

the auctioneer

October/November 2024

The official publication of the National Auction Association



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PAGE 27



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GUIDE

BA SUMMIT RECAP

DESIGNATION
ACADEMY PREVIEW



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A Vision for the Future

As we enter the fall season, I'm filled with excitement and optimism about the direction of our beloved National Auction Association. Since my last column, I've had the privilege of engaging with many of you at various events across the country, and each interaction has reaffirmed my belief in the strength and resilience of our auction community.

The Benefit Auction Summit was a highlight, showcasing our industry's incredible impact on charitable causes. It was inspiring to see auctioneers from diverse backgrounds come together, sharing strategies and best practices to maximize fundraising efforts. This event exemplifies the power of our profession to make a real difference in the world.

I've also been honored to speak at several state and organizational conferences, including the Alabama Auction Association annual conference, United Country's 15th Annual Auction Expo, and America's Auction Academy. The enthusiasm and innovative spirit I've encountered are a testament to the bright future of our industry.

When you read this, our fall strategic planning meeting in Schaumburg, IL, will have concluded. This gathering is crucial as we chart the course for the NAA's future. I'm proud that your board is united and working diligently towards a shared vision. Through our cornerstone committees - Promotion, Education, Advocacy, and Community - we are addressing the key areas that will drive our association forward. By giving each cornerstone a voice in the boardroom, we ensure that every aspect of our association receives the attention and resources it deserves. This collaborative approach is already yielding results, with new initiatives and programs in the pipeline to benefit all our members. As we look ahead, I'm excited to highlight several upcoming opportunities for professional growth and networking within our association:

First, mark your calendars for the 2025 Digital Marketing Summit on February 17-18 at the Little Rock Marriott in Arkansas. This summit is designed for auction professionals who are ready to take their digital marketing strategies to the next level. With actionable strategies to enhance your online presence, analyze marketing data, and engage with the latest trends and technologies, this event promises to equip you with knowledge and skills directly applicable to growing your business. Registration is now open, and I encourage you to visit auctioneers.org/dmsum25 for more details.

For those looking to dive deep into the business aspects of our industry, applications are now being accepted for the next Certified Auctioneers Institute (CAI) program. This intensive three-year program,

held annually at Indiana University in Bloomington, is unlike any other designation we offer. CAI focuses on the broader business aspects of the auction industry, covering everything from business planning and development to organizational structure. The next session runs from March 31 to April 4, 2025. If you're serious about elevating your auction business acumen, I highly recommend considering this program.

Lastly, I'm thrilled to announce the return of our Executive Symposium, scheduled for March 2025 in the beautiful Napa Valley, California. This intimate retreat-style event is limited to just 50 attendees and offers a unique blend of high-level learning and networking. Designed for well-established auction business owners and executives, the symposium will feature discussions on customer experience, competitive intelligence, and strategic advantage. It's an unparalleled opportunity to step back from day-to-day operations and focus on innovative ideas for your business's future.

These events, along with our upcoming Designation Academy in Las Vegas this December, showcase the NAA's commitment to providing world-class education and networking opportunities for our members. Whether you're just starting or are a seasoned professional, there's something for everyone.

In closing, I am grateful for your trust in me and your board of directors. The energy and dedication I've witnessed across our association are genuinely inspiring.

As we continue to navigate the challenges and opportunities ahead, I'm confident that by working together and taking advantage of these excellent educational opportunities, we will preserve the rich traditions of our industry and innovate and adapt to ensure a thriving future.

Remember, the strength of the NAA lies in its members. Your participation, whether through attending events, contributing to committees, or simply sharing your insights, drives our association forward. Let's continue to support one another, push the boundaries of what's possible in our industry, and showcase the unparalleled value of the auction method of marketing.

