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February/March 2024

The official publication of the National Auction Association

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**UPDATED NAA WEBSITE** 

**CALL FOR AUTHORS** 

**DESIGNATION** ACADEMY RECAP



### NAA Day on the Hill - Your Next **Auction Promotional Opportunity**

"Prez Savs!" I have been attending the NAA Day on the Hill for many years. It is an event that I always leave feeling that it was worthwhile to attend. If you have never attended, I want to give you several reasons why you should participate in this vital event occurring May 6-7 in Washington, D.C.

ance Walker here with another installment of

Several things happen during the NAA Day on the Hill experience. You get to meet with one or more of your Congressional representatives or their staff. Seeing or hearing your representative at a local function is one thing. Still, meeting in the confines of the nation's capital in their workspace is quite another thing. There is something special about entering the Congressional office buildings, walking down the long hallways, passing various Congressional offices, and then entering the office of your Representative or Senator that helps you appreciate our system of government. Having a one-on-one with your Congressional representatives gives you an opportunity to know them better. It allows them to learn more about the auction profession and how legislation might affect our industry.

One of the outcomes we want to see from our visits is positive results. This outcome happened last year when several of us approached our Congressional representatives about an IRS ruling that would negatively affect our industry concerning auction companies having to submit numerous 1099's for our buyers and sellers. Voicing our concern led to Congressional members contacting the IRS and getting the ruling put on hold. That old saying, "the squeaky wheel gets the grease," is very accurate in politics, and the more auctioneers voice our opinions, the more we will be heard.

This year's Day on the Hill will be better than ever because we are adding an advocacy training day. The training will be designed to help you formulate a position statement and agenda in support of the auction industry. It will also help assist in identifying political issues before they become crises. Effective lobbying methods for your state and the auction industry will also be identified. This will help make a difference in our federal and state government advocacy efforts.

Attending is free, but we need you to register on the NAA website at www.auctioneers.org. We are staying at the Hyatt Place Washington DC/National Mall, an easy walk to Capitol Hill. Hotel information is also on the website.

We have been fortunate to have two auctioneer Congressmen in office for several years. However, Billy Long did not seek reelection last year, and Jeff Duncan has announced he will not be seeking reelection in the coming election. Advocating for the auction industry is now more critical than ever. NAA has just hired a new advocacy hire to guide NAA members in becoming more efficient at advocacy. We welcome Katie Mechlin, NAA's new Government Relations Specialist, and look forward to meeting her at Day on the Hill.

Remember, even if you did not support the Representative or Senator in office in your state, they still represent you and are obligated to hear your opinions. We need to take an active part in advocating for the auction profession and other minor business concerns.

Day on the Hill is also an excellent opportunity to bring your family, come a few days early, tour the National Mall, and get a firsthand look at our nation's capital. Advocacy Committee Chair Wade Baer, CAI, AMM, and his committee are planning a very informative and productive Day on the Hill. I hope you will join me and many other NAA members in Day on the Hill. Oh, did I mention networking? This event is another excellent opportunity to network with auctioneers nationwide in a very relaxed atmosphere. So make plans to come to Washington, DC, on May 6 and 7 and join fellow NAA auctioneers in advocating auctioneering- the most fantastic form of the free enterprise system in the U.S.- to members of Congress. I hope to see you there. ❖



Lance Walker, CAI, BAS, 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.

Jane Walker



OFFICIAL PUBLICATION





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Not everything that is faced can be changed, but nothing can be changed until it is faced.

James Baldwin

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# NAA MARKETING COMPETITION

PRESENTED BY **blueriver** digital

UPDATED SUBMISSION DEADLINE

MARCH 1 auctioneers.org/MC24



#### IOIN THE COMMUNITY

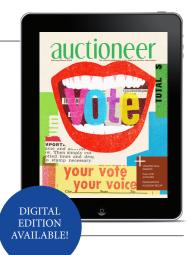








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#### **National Auction Foundation Scholarship Application** The information provided on this form will be used by the National Auction Foundation. What scholarship are you applying for? If other, which event? Other NAA event Personal/Contact Information: Full 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 auctioneers foundation.org/about-scholarships.

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### auctioneer



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# 2024 EVENTS & CONVERSATIONS

#### **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
- Community Conversations
  - » Chat with the Champions
  - » Education Opportunities at C&S Q&A
  - » Past Presidents (invitation only)

#### June

- Community Conversations
  - » New Members (invitation only)
  - » State Association Leadership (invitation only)
  - » Auction Schools (invitation only)
  - » NAA Candidates
  - » BA Summit Q&A



Find additional event details at auctioneers.org/calendar\_list.asp & Community Conversation details at auctioneers.org/communityconversations



#### **Your Association at Work**

#### **NAA's DECA Challenge**

Starting last September, 37 teams of high school DECA members have been hard at work developing a marketing campaign for a full estate sale that utilizes the live auction method and included both real estate and personal property. This Challenge was developed in partnership with DECA and the NAA. Teams of up to three students were required to research the auction industry, develop a marketing campaign, and then produce a 4-minute maximum video presentation presenting their social, print and email direct marketing strategies. Presentations are reviewed by DECA leadership for adherence to their national guidelines, then forwarded to the NAA for final judging and ranking of the top three teams.

In April, the top three teams will be recognized on stage during DECA's International Career Development Conference (ICDC) in Anaheim, CA.

Challenges like this one, give participating students the opportunity to demonstrate knowledge and skills needed to address the components of real-life projects, all developing many 21st Century skills that are desired by today's employers. Skills relating to communication, collaboration, creativity, innovation, critical thinking and problem solving, initiative, self-direction, and media literacy skills are given the nutrients needed to grow along the way.

To learn more about NAA's DECA Challenge, visit https://www.decadirect.org/articles/craft-a-marketing-campaign-for-a-full-estate-sale-with-naa





# FFA Auctioneering Career Development Event

The Oklahoma State Auctioneers Association (OSAA), in partnership with the National Auction Association (NAA), and FFA, announces the inaugural Oklahoma FFA Auctioneering Career Development Event (CDE). Held during the OSAA Winter Conference on Thursday, Feb. 8, the contest showcased the impressive talents of dozens of FFA students in a competitive auctioneering environment.

"Our hope is for this contest to provide an avenue to explore and bring awareness to the auction industry and also serve as a model for other state FFA Associations to incorporate the auctioneering CDE into their curriculum," Morgan Hopson, NAA Director, said. "Participants will learn more about auctioneering as an industry that not only fosters commercial transactions, but also serves as a vibrant platform for verbal and interactive communication."

Judged by World Champion auctioneers, the contest was open to all high school students who are members of FFA, showcasing a broad array of young talent from across Oklahoma. The competition includes a bid-calling segment in which contestants are judged on professionalism, their chant, voice quality and effective auctioneering.

The top 10 contestants will compete in the final round at the Oklahoma FFA State Convention in May where they will participate in an interview portion of the contest as well as bid-calling. The State Champion will receive prizes that include scholarships and industry memberships, paving their way for further achievements in the auction profession.

"We encourage FFA members interested in auctioneering to participate in this exciting event," Justin Kennedy, OSAA Director, said. "This event is a way for students to gain real experience in an auction environment and to meet with professionals and learn from them as they increase their communication and industry skills."



#### **Your Cornerstone Committees at Work**

The list of what's on the Promotions Committee's agenda never disappoints. So many exciting things are always in the works.

First, the 2024 Marketing Competition has been accepting submissions, and judging will begin immediately following the March 1 deadline. Finalists will be announced on April 1, 2024, and included in the April/May issue of *The Auctioneer*.

National Auctioneer's Week is nearing the end of the planning stage, and we are jumping right into making it all happen. This task force is putting together a very well thought out program, and they are anxious to share it with all of NAA.

The annual Conference & Show is always on the Promotions Committee's agenda, but it's starting to go into full swing now. Marketing competition presentations for the winners are being fine-tuned, and the winner's entries' digital display is being finalized. And as always, the intricate IAC Live must be planned out to the littlest detail.

