



the auctioneer

February/March 2025

The official publication of the National Auction Association

DAY ON THE HILL

APRIL 27 - 29
WASHINGTON D.C.

MAP OF THE BLOCK | HALL OF FAME NOMINATION FORM | MEET THE NEWEST NAA STAFF



Learn more at auctioneers.org/symposium25

The Enduring Value of NAA Membership: Reflecting on 75 Years of Fellowship

As we begin 2025, I find myself drawn to a remarkable piece of our association's history – an article written by our first president, B.G. Coats, over 75 years ago. His words about the value of NAA membership resonate powerfully today, reminding us that while our industry's tools and techniques have evolved dramatically, our core values and mission remain steadfast. President Coats wrote of the "natural outgrowth of man's inclinations" to associate with others in the same profession, sharing knowledge and experience to better ourselves. This fundamental human desire for professional fellowship hasn't diminished with time – if anything, it's become more crucial in our increasingly digital world.

The Evolution of Professional Fellowship

When B.G. Coats described the NAA as "The College of Auctioneering," he recognized something profound about our association's role in professional development. Today, this educational mission has expanded beyond what our founders could have imagined. While we still polish and develop the minds of those who have completed their initial training, we now do so through a rich tapestry of learning opportunities – from our comprehensive Designation Academy programs to our cutting-edge Digital Marketing Summit, from our immersive Executive Symposium to our transformative Certified Auctioneers Institute.

Meeting Modern Challenges

The "events of today and the ominous threats against the future of our civilization" that Coats referenced in his time parallel our current challenges—rapid technological change, evolving market dynamics, and complex regulatory environments. Yet, as our predecessors did, we face these challenges together, leveraging our collective wisdom and resources to adapt and thrive. Our hybrid events, virtual communities, and in-person gatherings create spaces where auctioneers can share experiences, learn from each other, and build the relationships that sustain our profession.

Looking Forward

As we celebrate our 76th year, the NAA continues to evolve while remaining true to our founding principles. Our commitment to education, advocacy, promotion, and community – our four cornerstones – reflects the same spirit of professional advancement that motivated our founders.

Today's NAA offers unprecedented opportunities for

member engagement and growth:

- Advanced educational programs that combine traditional wisdom with cutting-edge practices
- Robust advocacy efforts that protect and advance our profession's interests
- Innovative promotional initiatives that showcase the auction method's enduring value
- Vibrant community platforms that foster meaningful professional connections

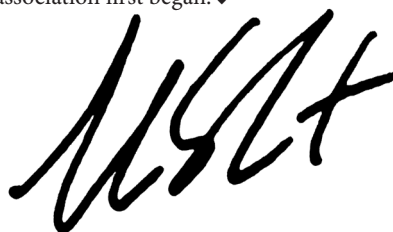
The Call to Engagement

B.G. Coats concluded his article with an invitation to the national convention, emphasizing the importance of exchanging ideas and enjoying fellowship. Today, I extend a similar invitation to our members. Whether it's participating in our upcoming Digital Marketing Summit in Little Rock, joining us for the Executive Symposium in Napa Valley, pursuing your CAI designation at Indiana University, or attending our 76th International Auctioneers Conference and Show in Schaumburg – every engagement opportunity strengthens our professional community.

A Legacy of Value

The "soul-satisfaction of aiding in the advancement of your own profession" that Coats described remains a powerful motivator. As your president, I witness daily how our members contribute their time, expertise, and passion to strengthen our association and advance our profession. In closing, I'm struck by how B.G. Coats' words still capture the essence of our association's value. While our challenges and opportunities have evolved, the fundamental need for professional fellowship, continuous learning, and collective advancement remains unchanged. As we move forward into 2025 and beyond, let us honor our heritage while embracing the future, working together to ensure that the NAA continues to serve as the vital center of professional excellence in the auction industry.

The invitation Coats extended 75 years ago still stands: join us in this worthwhile service. The rewards of active participation in our professional community are as rich and meaningful today as they were when our association first began. ♦

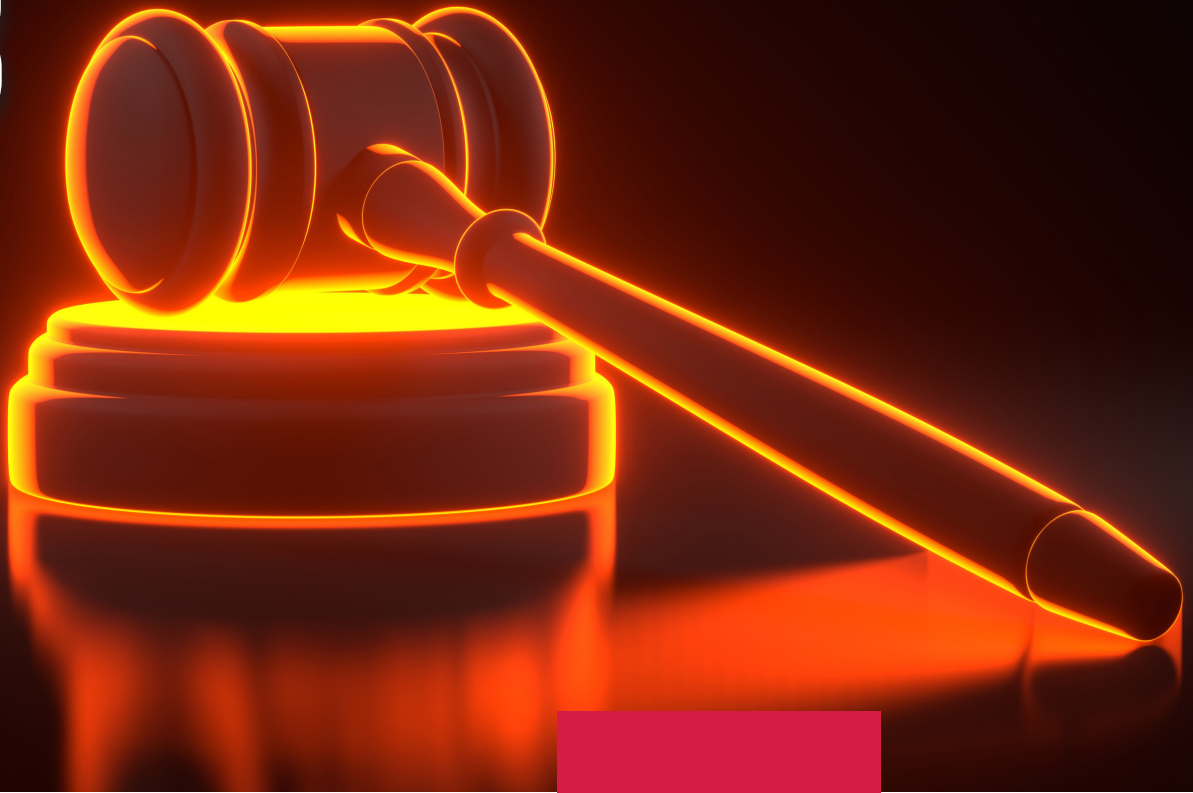



John Schultz, AMM
NAA President

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.



18



FEATURES

- 16 Meet the Newest NAA Staff**
Shelly Urish & Christie Allen
- 22 Day on the Hill**
Preview of DC
- 25 Conference & Show**
Continued preview of Schaumburg

COMMUNITIES OF PRACTICE

- 20 Benefit Auctioneers**
Can the auction industry be recession-proof?
- 38 Personal & Commercial Assets**
SOP & Auctioneering

INSIGHTS

- 18 Business Practices**
Risks of not adequately disclosing sellers
- 40 Industry Faces of NAA**
E.R. Munro

DEPARTMENTS

- 03** President's Column
- 07** NAA Planner
- 08** Cornerstones at Work
- 10** State Watch
- 42** New Members
- 43** Auction Schools
- 45** Ad Index
- 46** Board
- 48** Obituaries
- 50** 50 Years Later

“

**To be an
activist is to
speak. To be
an advocate
is to listen.
Society can't
move forward
without both**

Eva Lewis

”



MARCH 31 - APRIL 4, 2025

BLOOMINGTON, IN

AUCTIONEERS.ORG/CAI

ONLINE
at auctioneers.org



JOIN THE COMMUNITY

facebook.com/natauctionassn
instagram.com/natauctionassn
x.com/natauctionassn
youtube.com/natauctionassn
National Auction Association



DIGITAL
EDITION
AVAILABLE!

auctioneer



8880 Ballentine St.
Overland Park, KS 66214-1900
P: (913) 541-8084 | F: (913) 894-5281

Director of Education / Interim Chief Executive Officer
Kristina Franz, CAE | kfranz@auctioneers.org
(913) 563-5426

Volunteer Relations Liaison
Christie Allen | callen@auctioneers.org

Education Program Specialist
Hope Aspenleiter | haspenleiter@auctioneers.org

Director of Finance & Administrative Services
Jordan Crupper | jcrupper@auctioneers.org

Director of Membership & Community
Janice Martin | jmartin@auctioneers.org

Public Relations & Advocacy Manager
Katie Mechlin | kmechlin@auctioneers.org

Accounting Coordinator
Genny O'Niones | goniones@auctioneers.org

Meetings Manager
Joyce Peterson | jpeterson@auctioneers.org

Membership & Community Specialist
Courtney Teel | cteel@auctioneers.org

Partner Specialist
Shelly Urish | surish@auctioneers.org

Events Specialist
Jennifer Vossman, CMP | jvossman@auctioneers.org

Public Relations & Marketing Specialist
Taven Wohlford | twohlford@auctioneers.org

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.

The Auctioneer (ISSN 1070-0137), Copyright © 2025 by the National Auction Association is published Bi-monthly Dec/Jan, Feb/Mar, Apr/May, Jun/Jul, Aug/Sep, Oct/Nov by the National Auction Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. Periodicals postage paid at Kansas City, MO, and additional mailing offices. **POSTMASTER:** Send address changes to *The Auctioneer Magazine* (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Materials may not be reproduced without permission.

2025 NAA Planner

EVENTS & CONVERSATIONS

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

May

- USPAP 7 Hr. Update
- Community Conversations
 - » Chat with the Champions
 - » General Industry: Controversial Items Presented by Seller

June

- Community Conversations
 - » Fielding Your Benefit Auction Summit Questions
 - » Community of Practice: Benefit & Charity
 - » NAA Candidates
 - » NAA Ambassadors

July

- Conference & Show



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

Your Cornerstone Committees at Work

PROMOTIONS

The NAA Promotions Committee is focusing heavily on promoting the auction industry, emphasizing that it's more than just bid calling. It's made up of small businesses that play a vital role in keeping the economy moving forward. Now, more than ever, it's crucial to showcase the value of the auction industry to the public.

To do just that, we're excited to launch the National Promotional Campaign in conjunction with National Auctioneers Week, taking place April 28 - May 3. This week-long celebration will highlight auction professionals' diverse impact on communities and businesses across the country. Be on the lookout for promotional materials you can use to help grow the industry and support the NAA during this important week. Together, we can raise awareness and show the world the significant contributions of the auction industry! Stay tuned for more details.

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



Deadline: March 1

COMMUNITY

The NAA's Community Committee has been busy having discussions related to the recent board directives asking for in-depth looks into some longstanding programs. As we all know, times change, people change, and the needs and preferences of association members also change. A strong association is made stronger through periodic reviews of these changing landscapes and how they affect programs and services. The Speaker's Bureau and the Ambassadors program are among the first programs to be discussed. We are being asked to identify: What needs are met by each of these programs? Have the needs being met changed in recent years? Why have these needs changed? Which members benefit the most and the least? Are there changes that could be made to enhance these programs? Has the program outlived its value? As you can see, this is a serious endeavor and one taken on to support the NAA mission, and to support NAA members! The DECA Auction Challenge is nearing the end of the submission window and the DECA Task Force will soon be reviewing the student's submissions. First, second, and third place will be announced shortly after. This is a great opportunity to share the auction industry with high school students as they begin to focus their college and career goals.

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



Deadline: March 1

ADVOCACY

The Advocacy Cornerstone at the NAA is stepping up its efforts this year with an improved, leadership-focused Day on the Hill event, making it the perfect opportunity for state leadership! While maintaining the advocacy elements we know and love, this year's event will dive deeper into the importance of local advocacy and how to host a successful Hill Day in your state. For just \$225 for designation holding members and \$300 for regular members, you can attend and gain valuable insights on NAA's policy agenda, effective advocacy strategies, and leadership development. Sessions will cover building communication skills, trust, and influencing outcomes, empowering you to become a stronger advocate for the auction industry. Registration is now open—check out the Day on the Hill page on the NAA website for more details!