I look forward to seeing many of you at our upcoming events, particularly the Designation Academy in Las Vegas this December. Until then, keep up the great work, and thank you for your continued commitment to excellence in the auction profession. ❖



John Schultz, AMM
NAA President

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

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**The riskiest
thing we can
do is just
maintain the
status quo.**

—
Bob Iger

”

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

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2024 NAA Planner

EVENTS & CONVERSATIONS

October

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

November

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

December

- Designation Academy
- Community Conversations TBA

January

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



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

Your Association at Work

NAA's Federal Legislative Priorities

The auction industry plays a vital role in our economy, facilitating the exchange of goods and services in a transparent and competitive environment. As the leading association for auction professionals, we are committed to advocating for legislative policies that foster a healthy and ethical auction marketplace. The following guide serves as a resource for our members, outlining key legislative areas where our advocacy efforts are focused.

By promoting these guidelines and understanding their impact on the industry, our members can become active participants in shaping the future of auctions as the industry continues to evolve. This includes engaging with legislators, educating the public, and working together to ensure a regulatory framework that promotes fair competition, protects consumers, and allows auctioneers to operate with confidence.

Please remember that this is a general guide for our efforts and is not intended to restrict the association from considering any policy issues that may arise.

Professional Licensing:

- **Reinforce the Principle of State-Based Regulation:** The NAA believes that the regulation of auctioneers should be a matter of state jurisdiction. We support the individual states in their ability to determine the appropriate licensing and regulatory framework for their auctioneers. We recognize that the unique needs and characteristics of each state may necessitate varying regulatory approaches.
- **Address Potential Preemption:** Monitor federal legislation for any provisions that could preempt state laws and regulations, ensuring that the states maintain their autonomy in regulating the auction industry.

Business Environment and Regulatory Certainty:

- **Small Business Support:** Promote policies that support small businesses, including tax incentives, access to capital, and regulatory relief.
- **Tax Reform:** Advocate for tax legislation that recognizes the unique aspects of the auction industry and avoids undue burdens on auctioneers and their clients, including provisions that protect independent contractors from misclassification in light of recent labor policy developments.
- **Economic Development:** Support policies that foster economic growth and job creation in the auction industry.
- **Clear and Concise Laws:** Advocate for clear and concise laws and regulations governing the auction industry, reducing ambiguity and uncertainty. Promote open communication and collaboration between the auction industry and policymakers, ensuring that regulatory decisions are informed by industry expertise.
- **Regulatory Inconsistencies:** Support efforts to reduce regulatory duplication and inconsistencies across different jurisdictions, streamlining compliance for auctioneers.

Transparency and Fairness:

- **Consumer Protection:** Promote legislation that ensures transparency and fairness in auction transactions, protecting the interests of both buyers and sellers. Support initiatives that educate consumers about their rights and responsibilities at auctions, reducing misunderstandings and disputes.
- **Fraud Prevention:** Advocate for regulations that prevent fraud and deceptive practices in the auction industry, ensuring a safe and trustworthy marketplace.

Technology and Innovation:

- **Digital Transformation:** Support legislation that facilitates the use of technology in conducting auctions.
- **Cybersecurity:** Advocate for policies that address cybersecurity concerns related to online auctions and for data privacy laws that protect the interests of auctioneers and their customers.
- **Emerging Technologies:** Promote research and development of new technologies that can benefit the auction industry, such as AI-powered auction platforms.

Your Cornerstone Committees at Work

PROMOTIONS

The Promotions Committee and its task forces are hard at work on the upcoming National Auctioneer's Week program and the Marketing Competition. Two of NAA's favorite things!

Launching in the December/January issue of *The Auctioneer*, submissions for the Marketing Competition will open earlier and extend longer than in the previous year, allowing members ample time to gather and submit their top-notch campaigns and marketing pieces. This year's winners set the bar another notch higher! Everyone is looking forward to seeing what level of creativity and vision this year's submissions bring.

Footage for National Auctioneer's Week promotions are in production and will be ready to launch for this very special time for everyone that hold auctions close to their heart. National Auctioneers Week is April 28–May 2, 2025, with May 3 capping the week with National Auctioneers Day.