Be sure to register for our Day on the Hill, taking place May 6-7 in Washington D.C. We'll have a day of education on NAA positions, issues facing the industry, and sessions on how to talk with your representatives. Day two will see meetings with your representatives, closing with a reception hosted by NAA for you and your representatives and their staffers.

We've also got a huge announcement-- NAA has hired its first staff member dedicated solely to Advocacy and governmental issues. Katie Mechlin has joined NAA as Government Relations Specialist. She'll be helping the Advocacy Committee and the Board of Directors achieve NAA's strategic goals in the Advocacy Cornerstone, beginning with the launch of NAA's Political Action Committee.

# EDUCATION

ADVOCACY

Continuing with a perspective toward the future, the Community Committee is busy using an internal and external line of sight to provide a substantial community benefit and share the word that the auction industry is something to pay attention to!

From the internal perspective, Community Conversations continue to be a well-received opportunity, allowing members to interact with fellow auction professionals. Discussions continue to explore other ways to expand networking opportunities beyond virtual and in-person offerings.

An example of building a new connection and expanding the reach of the industry is DECA. It's a marketing/business program in high schools and several other countries outside the U.S. The NAA sponsored a marketing challenge designed so the students would build a marketing campaign for an estate sale that includes real estate. First, they must learn about the industry to develop a campaign that fits the auction method and the focus demographics. Look for an announcement this Spring on who the first winners of this auction challenge are!

Since our last update, the Education Institute (EI) Committee has been immersed in initiatives aimed at elevating educational standards and fostering a dynamic learning environment.

In a significant stride towards curriculum enhancement, the committee is assembling a rewrite committee for the Auction Marketing Management (AMM) and AMM Next classes. By harnessing the collective expertise of committee members, the rewrite aims to further empower learners with the knowledge and skills needed to thrive in an ever-evolving marketplace.

The EI Committee has also been diligently assessing its own composition, identifying competency strengths and potential gaps. This analysis is a pivotal step in preparing for the selection of incoming committee members.

As they continue progress in planning upcoming education programs and events, the EI Committee remains at the forefront of advancing educational excellence within the NAA, setting the stage for a future of innovation and growth in the auction industry.



#### **State Watch**

#### **Kansas**

The Kansas Auctioneers Association held their 2024 Winter Convention from January 11 to 14. This blend of education, networking, and excitement provided the perfect opportunity for all who attended to grow, learn, and connect.



**Auctioneer Championship Results** 

Champion: Cody Miller 2nd Place: Arlin Eicher 3rd Place: Wayne Morris 4th Place: Aaron Traffas 5th Place: Alex Miller

Rookie Contest Results
Champion: Keith Miller
2nd Place: Adam Thiessen

Ringman Contest Results Champion: Alex Miller 2nd Place: Tony Wisely

















#### **Kansas Continued**



#### **Election Results**

President: Jason Schneider President Elect: Ross Daniels **Chairman of the Board:** Titus Yutzy Presidential Appointee: Don Hamit V.P./Membership Chairman: John Kisner Directors: Aaron Traffas, Arlin Eicher, Yve Rojas, Alex Miller





#### **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.





# NAA HAS SOME



#### SO WHAT'S CHANGING?

Auctioneers.org is now hosted on a new platform and member data has a new database to live in!

- Everything needs an update now and then, and websites are no exception to that process.
- The Website Task Force spent a lot of time and effort reviewing previous pages and reorganizing them into a clearer and easier flow of information.
- One of the most popular pages on auctioneers.org is the in-person event and education calendar which is now located on the home page for super quick access.
- Member data has been migrated into a new database providing members more access to see their own information.

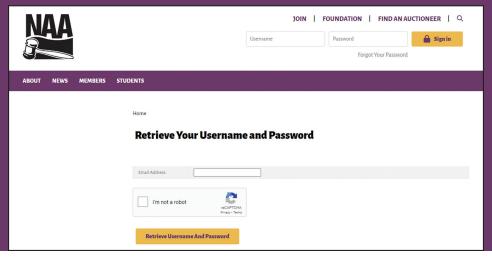
#### **AND THE BENEFITS ARE?**

- Updated mapping to enhance user experience through clearer organization of topics and information.
- Enhanced member experience and usability of the website and also to their own information.
- Faster navigation and greater reliability of service.

#### NECESSARY ACTIONS TO ACCESS ALL THE BENEFITS THESE CHANGES BRING

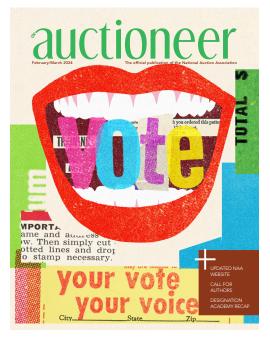
As always with a new database and website integration, usernames and passwords require a reset.

- After navigating to Auctioneers.org, click on the Forgot Password link located in the upper right corner.
- Enter your email, check the I'm Not a Robot box, and then click Retrieve Username and Password.
- If you don't receive an email to your inbox with additional instructions, check spam/junk folders and consider if the email entered is different than the one on your NAA record.
- Should none of those things work, send us an email at memberservices@auctioneers.org or give us a call during office hours at (913) 541-8084 for assistance.



# CALLING ALL MEMBERS!

THE NAA IS LOOKING FOR MORE MAGAZINE, BLOG, AND VIRTUAL GATHERING CONTRIBUTORS!



### THE AUCTIONEER

#### **Magazine Authors**

We're excited to unveil the 'Work Smarter, Not Harder' segment in *The Auctioneer* magazine, spotlighting our community's innovative approaches to business. We invite you to join us as a valued contributor. Your insights not only elevate your professional standing but also foster the advancement of our collective community.

# AUCTIONS WORK BLOG

#### **Blog Authors**

Interested in contributing industry insights? Join our team of authors for the Auctions Work blog! Your distinctive viewpoint and expertise are invaluable, not just for our community, but also for the wider industry.



FOR MORE INFORMATION. CONTACT COMMUNICATIONS@AUCTIONEERS.ORG



# COMMUNITY CONVERSATIONS

#### **Zoom Moderators**

We believe that your presence as a Zoom moderator for our upcoming virtual gatherings will greatly enhance the event's quality and effectiveness. Check out some of our upcoming Community Conversations below! Every "TBD" is an opportunity to connect with fellow members on a personal level, share valuable insights, and facilitate engaging discussions will create a sense of unity and belonging.

03.12.2024 2:00 PM (central)	Community of Practice: Livestock	TBD
03.13.2024 2:00 PM (central)	New Members - invitation only	John Schultz
03.15.2024 2:00 PM (central)	State Association Leadership - invitation only	Sherm Hostetter
03.29.2024 2:00 PM (central)	Auction Schools - invitation only	Lance Walker
TBD 2:00 PM (central)	Day on the Hill Q&A #1	TBD
TBD 2:00 PM (central)	Day on the Hill Q&A #2	TBD
04.08.2024 10:00 AM (central)	Cohort Conversation: International	TBD
04.16.2024 2:00 PM (central)	Community of Practice: Auto & Motorcycles, Dealers vs Individuals	TBD
04.24.2024 2:00 PM (central)	Cohort Conversation: Bilingual Auctioneers	TBD
04.25.2024 2:00 PM (central)	Community of Practice: Bankruptcy & Liquidations	TBD
05.08.2024 2:00 PM (central)	Chat with the Champions	TBD

FOR MORE INFORMATION, CONTACT COMMUNICATIONS@AUCTIONEERS.ORG



**Kurt Bachman** Attorney and licensed auctioneer from LaGrange, Indiana

**Business Practices** 

# Unintentionally Converting an Auction with Reserve to an Absolute Auction

Question: Can an auction unintentionally be converted from an auction with reserve to an absolute auction?

hese are the key facts of the case. There was an auction for a parcel of land containing approximately 32 acres. The advertisements for the auction did not state that it was "absolute" or "without reserve." The specific terms of the auction were not in writing. As announced, the successful bidder must sign the written purchase agreement after the auction. Immediately before the auction, the auctioneer stated:

"All right, so we're going to auction this off. The high bidder today will be required to pay a five thousand dollar deposit due today or at the time of the commencement of the sale. It has to be in cash and certified funds. They have fourteen days to complete the sale. There's an agreement to be signed at the end of the sale."

