

the auctioneer

December 2024/January 2025

The official publication of the National Auction Association



In Unity.
There is Strength

MARKETING COMPETITION | CORNERSTONE APPLICATIONS | VIDEO MARKETING TACTICS



MARCH 31 - APRIL 4, 2025

BLOOMINGTON, IN

AUCTIONEERS.ORG/CAI

Seizing Opportunities, Building Our Future

As we close out 2024 and welcome 2025, I'm energized by the incredible momentum I see across our association. We just wrapped up an outstanding Designation Academy in Las Vegas, where the enthusiasm and dedication of our members was truly inspiring. Watching auction professionals across the country come together to advance their expertise and strengthen their credentials reminds me why our industry continues to thrive.

This momentum carries us into an exciting start to 2025, beginning with our Digital Marketing Summit in Little Rock, Arkansas, February 17-18. This advanced-level event is designed explicitly for auction professionals ready to take their digital strategies to the next level. Whether you're an owner, principal, or marketing professional with experience in SEO, social media, and analytics, you'll gain actionable strategies to enhance your online presence and leverage the latest digital trends and technologies.

Following closely, our Executive Symposium in Napa, California, March 2-4, offers established auction business owners and executives a unique opportunity to explore innovative strategies in a wine country setting. This intimate retreat-style event, limited to just 60 participants, focuses on forward-thinking discussions – not just about what we're currently doing, but about what we should do to shape our industry's future.

Our Certified Auctioneers Institute (CAI) program returns to Indiana University from March 31 - April 4, 2025, for those seeking an even deeper dive into auction business excellence. Unlike our other designations, CAI is a comprehensive three-year program focused on the business of auctioneering – from strategic planning and organizational structure to business development. This intensive experience, with its late-night projects and collaborative work, represents our profession's highest level of business education. If you're ready to transform your auction business, I encourage you to explore this unique opportunity.

The educational momentum continues as we prepare to celebrate 76 years of auction excellence at our 76th International Auctioneers Conference & Show, July 15-19, 2025, in Schaumburg, Illinois. This milestone event brings together the very best our industry has to offer – from world-class education and networking opportunities to the excitement of the International Auctioneers Championship, where we'll crown the best of the best in bid calling, stage presence, and industry knowledge. The Conference Trade Show will connect you with solution providers ready to help

your business work smarter and more efficiently. At the same time, our outstanding lineup of guest speakers and industry experts ensures you'll leave with valuable insights and strategies to implement in your business.

Applications are now open for our Legacy Youth Scholarship program. This initiative represents our commitment to nurturing the next generation of auction professionals, ensuring our industry's traditions and values continue to thrive. If you know a young person passionate about auctions, please encourage them to apply.

Additionally, we're accepting applications for our cornerstone committees. These committees – Promotion, Education, Advocacy, and Community – are the engines that drive our association forward. Earlier this year, we enhanced their impact by giving each cornerstone chair a seat on the Board of Directors, ensuring every aspect of our mission has a strong voice in our decision-making process. Whether you're a seasoned professional or new to the industry, serving on these committees is an invaluable opportunity to shape the future of our profession. Reflecting on my grandfather's auction in 1992 – the event that sparked my passion for this industry – I'm reminded that the auction profession is about more than just transactions. It's about building communities, creating opportunities, and preserving legacies. Every time we come together to learn, share, and grow, we strengthen these bonds and advance our profession. I encourage each of you to seize these opportunities before us. Whether it's enhancing your digital expertise at the Marketing Summit, joining the exclusive Executive Symposium, pursuing your CAI designation, running for the board, applying for a committee position, supporting our youth initiatives, or joining us at Conference & Show – your participation and dedication are what make the NAA the vibrant, forward-thinking organization it is today. Thank you for your continued trust and engagement. Together, we're building an even stronger future for the auction industry. ❖



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.



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**Vulnerability is
the birthplace
of innovation,
creativity and
change.**

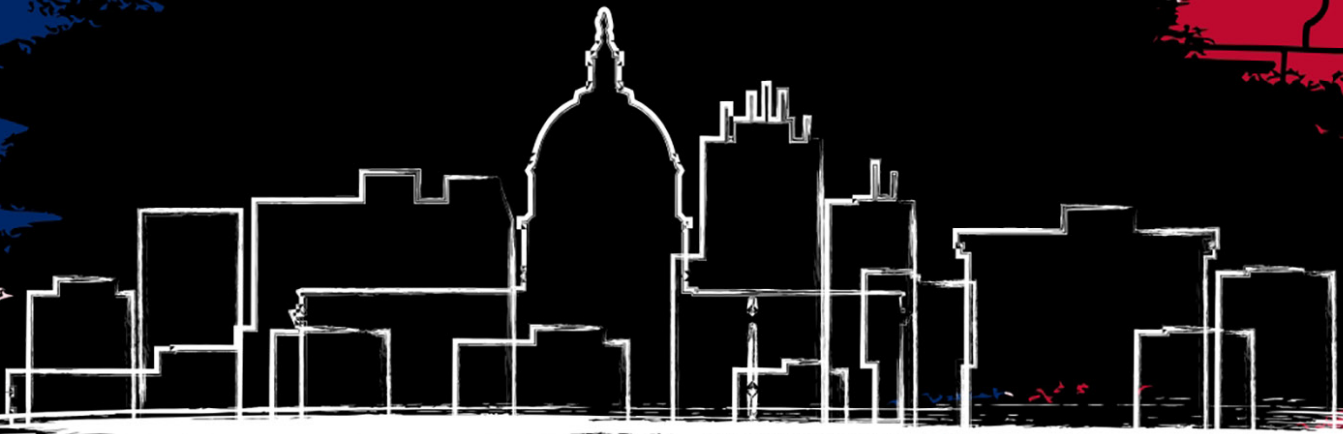
Brene Brown

”



DIGITAL MARKETING SUMMIT

February 17-18, 2025



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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 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.

2025 NAA Planner

EVENTS & CONVERSATIONS

January

- USPAP 15 Hour Update (*virtual*)
- Community Conversations
 - » Community of Practice: Marketing
 - » Community of Practice: Contract Auctions
 - » NAA Ambassadors
 - » Community of Practice: Benefit & Charity
 - » CAI - Fielding Your Questions
 - » Community of Practice: Online Auctions
 - » General Industry: AI

February

- Digital Marketing Summit
- Community Conversations
 - » Community of Practice: Appraisals

March

- Executive Symposium
- Certified Auctioneers Institute
- Community Conversations
 - » Community of Practice: Livestock

April

- Certified Auctioneers Institute
- Day on the Hill
- Community Conversations
 - » Community of Practice: Auto & Motorcycles, Dealers vs Individuals
 - » NAA Ambassadors
 - » Community of Practice: Marketing
 - » Community of Practice: Bankruptcy & Liquidations



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

Your Association at Work

Ensminger No Longer Serving as CEO of NAA

Members of the National Auction Association,

We are writing to share an important update regarding the leadership of our Association. After much deliberation, the Executive Committee, in full alignment with the Board of Directors, has made the difficult decision to move forward with a leadership change at the NAA.

As of November 21, 2024, Aaron Ensminger will no longer serve as the CEO of the National Auction Association. This was a unanimous decision by the Board and one that was not made lightly. However, our duty is greater than any one individual—it is to the NAA and to the broader fellowship of our dedicated members, with the shared goal of positioning the NAA for continued success and growth.

We recognize that leadership changes can bring uncertainty, but please rest assured that the Board of Directors and Executive Committee are taking every step necessary to ensure a smooth transition. Our priority remains the health, stability, and future of the Association.

We would like to take a moment to personally thank Aaron for his years of service to the NAA. His contributions have helped us make great strides, and we are deeply grateful for his dedication to the Association and the auction profession. We wish him all the best in his future endeavors.