ADVOCACY

We're excited to share some recent and upcoming updates from the Advocacy Cornerstone! The committee is currently reviewing legislative priorities for 2025, ensuring that we remain focused on the most pressing issues affecting our membership. We'll be releasing these priorities soon, so stay tuned for more information.

Additionally, we're thrilled to announce that a new PAC website is in the works. This online platform will provide valuable information about our political action committee and allow members to make contributions right through the website. We also encourage you to participate in our ongoing survey. Your input is invaluable in shaping our advocacy efforts. By sharing your thoughts on the initiatives you'd like to see from the committee and the challenges facing your auction businesses, you're helping us effectively represent your interests in the legislative world. You can access the survey by going to auctioneers.org/advocacy. Once you're there, the survey will be featured near the top of the page.

Finally, mark your calendars for Day on the Hill 2025, which will take place on April 27-29. This annual event is a crucial opportunity for us to advocate for our industry directly with lawmakers.

COMMUNITY

If you haven't heard by now, there is a new merit badge pilot program for the Boy Scouts of America and the Community Committee has been working actively with NAA member Chris Vaughan, CAI, AARE, AMM, on this and things are in the final stretch.

It's been many years since new merit badges have been announced, and the NAA is honored to be included as one of four badges approved for this pilot program. The Auctioneering Merit Badge is scheduled to launch just prior to the official name change from Boys Scouts of America to Scouting America on February 8, 2025.

In contrast to previous merit badge requirements that were printed into booklets and purchased, merit badge requirements are now online only. At this time, the NAA is now collecting digital items to use in conjunction with the merit badge requirements that scouts will use to earn the badge. Check your inbox for recent emails with the list of requested files and how to submit them for use with this project. Your assistance will help educate a new generation on the auction industry!

EDUCATION

The Education Institute (EI) Committee of the NAA has been hard at work, delivering essential programs and planning future initiatives. Recently, the committee successfully hosted the 2024 Benefit Auction Summit in Coral Gables, Florida, which drew over 120 attendees and sponsors. This event allowed fundraising auction professionals and team members to enhance their businesses, gain fresh ideas, recharge, and network with some of the industry's top contacts. Looking ahead, the EI Committee has kicked off planning for the 2025 Executive Symposium, ensuring another top-tier event. They have also finalized instructors for the 2025 Certified Auctioneers Institute program and the various designation classes offered at this December's Designation Academy in Las Vegas. Additionally, the committee is preparing to provide virtual USPAP courses, with the 7-Hour Update scheduled for November and the 15-Hour course slated for January. Rounding out the committee's recent accomplishments, they have secured both volunteer and guest speakers for the 2025 Digital Marketing Summit, set to take place in February in Little Rock, Arkansas.



News

State Watch

Nebraska

On August 11, the Nebraska Auctioneers Association conducted their 41st annual state championship. Both auctioneer and ringman competitions were held. President-Elect Adam Marshall of Kearney, NE was the contest chairman.

Auctioneer Contest Results:

Champion: John Kisner

Reserve Champion: Quest Flesner

Runner-Up: Russ Puchalla

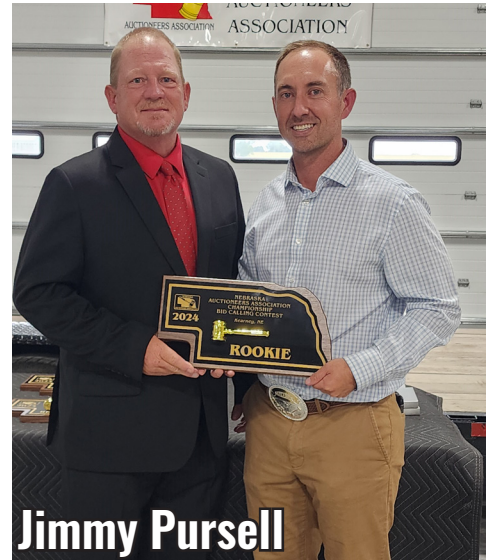
Other Contest Results:

Rookie of the Year: Jimmy Pursell

Ringman Champion: Kaden Schow



Kaden Schow



Jimmy Pursell



John Kisner



Quest Flesner



Russ Puchalla

Alabama

On September 8-9 the Alabama Auctioneers Association held its annual convention in Orange Beach, AL. Their first day consisted of a welcome party on the beach. Day two hosted continuing education classes during the day and concluded in the evening with contests and the President's Banquet.