After this announcement, the auctioneer read the terms of the memorandum of sale that the "successful bidder" would be required to sign. The auctioneer then began calling for bids. There were bids for \$30,000.00 and \$35,000.00. Then, no more bids were made. The auctioneer then said: "Nobody wants to be forty-five? Going once, going twice, I guess we're going to have to no sell it." The auctioneer then thanked everyone for coming out.

The auctioneer took the position that this was a reserve auction and withdrew the property from the sale. After the auction, Janson (the bidder who bid \$35,000.00) approached the auctioneer. He asked whether his bid of \$35,000.00 was the high bid. The auctioneer confirmed it was the high bid, but he would not sell the property for that amount.

Afterward, Janson filed a complaint to force the seller to sell the property to him for \$35,000.00. Jason argued that the announcement contained explicit language that the property would be sold and created an absolute auction. The trial court ruled in favor of Janson and ordered the seller to sell the property to him for \$35,000.00. The auctioneer and seller appealed.

The Virginia Supreme Court reversed the trial

court's decision. It decided that the trial court was wrong in determining that the auction was an absolute auction. Instead, the Court agreed that the auction was a reserve auction. The seller (Williams) was permitted to withdraw the property at any time prior to the fall of the hammer, which he did by declaring there would be no sale. "Therefore, no contract was formed between the parties because Williams' declaration of no sale amounted to a rejection of Janson's offer of \$35,000 for the property."

The Court considered the differences between an absolute auction and an auction with reserve. It highlighted that in an auction with a reserve, the property being sold could be withdrawn prior to the close of the auction. In an absolute auction, after the auctioneer calls for bids on a lot, it cannot be withdrawn unless no bid is made within a reasonable time. In an auction with reserve, the property will only be sold if the highest bid exceeds the reserve price. In an absolute auction, the property is sold to the highest bidder regardless of the bid amount and the seller's notion of the property's value. In an auction with a reserve, the auctioneer (as the seller's agent) invites offers, and the bidders make the actual "offer" to enter the contract. In an absolute auction, the seller makes an offer to sell when the item is offered. A contract is formed with each bid, subject only to receiving a higher bid.

The Court evaluated the law in other jurisdictions and considered Article 2-328 of the Uniform Commercial Court. Then stated: "Taken as a whole, it is clear that an auction is with reserve unless the advertisement or the auctioneer explicitly indicates that it is an absolute auction or an auction without reserve. No language in the advertisements would indicate the auction was absolute. Instead, Janson focused on the announcement before the auction. He argued that the announcement converted the auction to an absolute auction. The Court explained:

"We note, however, that only a small portion of

Williams' pre-auction announcement actually related to the terms of the Auction; the majority of the announcement involved Williams' reading of the memorandum of sale, which he clearly indicated only applied to the 'successful bidder.' In other words, the memorandum of sale was conditioned upon the completion of the auction and, therefore, would not ordinarily inform the terms of the auction itself. Thus, the only portion of Williams' pre-auction announcement that arguably could relate to the terms of the Auction is Williams' statement that '[t]he high bidder today will be required to pay a five thousand dollar deposit due today' and his description of the time frame for completing the sale."

Fortunately for the auctioneer in this case, the announcement before the auction was insufficient to convert the sale to an absolute auction. The auctioneer never explicitly stated that the auction was absolute or without reserve. The auctioneer has yet to make any statement limiting his ability to withdraw the property from the sale, reject bids, or otherwise nullify the auction. It also indicated that the overwhelming authority states that a "statement indicating that the property will be sold to the high bidder is 'a mere declaration of intention to hold an auction at which bids will be received."

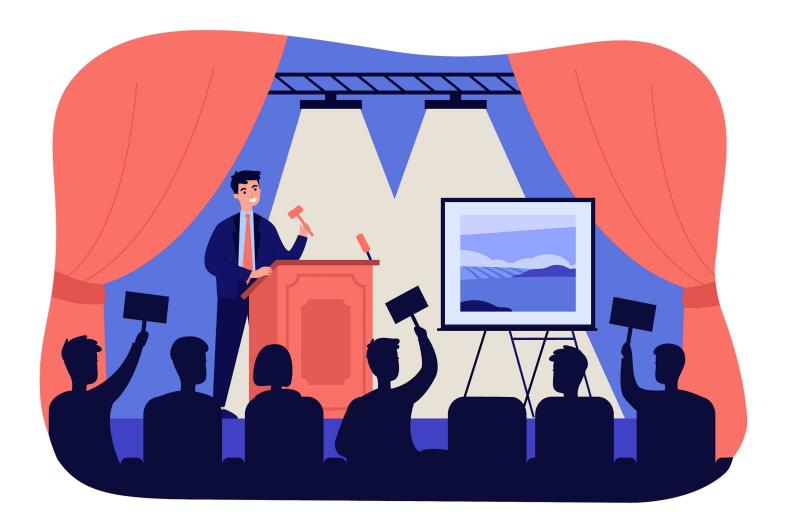
An auction is with reserve unless the property is explicitly put up without reserve. In general, auctioneers are unlikely to unintentionally cross the boundary and say something that will make the auction

absolute. However, there have been cases in other jurisdictions where statements (other than "absolute auction" and "auction without reserve") were found to be explicit enough to convert the auction to an absolute auction. To reduce the risk of litigation over this issue, auctioneers should exercise caution with their statements and have clear written terms and conditions.

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





### SEO and Auction Sites: Gain More Traffic and Bidders

Marketing expert offers tips on getting more eyes on your brand

By James Myers

exi Grafe comes from two generations of auctioneers. While her career path didn't follow the same arc as her family, she has information for auctioneers that will enhance their digital footprint.

Grafe is a self-proclaimed "SEO nerd," which means if you have a question about search engine optimization (SEO), she has built up the knowledge base to talk your ear off about it. As the manager of resource management for Terakeet, a top-ranked digital marketing agency, SEO is part of her daily life. But why is SEO important to auctioneers?

As Grafe explains, SEO is letting Google know your website exists. Think about it like this: if you search for "estate auction" on Google, you get more than 200 million search results. That's millions upon millions of pages of results, and the vast majority of users will only click on the links provided on the first page. That means an auction company specializing in estate auctions needs to optimize its website to ensure it is on the first page of search results, and this is where Grafe becomes the go-to expert for your auction company.

"Digital marketing hasn't always been the dominant tool used in the auction industry," Grafe said. "A lot more people are going online to find what they need, which is why digital marketing and your website are critical components of your SEO strategy."

But can't an auctioneer throw money at ads on social media sites and get instant satisfaction in relation to traffic? The short answer is "yes," but as Grafe puts it, SEO is the more innovative long-term game plan.

"The return on investment with SEO is five times greater than pay-per-click," she explained, adding that it can take three to six months before those results start coming in. "SEO doesn't necessarily cost anything besides your time and effort. It's a snowball effect, so the things you do now continue to accumulate and grow in value over time. It automatically generates momentum and grows bigger and bigger on its own. It's great for long-term value."

#### Rankings

- Landing on that first page of results involves about 200 separate factors that Google considers to determine the ranking of any website. But Grafe said most auctioneers only need to concern themselves with "five core pillars" involved in the ranking process.
- Is your site trustworthy? Google doesn't want to send users to a spammy site or one that pretends to be something it is not.
- Valuable content is also massively important. "Google wants your content to help users," Grafe said, so it has to include information that users want to see.
- The third pillar is all about usability. If you've ever visited a "clunky" site, you know how frustrating that is and how quickly you got out of it. If your site isn't user-friendly, Google will know and rank accordingly.
- Similarly, the fourth pillar involves the "health" of the site. Does your site have broken links? Is it slow to load? Again, Google knows.
- The fifth pillar involves backlinks. This is more technical, but it
  affects other trusted websites having links to your site. Google sees
  this as a "thumbs up" that your site is legitimate, Grafe says and
  rewards your site with higher placement in search.

