to continue learning to use new tools to succeed in this industry. The NAA's courses and Conference & Shows have been a driving factor in my continuing education in the auction industry.

Why do you love what you do?

My friends and family call me an 'Auction Nerd,' and rightfully so. I love the chant, the excitement of an auction, and the competitive atmosphere of buyers. I love that an auction is the only sale method where you can achieve more than the retail price. Representing female auctioneers is one of my favorite aspects of the industry. Many people will say they have never heard a female auction chant. It always makes me feel honored to be able to represent women in this industry every single time.

What do you think is the most significant thing (or things) auction professions can do to stay relevant?

Consistently learning is the best tool to stay relevant in the auction industry. Whether in real estate auctions, fundraising, auto auctions, or appraisals, the one constant is change. I advise any auctioneer to take advantage of the education provided by the NAA. Network with fellow auctioneers to stay on top of industry trends to be prepared for whatever change is ahead.

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

When I first joined the NAA, I was interested in their vast education opportunities. I started with the BAS designation in 2016, which kickstarted my Benefit Auctioneering into my current career. The AMM course taught me how to market yourself as a brand and utilize data to reach specific audiences. But it wasn't until I attended Conference & Show that I realized the most significant aspect of the NAA, the networking, and friendships to be made with fellow auctioneers. These are the connections I hold so close to my heart, and I am so thankful I have the opportunity to gain lifetime friends in the industry.

What do you find most rewarding about this point in your career?

One of my favorite aspects of the industry is fundraising and benefit events. When doing a Fundraising auction, you hear incredible stories of hardship and adversity. Then, the auctioneer gets up to perform, bringing in funds to help the organization or foundation directly. It is gratifying to walk away from an event knowing the difference made for many people in need. Bringing effective tools to clients to maximize funds brings a fulfillment I have not found in any other career or job.





You received the Bob Steffes Rising Star Award competing in the 2017 IAC. What did that mean to you?

Winning the Bob Steffes Award was one of the proudest moments of my life. I will never forget the moment of standing on that stage with John Nicholls in front of hundreds of my peers. I had driven that week from Columbus, OH, back to Toronto for a fundraising event Thursday evening. Then, I drove straight back, arriving in Columbus around 5 am Friday morning. Exhausted doesn't even begin to cover how I felt, but the excitement of competing in the IAC for the first time kept me going that day. It was an incredible experience, and I am so thankful for the award recognition.

Is the line "See a need, fill a need" from the 2005 animated movie *Robots* the inspiration behind your "Fund A Need" mantra for your benefit auctions?

"See a need, fill a need" is precisely what "Fund A Need" Auctions are all about. Not only is it a highly effective tool to raise funds, but it is also a great way to highlight the event's cause. Showing the audience the specific need engages and encourages them to be the ones to 'fill it.' Igniting this emotional connection between guests and the cause will maximize funds and create a lasting memory for guests.



Q&A



Leah Kowalewski



When and how did your business start?

AuctionZip was established in 2003 to address the challenges encountered when trying to find auction listings due to the fragmented nature of the search process. Over the course of just a few years, AuctionZip grew into a prominent platform for auction listings, attracting the participation of more than 4,500 auctioneers and featuring an impressive 120,000 auction listings. In 2009, AuctionZip was acquired by AuctionHoldings, Inc. The acquisition aimed to enhance the platform by incorporating additional e-commerce tools such as Live Bidding, auction listing syndication to the Invaluable.com marketplace to attract more bidders, and auction management software.

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

AuctionZip addresses the shift of bidders using technology first as they hunt for specific items, causing a decline in physical auction attendance. AuctionZip re-establishes the connection between buyers and sellers with an online platform, allowing bidders to find what they are looking for and auctioneers to surface their auctions to the largest possible audience.

Today, we offer technology and services that empower auctioneers to conduct their business as they traditionally have, but within the digital landscape where their potential bidders are now congregating.

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

Our goal is to help auctioneers grow their business. AuctionZip is unique and very fortunate to be the #1 destination in the US for bidders looking to find unique items at auction. No other single website drives more monthly traffic to known bidders than AuctionZip. AuctionZip has solutions to help establish a bidder base for new auctioneers or to allow more prominent auctioneers to grow their audience with our technology, AuctionZip Private Label.

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

Aside from watching how AuctionZip helps our clients grow their businesses, I love establishing and building relationships with our clients. As the auction world expands more onto digital platforms, the human touch keeps us all connected. Having a direct point of contact to

work with makes your experience that much better. Being able to help our clients with anything they need immediately allows us to establish a trusting relationship. We strive to maintain that personal connection at AuctionZip.

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

I am looking forward to a couple of things over the next year. On the Auctioneer side, I am excited about the rollout of Invaluable Payments, our new solution that will enable AuctionZip Auctioneers to run simulcast and timed sales with new benefits like integrated sales tax handling, tax-exempt status, ACH transfers, adding post invoice charges (shipping), and lower fees. We have already begun rolling this out to interested Auctioneers. For bidders, the rollout of our updated search engine on AuctionZip will be a big step forward in helping them discover what they are looking for. Bidders have a precise idea of what they are looking for. We know AuctionZip can better match bidders to the niche items they are looking for, whether it's available 5 miles down the road or 500.

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

We will continue to find ways to delight our collectors by connecting them to the auctions and merchandise they care about through better recommendations and search functionality. We'll also bring new opportunities for houses to highlight their best merchandise and stand out in the AuctionZip marketplace.

How has the NAA helped your business grow?

The NAA serves as a unifying platform for the entire auctioneer community, providing a valuable opportunity for us to engage with individual auctioneers during their annual conference. This interaction allows us to cultivate and fortify relationships, offering us industry insights and constructive feedback regarding our products. In sync with our mission, the NAA has also recognized the increasing shift of bidders toward the online sphere. They have taken substantial strides in raising awareness and educating auctioneers on effectively navigating and prospering in the digital landscape. These efforts have strongly reinforced our message concerning this trend and have played a pivotal role in promoting our platform within the auctioneer community.