Election Results

President: Christie King

Vice President: David Vess

Treasurer: Nathaniel Frederick

Directors: Mike Fisher, Kevin Brooks, & Justin Wall

Chairman of the Board: DeWayne McClendon

Rookie Division Results

Champion: Kyle Beard

2nd Place: Cary Holloway

3rd Place: Dustin Mallory & Brooks Brewer

Ringman Division Results

Champion: Suzannah Underwood

2nd Place: Kyle Beard

3rd Place: Dustin Mallory

Grand Champion Results

Champion: Trevor Hooley

2nd Place: Brandon DuBois

3rd Place: DeWayne McClendon





News

Minnesota

On September 18, MSAA lobbyist Vic Moore and legislative committee members Kurt Johnson and John Schultz met with Minnesota Senator Bonnie Westlin to discuss requiring government agencies to use licensed auctioneers to conduct the sale of property. Those conversations will be ongoing. Thank you for your service to our profession Vic, Kurt, and John!



**From left to right: John Schultz,
Vic Moore, & Kurt Johnson**



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Kentucky

Kentucky Auctioneers Association hosted the annual Battle of the Bluegrass Contest on August 17, 2024 at the Kentucky State Fair!

Open Bid Calling Competition Results

Champion: Will Gregory

Runner-Up: Cody Shelley

Ringman Competition Results

Champion: Alex Miller

Runner-Up: Brad Harris

Youth Division Results

Champion: Caleb Taylor

Runner-Up: Cash Menees



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Arkansas

Arkansas Auctioneers Association hosted their Fall Conference and contests September 27-28 in Little Rock. A Team Contest consisting of 7 teams took place on the evening of the 27th. The 28th consisted of 6 hours of continuing education hosted by Jason Deel.

Team Contest Results

Team Champions: Dennis Huggins & Aaron Pitts

2nd Place: Steve Sims & Hunter Sims

3rd Place: Dennis Huggins & Jaci Pitts



Hunter Sims



Jaci Pitts



Team Champions

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Business Practices

Do State Licensing Laws Violate the First Amendment of the United States Constitution?

Question: Do state auctioneer licensing laws violate the First Amendment of the United States Constitution by improperly restricting speech?

In what could prove to have far-reaching implications for states regulating the auction method of marketing, this issue is currently being litigated and will be decided upon. The case started in Tennessee and is now being considered by the Sixth Circuit of the United States Court of Appeals. The United States District Court for the Middle District of Tennessee ruled on August 19, 2024, that Tennessee's statutory provisions regulating auctions—including extended-time auctions—did not violate the First Amendment of the United States Constitution. (*McLemore v. Gumucio*, 3:23-cv-01014). The plaintiffs subsequently filed a notice of appeal on August 26, 2024, taking this case to the Sixth Circuit of the United States Court of Appeals.

Here is the background. Since 1967, Tennessee has regulated auctions and auctioneers within its borders. The current law makes it unlawful to “[a]ct as, advertise as, or represent to be an auctioneer without holding a valid license issued by” the Tennessee Auctioneer Commission. Tenn. Code Ann. § 62-19-102(a)(1). An individual can receive a license as an auctioneer by completing a course of instruction and passing the licensure examination. Tennessee law makes a distinction between a principal auctioneer and an affiliate auctioneer. No license is required if an individual “generates less than twenty-five thousand dollars (\$25,000.00) in revenue in a calendar year from the sale of property in online auctions.” Tenn. Code Ann. § 62-19-103(12). The current Tennessee statutes apply only to individual auctioneers; they do not require a business entity that employs or works with licensed auctioneers to obtain a separate license. A licensed auctioneer can “conduct auctions at any time or place” in Tennessee. The definition of an auction is broadly written and includes internet auctions. There are several exemptions to that definition, including an exemption for “[a]ny fixed price or timed listings that allow bidding on an internet website, but do not constitute a simulcast of a live auction.” Tenn. Code Ann. § 62-19-103(3). There is no exemption for an