#### Keywords

There was a time when keywords were almost the only thing that mattered in SEO. Some might even argue that keywords predate the concept of SEO, but one thing is certain – while the ranking algorithms

have grown far, far more complex, keywords are still king.

Suppose you want to avoid being part of those 90 percent of the websites that do not get organic search traffic from Google. In that case, you need to use keywords correctly. There are books written about how to use them, but don't let that intimidate you: Grafe is here to help.

Grafe recommends starting by listing all relevant words a user might type into Google to land on your page. These are called "seed" keywords, as they are the foundation of the research process. They define your niche and help you identify competitors.

Next, plug those seed keywords into keyword research software, which offers substantial insights into other keywords relevant to the seed keywords. Grafe says her favorites include Semrush, Moz, Ahrefs, and Google Ads software.

Using Semrush as an example, Grafe enters the seed keyword "compact tractor." The software returns a list of 11,000-plus keywords relevant to that seed keyword.

"This really opens your mind to the possibilities out there," she said. This article only scratches the surface of what Grafe has to share. To find out more about keywords, how to get around common SEO problems, meta tags, on-page SEO, how to make your website mobile-friendly, and the relevance of website speed, watch the full presentation titled *How to Conduct a Website SEO Audit and Rank #1 on Google* on NAA's The Auction Institute. \*

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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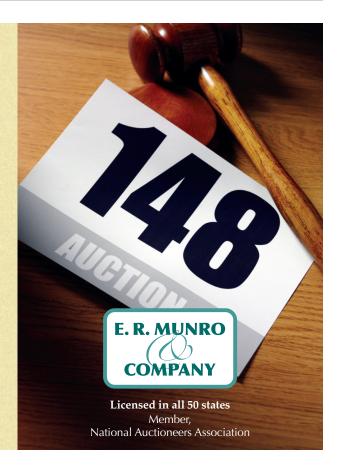
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# Real Estate and the Auction Industry

Auctioneers weigh in on the challenges and opportunities of selling real estate

By James Myers

n any given day, headlines about real estate shout about the hottest housing markets but also seem to fixate on multi-million-dollar celebrity homes up for sale. Lately, they're about trends that will hit the market in 2024. There is a lot of competition out there, and auctioneers are still scrambling to get the word out about the auction method and how it can work for sellers and buyers. But with investors with billions of dollars behind such companies as Zillow, Tricon Residential, Offerpad, and others snatching up properties and sometimes building entire subdivisions of homes, what does the future hold for real estate auctions?

Mike Russo has 20-plus years in the real estate industry. He has worked for numerous companies, including Sotheby's realty brand. However, he's probably best known as the creator of SparkOffer, a new online offer platform for selling homes. He led a Conference & Show session about the future of real estate, opening a lively discussion about the strengths, weaknesses and opportunities auctioneers face today.

"The future isn't the Millennials – the future is Generation Z," Russo said of the youthful generation, with a maximum age of 26, that seems hellbent on purchasing homes. "These kids are digital natives. They're fiercely independent and entrepreneurial. They question everything."

And it looks like an uphill battle to sway the opinion of this generation and others. Russo and his company surveyed hundreds of people for their views about the auction process and real estate. Many consumers associate Auction.com with the auction process, and to that point, Russo showed a slide of a \$400,000 home that sold for \$148,000 on Auction.com.

"When we interviewed the consumer and said, 'would you sell your home at auction?' they would say 'no, I wouldn't because that's for foreclosures.' Because that's what they see on the biggest portal (Auction.com)."

Russo played a clip of a traditional auctioneer calling bids at a home sale in front of a crowd of potential buyers.



"It looks fun," he said. "I really do like it, but Gen Z – that's not what they're looking for. You either need to change the narrative, the perception or rewrite the story."

#### Strengths and Weaknesses

Russo led a SWOT (strengths, weaknesses, opportunities, and threats) analysis to rewrite the story. With the group chiming in, they came up with strengths that the auction industry brings, including auctions off transparency, a simple process, competition, and time as an advantage. Other strengths are that the seller sets the terms, there are zero contingencies, sellers have access to a pool or database of qualified, interested prospects, the buyer pays the commission, and the buyer also pays the closing costs.

Aside from the perception that so many potential home sellers have about real estate auctions (distressed or foreclosed property) being a weakness, the group came up with a few more, including the diligence period, where the buyer makes the offer and then does the homework. Others include that the seller pays marketing expenses, the full results of the auction are unknown, and that time can be just as much of a weakness as it is a strength. Finally, people's overall inexperience with the auction process is also a weakness.

#### **Opportunities**

Traditional realtors outnumber real estate auctioneers roughly 300 to 1, and it might seem that the traditional realtor has the advantage. However, as one auctioneer in the crowd said, that's only sometimes the case.

"When I walk into a presentation, I can say, 'I've got the opportunity to do either one for you (auction or traditional sale),' so there's a huge opportunity that I can offer auction whereas my fellow realtor can't."

Another participant identified an opportunity related to the fact that as people live longer, we have two generations downsizing simultaneously.

"The issue is you have to get the barn, the house, the building cleaned out before you can even transact the real estate," she said. "Our licensure allows us to provide a turnkey opportunity for the seller."

Russo was in complete agreement. He said these estates are often filled with a lifetime of refuse that nobody wants. However, an auctioneer can clean it out, organize and sell at least a portion of the possessions, give that money to the family, and then take the rest to the dump. At that point, Russo says, "I'm going to get your house sold – it's all about speed."

Watch the full presentation titled *The Future of Real Estate* on NAA's The Auction Institute. ❖

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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# NAA's 75th Annual Toternational Auctioneers Conference & Show Preview



# Pittsburgh, PA July 23 - 27, 2024



# Keynote Speaker Q&A



Christopher D. Kolenda, Founder of the Strategic Leaders Academy, helps CEOs lead as their best selves, build winning teams, and make the pivotal decisions that create sustainable growth. His clients, including CEOs, Cabinet level officials, and NFL teams, have grown by well over \$50 million and counting.

Chris is a warrior-diplomat, combining assertiveness, statesmanship, and wisdom to help his clients gain dramatic wins. A West Point graduate, internationally renowned combat leader, and retired Army colonel, his Task Force developed a strategy that motivated a large insurgent group to switch sides, the only example in the war 's 20-year history.

After resigning from the government, he's brought the wisdom of warrior-diplomacy to the private sector, helping business leaders challenge conventional wisdom, imagine the future, and implement innovations that soar their businesses to new heights.

To help his Gold Star families and unit veterans and their families pursue their American dreams, Chris created the Saber Six Foundation in honor of the six paratroopers from his unit who were killed in action in Afghanistan.

## Wednesday, July 24 | 1 - 2:30pm

The auction industry is dynamic; what strategic approaches could help auction professionals navigate the always-evolving industry?

Complacency means doing the same things repeatedly and expecting the same results. You might be successful for a while, but your clients, the marketplace, and your competitors are evolving. If you don't innovate continuously, you'll be left behind. Just ask Sears, Blockbuster, Kodak, and many others who grew complacent.

Innovation is vital to your continued success and joy. You can think about innovation using the 3 Ps: People, Processes, and Products (Services). Here are some examples to consider:

#### People:

- What do your clients want; what do they need?
- How do you upgrade your people and their capabilities?
- How do you upgrade your Inner 5 to surround yourself with the right supporters?

#### Processes:

- In what ways can you improve your three vital processes:
- Internal Management so you improve efficiency and reduce waste;
- Business Development so you are attracting and gaining the proper-fit clients;
- Customer Service so your clients get an ever-better experience with you.

#### **Products and Services:**

 What products or services should you create to meet your proper-fit client's evolving needs?

- What efforts should you cancel because they are no longer relevant?
- What products or services should you change?

#### How do you encourage a culture of critical thinking within a team?

You have to develop your team's psychological confidence, which includes encouraging people to disagree agreeably without fear of retribution and knowing they'll be taken seriously. All three elements are essential. You must encourage people to voice their concerns without fear of retribution, or they won't report problems or offer new ideas. People need standards for agreeable disagreement, or they may gaslight, tune out, or self-censor. Finally, people need to have the confidence that you'll take what they say seriously, or they'll stay silent to avoid wasting their time and emotional energy.