Additionally, the Advocacy Cornerstone now offers state associations a tailored legislative plan for a flat annual fee. This includes timely updates on state legislation impacting the auction industry, bill tracking, and direct access to NAA's legislative expert for consultations on specific issues. For more information or to enroll, contact kmechlin@auctioneers.org.

Don't miss these exciting opportunities to grow your leadership and advocacy skills!

Scan below to apply for the Advocacy Committee



Deadline: March 1

EDUCATION

The Education Institute (EI) Committee of the NAA has been hard at work, ensuring a strong start to 2025 with impactful programs and initiatives. Most notably, exciting changes to NAA's designation program have been announced. The requirement to complete a project for most designations has been removed, and designation holders now enjoy new benefits, including exclusive discounts on NAA event registration fees.

In December, the committee hosted 125 auction professionals at Designation Academy 2024 in Las Vegas, offering five designation classes: AARE (Accredited Auctioneer Real Estate), AMM (Auction Marketing Management), BAS (Benefit Auction Specialist), CES (Certified Estate Specialist), and GPPA (Graduate Personal Property Appraiser). Planning is also in high gear for CAI (Certified Auctioneers Institute) 2025 in Bloomington, Indiana, at the end of March, with a focus on creating engaging content, enriching learning experiences, and fostering community.

The committee continues advancing a rewrite of the GPPA designation. It has begun identifying topics and speakers for two major upcoming events: the Conference & Show in Schaumburg, Illinois, in July and the Benefit Auction Summit in Montreal, Canada, in August—be sure to get your passports ready!

Scan below to apply for the Education Committee



Deadline: March 1



State Watch

Kansas

The Kansas Auctioneer Association held their annual winter convention January 2-5 in Hays, KS. KAA enjoyed another fantastic event filled with continuing education, professional growth, and camaraderie. While there, KAA crowned a new Rookie Auctioneer, Ringman, and Professional Auctioneer Champions. The convention also included a celebration of Auxiliary Hall of Fame inductees. The winter convention helped to provide ample opportunities to reconnect with old friends and foster new relationships, making it an unforgettable experience for everyone who attended. Thank you to all who participated and contributed to the success of this year's gathering.

Election Results:

President: Ross Daniels

President-Elect: John Kisner

Vice President: Isaac Klingman

Chairman of the Board: Jason Schneider

Presidential Appointee: Lance Fullerton

Directors: Arlin Eicher, AJ Jones, Alex Miller, Matt Becker, Brian Rose, Terry Presley

Rookie Division Results:

Champion: Lincoln Mayo

Ringman Division Results:

Champion: Titus Yutzy

2nd Place: Tony Wisely

3rd Place: Arlin Eicher

Auctioneer Contest Results:

Champion: Isaac Klingman

2nd Place: Alex Miller

3rd Place: Titus Yutzy

4th Place: Matt Becker

5th Place: Arlin Eicher

Auxiliary Hall of Fame Inductees:

Becky Gatlin & Cindy Haley



Rookie Champion, Lincoln Mayo & Chairman of the Board, Jason Schneider



Auctioneer Contest Top 5 from left to right: Matt Becker, Alex Miller, Isaac Klingman, Titus Yutzy, and Arlin Eicher



Ringman Champion, Titus Yutzy & Chairman of the Board, Jason Schneider

North Carolina

The Auctioneers Association of North Carolina hosted its annual convention in Greensboro, NC. This two day convention was full of great continuing education, networking opportunities, and contests. William Beaver of Beaver Creek Auctions and Appraisals in Concord, NC was quoted as saying it was a "great competition (with) great competitors" this year in North Carolina.

Election Results:

President: Michael Parker

President-Elect: Russell Aycock

Vice President: Don Horton

Chairman of the Board: David Bailey

Treasurer: Rick Lashmit

Directors: Ricky Higgins, Susan Holder, Laura Furr, Bucky Hathcock, Brian Calabria, Mike Hutchens

Rookie Division Results:

Rookie Champion: Dakota Evans

Rookie Reserve Champion: Kyle McDowell

Rookie Runner-Up: Scott Martin

Grand Champion Contest Results:

Grand Champion: Ricky Higgins

Reserve Grand Champion: Michael Smith

Runner-Up Grand Champion: Matthew Parker

Team Contest Results:

Team Contest Champions: Michael and Matthew Parker



Congratulations to all of the new members of the AANC Board



Grand Champion Contest winners from left to right: Matthew Parker, Ricky Higgins, and Michael Smith



Rookie Contest Champions from left to right: Kyle McDowell, Dakota Evans, and Scott Martin



Colorado

The Colorado Auctioneer Association held its annual winter convention from January 9-12 at The Antlers Hotel in Colorado Springs. New champions were crowned and the convention played host to the inaugural FFA Auctioneering Competition, showcasing the talent and passion of the next generation. The CAA honored John Schaffner as their Hall of Fame inductee and presented the President's Plaque in loving memory of Harold Unrein. The Colorado Auctioneers Foundation proudly awarded nine, \$1,000 scholarships to exceptional youth during the annual convention. The scholarship recipients, recognized for their achievements, community involvement and aspirations, included Parker Berry, Keaton Glassman, Caleb Hart, Jackson Hart, Rylee Nichols, Amanda Schneider, Shelby Shuman, Jenna White, and Alex Whitley. Thank you to everyone who participated and made this event special.

Election Results:

President: Mike Heitmann

Vice President: John Schaffner

2nd Vice President: Halie Behr

Chairman of the Board: Mike Whitfield

Directors: David Whitley, Alan Woolsey, Graig Medvesk, Jess Nighswonger, Rylie Behr, Trent Holzworth, TC Johnston, and Todd Natale

Champion Auctioneer Contest Results:

Champion: Graig Medvesk

Reserve Champion: Rylie Behr

3rd Place: Suzannah Underwood

Ringman Contest Results:

Champion: Jess Nighswonger

Reserve Champion: Brady Stagner

3rd Place: Blake Repshire

Novice Division Results:

Champion: Neil Hutcheson

Reserve Champion: Brayden Nichols

Colorado Auctioneers Foundation Scholarship Recipients:



Caleb & Jackson Hart



Parker Berry



Rylee Nichols



Keaton Glassman



Amanda Schneider & Shelby Shuman



Alex Whitley



Ringman Competition winners from left to right: Brady Stagner, Jess Nighswonger, and Blake Repshire



Champion Auctioneer Competition winners from left to right:
Suzannah Underwood, Graig Medvesk, Rylie Behr



Top 16 FFA Auctioneering Championship Qualifiers:

Aaron Rodriguez: Weld Central FFA, **Ben Walker:** New Raymer FFA,
Lawton Annen: McClave FFA, **Tate Green:** Moffat County FFA,
William Pacino: McClave FFA, **Corbin Jaggers:** McClave FFA,
Natalie Hansen: Douglas County FFA, **Addison Mondragon:** Monte
Vista FFA, **Blake Tupa:** Moffat County FFA, **Garret VanDyke:** McClave
FFA, **Elizabeth Flinchum:** St Vrain Valley FFA, **Lucian Hamor:** St Vrain
Valley FFA, **Ty Clark:** Rifle FFA, **Greg Felker:** Severance FFA,
Elizabeth May: Rifle FFA, **Tyler Wertz:** McClave FFA.




Providing premium Sound Projections equipment for over 20 years



Packages starting at
\$3200

SM-5 by Sound Projections

- Built-in Bluetooth Player
- Up to 2 Wireless Built-In
- Full Range Speaker System
- Hand-Built in the USA

Hundreds of auctioneers
have enjoyed the always reliable, SM5 sound
system from Basinger.

**Call or Text Rich today
He's here to help**

📞 (330) 219-8855

🌐 www.PortableSound.com



24 Hour Turnaround Time

1-800-THE-SIGN

8 4 3 7 4 4 6 .COM

Out the Door in 24!

4' x 4'

SIGN

PVC Post Kit - \$124.88 with flat caps

1-800-843-7446

www.1800TheSign.com

\$89⁹⁸

Full Color



32"x48" Sign \$54.97



Podium from \$66



**UPS Shipping
from \$20**



Minnesota

The Minnesota State Auctioneers Association (MSAA) hosted an unforgettable 2025 Conference & Show at Treasure Island from January 15-18, drawing auctioneers, industry leaders, and enthusiasts from across the state for an event brimming with education, competition, and camaraderie. In a special highlight, the event also saw the induction of three new legends into the MAA Hall of Fame, further cementing their lasting impact on the profession and the state's auctioneering community. The MSAA extends its heartfelt congratulations to the new champions and Hall of Fame inductees, and thanks all those who participated in making this year's conference a resounding success. The event was a true testament to the passion, dedication, and spirit of the Minnesota auctioneering community. Plans are already in the works for next year's gathering, and the MSAA looks forward to welcoming everyone back in 2026! Stay tuned for upcoming details.

Election Results:

President: Dave McLaughlin

Vice President: Jim Connolly

Past President: Kevin Maring

Directors: PJ Fanberg, Lake Boehm, Kaija Kokesh, Dave Finnilla, Lance Quam, Mitchell Siemers, John Berner, Shareif Eisa, Bridget Siler

Ringman Division Results:

Champion: John Berner

Runner-Up: Michael Imholte

3rd Place: Lake Boehm

Champion Auctioneer Contest Results:

Champion: Tony Wisely

Reserve Champion: Sonny Jensen

1st Runner-Up: Jared Sutton

4th Place: Shareif Eisa

5th Place: Martin Griepentrog

Rookie Division Results:

Champion: Jordan Lorentz

Reserve Champion: Donny Henry

Golden Gavel Award Winner:

Dylan Kallemeyn



Congrats to all of the new MSAA Board members

Marketing Competition Results:

Newsprint/Magazine: Resource Auction Group

Business/Commercial: Resource Auction Group

Estate/PP: Schultz Auctioneers

Real Estate: Whitaker Marketing Group

Farm: Steffes Group

Banner/Signs: Resource Auction Group

Specialty Auction: Black Diamond Auctions

Postcards: Whitaker Marketing Group

Brochures/Catalogs: Steffes Group

Specialty Item: Black Diamond Auctions

Clothing: I.R.A.Y. Auctions

Wild Card Photo: Steffes Group

Auctioneer In Action Photo: Resource Auction Group

Auction Crowd Photo: Steffes Group

Email Communication: Jeff Martin

Digital Ad Promotion: Jeff Martin

Social Media: Steffes Group

Website Homepage/Landing Page: Steffes Group

Video Promotion: Steffes Group

Hall of Fame Inductees:

Mitchell Siemers

Tracy Holland

Frank Roering

Auxiliary Hall of Fame Inductee:

MaryCarol Wolf



Hall of Fame Inductee Tracy Holland & family



Hall of Fame Inductee Frank Roering & family



Hall of Fame Inductee Mitchell Siemers & family



Golden Gavel Award winner Dylan Kallemeyn (left) & MSAA Past President Kevin Maring (right)



Auxiliary Hall of Fame Inductee MaryCarol Wolf & family



Ringman Competition winners from left to right: Michael Imholte, John Berner, and Lake Boehm



Champion Auctioneer Competition winners from left to right: Jared Sutton, Tony Wisely, and Sonny Jensen

Meet the Newest NAA Staff

Shelly Urish



Partner Specialist



How long have you been at the NAA?

I joined the NAA on October 1, 2024—so I'm 3.5 months into this adventure, still rocking that "new person" glow (or panic, depending on the day).

What hobbies do you like to do in your spare time?

With three kids, my hobbies include becoming a professional bleacher warmer and cheerleader at basketball games and volleyball tournaments. Occasionally, when I escape gymnasium duty, you'll find me with friends and family, karaoke mic in hand and a cold beer nearby. And I've never met a dance floor I didn't like.

What is a fun fact about you?

I'm basically a part-time photographer, judging by the 26,259 photos currently on my iPhone.

What would you like members to know about what you do?

My mission as the Partner Specialist is to connect the NAA with companies and vendors eager to support our members and their success. Whether it's tools, solutions, or sponsorship opportunities, I'm here to build bridges that benefit everyone. If you're ready to partner with the NAA and be a leader in the auction industry, give me a call!

What do you love about working with NAA members?

I have received the most warm and inviting welcome from every single individual I have connected with. It is a really great community of people and I'm beyond humbled to be a part of such a wonderful professional industry.

What are you looking forward to most at your first Conference & Show?

Meeting everyone! Fair warning: I'm a hugger. If you're not, I'll settle for a handshake, awkward wave or fist bump. Your choice.





Christie Allen



Volunteer Relations Liaison

How long have you been at the NAA?