“extended-time” auction. An extended-time auction may begin with a minimum period, but that period is extended as long as bidders keep bidding—much like an ordinary, in-person auction.

The plaintiffs in the lawsuit conduct online extended-time auctions through a business entity. The plaintiffs argued that the licensing law violated the First Amendment and improperly restricted their freedom of speech. Judge Aleta A. Trauger evaluated the plaintiffs’ argument but ruled against them in favor of the Tennessee Auctioneer Commission. The Court ruled that the license requirement was simply an ordinary business regulation. The Court acknowledged that Tennessee can regulate economic activity and that the First Amendment does not prevent restrictions directed at commerce or conduct from imposing incidental burdens on speech. The Court recognized that “Auctioneers do ‘speak’ for a living, in a colloquial sense Every salesperson does.”

The Court also concluded that Tennessee’s licensure scheme is drafted to regulate transactions, not speech. The license is required to conduct an auction, which is a type of sales transaction. The Court concluded that the “Tennessee statute ... is simply a straightforward licensing scheme for performing a specific type of commercial transaction” and did not unduly burden their speech.

The Court further reasoned that since auctioneers’ core function is facilitating product sales, the analysis should consider “commercial speech.” The law provides less protection for commercial speech under the First Amendment. “An auction consists of parties proposing a series of alternative transactions to each other before settling on one that actually goes into effect; it is little more than a competition between commercial utterances.” It continued, “Content-neutral commercial speech regulations are typically subject only to intermediate scrutiny, ... which



Contractor or Employee?

Determining the Fine Line Between the Two

Legal expert shines light on the differences

By James Myers

Are you thinking about stepping into the shoes of a contract auctioneer? While it can be a highly rewarding career, there are also many potential legal and tax headaches in the waiting if you're not clear on whether you're an employee or an independent contractor.

Fortunately, Addison Russell, an attorney from an auction family who once held an auctioneer's license, offers some sage advice to NAA members. Russell practices law in Nashville, where she serves as legal counsel for the Tennessee Realtors Association and has a government relations practice with clients that include the Tennessee Auctioneers Association.

Different states have different statutes, so Russell always recommends that auctioneers ask their attorney or tax professional questions about local laws. However, she has some guidance regarding understanding the difference between independent contractors and employees. The two most common tests to determine the difference between the two are the ABC test and the IRS 20 factor test, which is also referred to as the common law test and the right-to-control test. "Some states have developed their own test that are kind of a compilation of the 20 factors test," she added.

The ABCs of Independent Contractors

Using the ABC test, a governing body would look at three factors in determining whether an auctioneer is an independent contractor or an employee. The legal language can be tough to follow and not always 100 percent clear, but under the A in the ABC test, it says the individual, and in all of these, it is assumed the "individual" is an independent contractor, "has been and will continue to be free from control and direction in connection with the performance of the service, both under any contract for the performance."

"This is kind of tricky," Russell said. "When we're talking about contract auctioneers, they're not always free from control and direction. The auction company may be telling you what you can wear, what day you need to be there, and what hours you need to be there."

The second component of the ABC test says the service is performed either outside the usual course of the business for which the service is performed or is performed outside of all the places of business of the enterprise for which the service is performed. Russell said that because

most contract auctioneers are traveling to different places, this section is more transparent.

And the third (C) component says the individual is "customarily engaged in an independently established trade, occupation, profession or business of the same nature as that involved in the service performed." As with the second component, independent contractors working should have little problem meeting this description.