#### How can auction professionals develop and maintain long-term business goals?

First, you need to make them explicit. Co-create them with your team and write them out instead of letting them sit inside your head. Second, don't boil the ocean. Most goals should have a one-year or shorter timeframe. Your business strategy should identify the purpose and direction of your enterprise; your annual plan should outline your goals Third, define your goals using the "X so that Y" format. X is your goal or objective, and Y is the desired outcome or result of achieving the target Next, determine your metrics so you know if you are on track. Finally,

use the Michelangelo Principle to avoid goal accumulation. You want to cut away unnecessary goals, so you focus on what's most important. When asked how he created the statue of David, Michelangelo said he took away everything that was not David.

#### What teamwork principles from the military can be applied to improve collaboration amongst an auction staff?

First, you have to decide whether you have a team or committee so you set your expectations appropriately.

A team has the following Common Good characteristics:

- Shared Top Goal everyone is pulling for the same #1 outcome
- Self-directed: Autonomy to determine purpose and direction and make decisions
- Common Strategy you have an agreed way forward
- Joint Consequences you win, lose, or draw together.
- Common standards.

Team members will have buy-in for the team's common good so that you can provide people with greater degrees of agency. They will take the initiative and innovate for the Common Good. Please read about my military unit's experience in Afghanistan in Jake Tapper's book, The Outpost, or look at Joshua Chamberlain's heroic stand with the 20th Maine Regiment at Little Round Top during the battle of Gettysburg.

Once you have an organization with independent business units or working groups drawn from various enterprises, you likely have a committee or council because some Common Good elements still need to be included. Members will have different agendas and work for different bosses with their objectives. Some members can win if the effort fails or if others lose.

External factors trump the committee's common good, so you have to understand the limits of what people can buy into. World War Two's coalition warfare is a superb example. America wanted to invade France in 1942, whereas the British wanted first to take the war to the Germans in North Africa and delay the cross-channel invasion. The Combined

Chiefs of Staff was a committee with individual members reporting to their national leaders, so they had to find approaches that gained everyone's support.

#### What decision-making process proves most effective in challenging situations?

The best leaders I've seen use this five-step process or something similar.

- Define your objective
- Identify your requirements (musts and wants)
- Develop options
- Analyze Risks
- Decide & Execute.

They also recognize that situations are dynamic, so after you execute, you need to observe the results, determine what's important to focus on next, decide what to do, and execute.

Military Theorist John Boyd called it the OODA loop, a continuous Observe – Orient – Decide – Act process.

#### How can technology be leveraged to enhance auction processes and build a winning team?

Author Daniel Burrus discusses hard and soft trends to get on top of the future's wave rather than being pulled under or left behind. Hard trends are inevitable: the sun will rise tomorrow, the U.S. population is getting older, women will control more wealth, AI will become more capable, etc.

Soft trends are likelihoods. The temperature is likely to be warmer (or colder), inflation will probably cool, a recession may be looming, remote work will provide you with access to better talent, and so forth.

You want to align yourself and your business with the hard trends. In what ways can AI, increased processing power, and heightened bandwidth strengthen your business? Can you model your audience, for

### Tech Central Highlights

Every professional is seeking either validation that what they are doing on a daily basis is working or if there is something more they can do to make their professional or personal life better. Everyone wants a better version of themselves.

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- Create a 60-second coached elevator pitch
- Brain focus on productivity + life-changing habits
- Apps and solutions to catapult productivity
- Harness time management
- Life hacks and habits for efficiencies + life/work juggling

example, and forecast how various avatars are likely to respond to your Strategy and tactics so you maximize your client's outcomes?

#### How can we strategically form collaborations to benefit our auction business?

Strategic partnerships can be a great way to expand your business opportunities and theirs. You have to see the opportunities from their point of view as well as yours because they will only agree if they see themselves as better off.

Use three elements as you consider your partners. First, you must understand their point of view – goals, objectives, and interests – to see if partnering is a good fit. Second, you want to think win-win. In what ways are both parties better off through collaboration? Finally, co-create efforts to support each other so everyone has skin in the game.

It's a three-legged stool or Venn diagram in which you need all three elements. Without understanding, you risk an improper fit and potential relationship damage. If you do not consider ways your partners are better off, you risk coming across as selfish. Without co-creation, your partners will lack buy-in.

#### What qualities should auction professionals prioritize in employee development?

You want to help your employees develop the skills that make the most of their natural talents. One of the biggest mistakes employers make is to put people in roles based on job skills and experience while ignoring their natural talents because this burns people out.

You can imagine a double-axis chart with natural talents (aka superpowers) on the north-south and skills on the east-west. You are born with natural talents; you develop skills.

Putting someone in a role for which they have low talent and low skill means they'll drop out quickly because they are set up for failure.

Low-talent, high-skill is the burnout zone. They hate what they do, but they are good at it. They'll perform to a high standard. They'll walk into your office one day with their two-week notice, saying they're burned out.

High-talent, low-skill is the "cultivate" zone. You love doing it, but you don't have the skills to make the most of your talents. Steve Jobs was a prime example: he loved envisioning new information technologies but lacked basic people skills. He was so radioactive that his own board fired him. He learned enough people skills to be successful, returned to Apple, and the rest is history.

You want to put people in the upper-right, in their Zone of Genius. This is where Jobs wound up when he developed better people skills. People in their Zone of Genius love and are good at what they do. They'll be more engaged, productive, and joyful at work.



# New this year at Conference & Show

### AI eXchange Lab

Explore, unravel and illustrate the potential and real-world implications of artificial intelligence. Harness the power of AI for diverse uses ranging from content creation, visual design and business analytics to marketing, research and professional development. The lab offers an array of interactive sessions and hands-on play stations that will empower participants with practical AI knowledge and tools they can take back to their organizations or lives.

## Hotel Policy Change

Participants must register for

Conference & Show before they can book
their hotel room.

Information on how to reserve a hotel room is included in the registration confirmation.



#### 2024 CONFERENCE & SHOW REGISTRATION FORM

PITTSBURGH, JULY 23-27, 2024

QUESTIONS? CALL 913-541-8084

#### **HOW TO REGISTER**

#### 2. SEND PAPER FORMS

1. ONLINE

conferenceandshow.com

**EMAIL:** registration@auctioneers.org

**FAX:** 913-894-5281

MAIL: Conference Registration, 8880 Ballentine St.,

Overland Park, KS 66214

#### **REGISTRATION OPTIONS**

#### **FULL CONFERENCE**

For all attendees, includes:

- General Session
- Annual Business Meeting
- Town Hall Meeting
- Conference Education Sessions
- Trade Show
- IAC and IJAC Competitions
- Post-event on-demand recordings

Also, includes admittance and meal tickets to:

- Welcome Party
- President's Gala
- IAC Dinner

Does not include admittance to private events.

#### DAY PASS (Wed / Thurs / Fri)

Includes admittance to Conference education sessions, Trade Show and some events (see daily activities at conferenceandshow.com)

Purchase one or all three days.

Meals are not included but may be purchased as add-ons through June 18. Does not include post-event ondemand content.

#### **SPECIAL PRICING FOR:**

#### YOUNG PROFESSIONALS

Professionals ages 12-29 can purchase Full Conference Registration at a reduced cost.

#### NEXTGEN

For ages 12-18, limited to NextGen activities (meet and greet, workshop, and VIP IJAC access), qualifies for IJAC competition. Parent/guardian permission is required

#### SPOUSE AND TEAM PRICING

NAA members who register for Conference may register a non-member spouse or team member at the member price.