To provide stability during this transition, Kristina Franz will step in as Interim CEO to manage day-to-day operations while we begin the search for a new CEO. The Executive Committee is actively working to ensure a seamless transition and to minimize any disruption to our programs and initiatives.

Moving forward, the NAA's leadership team remains steadfast in its commitment to advocating for our industry, providing exceptional resources and education, and strengthening the network of auction professionals across the country.

In the coming weeks, we will engage with you, our valued members, to ensure your voices are heard and to gather your input as we navigate this transition. Your feedback and involvement will be critical as we shape the future of the NAA together.

We want to reassure you that these steps were taken with the best interests of the Association in mind, and we remain focused on the goals and values that unite us. The NAA remains strong, stable, and dedicated to serving our auction community.

If you have any questions or concerns, please don't hesitate to reach out to your Board of Directors or Executive Committee. Your engagement and trust are vital to our continued success.

Thank you for your support, understanding, and dedication to the NAA. Together, we will continue to strengthen and grow our Association for the future.

Sincerely,

NAA Board of Directors:

John Schultz, AMM, President

Morgan Hopson, CAI, Vice President

Lance Walker, CAI, BAS, CES, Chairman of the Board

Ailie Byers, CAI, AMM, BAS, Treasurer

Judd Grafe

Mike Fisher, CAI, AARE, AMM, BAS, CES, GPPA

Joff Van Reenen, CAI, AARE

Wade Baer, CAI, AMM

T. Kyle Swicegood, CAI, AARE, BAS, GPPA

John John Genovese, CAI, AMM, BAS

Erik Rasmus, CAI, AMM

Braden McCurdy, CAI, AARE, AMM

Isaac Schultz

Naomi Lewis, BAS

Sara Rose Bytnar, CAI, AARE, AMM

Your Cornerstone Committees at Work

PROMOTIONS

The Promotions Committee has a new staff liaison! Katie Mechlin, a familiar face at the NAA, will now be assisting us with marketing and communications efforts alongside her Advocacy Committee duties.

The new year marks a turning point for the Promotions Committee. We're committed to revitalizing our branding and outreach strategies in 2025. Through innovative content creation, we aim to capture new audiences and solidify NAA's position as the leading voice of the auction industry.

The Committee, its subcommittees, and task forces are buzzing with energy. We're hard at work developing fresh content and putting the finishing touches on exciting events for the coming year.

We encourage all members to actively participate in shaping the future of NAA's marketing and communications. Whether you have ideas, feedback, or suggestions, don't hesitate to share them with the team at communications@auctioneers.org.

Flip to page 24 of this issue for information on the 2025 Marketing Competition. Don't miss this opportunity to showcase your auction-focused marketing and promotional materials!

ADVOCACY

Registration for Day on the Hill is now open! It will take place on April 27-29, 2025. Like last year, the Hyatt Place National Mall Hotel will serve as our meeting location. The Advocacy Committee encourages you to travel to Washington, D.C., to advocate for the auction industry directly with lawmakers. It's a powerful opportunity to raise awareness of key issues and ensure the voices of auction professionals are heard.

Another great way to do your part in ensuring that our association has a strong political voice is by contributing to the NAA PAC. The PAC is dedicated to supporting candidates for federal office who genuinely value the auction industry and understand the unique challenges and opportunities facing auctioneers.

To learn more, please visit www.naa-pac.com.

Whether coming to Day on the Hill or contributing money to the PAC, doing your part to ensure we have a powerful presence in Congress is essential for promoting the auction industry nationwide.

COMMUNITY

As reported in previous reports, the Community Committee has been working on new and exciting things such as the DECA Auction Challenge and the upcoming Boy Scouts of America (BSA) Auctioneering Merit Badge. BSA will formally rename itself Scouting America on Feb. 8, 2025.

In addition to the discussions on many newer topics and visions, the Community Committee has been tasked by the NAA Board of Directors to look at other areas directly related to the community. Times change, demographics change, and what has been a tried-and-true program or process can begin to lose a little of its edge and impact. To prevent that from happening, the Community Committee is looking at the ongoing impact and success of a few areas of importance to NAA—the Speaker's Bureau program, the duties of NAA Ambassadors, and other similar areas.

Sometimes, a deep look into what once was, is just as exciting as a brand-new direction. The Community Committee is hard at work and keeping what is running smoothly in mind for all NAA members as they continue to build a strong community.

EDUCATION

The Education Institute (EI) Committee of the NAA has been diligently advancing its educational programs and preparing for an exciting year ahead. A significant highlight is the confirmation of Chris McChesney as the keynote for the 2025 Executive Symposium, promising an engaging and impactful event. Additionally, the 2025 Digital Marketing Summit is February 17-18 in Little Rock, Arkansas. Grab your spot today! Looking further into 2025, the committee is reviewing projects from CAI students as they prepare for their next year at CAI in Bloomington, Indiana, in March.

Planning is also underway for a rewrite of the Graduate Personal Property Appraiser (GPPA) designation and identifying dynamic topics and speakers for key upcoming events, including the Conference & Show Education program in Schaumburg, Illinois, in July and the Benefit Auction Summit in Montreal, Canada, in August.

With these initiatives, the EI Committee continues its mission to provide unparalleled educational opportunities to NAA members. And if you're a benefit auction pro, remember to get your passports ready now for Montreal!



News

State Watch

Washington

The Northwest Auctioneer Convention was held in Caldwell, ID. 10 Contestants competed for the bidcalling championship. 3 contestants competed for the Ringman Competition. Speakers included Marcela Davila, Larry Oxenham and Susan Johnson.

Ringman Contest Results:

Champion: Mitch Royer

Pro Division Results:

Champion: Casey Moor

First Runner-Up: Wesley Woolery



Pro Division Champion: Casey Moor



Thank you to all who attended and competed

Georgia

The Georgia Auctioneers Association hosted their annual convention in Macon, Georgia, October 12-13. The evening of the 12th they gathered for the Welcome Party and the 13th they had their Continuing Education classes as well as elected a new Board and held the contest that evening during the banquet.

Election Results:

Chairman of the Board: JT Rowell

President: Taylor Osborn

Vice President: George Franco

Treasurer: Perry Walden

Directors: DeWayne McClendon, Kyle Nisly, Seth Weiner, Devon Chin, Clay Greene, Joe Lanier

Rookie Division Results:

Champion: Caleb Taylor

2nd Place: Gregory Pert

Ringman Division Results:

Champion: DeWayne McClendon

2nd Place: Caleb Taylor

3rd Place: Trevor Hooley

Pro Division Results:

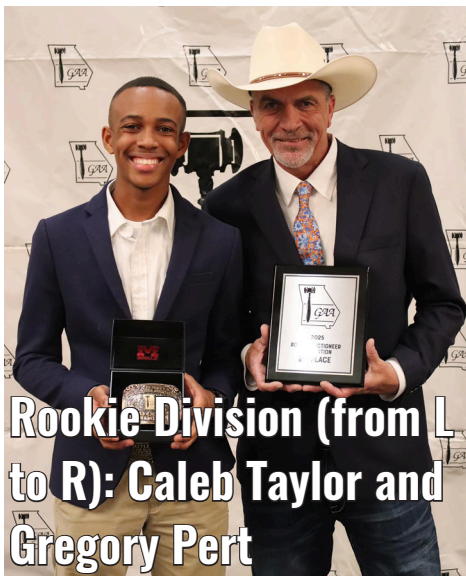
Champion: Trevor Hooley

2nd Place: DeWayne McClendon

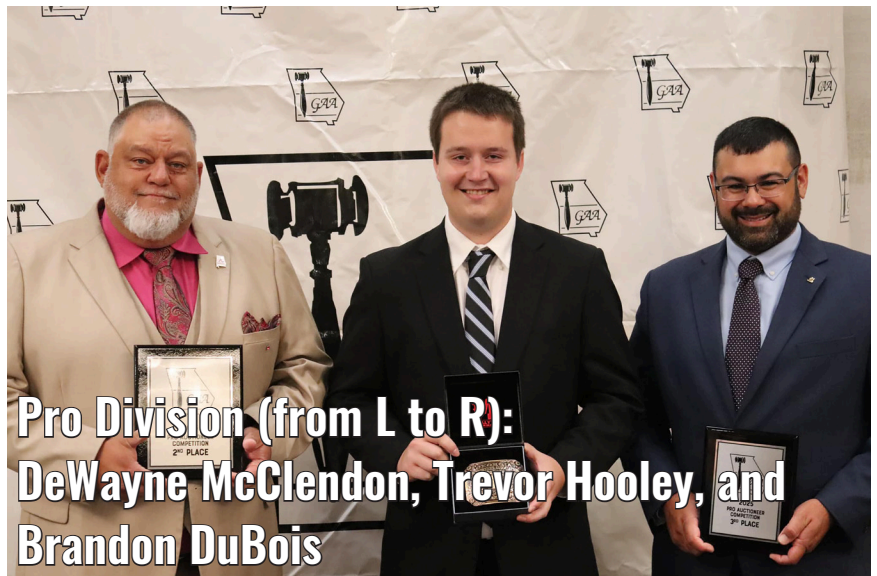
3rd Place: Brandon DuBois



**Ringman Division (from L to R):
Caleb Taylor, DeWayne McClendon,
and Trevor Hooley**



**Rookie Division (from L
to R): Caleb Taylor and
Gregory Pert**



**Pro Division (from L to R):
DeWayne McClendon, Trevor Hooley, and
Brandon DuBois**



Arkansas

The Arkansas Auctioneers Association hosted 40 students at the Arkansas State Fair on October 16 as they began their journey in the auction industry with an FFA Camp and Live Auction!

An amazing story came out of the day as well. An incredible young high school man named Jamey walked on stage and after he finished auctioneering the crowd rallied and put money together to send him to the Okeechobee Livestock Market in Okeechobee, Florida, to live out a dream of his. He watches their auctions everyday after school and knows all of the buyers by name. He will now get to attend one of their auctions. A special thank you to everyone who made it happen. The auction family is an amazing family to be a part of!

Congratulations to the Winners:

Champion Advanced

Reed Webb - Nashville FFA

Reserve Champion Advanced

Taylor Johnson - Cotter FFA

Novice Champion

Lilyan Hauser - Cedarville FFA

Novice Reserve Champion

Gunner Lanning - Cedarville FFA



Matthew Godbehere speaking to students about auctions



Dennis Huggins and student Jamey



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Tennessee

The Tennessee Auctioneers Association (TAA) recently hosted its much-anticipated annual convention from November 2nd to 4th, bringing auctioneers and industry professionals together for a weekend full of valuable learning, camaraderie, and competition. The event kicked off on Saturday evening with a vibrant welcome party, providing an opportunity for attendees to unwind and socialize before the convention's official start.

Sunday was packed with continuing education sessions designed to help auctioneers enhance their skills and stay informed on the latest trends and techniques in the industry. The day was capped off with a festive banquet and thrilling contests, where the state's top auctioneers showcased their expertise and competitive spirit.

The convention wrapped up on Monday with more insightful continuing education classes, leaving participants with a wealth of knowledge to bring back to their businesses. Overall, the TAA's annual convention was an engaging and enriching experience, offering something for everyone in the auctioneering community.

Election Results:

President: Drew Williams

Vice-President: Daniel Pruitt

Treasurer: James Gary

Directors: Matt Russell, Shane McCarrell, Jay Cash, Lee Amonett, Jason Deel

Chairman of the Board: Phillip Traylor

Rookie Division Results:

Champion: Bryson Bell

2nd Place: Will Lovelace

3rd Place: Shelby Clayborn

Pro Division Results:

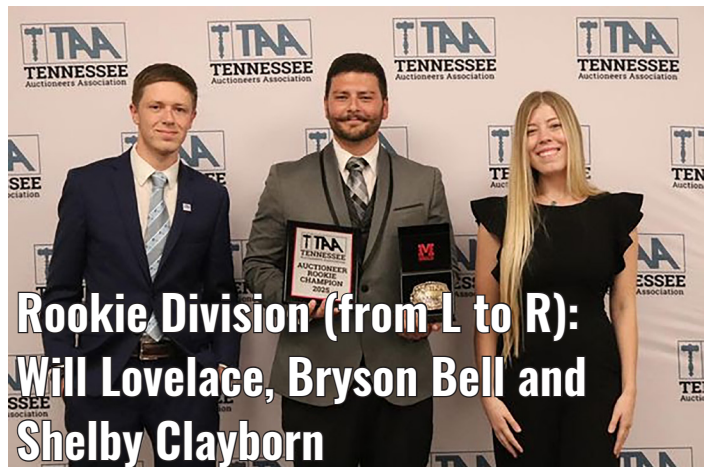
Champion: Tanner Roberts

2nd Place: Trevor Hooley

3rd Place: Jared Lusk



TAA Board



**Rookie Division (from L to R):
Will Lovelace, Bryson Bell and
Shelby Clayborn**



**Pro Division (from L to R):
Trevor Hooley, Tanner Roberts and
Jared Lusk**

Colorado

The Colorado Auctioneers Association proudly hosted its inaugural FFA Camp and Contest on November 13 in Denver, Colorado. The event saw an enthusiastic turnout, with 62 students participating and a group of passionate auctioneers eager to mentor and inspire the next generation of industry professionals. This groundbreaking event provided a unique opportunity for young minds to gain hands-on experience and insights into the world of auctioneering while fostering a deeper connection to the future of the profession. Congratulations & great job to the 62 students who participated in the FFA Auctioneering Camp & competed in the contest in Denver!

Beginner Division Results:

Champion: Kalee Ivy - Meeker FFA

2nd Place: JD Hunt - Severance FFA

Advanced Division Results:

Champion: Aaron Rodriguez - Weld Central FFA

2nd Place: Elizabeth May - Rifle FFA

3rd Place: Ben Walker - New Raymer FFA

4th Place (tie): Martha Simpson - Severance FFA

4th Place (tie): Jaxson Bailey Casey - Cashion FFA





Kentucky

Congratulations Will Gregory on being named the Rookie Auctioneer at the Livestock Marketing Association WLAC Qualifier in Santa Teresa, NM. The KAA is proud of you and this incredible achievement!



A photograph of the U.S. Capitol dome in Washington, D.C., taken from a low angle looking up. The dome is illuminated by the warm, golden light of a sunset or sunrise, with the sky transitioning from a deep orange near the horizon to a clear blue at the top. The architectural details of the dome, including its ribs and the statue on top, are clearly visible. The foreground shows the classical columns and pediment of the building's entrance.