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Dylan Lynn Blair
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Jessica Bohannon
Green Cove Springs, FL

Luke Chadwick
The Shuford Group, LLC
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Jared Ryan Collier
Goreville, IN

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Melvin Yoder
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*New members that joined between October
1 - November 15, 2023.*

Auction School Graduates

Western College of Auctioneering



From left to right (Row 1 Sitting); Raymond Bunk, Bonney Lake, WA; Trevon Yong, Memphis, TN; Lorna Tucker, Springer, NM; Betty Hiatt, Roseburg, OR; Rachel Chambers, Portland, OR; Dayle Unruh, Saint Xavier, MT; Hannah Busby, Instructor; Tyson Roberts, Quesnel, BC; (Row 2) Nick Bennett, Instructor; Parker Hommy, Edmonton, AB; Hasten Warnberg, Little Falls, MN; Rick Neumiller, Wilton, ND; Jacob King, Christianburg, VA; Gerald Smiley, Seattle, WA; Gerald Stephens, Wildersville, TN; David Krier, Norfolk, NE; Steve Dawson, Los Angeles, CA; Pat Busby, Instructor; Rusty Trzpuc, Instructor; (Row 3) Rusty Wright, Graford, TX; Scott Martin, Elkin, NC; Collin Gallagher, Darlington, WI; Jeff Nelson, Wolf Point, MT; Tanner Taylor, LaCrosse, WA; Chuck Baum, Denton, NE; Dale Mauk, Dallas, OR; Hunter Drews, Dexter, OR

Submit graduation classes

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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Members

MarkNet Alliance Announces New Executive Team

In a calculated move to propel into a new age of progress and expansion, MarkNet Alliance has announced a significant shake-up within its executive ranks. This overhaul is poised to inject fresh perspectives and innovation into MarkNet's trajectory.

With technology, marketing, and customer relations industries rapidly evolving, MarkNet Alliance is ushering this change to fortify its position within these industries. Recognized for its steadfast support of independent auction companies, it has been a critical player for auctioneers. MarkNet offers a robust suite of tools, marketing services, and a secure data exchange platform among its members.

The latest changes within their executive ranks include Robert Mayo, CAI, AARE, AMM, GPPA, being named President; Matt Ford, CAI, AMM, as Treasurer; and John "JT" Rowell, CAI, AARE, ATS, GPPA, as Secretary. These strategic changes aim to bolster management, foster innovation, and heighten the focus on customer satisfaction.

Incoming President Robert Mayo articulates his outlook for the future, asserting, "Historically, innovation is one of the things that sets MarkNet apart, demonstrated by the unique ability for auction companies to share and broaden their marketing reach by their auctions being featured on other member websites or by being the first company to offer online multi-par software to the auction industry. The new leadership team understands the goal of continuing to be on the cutting edge of the auction industry and is actively engaged in maintaining this standard."

Outgoing President Kurt Aumann, CAI, CES, reflects on the positive momentum, stating, "We have had so many positive changes recently, and this new leadership team is full of innovation and ideas. I am excited to see where our new leadership takes MarkNet and am beyond proud of what it has become."

The auction industry undergoes transformative shifts at least once per quarter at this rate. President Mayo adds, "The mission of MarkNet has always been to help independent auction companies succeed and grow

their business. This mission will not change. Marknet will continue to focus on adding value to our member companies and help our members remain leaders in their individual markets."

This newly appointed executive team expects to leverage collective vision and expertise to drive the company's mission of providing unparalleled auction support.

MarkNet CEO Jodi Reynolds acknowledges the contributions of the outgoing leadership, expressing confidence in the incoming team's ability to elevate the company to unprecedented heights. "The fresh perspectives, innovative ideas, and combined expertise will undoubtedly drive our company to new heights. With this new team, the future is brighter than ever, and I'm confident that together, we'll achieve extraordinary success," says Reynolds.

MarkNet Alliance remains open to expanding its footprint in sync with this executive overhaul. The organization invites new auction company members who align with its values and vision, emphasizing the potency of fresh perspectives and collaborative innovation in propelling business growth. President Mayo shares his excitement, stating, "One of the benefits our members enjoy most is our network of auctioneers and auction professionals and access to knowledge and expertise within our group. We are much more than a technology company. While we do have great technology and tools, what we offer helps auction companies surpass their potential and achieve unprecedented growth. MarkNet Alliance is actively inviting auction companies and auctioneers who want to grow their business and be part of our powerful network to reach out and let us share with you how we can help you."

As MarkNet Alliance navigates this transformative phase, auction industry insiders are keenly watching, anticipating the ripple effects of these strategic changes within the auction landscape.

For more information on MarkNet Alliance, please visit www.marknetalliance.com.



MarkNet ALLIANCE

Day On The Hill



May 6-7, 2024

Learn more at auctioneers.org/dayonthehill

50 years later

New Year's Resolutions Stay The Same



In the January 1974 publication of *The Auctioneer*, a very simple resolution was set towards NAA members. Well, 50 years later we feel that we should do the same thing! So with that being said, we have an updated resolution for all NAA members.

"I will not schedule a sale, virtual or in person, July 20th through the 30th in 2024. I want to be sure to discover everything Pittsburgh has to offer an NAA member."

Be sure you start your year out right, register at conferenceandshow.com.

NEW YEAR'S RESOLUTION FOR ALL NAA MEMBERS: "I will not schedule a sale between July 15th and July 30th, 1974. We want plenty of time to see the country both going to and returning home from Medora."

Auction Adventures

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