REGISTRANT #1	First time attendee?	
Member Number, if applicable (Fin	nd at auctioneers.org in your profile)	Date of Birth
Name		
Company		
Address		
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Mobile Phone	Alt Phone (Check either hom	ne or business)
Email		
Emergency Contact Name and Ph	none	
	once, I acknowledge that I have read, unders onditions, as outlined at conferenceandshov	
Member Number, if applicable (Fin	nd at auctioneers.org in your profile)	Date of Birth
Name		
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	tials required for each registrant. ence, I acknowledge that I have read, unders	tand and agree to

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#### 2024 CONFERENCE & SHOW REGISTRATION FORM

REC	HSTR/	ANT NAN	ME(S)							
	REG 1	REG 2	REGISTRATION TYPE	PE	MEMBER/SPOUSE/TEAM MEMBER	AFTER MAY 29	NONMEMBER*	AFTER MAY 29	QTY	TOTAL
	0	0	FULL CONFERENCE AGE 3	0+*	\$790ea	\$940ea	\$1,125ea	\$1,275ea		
ALION	0	0	FULL CONFERENCE YOUNG AGES 12 - 29 *	i PRO	\$590ea	\$740ea	\$925ea	\$1,075ea		
REGISTRATION	0	0	NEXTGEN AGES 12 - 18  Registration confirms parent/guardian permission		\$100ea	\$100ea	\$100ea	\$100ea		
R	*Purchase an NAA membership below and save \$335 on your registration above!							•		
	**Requires parent/guardian permission									
	0	O NAA MEMBERSHIP (JOIN OR RENEW)			\$3	60 (PRINT MAGAZINE)	OR \$335 (DIGITAL)			
	REG 1	REG 2	DAY PASSES		МЕМВ	BER/NONMEMBER			QTY	TOTAL
PASS	0	0	WEDNESDAY JULY 24			\$270ea				
\$2`    Column   Colum				\$270ea						
	0	0	FRIDAY JULY 26		\$270ea					
	REC 1	REG 2			ADD ON ITEMS		ADULT	CHILD	QTY	TOTAL
	O	O O		CHILI	MEAL PASS BUNDLE AGES 3-15 ***		N/A	\$105ea	ŲH	TOTAL

R	EG1 REG2	ADD ON ITEMS	ADULT	CHILD	QTY	TOTAL
	0 0	CHILD MEAL PASS BUNDLE AGES 3-15 ***	N/A	\$105ea		
	0 0	VOLUNTEER APPRECIATION WORKSHOP TUES JULY 23 (Must have volunteered for NAA in the last 3 years or for 3 years total)	COMP	N/A		СОМР
(	0 0	WELCOME PARTY TUES JULY 23	\$108ea	\$50ea		
	0 0	LEGACY YOUTH SCHOLARSHIP BRUNCH/AUCTION WED JULY 24	\$50ea	\$25ea		
	0 0	WOMEN AUCTION PROFESSIONALS LUNCH WED JULY 24	\$65ea	N/A		
	0 0	CAI CELEBRATION BREAKFAST THURS JULY 25 (PRIVATE, TICKETS REQUIRED) ****	COMP	N/A		СОМР
	0 0	PRESIDENT'S GALA/HOF AWARDS THURS JULY 25	\$112ea	\$45ea		
	0 0	IAC DINNER FRI JULY 26	\$93ea	\$40ea		
	***Child's meal bundle includes Welcome Party, President's Gala and IAC. Children who desire an adult meal must purchase an adult meal ticket.  ****CAI Breakfast is open to all CAI designees and current CAI students.					

REG1 REG2	CONTESTS	MEMBER	QTY	TOTAL
0 0	INTERNATIONAL AUCTIONEERS CHAMPIONSHIP FRI JULY 26	\$445ea		
0 0	INTERNATIONAL JUNIOR AUCTIONEERS CHAMPIONSHIP IJAC PRELIM WED JULY 24   IJAC FINALS FRI JULY 26	\$50ea		

IJAC contestants may not compete in the IAC competition held Friday, July 26. For full contest rules, visit conferenceandshow.com.

#### To participate in the IAC, you must:

- Be 18 years or older and a current member of the NAA.
- Register for conference by 11 p.m. CDT, May 29. Day passes do not qualify. Exhibitors who purchase a booth may participate.
- Complete and submit the Contestant Entry Form, pay the entry fee on or before May 29 by 11 p.m. CDT. Entry fee cannot be paid in installments.
- Attend the mandatory IAC Roll Call and Orientation meeting at 7 a.m. the day of the contest.

See entry rules at conferenceandshow.com.

#### To participate in the IJAC, you must:

- Be 12-18 years of age on or before July 24, 2024.
- Register for Conference as NextGen or Young Professional. NAA membership is not required. Day passes do not qualify.
- Complete and submit the entry form along with the \$50 contestant entry fee.
- Attend the mandatory IJAC Orientation Meeting on Wednesday, July 24.
- Advanced contest entries must be received at the NAA office by July 1. On-site entries will be accepted until 12:30 p.m., Wednesday, July 24.

#### REGISTER ONLINE AT CONFERENCEANDSHOW.COM **GRAND TOTAL** DEDUCT \$300 EDUCATION VOUCHER (IF APPLICABLE) AMOUNT DUE

#### 2024 CONFERENCE & SHOW REGISTRATION FORM

REGISTRANT NAME(S)			
TOTAL AMOUNT DUE FROM REG	GISTRATION PAGE		
ALTERNATE MEALS/ DIETAR If you have dietary restric	Y RESTRICTIONS tions that require special consider	ration, email conference@auction	eers.org no later than <b>June 18.</b>
SCHOLARSHIP OPPORTUNIT	IES		
	Foundation help fund your way to Deadline to apply is <b>May 29.</b> Visit a		
registration and remaining weekend, payment will be PAYMENT PLAN (DEPOSIT REQU	EDIT CARD PAYMENT ONLY) spread up to five months and must go payments will be charged on the exprocessed the following business (IRED) O 2 INSTALLMENTS O 3 INSTALL pow, you authorize the NAA to charge to	e 25th of each month following. If s day.  MENTS 04INSTALLMENTS 05INST	payment date falls on a
Five-month plan:	Four-month plan:	Three-month plan:	Two-month plan:
Register by Feb. 20, 1/5 charged 3/25, 4/25, 5/25, 6/25	Register by March 20, 1/4 charged 4/25, 5/25 and 6/25	Register by April 20, 1/3 charged 5/25 and 6/25	Register by May 20, 1/2 charged 6/25
PAYMENT INFORMATION			
PAYMENT OPTIONS • CREDIT	O (HECK NO (Checks	s payable to NAA in U.S. dolla	ars only drawn from a U.S. bank)
Name on credit card	(	Signature	
Credit card number			
Expiration date	CVV coo	de	

#### REGISTRATION CONFIRMATIONS AND CANCELLATIONS

A confirmation will be sent when registration is processed. Registration cancellation requests must be submitted in writing and received by the NAA no later than May 29 to receive a refund. A \$50 processing fee will be charged for all full and/or partial cancellations. Substitutions are encouraged. After May 29, no refunds will be issued.

Return paper registrations to: Email: registration@auctioneers.org; Fax: 913-894-5281; Mail: Conference Registration, 8880 Ballentine St., Overland Park, KS 66214



# 2024 NAA HALL OF FAME NOMINATION FORM

PAGE 1

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		
BUSINESS INFORMATION		
Name of Firm		
Position in Firm		Number of Associates or Partners in Firm
Business Address		
City	State	Zip code
Phone		
PERSONAL AND FAMILY INFORMATION		
Spouse's Name		
Does spouse participate in the auction profession	n? □yes □no	
If yes, please explain:		
Number of Children		
Do any participate in the auction profession?	Jyes □no	
If yes, please explain:		
PROFESSIONAL INFORMATION		
How long has the nominee been associated with	the auction business? years.	
What percentage of the nominee's time is actively	y spent in the auction business?%	
Number of years this nominee has been a memb	er of NAA? years.	
Does the nominee specialize in any particular field	d of auctioneering? 🗖 yes 🗖 no	
If yes, please explain:		
State Association(s) of nominee		
NAA ACTIVITY		
	offices held, current and past; designations	earned; committees; instructor at CAI, Conference &
Show, designation classes, summits, seminars; et	· · · · · · · · · · · · · · · · · · ·	,
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# 2024 NAA HALL OF FAME NOMINATION FORM

2

	PAGE
STATE ASSOCIATION ACTIVITY	
List state association involvement, offices held, etc.:	
COMMUNITY INVOLVEMENT	
List any notable community activities:	
Please reflect your personal assessment of the nominee and opinion of why he/she should be elected to the NAA Hall of Fame:	
r rease reflect your personal assessment of the nominee and opinion of why her she should be elected to the NAA half of rame.	
Nominations must be postmarked no later than June 1st of each year. Mail to:	
years made ac personal no later transfer of each years man ter	
NAA Hall of Fame Committee	
c/o National Auction Association 8880 Ballentine	
Overland Park, KS 66214	
NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the	
ballot and are eligible to be nominated again after one year.	
Submitted by (please print)	
Address	

City\_\_\_\_\_State\_\_\_\_\_Zip\_\_\_\_



## **Board of Directors Director/Officer Requirements**

An NAA member who wishes to be elected as an Officer or Director of the association at the 75th International Auctioneers Conference & Show in Pittsburgh, Pennsylvania, must announce his or her candidacy by 4 p.m., CT, on Friday, March 1, 2024.