My first day at NAA/NAF was October 21, 2024, so I have been here for a little over 3 months.

What hobbies do you like to do in your spare time?

Travel and adventure, camping, hiking, boating, traveling to different parts of the country/world, meeting new people, and experiencing new cultures.

What is a fun fact about you?

I'm a beach bum and I love sea turtles.

What would you like members to know about what you do?

I serve the NAA/NAF members and their mission.

What do you love about working with NAA members?

The members are the heartbeat of NAA, and I get to facilitate that heartbeat.

What are you looking forward to most at your first Conference & Show?

I get to connect with the members in person, to be able to put the faces to the voices I hear on the phone and all my email correspondents.



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

What Are the Risks To the Auctioneer, If Any, of Not Adequately Disclosing the Seller in an Auction Transaction?

Question: Are there any risks to the auctioneer of not adequately disclosing the seller in an auction transaction?

Before getting to the specific risks to auctioneers of undisclosed sellers, it is good to review a few basics of agency law. As a reminder, in an auction transaction, an auctioneer generally serves as the agent for the seller, otherwise known as the principal. Because of this agent/principal relationship, the auctioneer (agent) owes many fiduciary duties to the seller (principal) and is liable to the seller for damages that result from the auctioneer's breach of those duties. The auctioneer may even be held liable to third parties (i.e., bidders) for the seller's / principal's actions. In addition, an auctioneer's scope of authority to act on behalf of a seller arises only from whatever authority the seller has given to the auctioneer during the establishment of that relationship.

Who are the parties to the auction sale contract?

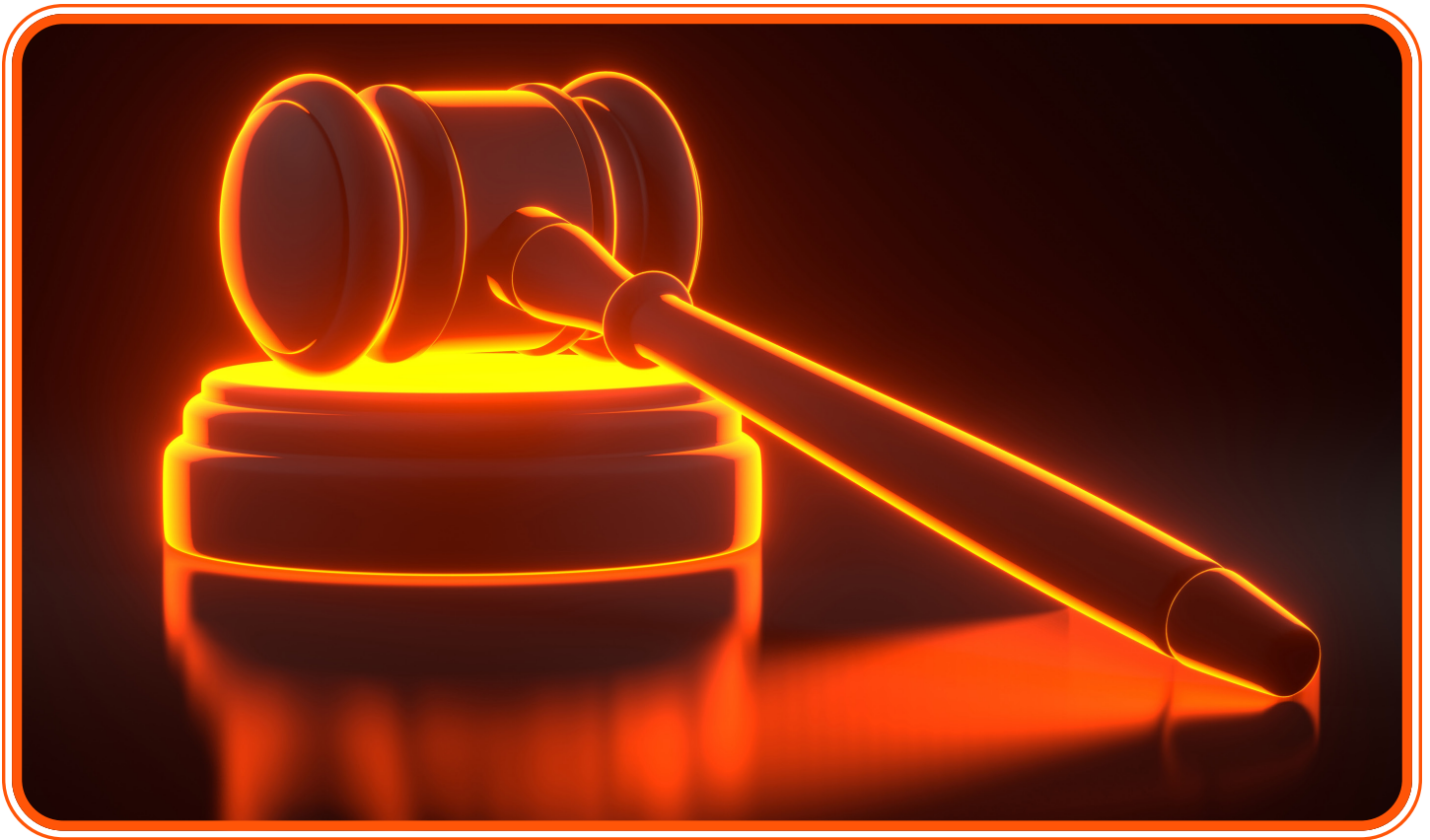
It is common knowledge that an auction typically facilitates and creates contracts between buyers and sellers. The final auction sale contract is intended to be between the buyer and seller. The auctioneer is not to become a party to these contracts. As the seller's agent, the auctioneer's role is to bring together a willing buyer and a willing seller. The actions taken by the agent (in this situation, the auctioneer) under the agency relationship are generally considered to be the acts of the principal (i.e., the seller). Under these circumstances, any contract executed between the agent and a third party (i.e., the bidders) is deemed a contract or agreement between the principal and the third party. So, the final contract entered into when the hammer falls is between the buyer and seller. The agent/auctioneer is not to be a party to the contract, so if the seller breaches the contract in any way, the auctioneer cannot be held liable for any damages incurred because of the breach.

In an appropriately conducted auction, the exact name of the principal/seller is fully and adequately

disclosed. Hence, everyone knows that the auctioneer is acting as the agent for the seller and not as a party to any prospective contract. When the auctioneer/agent fully and adequately discloses that the auctioneer is acting as an agent and discloses the name of the seller, the auctioneer will generally not be held liable to the buyer for the actions or commitments made for the seller that are within the auctioneer's scope of authority. However, if an auctioneer acts outside the scope of authority, the seller could have a claim against the auctioneer. Thus, full disclosure of the principal, along with a complete and thoroughly defined scope of authority, are essential to protecting the auctioneer against claims of the seller and the buyer.

What happens when the principal is only partially disclosed?

A partially disclosed principal or "unidentified principal" is a person whose existence but not identity is made known to the third party through words or the performance of an authorized act. As explained in the Restatement (Third) of Agency, the "third party has notice that the agent is acting for a principal but does not have notice of the principal's identity," Restatement (Third) of Agency § 104(2)(c). Under these circumstances, any contract executed between the agent and a third party is deemed to be a contract between the agent and the third party unless the parties agree otherwise (i.e., the principal is responsible for performing under the contract). Without the third party's consent and agreement that the seller is the contracting party, the agent may be held personally liable for any breach of the contract. What this means to the auctioneer is that failure to disclose the principal/seller entirely can result in a court declaring that the auctioneer is also a party to the contract and further may hold the auctioneer accountable to the buyer for all terms, conditions, warranties, or representations made therein.



What happens when the principal is not disclosed?

Suppose the auctioneer does not disclose the nature of the agency relationship (the fact that the auctioneer acts on behalf of the seller) and thus does not disclose the name of the principal. In that case, the auctioneer may be held personally liable for the seller carrying out the terms of the auction sale. An undisclosed principal is a person whose existence and identity are not made known to the third party through words or the performance of an authorized act. As explained in the Restatement (Third) of Agency, the “third party has no notice that the agent is acting for a principal.” Restatement (Third) of Agency § 104(2) (b). Under these circumstances, any contract executed between the agent and a third party is deemed to be a contract between the agent and the third party. Thus, the agent/auctioneer may be held personally liable for any breach by the seller of the contract.

In addition, the law may imply other duties or warranties to an auctioneer when the principal is not disclosed. These issues were important in the case of *Alabama Powersport Auction, LLC v. Wiese*, 143 So. 3d 713 (Ala. 2013). The essential facts of this case were that James Wiese purchased a go-cart at an Alabama Powersport Auction, LLC (“APA”) auction. He bought the go-cart for his two minor sons. The go-cart was on consignment to APA by another entity which was undisclosed. James’ son, Matthew, was riding the go-cart and had an accident. The accident caused a brain injury that led to Matthew’s death. James filed a lawsuit against APA for breach of warranty. APA argued that it was the agent for the seller, but not the seller, so it should not be held liable for breach of the UCC implied warranties. The Supreme Court of Alabama decided “based on the common-law principles of agency ... an auctioneer selling consigned goods on behalf of an undisclosed principal may be held liable as a merchant-seller for a breach

of the implied warranty of merchantability under § 7-2-314, Ala. Code.”

These issues highlight the importance of having well-thought-out protocols and procedures for conducting auctions, which include full and adequate disclosure of the seller’s identities, even in consignment sales. Of course, there is no excuse not to also have well drafted contracts with your sellers which provide the auctioneer with clearly defined scope of authority, representations and warranties regarding seller’s identity, and hold harmless and indemnity provisions when needed. The likelihood of disputes between principals (i.e., sellers), agents (i.e., auctioneers), and third parties (i.e. bidders) can be reduced by using well-written contracts and bidder registration forms. Such agreements can be drafted to make it clear who the transacting parties are, the duties of the parties, and who will be responsible for any breaches of the agreement. ♦

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



Can the Auction Industry be Recession Proof?

Tough times don't have to spell disaster for auctioneers

By James Myers

When recessions hit the U.S., Florida sometimes gets hit a little harder. Scott Robertson, CAI, BAS, a former high school teacher and coach, worked in commercial real estate in Florida when a recession caused a real estate crash. He knows firsthand the impact economic downturns can have on a career. But he's also taken many lessons from those tough times and uses them today as a benefit auctioneer. Robertson has been involved in fundraising since 1994. However, he became a full-time benefit auctioneer in 2009 and has helped raise more than \$350 million for non-profits.

"Recessions didn't bother me when I was a teacher," Robertson said. "I went into commercial real estate, and it was great, but then 2006 happened. All of a sudden, it cost me more to get to work than what I was going to make ... if it wasn't for the recession, I probably wouldn't have taken that opportunity (to become an auctioneer)."

So, how does an auctioneer prepare themselves and their business for a recession and move toward becoming "recession-proof?" Some of it is plain common sense, Robertson said. "Use strong economic times to your financial benefit," he said. "Everything that goes up must come down, so don't spend all your money. I know that seems basic, but save it for a rainy day. Use the good times to protect yourself against the bad times."

Lessons From Hurricanes

A nationwide recession doesn't need to impact auctioneers negatively. Geographical economic downturns, natural disasters, health issues, and pandemics can also send auctioneers into scramble mode. "Did they call the pandemic a recession?" Robertson said. "No. Was it a recession for us (auctioneers)? Definitely." How auctioneers react to these events will determine the severity of the impact. For example, some auctioneers refused to do virtual auctions during the pandemic.

"I'm not going to do it," he said of what some auctioneers said about virtual auctions. "I'm just going to wait." Well, good for you to have the ability to do that, but you just lost your place in line with the charity. How do you take market share? You offer the service that nobody else does. Also, you don't think it's going to last that long, but then it does. So, when the going gets tough, the tough get going ... you can talk about how bad things are, and there will always be someone to commiserate with, but while you all are commiserating together, I'm taking market share. Shame on me? Heck no – shame on you. You can't just sit on the sidelines – you have to be proactive."

Maintain Client Relationships

When times are less than rosy, the leadership behind non-profits can get nervous and need reassurance. That's why Robertson says to "reach out to them before they reach out to you." Why? By the time they call their benefit auctioneers, charities have already made up their minds and talked to board members about calling off events, and the likelihood of persuading them to change their minds is low. "When you see something that you think is going down," he said, "reach out to them. Be in regular contact. Be proactive and get ahead of it."

When you do reach out, what you say is important. For example, Robertson advises against being boastful, overly confident, or going into salesman mode because nervous clients are in a defensive position and "do not want to buy." Rather, ask them how they are doing and listen with empathy to their concerns. "Now you've got your opportunity to reassure them and tell them how you can help," he said. "Let them speak first."