DAY ON THE HILL

Washington, D.C. | April 27 - 29, 2025

**Register at
auctioneers.org/dayonthehill**

Cornerstone Committee Member Applications Due March 1, 2025

Promotions

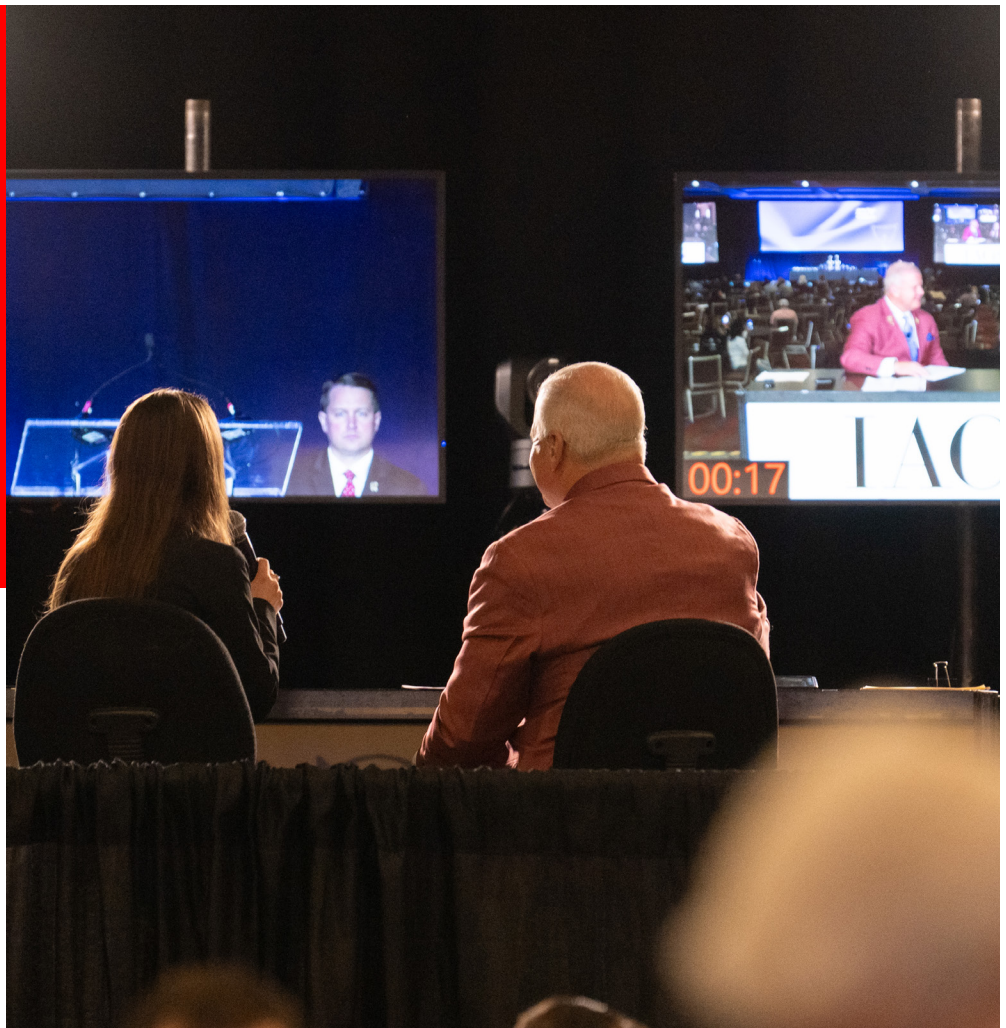
Two new committee members will join the Community Committee after the Board strategic planning meeting in August 2025. Terms are for three years and committee members are expected to take a very active role in the planning and implementation of Promotions Committee efforts. The Promotions Committee is 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.

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, X, 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

**Scan below to
apply for the
Promotions
Committee**



Advocacy

Two new committee members will join the Advocacy Committee as of Conference & Show 2025. 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.

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
- Possess knowledge of PAC fundraising strategies and regulations
- Share NAA content on social media, including Facebook, X, 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



**Scan below
to apply for
the Advocacy
Committee**



Community

The Community Cornerstone Committee is charged with:

- Continual examination of the member experience to build vibrant and beneficial communities designed to meet members where they are and to foster growth in their auction business and career
- Recommendations to the NAA Board of Directors regarding community-building activities, including but not limited to—programs, services, member outreach, and assigned board initiatives
- Being the liaison between the NAA Board of Directors and the various Community Committee task forces and subcommittees
- Conducting generative work on how NAA can foster

community both inside and outside of events

- The Community Committee, mindful of the Association's mission, should continually consider and monitor programs for relevance and value where warranted.

Committee Requirements

The following requirements have been identified for those who serve on this Committee:

- At least two years as an NAA member
- Member-focused perspective as it relates to NAA
- Strong working knowledge of current community-building tools
- A drive to improve and grow current community opportunity options
- Detail and team oriented
- Regular attendance at one virtual meeting each month, with subcommittee and task force virtual meetings held as necessary

**Scan below to
apply for the
Community
Committee**



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, 2025.

Two new committee members will join the Education Committee as of the 2025 Conference & Show in Schaumburg. 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, 2025.

One Chair and one Vice Chair will continue with or join the Education Committee as of the 2025 Conference & Show in Schaumburg. 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 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



**Scan below
to apply for
the Education
Committee**



NAA Political Action Committee

Established in 2024, the National Auction Association Political Action Committee (NAA PAC) was founded to address a growing need among NAA members for a stronger political voice. Recognizing the importance of influencing legislation and regulations that directly impact their profession, members came together to form the PAC with the goal of driving positive change for the auction industry.

The PAC acts as the NAA's direct link to the legislative community, playing a pivotal role in shaping our advocacy efforts on Capitol Hill. A powerful presence in Congress is essential for promoting the auction industry nationwide. As a cornerstone of our government relations strategy, the NAA PAC works tirelessly to secure pro-auction representatives in Congress who champion small businesses.

The NAA PAC is 100% funded by individual NAA members. Any NAA member who is a U.S. citizen or lawfully admitted permanent resident can contribute to the NAA PAC. The NAA PAC can also accept contributions from the families of NAA members. Contributions are strictly voluntary. Members may refuse to contribute without reprisal. Any proposed contribution is merely a suggestion; a member is free to contribute more or less than suggested. Contributions are limited to personal funds of \$5,000 per person, not household, per calendar year. A husband and wife each have separate \$5,000 limits, even if only one has an income. Unlike gifts to the National Auction Foundation, contributions to the PAC are not tax deductible for federal income tax purposes. Contributions can be made by going to our website, www.naa-pac.com, or via a check.

IMPORTANT: The Federal Election Commission requires that the NAA PAC obtain a member's written approval to solicit contributions.

Don't hesitate to get in touch with an NAA staff member or click on the "CONTRIBUTE TODAY" button on the NAA PAC website to get a copy of the Prior Authorization Form. It should be forwarded to the contact information supplied below.

Contact and Mailing Address:

Katie Mechlin

Government Relations Specialist, NAA. kmechlin@auctioneers.org

If you would like to contribute via a check, please make it payable to

"National Auction Association PAC" and send it to:

National Auction Association PAC

c/o Aretha Robinson 800 Maine Avenue SW Suite 800

Washington, DC 20024

Contributing to the NAA's Political Action Committee is one of the most impactful ways we can protect and advance our industry. Every dollar invested in our PAC amplifies our collective voice in Washington, ensuring that policymakers hear the unique needs and concerns of auctioneers. It's not just about defending our interests; it's about actively shaping the future of our profession. By supporting the PAC, we're not just reacting to change – we're driving it. This is our opportunity to stand united and secure a thriving future for the auction industry. Your contribution, regardless of size, is an investment in our profession's continued success and growth.

- NAA President John Schultz, AMM



Mission Statement:

The NAA PAC is committed to advocating for the auction industry by supporting federal candidates who champion policies that promote a favorable business environment for auctioneers and recognize the vital contributions of auctions to the U.S. economy. By investing in the congressional campaigns of auction-friendly individuals, NAA PAC creates a supportive political climate by building relationships in Congress that will uphold industry interests on a national level. Through the voluntary personal and financial contributions of its members, the PAC seeks to empower NAA members to more effectively advocate for the prosperity, promotion, and long-term success of auction professionals.



NAA MARKETING COMPETITION

DIGITAL ONLY,
SINGULAR PDF,
SUBMISSION DEADLINE

FEBRUARY
15
2025

GENERAL RULES

1. ENTRIES MUST BE REFLECTIVE OF THE AUCTION INDUSTRY IN SOME CAPACITY AND MUST HAVE BEEN CREATED BETWEEN JAN. 1 – DEC. 31, 2024.
2. EACH ENTRY MUST BE ACCOMPANIED BY A \$45 ENTRY FEE. CAMPAIGN OF THE YEAR REQUIRES A \$115 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, 2025, 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. CAMPAIGN OF THE YEAR WINNER WILL ALSO BE INTERVIEWED FOR THE AUG/SEPT 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

\$115 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**

**ALL ENTRIES ARE
DIGITAL ONLY!**

JUDGING CRITERIA

- **Design**
- **Call to Action**
- **Engagement**
- **Modern Marketing Tactics**
- **Branding**

HIGHLIGHTS



Finalists

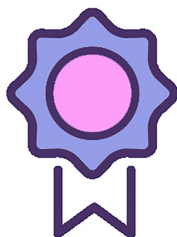
Each category and sub category listed to the right will have up to four finalists. These finalists will be announced in the April/May issue of *The Auctioneer*.