#### **NAA POSITIONS AVAILABLE**

Vice President: One-year term. Will ascend to the presidency the next year. Must have served a full term on the Board of Directors, Education Institute Trustees, AMI Board of Governors or National Auction Foundation Trustees.

Directors: Candidate must be a member of the NAA in good standing for at least three consecutive years; must have served on an NAA committee/task force; must have completed CAI or taken the NAA Leadership Development course. Directors may serve two, three-year terms. Two Directors are elected each year.

#### **BOARD RESPONSIBILITIES**

Board members are expected to attend all scheduled face-to-face meetings and those called by Zoom. In addition, Board members are expected to serve on committees as requested by the President. Committees typically meet by electronic means. In addition, it is expected that the Board communicates the work of the organization and shows support for the NAA. The Candidate Packet includes complete job descriptions for both Officers and the Board positions.

#### **APPLICATION PROCESS**

Obtain a candidate packet by going to auctioneers.org or by emailing NAA CEO Aaron Ensminger, CAE at aensminger@auctioneers.org.

All applications must be submitted by 4 pm CT on Friday, March 1, 2024.

An interview with the Candidate Review Committee (CRC) will be held during the first two weeks of March.

Candidates will be notified if they are being recommended by March 18.

Candidates who are not endorsed by the CRC but still choose to run must notify the Committee by 4 p.m. CT on Friday, March 29, 2024. The packet includes the following:

- 1. A signed and completed application
- A separate document indicating how the candidate demonstrates the "Characteristics and Attributes of an Ideal NAA Board Member."
- 3. The names and addresses of three references
- 4. A professional photograph
- 5. A one-page document which answers the following questions:
  - Why are you interested in serving on the NAA Board of Directors
  - What have you learned from serving on a volunteer board?

#### 2024 CANDIDATE REVIEW COMMITTEE:

- Chair of the Board Sherman Hostetter, CAI, AARE, BAS, CES, GPPA
- ◆ President Lance Walker, CAI, BAS, CES
- ◆ Representative of the Education Institute Trustees, Eric Rasmus, CAI, AMM
- ◆ Representative from the National Auction Foundation, Scott Mihalic, CAI
- ◆ State Representative Larry (Chip) Pearce, Jr., AARE, ATS, CES, GPPA

#### **NAA Mission**

NAA serves auction entrepreneurs with services provided based on four cornerstones: promotions, advocacy, education, and community.

#### **NAA Vision**

NAA will be the voice of the auction profession.

#### **NAA Cornerstones**

Promotions Advocacy Community Education



his year's Designation Academy brought 150 auction professionals from across the country together to learn more about and fine tune their auction specialties! Whether attending a designation class for the first time to earn a designation or a designation holder auditing the class again, participants walked away with invaluable content and stronger professional networks.









**CES ATTENDEES** 





**GPPA ATTENDEES** 



**AARE ATTENDEES** 



**GPPA ATTENDEES** 



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

I grew up in a farming family and occasionally went to the sale barn with my Dad, as well as equipment and real estate auctions with him. The rhythm of the auction chant and how people participated in the auction fascinated me as a kid!

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

In 2012, my wife and I didn't think we would have a family, and we looked hard at the work we were doing then. We both decided that we wanted to work "as if money didn't matter." My passion is in fine sporting arms. I left my career in the financial services world and worked for a specialty auction company in Central Maine! A big change!

#### Were there any challenges you faced?

The auction industry is filled with both opportunities and challenges! Using the sales skills I learned in my financial services career and parlaying them to sell the auction method of marketing was fun and challenging at the same time. I had to learn how to find the best prospects for the services we were offering and how to close those sales. It was a very different conversation than selling a life insurance policy!

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

YES! I thought the potential for opportunities to make a living in the business was vast when I started, but by joining my state association (Auctioneer's Association of North Carolina) and the NAA, my eyes have been opened to just how vast the playing field is. There is no limit to what an auctioneer can accomplish if they are determined to do so! I would also say that I am most impressed with the levels of honesty and care my peers in the association bring to their clients - both buyers and sellers alike!

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

Every day in the field of antiques is like a treasure hunt. Tom Hanks, who starred in Castaway, said it best: "Who knows what the tide could bring!" I also love the people! We have the most interesting and fascinating clients spanning all facets of this industry.

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

It's all about education! I once had a sales training with USC Football



Head Coach Lou Holtz. Coach Holtz told me and my teammates that we needed to think of our sales careers just like a plant - he said that our "sales careers are just like a plant. We are either growing or dying. There is no in-between." In this business, staying up to speed with the changes in the profession keeps us relevant. It helps us continue to grow and prosper. I've also found my peers at the NAA to help me look at myself and reflect on how I can be a better dad and husband, so it's not just auction education - it is life education!

#### How has the NAA and your CAI designation helped you become a better auction professional?

The NAA is made up of the best and brightest in the auction world. The members are interesting, caring, and professional. Their willingness to share is unlike anything in any other industry. CAI is more than just the letters behind your name - it's almost like a fraternity of top-tier auction professionals who want to grow and learn indefinitely! With the connections from NAA and CAI, I've been able to call bids in many places. Still, beyond that, I've grown a stronger, more independent auction partnership and business.

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

The auction profession is a means of being a problem solver to help both buyers and sellers solve problems. We work with clients across any asset class and help them solve problems. The issues we are presented to assist with are sometimes easy to solve and sometimes very complex. Learning about the client and helping them solve their challenge is incredibly rewarding.

#### What is the most unexpected place that auctioneering has taken you?

During COVID, Portugal changed its firearms laws so no individual could own more than 25 firearms at a time. We received a call from a client who had more than 300 collectible guns, and he needed to sell them to pacify his local police and comply with the new laws. I flew to Portugal with a detailed proposal, ready to make a deal! Fortunately, we struck a deal, and I could safely fly home. The travel was hectic with lots of red tape due to COVID restrictions, but at the same time, it was so rewarding to see another part of the world!

#### Your family and you participated in a "Pajama Walk" this past year; what is that, and how can more people get involved?

Philanthropy is essential to my wife and me, and we love to support local causes where we can see or feel the impact of our support. Our son, Nate, is on the autism spectrum, and my wife is an incredible advocate and rock star in his day-to-day care. Pajama Walk is an event-based fundraiser for a program my son is involved in called "Friendship Circle." Pajama Walk is a sensory-friendly walk at a local park where everyone is encouraged to wear their pajamas! It's incredible to see hundreds of kids and adults alike in pajamas celebrating the Friendship Circle Program, which brings neurotypical teens together with neurodivergent friends!



# CEA with CAUCTION PACKAGES

#### When and how did your business start?

Auction Packages was founded in 2009 with a simple mission—to help nonprofits raise more money for their causes. Before our inception, our founder assembled auction items for his nonprofit while seeking a way to share these efforts with other causes. When he couldn't find one that he felt put the nonprofit first, he made one. Auction Packages comes from a deep love and understanding of nonprofit fundraising, and that remains at the center of everything we do.