Maintaining client relationships like this also maintains donor relationships because when a consistent donor who was committed to a charity suddenly has that opportunity to give taken away from them, they'll find another charity to donate to, and they may never return.

Go Ugly Early

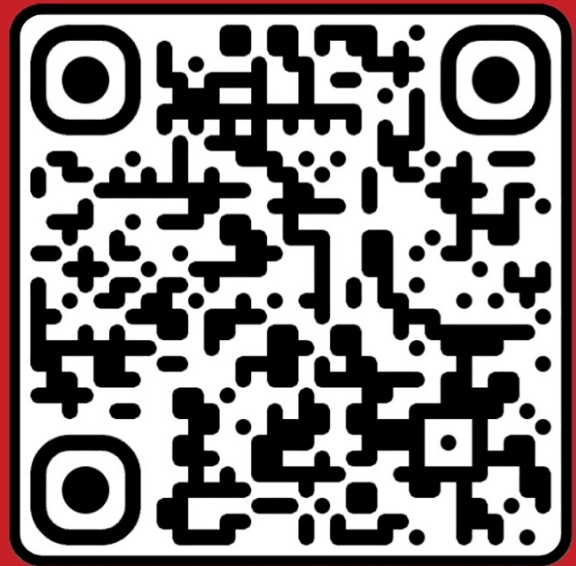
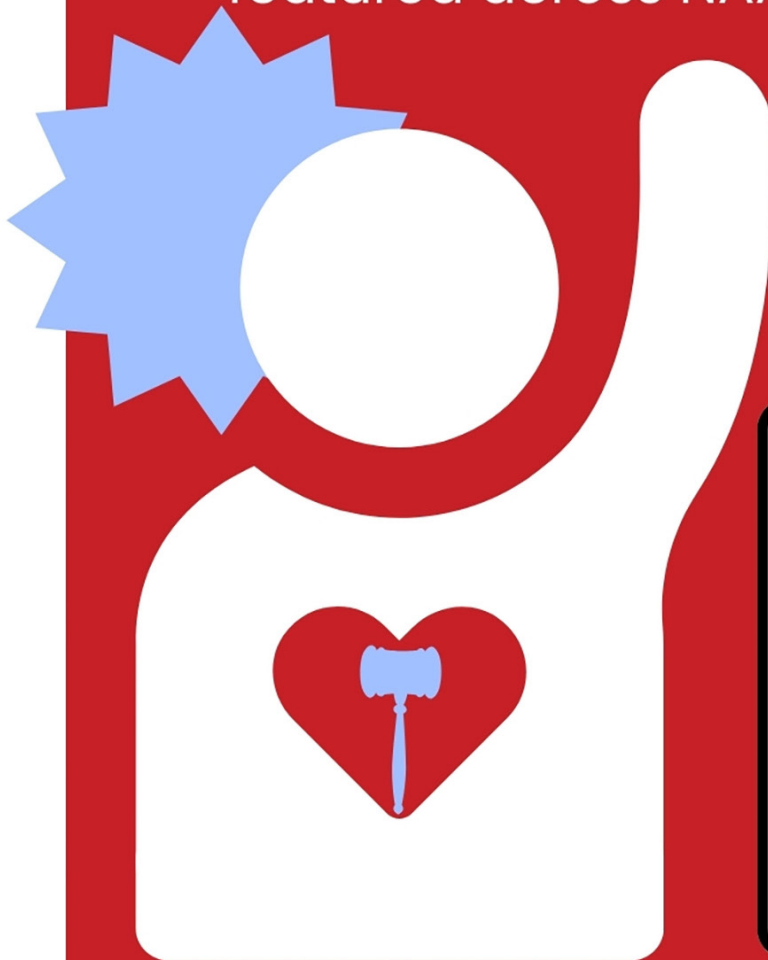
When cash flow dries up, Robertson recommends not waiting for the "well to run dry" before making expense reductions. This might mean letting employees go, so Robertson refers to taking fast action as "going ugly early." While this is not a pleasant scenario, it can actually benefit the employees.

"The people that needed to jettison their employees," he said, "they didn't want to. They are your friends, and they've been with you, but you kept writing checks until you were in the poor house, and then you (eventually) let go of them because you had to. The smart people let go early. They didn't need the employees and it really helped their financial statement, but if you fire them early, they can go find another job. If you fire them late, everybody has already got the jobs." ♦

This article is based on a session from NAA's 2023 Conference & Show entitled "Recession-Proofing Your Benefit Auction Business" Watch it now on The Auction Institute®.

WE WANT YOU!

Use the QR Code below to submit some of
your auction highlights for a chance to be
featured across NAA's social media!



DAY ON THE HILL

APRIL 27 - 29
WASHINGTON D.C.

We are excited to invite you to join us for the National Auction Association's 2025 Day on the Hill, a pivotal event where auction professionals from across the country come together to advocate for the future of the auction industry. This year's event is specially catered to leaders—from those who run their own auction business to association leadership—this is an opportunity designed just for you.

One of the most important roles you can take on as a professional leader is engaging in advocacy efforts that protect and advance the industry you belong to. By participating in Day on the Hill, you'll help preserve the integrity of the auction profession, ensuring that the policies created today allow auctioneers to thrive well into the future. Advocacy is more than just an opportunity—it is a duty to influence change, raise awareness of key issues, and safeguard the profession you care deeply about.

Throughout the event, you'll have the chance to meet directly with your Congressional representatives and share the unique perspectives of the auction industry, ensuring that our needs are heard and prioritized. Beyond these crucial meetings, you'll also learn from a variety of individuals—industry leaders, policy experts, and fellow auctioneers—who will provide valuable insights into advocacy, leadership, and the legislative process. These conversations will help you refine your

advocacy approach and empower you to become an even more effective leader in your business and within the auction community.

We believe that when an industry stands together, stronger leaders are forged, and a unified voice becomes more powerful. By coming together on Capitol Hill, we have the opportunity to lead with purpose and make a lasting impact in 2025 and beyond. We look forward to seeing you there and working together to shape a stronger future for our industry. Be sure to explore the resources, schedule, and materials on this page to help you prepare for this important experience.

Who should invest in attending?

State Association Leadership: Leaders from state organizations looking to represent their interests, grow their leadership skills and encourage their members to focus more on advocacy.

Auction Professionals, Business Owners, and Industry Leaders: Auctioneers, business owners, and other leaders in the industry who want to stay informed on policy changes and actively advocate for the future of the profession. This is a chance to engage in meaningful conversations that will shape the direction of the industry.

Interested in learning more?

Join our Community Conversation on March 18 @ 2 p.m. CT

Pricing Options

NAA Member
\$300 Each

Non-Member
\$705 Each

Designation Holder
\$225 Each

Register at auctioneers.org/DayOnTheHill

Hotel

Hyatt Place Washington DC/National Mall
400 E St. SW
Washington DC 20024

It is twenty-six minute walk, a five minute drive, or a fifteen minute Metro ride to the Capitol from our hotel.



Individuals can use the QR Code above or call the hotel directly at 1-800-HYATT to book a room by March 27 - subject to availability.

Online Booking Instructions:

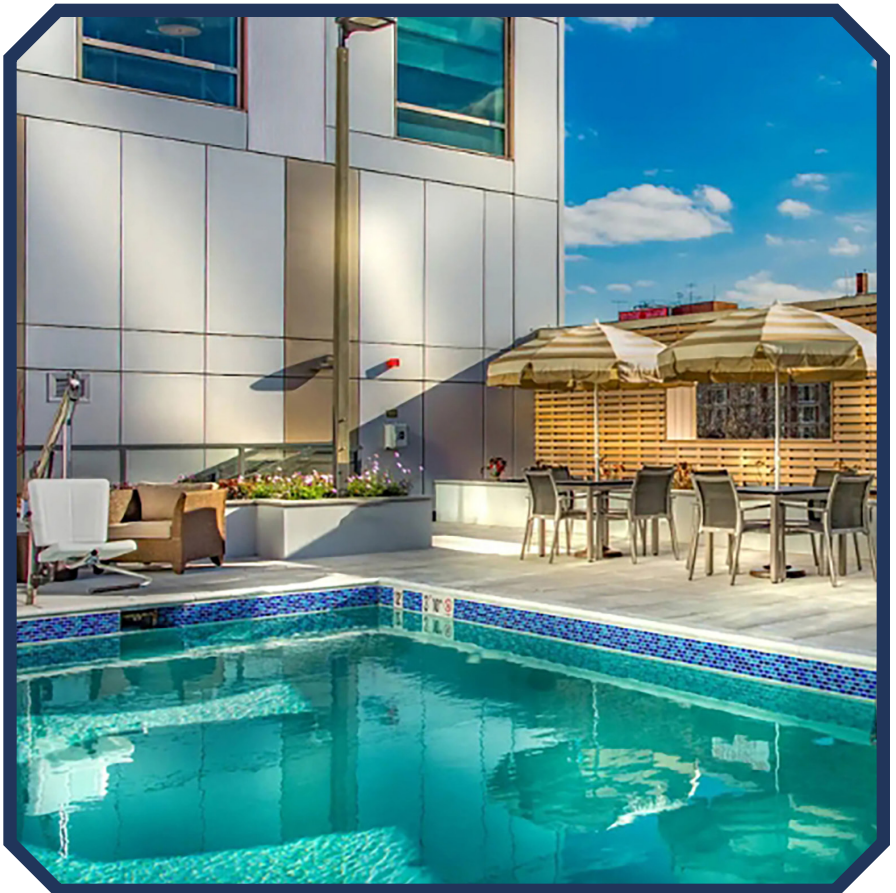
- Use the QR Code provided above, and once the page loads, select the 'Book' button in the top-right corner.
- Choose your desired stay dates and ensure that the 'Corporate or Group Code' option is selected under the Special Rates menu.
- Then, click 'Book Now.'
- Verify that the rate includes the **G-NAA4** code, and proceed to reserve your preferred room type.

Special Event Rates: \$289 per night (plus DC taxes and fees), single/double occupancy - subject to availability.



Airport

The hotel is 3.9 miles from Ronald Reagan National Airport and 29 miles from Washington Dulles International Airport. Uber, Lyft, and taxis pick up from all area airports. Or you can take the Metro Yellow Line four stops to the L'Enfant Plaza Metro Station and follow walking directions to Hyatt Place.



Schedule of Events

Monday, April 28

8:00 AM

Welcome

Speakers: John Schultz, NAA President & Isaac Schultz, NAA Advocacy Cornerstone Committee Chair

8:30 AM

The Importance of State Advocacy and How to Host a Hill Day in Your State

Speaker: Addison Russell, Attorney & Government Relations Specialist at Ramsey, Farrar, Russell & Smith

9:30 AM

Energy Break

10:00 AM

Policy Trends Across the Country

Speaker: Addison Russell, Attorney & Government Relations Specialist at Ramsey, Farrar, Russell & Smith

11:30 AM

Lunch Break (meal not provided)

1:00 PM

Session TBA

2:00 PM

Energy Break

2:15 PM

Panel: Lessons from Partner Industries

Panelists: TBA

3:15 PM

Transition Break

3:30 PM

Keynote Address

Speaker & Location: TBA

4:45 PM

Group Pictures

5:00 PM

Adjourn

Tuesday, April 29

8:00 AM

Statement of Positions Review & Final Prep

Speakers: Isaac Schultz, NAA Advocacy Committee Chair & Katie Mechlin, NAA Staff

8:30 AM

Congressional Meetings

Location: Capitol Hill

4:00 PM

Debriefing

Speaker: Katie Mechlin, NAA Staff

5:00 PM

Legislative Reception

Location: TBA

Schedule and Locations Subject to Change

We extend our deepest gratitude to the generous individuals and organizations whose support of the National Auction Association's PAC makes a difference. Your contributions play a vital role in advancing the interests of the auction industry and advocating for the policies that matter most to our profession. Together, we are creating a strong voice for auctioneers and making a lasting impact on the future of our industry. Thank you for your continued commitment and partnership.