One winner will be selected per category



Awards Ceremony

Winners will be announced and receive their awards at the NAA's 76th International Auctioneers Conference & Show in Schaumburg, Illinois.



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

\$45 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 76TH ANNUAL
International Auctioneers
Conference & Show
PREVIEW



Schaumburg, Illinois
July 15 –19, 2025

Conference & Show Highlights



NAA & NAF 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.



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.



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 2025 NAA Hall of Fame honorees. Dinner is included, so bring an appetite and some tissues as we honor this year's lucky few.



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.



ALL NEW THIS YEAR: THE BLOCK

Get ready for an incredible experience at this year's Conference & Show. Whether you're an industry veteran or just getting started, this is your chance to connect with top professionals, discover cutting-edge products and services, and gain valuable insights through engaging sessions and workshops.

New this year: Explore "The Block"—a vibrant hub blending food, friends, education, business, and fun. It's the perfect place to connect and celebrate everything that makes the auction industry extraordinary. Network with peers, exchange ideas, and leave inspired to take your business to the next level. Don't miss the energy, innovation, and opportunity waiting for you and other auction professionals at The Block!



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!





Preliminary Schedule

Tuesday

8:30 – 11 AM	NAA BOARD MEETING
11:30 AM – 1 PM	EXHIBITOR LUNCH (PRIVATE EVENT)
1 – 6 PM	REGISTRATION/PACKET PICKUP
1 – 5 PM	THE BLOCK
1 – 5 PM	TECH CENTRAL
4 – 4:30 PM	NEXTGEN MEET AND GREET
4 – 5 PM	CAI RECEPTION
TBA	WELCOME PARTY



Wednesday

8 AM – 4 PM	REGISTRATION/PACKET PICKUP
8 AM – 5 PM	NAA PAVILION: INFO, ADVOCACY, AUCTION TEAM TRAINING, & CAI BOOTHS
8 AM – 5 PM	COMMUNITY CENTRAL
8 AM – 5 PM	TECH CENTRAL
8 AM – 5 PM	THE BLOCK
8:15 – 8:45 AM	IAC CHAMPIONS MEETING (PRIVATE EVENT)
8:30 – 9:30 AM	FIRST-TIMERS ORIENTATION (PRIVATE EVENT)
8:30 – 9:30 AM	TOWN HALL MEETING
8:30 – 10 AM	LEGACY YOUTH COMMITTEE AUCTION AND BREAKFAST
9 – 10 AM	COFFEE AND CONVERSATION
10 – 11:30 AM	GENERAL SESSION
10 AM – 3 PM	NEXTGEN WORKSHOP
12 – 1 PM	WOMEN AUCTION PROFESSIONALS LUNCH (PRIVATE EVENT)
1 – 4:30 PM	EDUCATION SESSIONS
4 PM	IJAC CONTESTANT ORIENTATION
4:30 – 5 PM	NAA MARKETING COMPETITION AWARDS PRESENTATION
5 PM	IJAC PRELIMINARY ROUND

Thursday

8 AM – 4:30 PM	NAA PAVILION: INFO, ADVOCACY, AUCTION TEAM TRAINING, & CAI BOOTHS
8 AM – 5 PM	REGISTRATION
8 AM – 5 PM	COMMUNITY CENTRAL
8 AM – 5 PM	TECH CENTRAL
8 AM – 5 PM	THE BLOCK
8:30 – 10:30 AM	GENERAL SESSION
11 AM – 1 PM	STATE ASSOCIATION GROUP PHOTOS
11 AM – 4:30 PM	EDUCATION SESSIONS
12 – 1 PM	CORNERSTONE LUNCHEON (PRIVATE EVENT)
5 – 6 PM	PRESIDENT'S GALA VIP RECEPTION (PRIVATE EVENT)
6 – 9 PM	PRESIDENT'S GALA/HALL OF FAME AWARDS BANQUET
6:15 – 9 PM	HALL OF FAME FAMILY ROOM



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 – 4 PM	INTERNATIONAL AUCTIONEERS CHAMPIONSHIP PRELIMINARY ROUND
8:30 AM – 4 PM	EDUCATION SESSIONS
9 AM – 4 PM	REGISTRATION
10 AM – 12 PM	NEW BOARD ORIENTATION (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)
5 – 6 PM	IAC DINNER
6 PM	IAC PARADE OF CHAMPIONS
6 – 9 PM	IAC AND IJAC FINALS



Saturday

8:30 – 9:30 AM	IAC CHAMPIONS MEETING (PRIVATE EVENT)
10 – 11 AM	THE DON SHEARER CHILDREN'S AUCTION
11 AM	CONCLUSION AND WRAP UP

schedule subject to change

Our Host Hotel

SURROUNDED BY CELEBRATED ATTRACTIONS IN SCHAUMBURG, ILLINOIS, THE RENAISSANCE SCHAUMBURG CONVENTION CENTER HOTEL IS A CONTEMPORARY HAVEN FOR TODAY'S TRAVELER AND ALSO THE NATIONAL AUCTION ASSOCIATION'S HOME FOR OUR 76TH 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!





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Kurt Bachman
Attorney and licensed
auctioneer from
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Business Practices

What is the Importance of Conducting a Preliminary Title Search Before Offering Real Estate at Auction?

Question: Why is it important/worthwhile to complete a preliminary title search and survey before conducting a real estate auction, and what type of issues can be addressed in doing so?

Auctioneers who sell real estate should want to sell it for the highest price, with marketable title, and without any encroachments. A real estate auction transaction will not ordinarily close without the seller being in a position to convey marketable title and without any encroachments. Having a marketable title to real estate is generally defined as the title—the legal ownership of the property—being free and clear of other claims from others. Having a marketable title ensures that the owner has good title to the property and can sell, transfer, or finance the property without any title transfer issues. Since there are fiduciary duties owed to the seller, an auctioneer should conduct basic due diligence and take steps to verify there are no such issues prior to conducting the sale.

A preliminary title search should be completed before the auction is conducted. A title company or a licensed attorney would generally complete a title search. A title search is a process where public records are examined to verify the ownership, any liens, and any claims on a specific parcel of real estate.

- The title search should confirm the seller has legal ownership and the right to sell the real estate. It will show who has vested title to the real estate. It should show whether the title is vested in one or multiple individuals.
- The title search will also show the type of interest the person owns in the real estate. Is it a current possessory interest? A future interest? A partial interest or some other kind of interest? A person's interest in real estate will help determine the value of what they can sell.
- The title search should identify any liens on the real estate. Liens that could be on the real estate include, but are not limited to, mortgage liens, judgment liens, tax liens, and utility liens.

- The title search should also identify any other encumbrances that exist on the property. This could be, for example, any easement or restrictive covenants. The easements that are discovered, if any, should be evaluated to determine whether it would limit or restrict the use of the property. The restrictive covenants should also be evaluated to determine their impact on the use of the property.
- The title search would also reveal any unresolved claims or public ownership disputes from other parties regarding property ownership. This would include lawsuits such as foreclosure actions, quieting title actions, and other types of claims.

The preliminary title search will also generally reveal whether the real estate taxes have been paid. Marketable title must be free from any liens or other claims against the real estate. Unchecked title issues may hold unpleasant surprises like discovering that there are other owners to the real estate, finding that there are outstanding mortgages, or other liens. If there are mortgage liens, judgments, or other liens, they can be satisfied from the sale proceeds as long as they are sufficient. All of these issues have to be considered and resolved. The title of a property must be clean for most real estate transactions to close properly.