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

Having curated packages for his own nonprofit, our founder recognized the need for organizations to keep more of the funds raised when utilizing professionally curated items. Auction Packages reshaped the industry by improving the experiences being created while simultaneously being able to offer the packages at better prices. We saw a need for an overall elevation of what was being provided to the nonprofits, and we're fortunate that we've been able to deliver that year after year.

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

Our primary focus is helping nonprofits save time and raise money. In every industry, time is money, but it's most accurate in nonprofit fundraising. Putting together packages, dealing with providers, creating promotional assets, and booking for winners are all time-consuming undertakings for organizations that often can't spare it. By taking care of every step in-house, we let nonprofits focus on what matters mosttheir donors. When staff members aren't chasing down a donation or worrying about booking logistics for a winner, they can use that time on donor outreach, engagement, and retention. On the event day, nonprofit staff should only have to think about who's in the room, not what's on the auction block.

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

We love that we can help thousands of charities each year continue the fulfillment of their mission statements. We're so grateful that not

only are we offering world-class experiences but that we offer them to world-changing organizations. From cancer research and supporting families affected by cancer to after-school programs and early childhood learning support, we take pride in helping each partnering organization make a difference in their community. Our mission is to support theirs.

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

We are excited to bring a world of fundraising to nonprofits in 2024. Our team has grown, and we're thrilled that what we offer this year reflects that. Our newest line of packages includes some incredible experiences in Havana, Argentina, and the Greek Islands, and the packages planned for release in August are just as worldly and unlike anything we've offered before. This year also marks the 15th anniversary of Auction Packages, and we're excited to start celebrating the same way nonprofits do-by giving back to the people who've made it possible.

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

We constantly search for new ways to use travel packages and experiences to help nonprofits raise more money. We have teams dedicated to keeping their finger on the pulse of donor interest, trendy travel locations, and nonprofit pain points. In the next few years, we will continue to expand and curate our offerings, negotiate better prices for nonprofits, and help countless donors travel the world while making a difference for their cause. Our goal is to help facilitate fantastic donor experiences, starting with keeping an eye on the future.

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

Auction Packages has been so appreciative of our relationship with the NAA. We know and understand that auctioneers are a vital part of the fundraising process. Auctioneers consult with nonprofits, help build the run-of-show, and place auction items in specific orders. Linking arms with auctioneers has benefitted nonprofits the most. When they can work with a travel experience company that is in step with their hired auctioneer, it allows for a unified consulting approach that, in turn, raises more money!



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New members that joined between November 16 - December 31, 2023.

#### **Auction School Graduates**

#### **Carolina Auction Academy**



Pictured (Back row, left to right): Johnny Staydon, Joshua Rhoday, Lori Palmer, Gerald Bullard, Colby Cockman, Andy Kearns, Phillip Richardson, Page Speagle, Rossi Standridge, Zack Brown; (Middle row, left to right): Lauren Bell, Mary Yarbrough, Dylan Shores, Michael Anderson, Anthony Luciano, Scott Peterson, Phillip Richardson, Norm Valez, Dale Walls, Jason Beauguess; (Floor, left to right): Kiley McDowell, Patrick Hudson, Grayling Standridge.

#### **Reppert Auction School**



#### **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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### In Memory

#### **Robert "Bob" Steffes**

Robert "Bob" Steffes, 86, Fargo, ND passed away on Thursday, Nov. 23, 2023, at Eventide of Fargo. Bob attended Auctioneer School in 1959 and in 1960, established his lifelong career as an auctioneer. These are the facts of Bob's life, but how a person lives a life is more important than the facts. At this point, Bob will become Dad so we can commemorate on a personal level who our dad was. Grandson Gannon described Dad with 3 words: Determined, passionate, and confident. These words fit Dad throughout his life. In the early years, they culminated with achievement in farming, ultimately receiving the ND Diversified Farmer of the Year award. As an auctioneer they culminated in being named the 1966 Champion of the ND Auctioneers Association and, later, President of the North Dakota Auctioneers Association. In 1972 he became the World's Champion Livestock Auctioneer. He went on to be President of the National Auctioneers Association in 1991, the North Dakota National Leadership Award of Excellence shortly after, and was inducted into the N.A.A. Hall of Fame in 1999. In 1984, son Scott joined Dad in the auction business and together officially became Steffes Auctioneers. In 2018, he was inducted into the Northern Cass (formerly Arthur School) Hall of Fame.

Source: https://www.westfuneralhome.com/obituary/Robert-Steffes





#### **Katherine Woodcock**

Katherine "Kathy" Woodcock, age 66, passed away peacefully on August 7, 2023. Kathy was born on October 26, 1956 in Farmville, VA. She then moved with her family to Lynchburg, Lexington and Roanoke, before moving to Orange County in 1969. She was a graduate of Orange County High School in 1975. She then attended and graduated from Pan American Business School in Richmond, VA. She began working with Wilson Auction Company in 2007, where she found her love for all things auction! She served on the board of directors and was the Treasurer of the Virginia Auctioneers Association and was awarded Auctioneer of the Year 2022. She often said that she "would continue to work until the day she died" and she remained dedicated until her passing. In her free time, you would often find her in one of her many flower gardens, planting flowers and watching them thrive. She had a "green thumb" and could make almost anything flourish. She loved the ocean and would take her yearly trip to the beach, like clockwork! She had an undeniable love for her "Grand Girls" and had recently gotten a tattoo of three pink hearts on her wrist to prove it!

Source: https://www.johnsonfuneralhomeandcrematory.com/obituaries/Katherine-Floyd-Woodcock?obId=28663074



#### **Marjorie Gaule**

Marjorie Anne King Gaule (October 16, 1932 to November 18, 2023) was born in Auburn, IL, to Ada and Charles Halford King.

Marge met and quickly fell in love with Bill; they eloped on July 4, 1953, marrying in a little church in Godfrey, IL. She worked for Prudential Insurance and the Illinois Tuberculosis Association before turning her attention full-time to raising their family. Eventually, she started working with Bill as the cashier for his auction business and did so until he retired. She prided herself in balancing every auction "to the penny." Marge was the President of the National Auction Association Auxiliary and is a member of its Hall of Fame in recognition of her many contributions to the auction business. She also served as the President of the Chatham Junior Women's Club and the Chatham Women's Club, and helped establish the Chatham Public Library.

Source: https://www.bramleyfh.com/obituary/Marjorie-Gaule

#### **Submit obituaries**

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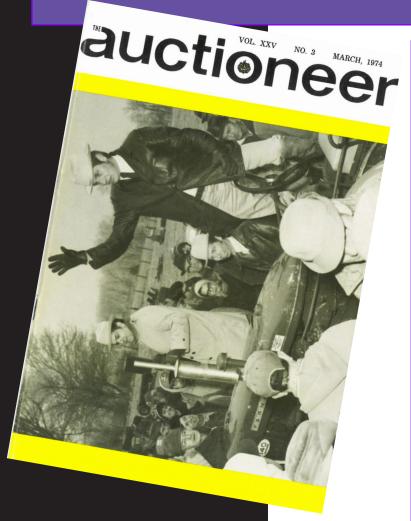
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## 50 years later The Ever-Growing Auction Block



#### **Bank Auctions Shares**

Branchville, N.J. — The National Bank of Sussex County recently conducted a public auction of 221 shares of its stock. The sale represented the accumulation of fractional shares resulting from a 33% stock dividend recently declared by the bank. In lieu of issuing fractional certificates, the Board of Directors decided to sell the stock at public auction and distribute the proceeds to those shareholders who would have been entitled to a fractional share.

More than 60 Sussex County residents were present when local auctioneer, Don Castner, asked for the opening bid. The shares were sold in 34 lots ranging from one to twenty-five shares. Bidding was brisk and the sale was completed in less than 35 minutes,

The lots sold for prices varying from \$59 to \$67 per share with an average price of \$63.64.

EDITOR'S NOTE: This is another example of the ever growing list of items that cross an auction block.

ก

EDITOR'S NOTE (50 YEARS LATER): If you have any wonderfully wacky, rare, or just downright fun things that cross your auction block let us know by emailing us at communications@auctioneers.org! You could be featured on our social media!

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