Isaac Stoller, ISARE LLC – \$1,000

James Cash, James Cash Auctions & Real Estate – \$1,000

Craig Fleming, Direct Sales Experts – \$500

John Schultz, Grafe Auction – \$300

Lance Walker, Walker Auctions LLC – \$250

Timothy Keller, H.K. Keller – \$100

Isaac Schultz, Schultz Auctioneers – \$100

Matthew Sandmann, Sandmann Auction Group – \$100

Dean Gunter, Dean Gunter Auctioneers – \$72

Chris Dudley, Tranzon Driggers – \$72

Luther Davis, Davis Auctioneers – \$50

Joseph Diehl, Diehl & Co. LLC – \$36

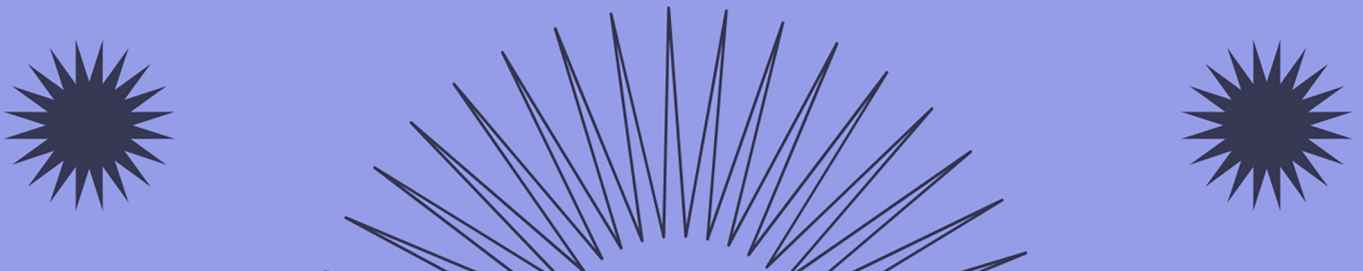
Ailie Byers, Alpenglow Fundraising – \$25

Register at [auctioneers.org/DayOnTheHill](https://www.auctioneers.org/DayOnTheHill)



NAA'S 76TH ANNUAL
International Auctioneers
Conference & Show
PREVIEW

Schaumburg, Illinois
July 15 –19, 2025



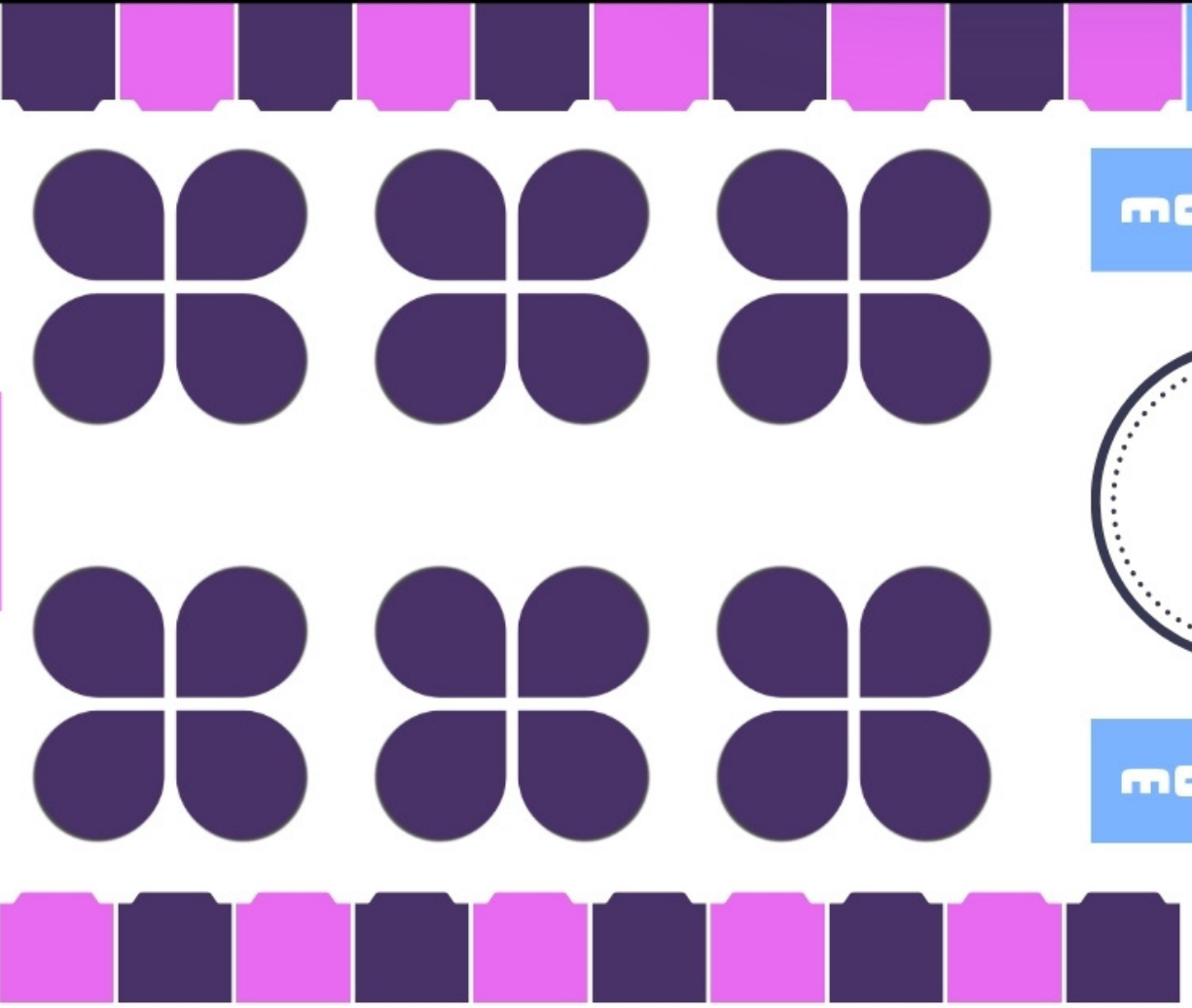
THE BLOG



REGISTRATION



REGISTRATION



Tech
Central



 **Game Truck**
(Wednesday Night)

 **State Assoc. Photos**
(Thursday)

 **State Street**
(Wednesday & Thursday)

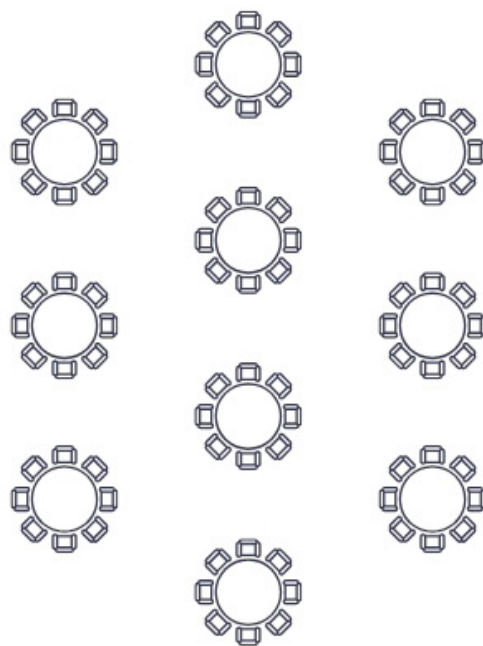
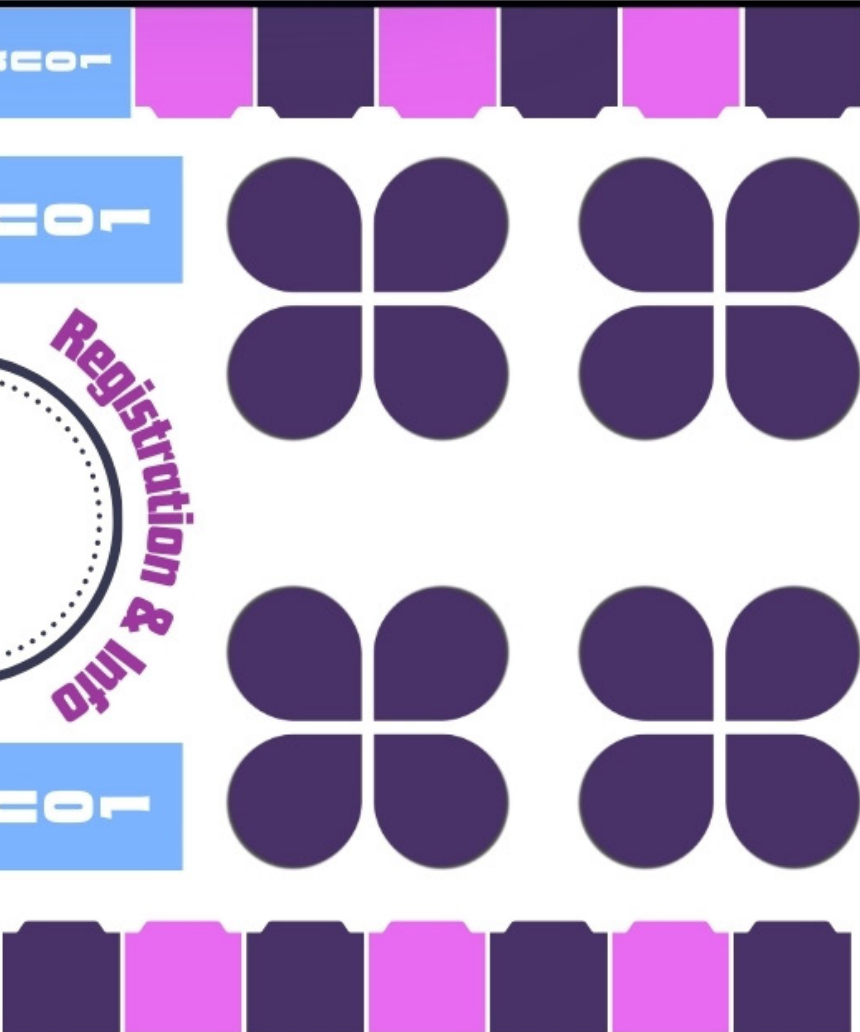
 **Innovation Stage**
(Meet the Candidates, Marketing Competition, and more)

 **Tech Central**

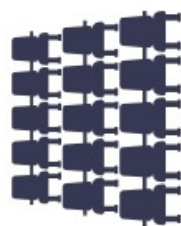
 **Registration & Info Desks**

(Schedule & Locations Subject to Change)

THE CHECK



Concessions



Innovation
Stage

Conference & Show
SCHAUMBURG, ILLINOIS | JULY 15 - 19, 2025

Legend

Exhibitor Booths

Lounges

(includes charging & selfie stations)

Coffee & Convo

(Wednesday)

KEYNOTE SPEAKER
JUAN BENDAÑA



Confidence Coach to top CEO's, Fortune 100 Leaders, Olympians, actors and peak performers across every industry, Juan Bendaña is an internationally recognized keynote speaker that helps leaders navigate uncertainty and exponential change by developing the unwavering confidence to thrive in any environment. One of the most engaging and high energy keynote speakers in North America, Juan brings a decade of experience on stage presenting to category leading companies such as Disney, American Express, Sony Pictures and Zillow. He is the author of *The Confidence Cycle* (Penguin Random House, Spring 2025) His science-backed blueprint has helped over 250,000 leaders in person and millions online thrive both personally & professionally.

After starting his first company at 20, he dedicated his work to finding the answers when it comes to building and sustaining confidence. His ground-breaking work has transformed organizations from the inside out and has become a go-to resource for teams globally.

He uses the art of storytelling, interactive activities & humor to create an unforgettable experience. Whether it is a board room of 25 executives or a stadium of 25,000 people, Juan creates a world-class experience that will have your audience leaving energized and inspired. Off stage, Juan enjoys waking up at 5am, having his name pronounced incorrectly and considered by many as a walking shot of espresso.

LISTEN TO HIS PRESENTATION
"MAKING CONFIDENCE YOUR
COMPETITIVE ADVANTAGE"

Wednesday, July 16
10 a.m.



INTERNATIONAL AUCTIONEER CHAMPIONSHIP

auctioneers.org/auctioneer-competitions





Name of Firm		
Position in Firm		Number of Associates or Partners in Firm
Business Address		
City	State	Zip code
Phone		

Spouse's Name	
Does spouse participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no	
If yes, please explain:	
Number of Children	
Do any participate in the auction profession? <input type="checkbox"/> yes <input type="checkbox"/> no	
If yes, please explain:	

How long has the nominee been associated with the auction business? _____ years.
What percentage of the nominee's time is actively spent in the auction business? _____ %
Number of years this nominee has been a member of NAA? _____ years.
Does the nominee specialize in any particular field of auctioneering? <input type="checkbox"/> yes <input type="checkbox"/> no
If yes, please explain:
State Association(s) of nominee

List NAA involvement of the nominee, including – offices held, current and past; designations earned; committees; instructor at CAI, Conference & Show, designation classes, summits, seminars; etc.:



2025 NAA HALL OF FAME NOMINATION FORM

PAGE 2

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:

Nominations must be postmarked no later than June 1st of each year. Mail to:

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 _____

Phone _____



NAA MARKETING COMPETITION

UPDATED SUBMISSION DEADLINE



MARCH 1
auctioneers.org/MC25

2025 CONFERENCE & SHOW REGISTRATION FORM



SCHAUMBURG, ILLINOIS | JULY 15-19, 2025 QUESTIONS? CALL 913-541-8084

HOW TO REGISTER:

1. ONLINE

CONFERENCEANDSHOW.COM

2. SEND PAPER FORMS

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 SESSIONS (WED & THURS)
- TOWN HALL MEETING
- CONFERENCE EDUCATION SESSIONS
- EXHIBITS
- 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)

INCLUDE ADMITTANCE TO CONFERENCE
EDUCATION SESSIONS ON WED, THUR & FRI
AND TO EXHIBITS ON WED & THUR ONLY
(EXHIBITS CLOSE AT 5 PM ON THUR). DAILY
ACTIVITIES AT CONFERENCEANDSHOW.COM.