A survey of the real estate is also critical. It is good practice to complete the survey before the sale. The survey can provide valuable information and reduce any contingencies in the sale, which serves to increase the value.

- A survey clearly defines the property boundaries, helping to avoid disputes with neighbors over where one property ends and another begins.



- It can reveal any encroachments, such as a neighbor's fence or structure, that may intrude on the property, which could lead to legal issues.
- Surveys can identify any easements or rights of way that may affect how the property can be used, such as utility lines, access paths, regulated drainage tiles and ditches, or rights of ingress and egress.
- A survey helps ensure that the property complies with local zoning laws, which can dictate what can be built or modified on the land.
- Surveys often include information on the land's topography, which can be crucial for planning future construction or landscaping.
- Some lenders require a survey before approving a mortgage to ensure the property's boundaries and any improvements are clearly documented.
- Understanding the exact limits of the property can protect a buyer's investment and help avoid future disputes or legal complications.

Having a survey completed before the auction alerts the auctioneer of any potential issues related to the property. The survey will also provide peace of mind to potential bidders and help eliminate that step of the due

diligence process for any real estate transaction.

In conclusion, auctioneers who sell real estate should be familiar with the benefits of a preliminary title search and survey. A preliminary title search and a survey completed before the auction are the best practices to reduce liability and exposure. Conducting this type of due diligence and identifying issues aids in satisfying fiduciary duties owed to the seller. Identifying these issues, if any, will alert the auctioneer and seller, allowing them to adequately address and/or eliminate variables before the sale, increasing bidding on the real estate and ultimately yielding higher prices. ♦

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 The 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

Earning the Upper Hand in Real Estate Auctions

Real estate auctioneers offer tips on identifying and acquiring clients

By James Myers

Real estate auctioneers have an uphill battle to fight, as the competition with traditional realtors is, and probably always will be a struggle. According to two long-time Virginia-based auctioneers, the way to ease the burden is to embrace networking, earn referrals, and be passionate about helping people.

Josh Puffenbarger, CAI, AMM, founder of Allied Auctioneers & Associates, and Tony Wilson, CES, AARE, ATS, owner of Wilson Auction Company, Inc., have known each other for years. In fact, Wilson mentored Puffenbarger, so it is no surprise that they have similar thoughts regarding identifying properties and sellers that are well-suited for auction. They also think similarly in how they approach discussing selling real estate with potential sellers, as well as how to close the deal.

"I feel so passionate about this one thing," Wilson said. "When you go into a deal, you have to be there for the right reason." And to put it simply, the "right reason" is to serve the client. Wilson admits that when he was first unleashed as a real estate auctioneer, he had money on his mind. That changed with his first client, an older woman who was selling her estate and knew Wilson's father and grandfather, and even recalled a much younger Tony filling her tank with gas at his family's service station. He didn't have to sell himself or his services to her to get her to sign the right-to-sell agreement, as she said, "Where do I sign?" at that

first meeting.

"It was her highest and best asset," Wilson said of her property. "This money meant everything to her. I left the office and said, 'We have to perform.' I realized immediately it had nothing to do with the money – it was about helping her get from point A to point B and help her solve her problems."

Who is a Good Candidate?

Obviously, not every seller will be easy to get on board. In some cases, the seller and/or property might not even be a good fit for the auction method. Sometimes, the seller knows very little about the auction process. Some of them have set unachievable goals and lofty expectations. Others take offense to having to spend money on marketing their property and sale, while others have an unrealistic deadline in mind. "Not all properties are suited for auction," Puffenbarger said. "I have turned down some – it just wasn't a good fit; the equity wasn't there, or their expectations weren't where they need to be, but that's what I look for when go in to talk to someone – what is your motivation?" Similarly, Wilson begins the conversation with sellers being as straightforward as he can by asking them, "What are your goals and aspirations?"



When allowed to speak without interruption, they often reveal essential details that will help determine if they are a suitable client. “I’ll ask that question,” Wilson begins, “but one of the hardest things to us as humans have to do is shut up. Just be quiet. They’ll tell you everything.” The follow-up question, which is “How did you find us?” is equally important, as the seller will go into what led them to seek out the services of an auctioneer, often revealing precisely what they know about the auction method, which will help auctioneers determine if they’re a good candidate to work with.

Gaining Referrals

Imagine drumming up \$7.8 million in sales over the course of three years – all from a single referral that snowballed into many more. It happened to Wilson, and it all stemmed from a game of golf. Several years ago, when he was involved in automotive salvage and parts auctions, he hit it off with a gentleman who owned auto parts stores during a golf outing. He told Wilson they had a rental property that wasn’t working out for them and asked Wilson to handle the sale.

“Everything you could imagine to have to deal with was part of the sale, and for not a lot of money,” Wilson said. “We worked just as hard on it as we would a million-dollar place. We won his trust, everything

was great ... I kept looking at the tentacles that came from him – (these referrals) all came back to that one relationship. He believed in what we did. He saw it firsthand.” And it doesn’t take rounds of golf to gain referrals. Wilson said that simply asking a client at the end of a job, “Do you know one person that we may be able to help?” can be beneficial.

“They may not have that answer right then,” he said, “but when you follow up with them in a few days or a week, 50 to 60 percent of the time, you’re going to get a name.” You can also motivate referrals by rewarding those who help you. Puffenbarger, who partners under the Nichols Auction Group umbrella, said Nichols sent out more than \$100,000 in referral checks last year.

“If my friend sends me a half-million-dollar farm and I send him a referral check and say, ‘thanks for the phone call,’” he said, “you better believe he all the sudden becomes an auction evangelist. He’ll start looking for properties that work because he just made a few extra bucks and didn’t have to do a whole lot of work for it.” ♦

This article is based on a session from NAA's 2023 Conference & Show entitled "Real Estate Seller: How to Connect, Convince, and Close the Deal." Watch it now on The Auction Institute®.



Gaining Traction With Video Marketing

Auctioneer and content creator offers tips for improved engagement

By James Myers

For those in the auction industry, Erin Kienzle, BAS, is known as the founder, CEO, and head auctioneer at Giving 4 Good, a company that provides fundraising and auction services. But to residents of Charleston, S.C., Kienzle is a familiar face for an entirely different reason – she has two decades of television experience as a meteorologist and a reporter and currently hosts a lifestyle show that airs five days a week. All those years in front of the camera have equipped her with tools to help others, precisely what she’s doing now, including for auctioneers.

When the Covid-19 pandemic hit, like many people, Kienzle had to make tough adjustments, and one of those was to figure out what to do with more downtime on her hands. So, she delved into creating a specific type of video content for her social media channels, namely Instagram, where she has more than 16,000 followers.

“My life came to a screeching halt,” she said of the pandemic. “In my boredom, I showed people how to show up and how to grow your business on video ... I’ve been testing, and I have figured out what works in the last three years.” Kienzle now shares what she learned via a third career as a public speaker and coach, disseminating information to business owners, entrepreneurs, realtors, retailers, and more, revealing techniques for using video for improved engagement.

Stopping The Scroll

The average smartphone user scrolls around their social media platforms for two to three hours daily. But what causes them to pause on specific posts? Most likely, it is an impactful video. Kienzle offers numerous tips on how to “attract, hook, serve, and keep” users simply by creating better video content. And to do this, content creators need to know to whom they’re trying to connect.

“Whatever type of auction you do,” she said, “you should have a pretty clear idea of who your ideal client is. Once we know who this person is, we give this person a name.” Kienzle offered an example of the exact demographics of her television show’s target audience, which she collectively refers to as “Mildred.” This helps her make the connection to her viewers. She said auctioneers need to establish the same connection to their target audience.

The problem is that even if the target audience is crystal clear, social media consumers only give a video two to three seconds to pull them in, or “hook” them, as Kienzle said, or they will click off or swipe to the next

post. “This is not an exaggeration,” she said. “It is literally two to three seconds that they might watch your video and scroll right past it. You have to do something to stop the scroll.”