PURCHASE ONE OR ALL THREE DAYS.

**MEALS ARE NOT INCLUDED BUT MAY BE
PURCHASED AS ADD-ONS THROUGH JUNE
30. DOES NOT INCLUDE POST-EVENT ON-
DEMAND CONTENT.**

SPECIAL PRICING

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 (FIND AT AUCTIONEERS.ORG IN YOUR PROFILE) DATE OF BIRTH

NAME

COMPANY

ADDRESS

CITY/STATE/ZIP

MOBILE PHONE

☐ HOME ☐ BUSINESS

ALT PHONE (CHECK EITHER HOME OR BUSINESS)

EMAIL

EMERGENCY CONTACT NAME AND PHONE

ACKNOWLEDGMENT AND INITIALS REQUIRED FOR EACH REGISTRANT.

BY REGISTERING FOR CONFERENCE, I ACKNOWLEDGE THAT I HAVE READ, UNDERSTAND AND AGREE
TO ABIDE BY THE TERMS AND CONDITIONS, AS OUTLINED AT CONFERENCEANDSHOW.COM.

REGISTRANT #2

☐ FIRST TIME ATTENDEE?

MEMBER NUMBER, IF APPLICABLE (FIND AT AUCTIONEERS.ORG IN YOUR PROFILE) DATE OF BIRTH

NAME

COMPANY

ADDRESS

CITY/STATE/ZIP

MOBILE PHONE

☐ HOME ☐ BUSINESS

ALT PHONE (CHECK EITHER HOME OR BUSINESS)

EMAIL

EMERGENCY CONTACT NAME AND PHONE

ACKNOWLEDGMENT AND INITIALS REQUIRED FOR EACH REGISTRANT.

BY REGISTERING FOR CONFERENCE, I ACKNOWLEDGE THAT I HAVE READ, UNDERSTAND AND
AGREE TO ABIDE BY THE TERMS AND CONDITIONS, AS OUTLINED AT CONFERENCEANDSHOW.COM.

2025 CONFERENCE & SHOW REGISTRATION FORM

REGISTRANT NAME(S) _____

REG 1	REG 2	REGISTRATION TYPE	MEMBER/SPOUSE/TEAM MEMBER	AFTER MAY 28	NONMEMBER *	AFTER MAY 28	QTY	TOTAL
REGISTRATION	<input type="radio"/> <input type="radio"/>	FULL CONFERENCE DESIGNATION HOLDER	\$840 EA	\$990 EA	N/A	N/A		
	<input type="radio"/> <input type="radio"/>	FULL CONFERENCE AGE 30+ *	\$915 EA	\$1,065 EA	\$1,320 EA	\$1,470 EA		
	<input type="radio"/> <input type="radio"/>	FULL CONFERENCE YOUNG PRO AGES 12 - 29 *	\$640 EA	\$790 EA	\$1,045 EA	\$1,195 EA		
	<input type="radio"/> <input type="radio"/>	NEXTGEN AGES 12 - 18 ** REGISTRATION CONFIRMS PARENT/GUARDIAN PERMISSION	\$100 EA	\$100 EA	\$100 EA	\$100 EA		
*PURCHASE AN NAA MEMBERSHIP BELOW AND SAVE \$405 ON YOUR REGISTRATION ABOVE! **REQUIRES PARENT/GUARDIAN PERMISSION								
<input type="radio"/> <input type="radio"/>	NAA REGULAR MEMBERSHIP (JOIN OR RENEW)					*ANNUAL DUES: \$410		

REG 1	REG 2	DAY PASSES	MEMBER/NONMEMBER/SPOUSE/TEAM	QTY	TOTAL
DAY PASS	<input type="radio"/> <input type="radio"/>	WEDNESDAY JULY 16	\$380 EA		
	<input type="radio"/> <input type="radio"/>	THURSDAY JULY 17	\$380 EA		
	<input type="radio"/> <input type="radio"/>	FRIDAY JULY 18	\$380 EA		

REG 1	REG 2	ADD ON ITEMS	ADULT	CHILD	QTY	TOTAL
ADD ONS	<input type="radio"/> <input type="radio"/>	CHILD MEAL PASS BUNDLE AGES 3-15 ***	N/A	\$135 EA		
	<input type="radio"/> <input type="radio"/>	CAI CELEBRATION RECEPTION TUES JULY 15	COMP	N/A		COMP
	<input type="radio"/> <input type="radio"/>	WELCOME PARTY TUES JULY 15	\$120 EA	\$55 EA		
	<input type="radio"/> <input type="radio"/>	LEGACY YOUTH SCHOLARSHIP BREAKFAST/AUCTION WED JULY 16	\$70 EA	\$35 EA		
	<input type="radio"/> <input type="radio"/>	WOMEN AUCTION PROFESSIONALS LUNCH WED JULY 16	\$75 EA	N/A		
	<input type="radio"/> <input type="radio"/>	PRESIDENT'S GALA/HOF AWARDS THURS JULY 17	\$122 EA	\$55 EA		
	<input type="radio"/> <input type="radio"/>	IAC DINNER FRI JULY 18	\$110 EA	\$55 EA		
***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 RECEPTION IS OPEN TO ALL CAI DESIGNEES AND CURRENT CAI STUDENTS.						

REG 1	REG 2	CONTESTS	MEMBER	QTY	TOTAL
<input type="radio"/> <input type="radio"/>		INTERNATIONAL AUCTIONEER CHAMPIONSHIP FRI JULY 18	\$470 EA		
<input type="radio"/> <input type="radio"/>		INTERNATIONAL JUNIOR AUCTIONEER CHAMPIONSHIP IJAC PRELIM WED JULY 16 IJAC FINALS FRI JULY 18	\$75 EA		

IJAC CONTESTANTS MAY NOT COMPETE IN THE IAC COMPETITION HELD FRIDAY, JULY 18. FOR FULL CONTEST RULES, VISIT CONFERENCEANDSHOW.COM.

IAC/IJAC	TO PARTICIPATE IN THE IAC, YOU MUST: <ul style="list-style-type: none"> • BE 18 YEARS OR OLDER AND A CURRENT MEMBER OF THE NAA. • REGISTER FOR CONFERENCE BY 11 P.M. CDT, MAY 28. 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 28 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. 	TO PARTICIPATE IN THE IJAC, YOU MUST: <ul style="list-style-type: none"> • BE 12-18 YEARS OF AGE ON OR BEFORE JULY 16, 2025. • 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 \$75 CONTESTANT ENTRY FEE. • ATTEND THE MANDATORY IJAC ORIENTATION MEETING ON WEDNESDAY, JULY 16. • 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 16.
	SEE ENTRY RULES AT CONFERENCEANDSHOW.COM .	

REGISTER ONLINE AT CONFERENCEANDSHOW.COM

GRAND TOTAL

DEDUCT \$300 EDUCATION VOUCHER (IF APPLICABLE)

AMOUNT DUE

2025 CONFERENCE & SHOW REGISTRATION FORM

REGISTRANT NAME(S) _____

TOTAL AMOUNT DUE FROM REGISTRATION PAGE _____

ALTERNATE MEALS/ DIETARY RESTRICTIONS

IF YOU HAVE DIETARY RESTRICTIONS THAT REQUIRE SPECIAL CONSIDERATION, EMAIL CONFERENCE@AUCTIONEERS.ORG NO LATER THAN **JUNE 30**.

SCHOLARSHIP OPPORTUNITIES

LOOKING FOR FINANCIAL ASSISTANCE TO ATTEND CONFERENCE & SHOW IN SCHAUMBURG? REACH OUT TO THE NATIONAL AUCTION FOUNDATION TO INQUIRE ABOUT AVAILABLE SCHOLARSHIPS FOR THE 2025 EVENT. FOR MORE INFORMATION AND CONTACT DETAILS, VISIT AUCTIONEERSFOUNDATION.ORG.

CONTRIBUTE TO THE NAA PAC

THE NATIONAL AUCTION ASSOCIATION PAC IS CRUCIAL IN CONNECTING OUR INDUSTRY WITH LAWMAKERS. A STRONG PRESENCE IN CONGRESS IS VITAL FOR ADVANCING THE AUCTION INDUSTRY. TO CONTRIBUTE, VISIT NAA-PAC.COM TO SUBMIT YOUR PRIOR AUTHORIZATION FORM AND MAKE A CONTRIBUTION.

PAYMENT PLAN OPTION (CREDIT CARD PAYMENT ONLY)

REGISTRATION FEES CAN BE SPREAD UP TO FIVE MONTHS AND MUST BE PAID IN FULL BY JUNE 25. FIRST PAYMENT IS DUE AT TIME OF REGISTRATION AND REMAINING PAYMENTS WILL BE CHARGED AUTOMATICALLY EACH MONTH (EVERY 30 DAYS UNTIL BALANCE IS PAID IN FULL).

PAYMENT PLAN (DEPOSIT REQUIRED) ☐ 2 INSTALLMENTS ☐ 3 INSTALLMENTS ☐ 4 INSTALLMENTS ☐ 5 INSTALLMENTS

BY SELECTING AND SIGNING BELOW, YOU AUTHORIZE THE NAA TO CHARGE FIRST DEPOSIT NOW AND THE REMAINING BALANCE EVERY 30 DAYS UNTIL THE BALANCE IS PAID IN FULL.

FIVE-MONTH PLAN:

REGISTER BY FEB. 20.

FOUR-MONTH PLAN:

REGISTER BY MARCH
20.

THREE-MONTH PLAN:

REGISTER BY APRIL
20.

TWO-MONTH PLAN:

REGISTER BY MAY 20.

PAYMENT INFORMATION

PAYMENT OPTIONS ☐ CREDIT ☐ CHECK NO. _____

(CHECKS PAYABLE TO NAA IN U.S. DOLLARS ONLY DRAWN FROM A U.S. BANK)

NAME ON CREDIT CARD

SIGNATURE

CREDIT CARD NUMBER

EXPIRATION DATE

CVV CODE

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 28** TO RECEIVE A REFUND. A \$50 PROCESSING FEE WILL BE CHARGED FOR ALL FULL AND/OR PARTIAL CANCELLATIONS. SUBSTITUTIONS ARE ENCOURAGED. AFTER MAY 28, 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

USPAP HAS BEEN UPDATED; IN
ORDER TO REMAIN COMPLIANT,
YOU NEED TO TAKE THE 7-HOUR
UPDATE IN THE 2024-2025 CYCLE



TAKE IT VIRTUALLY ON
MAY 6-7, 2025
1:00 - 5:00 PM, CT

AUCTIONEERS.ORG/USPAP



SOP and Auctioneering: Consistency is Key

Auctioneers stand a better chance of being error-free when operating procedures are spelled out.

By James Myers

Auctioneers are not only familiar with the adage “the devil is in the details,” but they actually live by it. Creating a standard operating procedure, even for the seemingly smallest tasks, can reduce mistakes and make auctions run smoother.

Auctioneer Jack Christy, Jr., CAI, AMM, BAS, GPPA, CES, is a former aircraft mechanic – a vocation where redundancy and OCD-level attention to detail is just part of the job. It’s apparently part of his DNA because his father created a standard operating procedure for his auction company, Christys of Indiana, Inc., “that will blow your mind. We’re still using a lot of it.”

Christy is located on 9 acres in Indianapolis, Ind., and the roughly 40,000-square-foot facility is one of the largest auction venues in the Midwest. Christy joined the family-owned operation in 2009 when its weekly auction, known as “market day,” consisted of five simultaneous auction rings, which Christy describes as a “five-ring circus,” where sale items included everything from vehicles to coins, guns, and fine art to surplus goods. With upwards of 65 employees at that time, having an employee manual as part of the standard operating procedure was highly beneficial. In the wake of the Covid-19 pandemic, Christys took its auctions online only. Now, with hundreds of auctions per year, consisting of 300 to 400 lots and 120 to 150 buyers per auction, the inventory is massive, so it is of little surprise that the standard operating procedure plays such a crucial role. “We are very detailed,” Christy said. “That’s why the standard operating procedure has to be written out, spelled out – because there are so many details.”

Employee Expectations

While the number of employees has downsized since the “five-ring circus” ended, Christy said creating an employee manual is still invaluable, as it sets expectations and serves as a contact between the auction company and its employees.

“I expect you to be here,” Christy said of some of the guidelines set in the manual. “I expect you to dress this way, act a certain way ... If you’re going to do a standard operating procedure for your company, this is step one.” Accountability items, such as disciplinary actions when an employee falls short of expectations, can be spelled out in the manual. Specifics about holiday pay, vacation, and paid time off can also be included, as can employee valuation terms. This leaves no ambiguity as to what is expected of an employee. “I have a contract with every single one of my employees,” he said.

Consistency

When Christy has to be away from his business, he isn’t bombarded with phone calls and constant inquiries about how something is supposed to be done because every task is laid out, step-by-step, in the standard operating procedure.

“Do you have a step-by-step guide for what you do in a day?” Christy asked. “What happens when somebody cancels one of our pickup jobs? We have a step-by-step plan that says you make a phone call, you do this, you do that.”

Speaking of phone calls, Christy employees all follow the same script when a potential client calls in. There’s also consistency in how employees address buyers when they come to the venue to pick up items. “It’s a whole scripted thing,” Christy said. “Everybody should have the same experience when they come to my facility.”

Cataloging

Creating a catalog of sale items is a time-consuming but important part of any personal property auctioneer’s job. At Christys, the item descriptions are meticulously organized and consistent. Employees in charge of photographing sale items will follow the same guidelines, including using a specific backdrop rolled in for capturing images of furniture. Small items are photographed with the same gray backdrop.

“Here’s how we’re going to catalog, and here’s how we’re going to photograph,” he said. “It’s all written down for them.” This attention to detail is also part of creating a better customer experience, which, as online auctioneers know, can be difficult to establish. Christy said their website design is also carefully considered, as it is a crucial piece of the customer experience, which is why Christy said they have optimized it for smooth and intuitive navigation.

“That’s a big deal,” he said of the website design. “I want my buyers to get in and see things easily ... You want to create the ultimate customer experience. When you look at our website, it’s really fluid.” ❖

This article is based on a session from NAA’s 2023 Conference & Show entitled “Creating a Standard Operating Procedure for Your Business” Watch it now on The Auction Institute®.



ASKED TO DO A SAWMILL AUCTION AND DON'T KNOW WHERE TO START?

Let Bright Star Be Your Guide.

Bright Star Auctions has a team of specialists who know sawmill and forestry equipment inside and out. With our expertise, your next auction can be seamless and profitable. Whether through our generous referral benefits or through a joint venture, we've got you covered.

**PARTNER WITH BRIGHT STAR AUCTIONS TODAY!
SCAN THE QR CODE TO LEARN MORE.**



Bright Star Auctions – Where Expertise Meets Opportunity.

YOUR TRUSTED PARTNER FOR BONDS & INSURANCE

Fast & Reliable Coverage

- Liability Insurance
- Errors and Omissions
- Property Coverage
- Employment Practices Liability
- Cyber Liability Coverage
- Bonds to Support Your License
- Consignment Property
- Bankruptcy Court Auctioneer Bonds

With insurance placement in as little as 3 days.

877-376-8676

Press 2 for Bonds or email bonds@ermunro.com
Press 157 for Insurance or email gmagnus@ermunro.com

**E. R. MUNRO
COMPANY**

Licensed in all 50 states • Member, National Auction Association

WWW.ERMUNRO.COM

KIEFER
AUCTIONSUPPLY.COM

America's #1 Auction Supplier Since 1980

- Bid Cards
- Lot Tags
- Labels
- Markers
- Bid Paddles
- Clerk Sheets
- Consignment Forms
- Signs & Banners
- PA Systems

417 W. Stanton Ave. • Fergus Falls, MN 56537

218.736.7000
www.kieferauctionsupply.com

Q&A

E. R. MUNRO & COMPANY *bonds and insurance*

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

Auctioneers are a unique business class often misunderstood and underserved by the insurance industry. Many carriers fear the complexities of the auction industry, from part-time home-based operations to full-scale businesses handling real estate and firearms auctions. We recognized the need to advocate for auctioneers, educating them on protecting their businesses while easing underwriters' concerns to ensure proper coverage and financial security.

What differentiates your business from others in the auction industry?

We specialize in understanding the unique needs of auctioneers, from their industry challenges to their individual concerns. Just as auctioneers develop expertise in specific auction types like real estate or firearms, we focus on providing tailored insurance solutions. Licensed in all 50 states, we offer simple, stress-free coverage, along with licensing and bankruptcy surety bonds, making us a one-stop shop for all your auctioneer insurance and surety bonding needs.

What do you hope to achieve for your customers?

We aim to provide our clients with peace of mind and robust financial security through tailored insurance and surety bond solutions. Our goal is to be a trusted resource and business partner, relied upon just as an auctioneer relies on their attorney or accountant. We encourage auctioneers to integrate risk management into their overall business plans.

What do you love most about working with your customers?

We relish the opportunity to build trust and long-term relationships with our clients by equipping them with the knowledge and support

they need to thrive in competitive markets. We focus on educating our clients, helping them understand the risk exposures they face, and how to mitigate those risks through insurance. Auctioneers are known for being hard-working, honest small business owners and serve as a true example of a thriving capitalistic market.

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

This year, we are excited to expand our digital services with texting features to simplify communication for our customers. Additionally, cyber insurance is now essential for businesses, protecting auctioneers from threats like phishing, ransomware, and social engineering. This coverage is especially critical for those conducting online auctions, safeguarding their operations and financial stability against potential disruptions.

How do you envision your business evolving with the auction industry in the next 5-10 years?

The auction industry has evolved significantly over the past five years due to COVID-19 and advancements in AI. As auctioneers adapt their business models, we continue to evolve to address new risks and needs. We're incorporating automation and AI to simplify the insurance process for auctioneers. Founded in 1885, E.R. Munro remains committed to supporting the NAA and its members for another 140 years.


How has the NAA helped your business grow?

The National Auction Association has been instrumental in helping us grow by providing valuable networking opportunities, access to industry insights, and a platform to showcase our capabilities in serving the auction community.



Peace OF MIND

Learn more at ermunro.com



LONG-TERM

RELATIONSHIPS



Members

New Members

Chase Anderson
Anderson Auction Group
Fort Worth, TX

Bobby Bailey
Fincastle, VA

Blake Brown
Vidalia, GA

Leigh Brown
One Community Real Estate
Concord, NC

Kinsey Carthron
Dudley Resources
Richmond, VA

Shelby Clayborn
Blackwell Realty and Auction
Lebanon, TN

Lucas Craycraft
Wilson National LLC. Real
Estate & Auction Group
Leesburg, OH

Becky Doemland
Indianapolis, IN

Fred Durnbaugh
Auction Spear LLC
Irving, TX

Derek Fink
Fink Auction & Appraisal
Sidney, OH

Houston Helms
The Ligon Company
Rock Hill, SC

Joseph Kaminski
Columbia Central Missouri
Auto Auction
St. Louis, MO

James Leabo
Wiregrass Auction Group
Thomasville, GA

Corey Mara
Valdosta Auction & Estate
Sale Services
Valdosta, GA

Frantz Merceron
Kaufman Realty and Auctions
Navane, OH

Michael Michalsky
Hurley Auctions
Greencastle, PA

Daron Peters
Elida, OH

Emily Preble
Austin, TX

Madison Ramirez
Ucanbid Auctions
Tucson, AZ

London Reeves
Atlanta, GA

Jason Robinson
Springfield, OR

Travis Royston
Royston Auction Company
Elizabethton, TN

Leon Shirk
Pennyrile Auction Center LLC
Pembroke, KY

Judy Simpson
The Ligon Company
Rock Hill, SC

William Smith
Big Red Auctions
Kilmarnock, VA

Teri Wyman
The Ligon Company
Rock Hill, SC

*New members that joined
between November 15, 2024 -
January 15, 2025.*

AUCTION TOPPERS

Building Quality Auction Toppers Since 1985!



To view Inventory visit
LampAuction.com
& Click on Auction Equipment

Call Lamp Auctioneers for a quote!

320-274-5393

Testimonial

The Lamp Auction Equipment team turned our auction topper visions into reality. They built us a quality product specified to our exact need. Full service from design to delivery.

Daniel Pruitt, Ritchason Auctioneers, Inc. Lebanon, TN



Auction School Graduates

Troy University



(Front Row) Larry Smith, Instructor, Dothan, AL; Albert Nix, Instructor, Chipley, FL; Michael Scoggins, Shelby, AL; Russell Kilcrease, Brantley, AL; Patrick Kelley, Clanton, AL; Erica Snoddy, Killen, AL; Lorinda Snoddy, Killen, AL; Mark Bagley, Instructor, Clanton, AL; (Back Row) Timothy Covin, Evergreen, AL; Don Cotton, Andalusia, AL; Patrick Holland, Rogersville, AL; Robby Griffin, Cottondale, FL; Cade Cole, Huntsville, AL; Anna Frederick, Guntersville, AL; Mike Ellis, Blakely, GA; Eric Snoddy, Killen, AL.

Reppert Auction School



(Front Row - Instructors) Jimmie Dean Coffey; Michael Kruse; Brian Souers; Michael Riggins; John Kruse; Matthew Kruse; Tim Kruse; Steve Almburg; (Back Rows) John Stephens; Michael Howard; Kyle Campbell; Ethan Bowman; Zackary Schultz; Justin Griffin; Benjamin Herrera; Ronald Games; Daniel King; Mark Stewart; Chase Slepak; Ryan Fortson; Brady Zirkle; Cody Coffey; Joshua Scarborough; Kelsey Edge; Mark Bye; Larry Bye; Evan Cutler; Nathan Lapp; Rick Davis; Tyler Milliman; Josh Baxter; Vanessa Ritsema.

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.



Members

Auction School Graduates Continued

America's Auction Academy



(Front Row Sitting) Kevin Hassett, Dublin, Ireland; Debbie Stevenson, Belton, TX; Nancy Zakhour, Houston, TX; Tee Hoover, Houston, TX; William Field, Rockport, ME. (Middle Row) Mike Jones, President, McKinney, TX; Scott Swenson, Instructor, Austin, TX; Jacob Strickland, Joshua, TX; Nicholas Katsoulis, Wichita Falls, TX; Brady Barrow, Mansfield, TX; Garrett Philpot, Searcy, AR; Ruben Friessen, Chihuahua, Mexico; Phillip Braun, Instructor, McKinney, TX; Lori Jones, VP/Admin, North Richland Hills, TX. (Back Row) Dean Register, Logansport, LA; Edwin Santiago, San Antonio, TX; Matt Ledder, Abilene, TX; Skyler Zochert, Kingwood, TX; Dillon Bowen, Durant, OK; Spencer Robinson, Midlothian, TX; Kye Healer, Fort Worth, TX; Chisum Priest, Bonham, TX; Dereck Blair, Maryville, TN; Brock McDowra, Paris, TX.

Kentucky Auction Academy



(Front Row): Cayden Shrum; Amanda Keel; Gillian Leverette; Tod Bertram; (Back Row) Instructor-Steve Cherry; Daniel Knepp; Nathan Webb; Eric Bulle; Scott Rousey; Scott Griffie; Instructor- Steve Henry.



Keeping everything running seamlessly in an auction company requires more than determination. You need the right tools to cut through the chaos and keep your focus on what truly matters.

That's where InnovA comes in.



Our auction management platform is built to empower you to run your business efficiently while safeguarding the legacy you've worked so hard to create.

InnovA Back Office

InnovA streamlines auction management with centralized buyer info, color-coded task tracking, and standardized inspection templates – finally, software that works the way you need it to.

InnovA Bidding Platform

InnovA gives you full control of your auctions with features to engage bidders, protect your brand, and keep your customer data – no third parties needed.

InnovA White-Labeled Storefront

Tired of platforms that fail your inventory? InnovA puts you in control, processing photos fast and showcasing your assets your way.