Kienzle recommends taking notes when going on social media about strictly “what gets your attention.” It could be movement, text, someone talking to the camera, someone saying something outlandish, or any combination of elements that compels one to stay with a post throughout the entirety of the video. She recommended saving these posts and generating a list of ideas that could work in your posts.

Instagram Metrics

Kienzle is one of the very few creators who have had one-on-one time with an actual Instagram employee. She was granted a 15-minute Q&A, which turned out to be quite informative. For example, she learned the “sweet spot” for video length on this platform is exactly 7 seconds. Kienzle tracks the performance of her videos to see what works and what doesn’t, and she’s noticed that on her 60-second videos, most viewers only stay for 12 to 14 seconds.

“Generally speaking,” she said, “the shorter the videos you create, the better they will do because people watch them all the way to the end.” Having said that, Kienzle has also gotten a lot of traction out of a 47-second video, as she received many comments and direct messages because of it. Did it get as many views as her short videos? No, but, as she said, “it served a purpose.” But what does “better” mean? On Instagram, video posts watched all the way through to the end are rewarded or essentially promoted, meaning the video will find its way onto more account holders’ feeds. It’s all part of the complex algorithm that constantly evolves.

Is there a magic hour to post video content that guarantees more engagement? Via Kienzle’s chat with the Instagram representative, not really. Instead, consistency is important. “When I had my call with Instagram, he told me to stop worrying about the magical hour to post,” she said. “He said the most important thing that all of us can do is develop a posting cadence, which means you post at the same time every week. You don’t have to post every day.” To see more tips from Kienzle, visit her Instagram @erinkienzle. ❖

This article is based on a session from NAA’s 2023 Conference & Show entitled “Unleash the Power of Video Marketing for Your Business” Watch it now on The Auction Institute®.





Q&A

Freddie Silveria



What sparked your interest in becoming an auction professional?

When I was 9 years old, my mom was hit by a drunk driver. She lived bedridden in chronic pain for the next 17 years with severe back pain, pulmonary embolism, and eventually two different forms of cancer. In addition, stress and medical bills compounded over the years which led to our family losing our home to foreclosure and going homeless for a few months. Growing up an only child, I was a primary caregiver for my mom with my dad. So, by the time I was 24, I'd already experienced many traumatic life events; however, through all the pain, my mom stayed the most positive person ever! Her love and my faith in God led me towards a desire for a career that would make a positive difference in our world!

What road did you take to get there?

In 2014, I left my sales job with PepsiCo to pursue a motivational speaking career. At 24, I began speaking with kids in middle and high schools. My message was simple, "it's hard to hate someone whose story you know." I present a school culture program called, "Breaking Down the Walls" across US and Canada. Two years into my speaking career, I volunteered my free time with local nonprofits in my hometown of Sacramento (CA). Quickly, I became introduced to fundraising events. I auctioneered for two fundraising events with no experience except I remembered watching auctioneers sell my pigs at the local county fair when I was in 4-H and FFA as a kid. I googled "auctioneer schools," not knowing anything about the industry, and the next thing I knew, I was flying out to Iowa to attend the World Wide College of Auctioneering!

Were there any challenges you faced?

In February of 2018, I graduated from the World Wide College of Auctioneering. Thank you to Paul C Behr, Trisha Brauer, and Kurt Johnson for your early support! I was building my benefit auction

business with nonprofits, schools, and charity organizations, and then COVID hit! Immediately all my hard work turned into postponed and cancelled fundraising events. Then, I saw Misty Marquam and Scott Robertson conduct the first virtual benefit events online. By April 30, 2020, Anthony Leonetti (The Event Experience) and I conducted our first virtual fundraising event. It was a considerable success that benefitted the nonprofit A Touch of Understanding. We went on to conduct 100 virtual fundraising events that generated over 12 million dollars for our partners. There have been many challenges but pivoting during Covid was for sure a big one.

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

Year after year, I continued to be amazed by the auction industry. How everyone helps one another is special. It's pretty cool how strangers can turn into friends so quickly. As auction professionals, we get each other... in a business that is so unique, it's cool to connect and share with one another. Going through CAI, totally changed my perception of the auction industry. Living in my benefit auctions world out in California and then expanding my horizons for three years with auction professionals in CAI... that was one of the best things to be a part of!

Why do you love what you do?

I can't tell you how often donors have approached me after a benefit auction and said, "You looked like you were having so much fun." My answer has always been because I am! It's so much fun having the opportunity to represent a nonprofit on stage and then help facilitate the giving toward that organization! I helped grant a 10-year-old Make-A-Wish boy's wish by racing Jeremy Renner in a remote-controlled race car competition on stage in front of hundreds of joyful donors! It's pretty cool!!!

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

Always be learning.

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

Find any photo of me online at a fundraising event I'm conducting, and on the top left of my jacket, you will see a gold NAA auctioneer pin. That pin is a daily reminder of the education and people that have provided me this livelihood to be able to provide for my family. That pin is a part of my reputation towards being and doing my best. That pin symbolizes my commitment to making the world a better place through the auction method.

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

When my family says they love me and they are proud of me.



“Breaking Down the Walls” is the mantra in your speeches for schools nationwide. What inspired such a tagline?

A lot of times when I was in school, I felt lonely. Now, I go into schools and create a safe environment for a few hours with about 200 kids so they can meet new people in a fun way. My job is simple, I give kids permission to talk to each other. However, the Breaking Down the Walls workshop process is profound and incredibly impactful. It gets to the point towards the end of our time together where kids are voicing out loud their sincere appreciation for each other in a very real way. Countless kids have said it was the best day of their high school experience, and many have said it was life-changing.

What is the one meal that you still think about through your travels for auctions and speaking engagements?

Whenever I travel through Las Vegas for work, I always try to stay with my grandparents, who live not far from the Strip. My grandma always makes my favorite dish, Tuna Casserole! Precious moments that mean the world to me!



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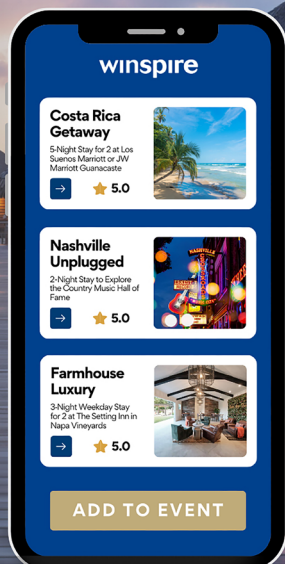
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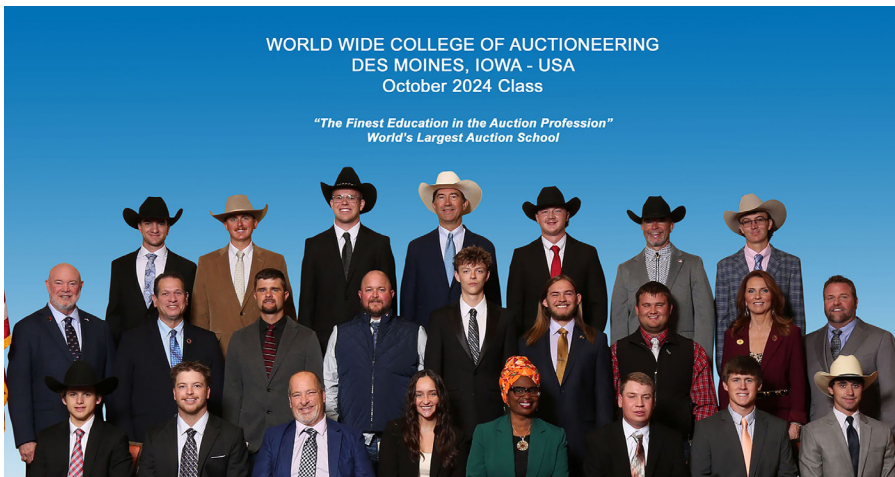
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In Memory



Wayne Kruse

Wayne L. Kruse 82 of Fort Collins, CO passed away Oct 21, 2024. He was born in Columbus, NE to Dr. N. W. & Ruth Kruse. He grew up in Genoa, NE. and graduated from Genoa High School in 1960 and then from Billings Montana School of Auctioneering. In 1960 he married Joyce Pilakowski and they started their life together in Sterling, CO where Wayne was employed by Sterling Livestock Commission Co. as an auctioneer. They were blessed with 4 great kids - Dan, Tracey, Amy & Chad. For 20 years they lived in Sterling and raised their family there. In 1980 along with The VanBergs (owners of Sterling Livestock) they purchased what is now Centennial Livestock Auction. After a few years, Wayne & Joyce & their 2 older sons were sole owners of the business, which they all ran until 2020 when Wayne finally retired.