**SCHEDULE
A DEMO**

innovallc.com

Advertiser Index

1-800-The-Sign	13
Auction Adventures	51
Basinger Audio Systems	13
Bright Star Auctions.....	39
E.R. Munro and Company.....	39
Innova.....	45
Kiefer	39
Lampi.....	42
United Country Auction Services.....	BC

**To advertise: Contact Shelly Urish (913) 563-5421
or surish@auctioneers.org**



Association Index

NAA BOARD OF DIRECTORS

OFFICERS

President

John Schultz, AMM
(612) 432-4015
john@grafeauction.com

Vice President

Morgan Hopson, CAI
(903) 271-9933
mhops@bufordresources.com

Treasurer

Ailie Byers, CAI, AMM, BAS
(603) 356-5765
ailie@alpenglowbenefits.com

Board Chair

Lance Walker, CAI, BAS, CES
(901) 322-2139
lance@walkerauctions.com

Interim Chief Executive Officer

Kristina Franz, CAE
(913) 563-5426
kfranz@auctioneers.org

Foundation

Representative

Judd Grafe
(800) 328-5920
judd@grafeauction.com

DIRECTORS

Term expiring 2025

Mike Fisher, CAI, AARE, AMM, BAS, CES, GPPA
(256) 413-0555
mikefisher@redfieldgroup.com

Joff Van Reenen, CAI, AARE
+27 82 802 1366
joff@chantlab.com

Term expiring 2026

Wade Baer, CAI, AMM
(330) 424-2705
wade@baerauctions.com

T. Kyle Swicegood, CAI, AARE, GPPA

(336) 751-4444
tkyleswicegood@gmail.com

Term expiring 2027

John John Genovese, CAI, AMM, BAS
(808) 634-2300
col.johnjohn@malamaauctions.com

Erik Rasmus, CAI, AMM

(703) 768-9000
erikrasmus@rasmus.com

Chair of Promotions Committee

Braden McCurdy, CAI, AARE, AMM
(316) 867-3600
bmccurdy@mccurdyauction.com

Chair of Advocacy Committee

Isaac Schultz
(320) 232-0855
isaac@schultzauctioneers.com

Chair of Community Committee

Naomi Lewis, CAI, BAS
(757) 870-3871
naomi.t.lewis@gmail.com

Chair of Education Institute Trustees

Sara Rose Bytnar, CAI, AARE, AMM, BAS
(239) 213-8685
sara@bethroseauction.com

FOUNDATION BOARD OF TRUSTEES

OFFICERS

President

Scott Mihalic, CAI
(440) 796-4739
scottmihalic@gmail.com

Vice President

Judd Grafe
(800) 328-5920
judd@grafeauction.com

Immediate Past President

Sid Miedema, Jr., CAI
(616) 538-0367
sid@1800lastbid.com

Treasurer

David Hart, CAI, AARE
(229) 985-8388
dhart@rowellauctions.com

NAA BOARD REPRESENTATIVE

Lance Walker, CAI, BAS, CES
(901) 322-2139
lance@walkerauctions.com

INTERIM EXECUTIVE DIRECTOR

Kristina Franz, CAE
(913) 563-5426
kfranz@auctioneers.org

TRUSTEES

Terms expiring 2025

Barrett Bray, CAI, AMM, BAS
(405) 888-5366
barrett@bidbray.com

Tim Mast, CAI, AARE

(731) 610-5436
tmast@tranzon.com

Terri Walker, CAI, BAS, CES

(901) 322-2139
terri@walkerauctions.com

Terms expiring 2026

Hannes Combost
(785) 393-1364
hcombost@gmail.com

Laura Mantle-Grunden, CAI, CAS

(614) 332-7335
laura@lmauctioneer.com

Jason Winter, CAI, AARE, AMM, CES

(816) 884-1987
jason.winter@westcentralauctionco.com

Terms expiring 2027

Dean Gunter, BAS, CAS
(719) 570-7800
deangunter21@gmail.com

Jeff Martin

(601) 450-6200
mendie.b@jeffmartinauctioneers.com

Michael Upp

(866) 540-4993
mupp@mitchstuart.com

NAA CORNERSTONES COMMITTEES

PROMOTIONS COMMITTEE

Chair

Braden McCurdy, CAI, AARE, AMM
(316) 867-3600
bmccurdy@mccurdy
auction.com

Vice Chair

Daniel Pruitt, CAI
(615) 301-1600
daniel@tristarauction.com

EC Liaison

John Schultz, AMM
(612) 432-4015
john@grafeauction.com

Term expiring 2025

Shane McCarrell, CES
(931) 302-4717
shane.mccarrell@gmail.com

Jennie Wolff, CAI, AMM

(615) 517-7675
jennie@mclemoreauction.com

Term expiring 2026

Brooke Gillespie, AMM
(320) 287-2890
brookegillespie123@gmail.
com

Abigail McLagan, AMM

(907) 570-7050
abigail@
alaskapremierauctions.com

Term expiring 2027

JB Robison Jr.
(918) 314-8193
jbrauctions.jbjr@yahoo.com

ADVOCACY COMMITTEE

Chair

Isaac Schultz
(320) 232-0855
isaac@schultzauctioneers.com

Vice Chair

Stephen LaRaviere, CAI
(276) 235-0153
matthewsauctioneers@gmail.
com

EC Liaison

Ailie Byers, CAI, AMM, BAS
(603) 356-5765
ailie@alpenglowbenefits.com

Term expiring 2025

Jeff Morris, CAI, AARE
(901) 565-7770
jeff@morrisrealtyauction.com

Term expiring 2026

Jennifer Gableman, CAI, ATS
(845) 635-3169 x102
jennifer@aauctions.com

Isaac Stoller, CAI

(260) 413-3515
isaac@isaacstoller.com

Terri Walker, CAI, BAS, CES

(901) 322-2139
terri@walkerauctions.com

Term expiring 2027

Bryce Elemond, CAI, BAS
(720) 229-5832
affordableauctioneering@
gmail.com

COMMUNITY COMMITTEE

Chair

Naomi Lewis, CAI, BAS
(757) 870-3871
naomi.t.lewis@gmail.com

Vice Chair

Darron Meares, CAI, BAS, MPPA
(864) 642-2196
darron@mpa-sc.com

EC Liaison

Lance Walker, CAI, BAS, CES
(901) 322-2139
lance@walkerauctions.com

Term expiring 2025

Shawn Hagler
(303) 709-3725
shagler17@gmail.com

Freddie Silveria, CAI, BAS

(916)-708-0560
freddie@fsaauctions.com

Term expiring 2026

Tammy Miller, CAI, AARE, BAS
(814) 360-4031
tammy@tammymillerauctions.
com

Term expiring 2027

Shannon Eason, CAI, AARE, BAS
(417) 876-2900
shannon@raisingpaddles.com

Wayne Yoder, CAI

(304) 931-1285
wayne.yoder@kaufmanrealty.
com

EDUCATION INSTITUTE TRUSTEES

Chair

Sara Rose Bytnar, CAI, AARE, AMM, BAS
(239) 213-8685
sara@bethroseauction.com

Vice Chair

Billie Jo Schultz, CAI, AMM
(863) 701-6498
billiejo@
AuctionMarketingPartners.
com

EC Liaison

Morgan Hopson, CAI
(903) 271-9933
mhopson@buford
resources.com

Term expiring 2025

Carol Miller, CAI, BAS
(262) 569-8687
carol@baileyshonor.com

Term expiring 2026

Cammy Theurer McComb, CAI, AMM
(620) 399-3364
cmccomb@theurer.net

Matt Ford, CAI, AMM

(606) 271-1691
matt@fordbrothersinc.com

Term expiring 2027

Ethan Vick, CAI, AMM
(229) 225-8660
ethan@BidWiregrass.com

Seth Weiner, CAI, BAS

(850) 264-7561
seth@yourrocktioneer.com



In Memory



Lloyd "Mike" Michael Jr.

Lloyd Henry "Mike" Michael, 63, of Julesburg, passed away at his home on October 12, 2024. Mike was born on August 7, 1961, in Sidney, Nebraska, to Lloyd Henry and Mary L. (Lusetto) Michael Sr. He graduated from Julesburg High School in 1980, attended NJC, then St. John's College in Winfield, Kansas, where he played basketball. On September 5, 1987, Mike married Mary J. Gertner at St. Paul's Lutheran Church in Julesburg. Their union was blessed with two children, Chris and MaKayla. The family made their home in Julesburg, where Mike owned and operated Michael Auction Service, a business established by his family in 1943. He conducted sales across northeastern Colorado and the Nebraska Panhandle, earning a reputation for his skill, integrity, and warmth. Sale days found him in his element—Mike loved his work and took pride in bringing people together through auctions. A man of boundless generosity, Mike was always eager to share the joys of life with others, whether through a hearty meal or tickets to a CU Buffs game. His love language was giving, and his genuine nature endeared him to many. In 2011, Mike was inducted into the Colorado Auctioneers Hall of Fame, a testament to his dedication to his craft. He was also a familiar voice at local ballgames, where he announced starting lineups with grand enthusiasm for many years. Mike's faith permeated every aspect of his life. He was a devoted husband and father, and when his grandson, Archer, was born, it added a new dimension to his life and love. Archer quickly became the apple of his eye, drawing Mike's heart to a more profound sense of joy and purpose. By all accounts, Mike's life was too short. However, it is comforting to know that he has been sent home with his Lord, who was, indeed, the highest bidder. Mike was preceded in death by his parents. Survivors include his wife, Mary J. Michael of Julesburg; son, Chris Michael of Kansas City, MO; daughter, MaKayla (Aaron) Weber and their son, Archer, of Julesburg; Siblings, Virginia, Sandy (Russ), and Debi; his proverbial right-hand, Thomas Benner; along with many other relatives and dear friends.

Source: <https://www.prairiehillsjulesburg.com/obituaries/lloyd-mike-michael>

Obituary Submissions

Obituaries may be submitted to communications@auctioneers.org. Submissions may be edited for length.

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

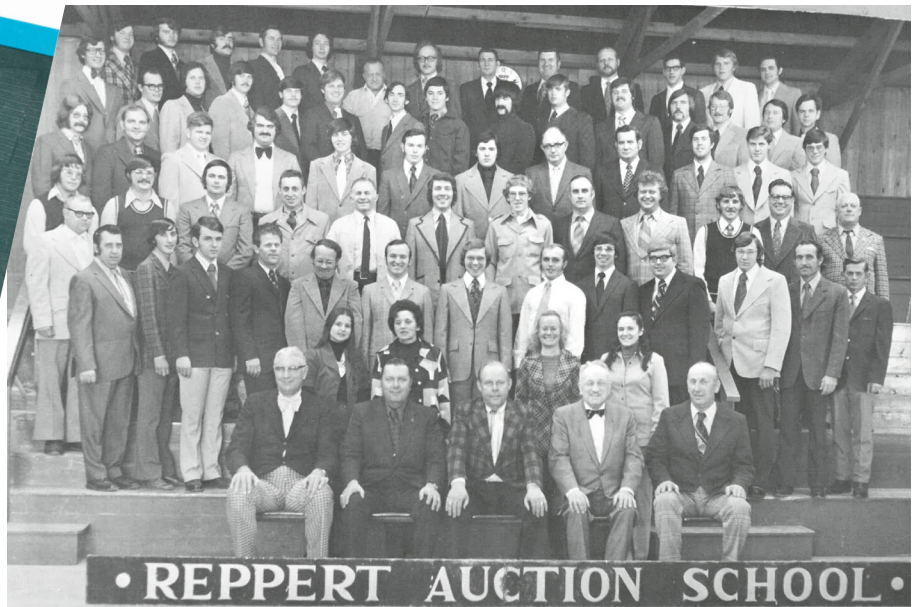
A low-angle photograph of the U.S. Capitol dome in Washington, D.C., taken during the "golden hour" of sunset. The sky is a mix of soft pinks, oranges, and blues. The dome's intricate architectural details, including the balustrade and the statue on top, are clearly visible. The large, white-outlined text "DAY ON THE HILL" is superimposed on the left side of the image, partially covering the dome and the sky.

DAY ON THE HILL

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

**Register at
auctioneers.org/dayonthehill**

50 years later **Auction School Graduates From 1975**



Auction Adventures

available at
myamericanfarm.org

Choose your avatar



Learn about auctions!

Real Estate Auction

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

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

Need help?

What is an acre?

AUCTION ADVENTURES

Total Wallet
\$0

Auction Commission 10%

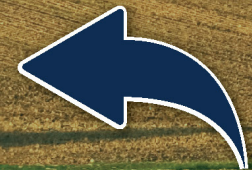
Get Paid



**Auction
Services**

YOUR NEXT AUCTION OPPORTUNITY

Expand into Real Estate



Scan to Learn
MORE

800.444.5044

JoinUnitedCountry.com