Wayne was involved in 4-H when he was young himself and was a 4-H leader when his kids were growing up. He has auctioned many 4-H sales around the region. He was the auctioneer for many CSU - Ducks Unlimited - and Respite Care Auctions. He was a Real Estate Broker. He has served on the Poudre Valley Coop Board, Colorado Beef Council, Water boards and was president of the Livestock Marketing Association. He was honored by these awards - Rotary Club of Ft Collins "In Service to Agriculture award - National Livestock Association Industry Leader award - Rotary Club Larimer County Ag Business Man of the year. He enjoyed watching his 9 grandchildren play various sports. Wayne loved checking on his cattle and loved to have a conversation with anyone he knew or didn't know. He was preceded in death by his parents Doc & Ruth Kruse. He is survived by his wife Joyce, 3 sons Dan (Susan) Ft. Collins, Tracey Carr, CO, Chad (Melissa) Franktown, CO and daughter Amy (Jim) Anderson Wellington, CO. One brother Ed Kruse Kimball Ne. 9 grandchildren Dusty (Aly) Kruse, Krista (Derek) Daniels, Caitlin (Eric) Smithers, Tana Kruse, Cole & Joel Anderson, Bela, Sofia & Otto Kruse. 6 great grandchildren-Jaxson Smithers, Jett and Conway Kruse, Boone Daniels, Ryder and Blakely Vaughn.

Source: <https://www.bohlenderfuneralchapel.com/obituaries/Wayne-Kruse-2/#!/Obituary>

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Hi-resolution photos and information about NAA and industry involvement appreciated. Editors will do their best to locate photos if none are submitted.



Learn more at auctioneers.org/symposium25

50 years later Recipes from The Ladies Auxiliary

THE Auctioneer

VOL. XXV NO. 12 DECEMBER, 1974

MERRY Christmas and
happy new year to all



from Bernie and Jan and all
the officers and directors of the NAA.



Barry Running
Lyle Erickson
Dick Law
James Wilson
Maile Strawn Sr.
Bernie Hart
Morris Lannon
Dean Fleming
Clive Anderson Sr.
Roy Staller
Barney Lambright
Joe Donahoe
Sharon
Jan M.
Sheryl E.
Dale McPherson



The Ladies Auxiliary

Ladies:
Fall is almost over and winter here. We have had a busy summer and fall and are booked into December and January. The auctioneers and their families who missed the National Convention sure missed some nice events and the beautiful west. We camped out to and back from Medora and enjoyed almost every minute of it.

The young people who run Medora and put on the musical in the outdoor amphitheater are a very wonderful group. The show they put on is very beautiful and I would have enjoyed seeing it several times, but time didn't permit.

I really have no news as I see few members except at our state meetings or at the National. I am enclosing a couple recipes which my family enjoy and I hope some of you will too. Hoping to see you all in Louisville next summer. Hope everyone had a nice Thanksgiving and has a very wonderful Christmas.

Sincerely,
Mrs. Don (Eileen) Standen
N. Ridgeville, Ohio

APPLE CAKE

1-3/4 C. Sugar
3 eggs
1 C. oil
2 C. flour
1 tsp. cinnamon
1 tsp. salt
1 tsp. baking soda
1 tsp. vanilla
4 or 5 med. fresh apples (1 can of apples can be used instead)
1 C. Chopped nuts
Beat sugar and eggs until light and fluffy. Add oil and mix well. Sift flour, salt, cinnamon and soda together and add to egg mixture. Mix well. Fold in apples and nuts. Bake in 9 x 13 pan for 45 minutes at 375 degrees.

NUT CRISPIES (Cookies)

1 C. Shortening and oleo
2 1/2 C. brown sugar

8



Members of the Ladies Auxiliary to the Iowa Auctioneers Association enjoyed one of their greatest meetings at the Fall Convention. Their items sold in the Fun Auction placed a tidy sum in their near depleted treasury and with the above group of officers and directors we would say the organization is in good hands.

1/2 cup butter
3 1/2 c. corn flakes

Combine marshmallows, butter, vanilla and food coloring. Heat over low heat until melted, stirring often. Stir in corn flakes gradually. Drop from teaspoon onto waxed paper. Shape into 9 inch wreath. Decorate with cherries, coconut and silver dragées if desired. May be used as a center piece and eaten later, or is attractive used any place, any time during the Holiday Season.

HOT 'N SPICY APRICOT PUNCH

1 can (46 oz.) fruit juice — red Hawaiian Punch, chilled
4 cans (12 oz. each) apricot nectar
1/4 tsp. cardamom powder
1/4 c. granulated sugar

In large pan, combine all ingredients. Stir until sugar is dissolved. Heat to boiling. Strain and pour into chafing dish. Serve in punch cups or mugs. Makes twenty-four 4-oz. servings.

Velda Fannon

lulu, ski vacations to Aspen and antiques raised \$35,000. All proceeds from the auction will be used in underwriting performance costs of the winter season including two premieres in February.

Si and Cookie Lockhart, prominent auctioneers from Steamboat Springs, Colo., conducted the auction without charge to the sponsors.

Snooty Mrs. Alphonse had Bobo, her little Pekingese, on a leash and was standing next to Nomo King in a florist's shoppe. The peke kept hovering around Nomo's legs and King kept drawing away from the pet. Finally, Mrs. Alphonse said, "Don't be afraid... my little dog isn't going to bite you." "Madam," replied Nomo, "I know your dog isn't going to bite me. I also know that when he lifts his leg he isn't going to kick me, either!"

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2 beaten eggs
2 1/2 C. flour
1/2 tsp. soda
1/4 tsp. salt
1 C. Nuts (Hickory, walnuts or pecans)
Cream shortening and sugar, add eggs, beat well. Sift dry ingredients add to creamed mixture. Add nuts.
Drop from teaspoon about 2 inches apart onto greased cookie sheet. Bake 12 to 15 minutes in 350 degree oven. Makes about 5 dozen.

Hi Ladies:
I decided to spend part of Election Day writing for "THE AUCTIONEER". The weather in Virginia has been beautiful today, in fact we have had 70 degree weather for the past three weeks. I must admit this is a little unusual for this time of year, but I'm sure by the time this is published, we will either be having snow or it will be much colder.

Since it will be so close to Christmas when your copy arrives, I would like to share my interpretation of the first Christmas gift. This gift can be compared to Christmas presents of today, consisting of bows, ribbon, paper and all the other decorative accessories. While the box or container of this gift represents the Earth, the paper covering it is the love and joy which surrounded and enclosed the Earth that first Christmas night. The ribbon used on this gift represents the long and tiring path of the 3 wise men as it leads to a brightly colored bow, the shining star of Bethlehem. It was through this gift that we now celebrate Christmas, and as we enter into this joyous season, let us not forget that first Christmas gift.

Merry Christmas and a Happy New Year.

Velda Fannon,
NAA Auxiliary President

HOLIDAY WREATH

30 marshmallows
1 tsp. vanilla
2 tsp. green food coloring

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