The 20-Factor Test

There is some obvious crossover between the two tests, as they are designed to establish basically the same things, but the 20-factor test gets deeper into the details.

For example, if the company an independent contractor is working for pays for the auctioneer's assistant or secretary, "then you're deemed an employee," Russell says. "But if you're allowed to bring in your own assistants or subcontractors, then you fall into the independent contractor (definition)."

Another factor is how an auctioneer is paid. When paid by the hour, week, or month, this structure is often considered more closely aligned with that of an employee, whereas an independent contractor is paid a commission or per job.

Many independent contractors travel far and wide for work, but how is it paid for? "If they pay your travel expenses," Russell said, "that's employee-leaning. But if you pay your own travel expenses, that's independent contractor-leaning."

Russell points out that while the guidelines seem mundane, they are important to employers who hire independent contractors, thereby avoiding providing them benefits, such as workers' compensation or unemployment.

"For the contract auctioneer," she said, "this is important for your tax liability. Again, discussing your business method with your tax professional is probably the best way to go." ♦

This article is based on a session from the NAA's 2023 Conference & Show entitled "Have Gavel, Will Travel: Legal Basics for the Contract Auctioneer." Watch it now on The Auction Institute@.

America's Auction Academy & World Wide College of Auctioneering

GIVE BIG



America's Auction Academy and World Wide College of Auctioneering would like to thank all the past graduates, instructors, and guests for their dedication to helping raise money for multiple causes throughout the years.

America's Auction Academy is proud to be a contributor to the following:

From 2005 to the present, America's Auction Academy has raised in excess of \$325,000 for Scottish Rite for Children – Dallas, TX.

From 2007 to the present, America's Auction Academy has raised in excess of \$310,000 for St. Jude Children's Research Hospital – Memphis, TN.

Over the past twenty years, America's Auction Academy has raised over \$85,000 selling the Joani C. Mangold "Unsung Heroes" prints for the Legacy Youth Scholarship program for the National Auction Association. The prints were exclusively sold by America's Auction Academy.

I purchased the original "Unsung Heroes" painting from the Mangold Living Estate in 2019, and was given exclusive rights to sell the prints. The painting is on loan and displayed at the National Auction Association Hall of Fame Museum in Overland Park, Kansas.

World Wide College of Auctioneering has donated more than \$70,000 to St. Jude Children's Hospital since it was acquired by Mike Jones, Craig Meier, and Angie Meier in 2019.

I was on the TAA Board of Directors when Charles and Katherine "Chatty" Cass approached the TAA about endorsing the Fellowship of Christian Auctioneers International and later at the National Auction Association Board. Over the years, America's Auction Academy has raised thousands to support the FCAI Christian Ministry.

I look forward to continuing the special relationship that the auction schools have with the non-profits we support. Thank you again to everyone for your help in this important endeavor.

MIKE JONES, CAI, BAS, GPPA

Founder, Owner & President of America's Auction Academy
Co-Owner & President of World Wide College of Auctioneering





Avoiding Lawsuits and Mitigating Risk

Ways to protect yourself and your business from avoidable lawsuits

By James Myers

Auctioneers are a busy bunch. The career requires plenty of hustle, bustle, and hurry. But when things get crazy, mistakes can happen. These sometimes seemingly minor oversights can land an auctioneer in court, facing a potentially costly lawsuit that takes them away from their business in more ways than one.

Mike Brandly, CAI, CAS, AARE, has seen first-hand the toll lawsuits can take on auctioneers. He's often called in as an expert witness in court cases across the U.S. One case in New York involved a \$34 million lawsuit against an auctioneer that Brandly was instrumental in helping out (the auctioneer only paid \$18,000).

"Here's the problem – it is stressful," Brandly said of getting sued. "It's expensive, and when you're involved in avoidable litigation, you're not focusing on the business – you're focusing on the litigation, and it's just not a good way to spend time."

Brandly's also been called upon to testify when the auctioneer is at fault, which was the situation several years ago when an attorney in New Hampshire phoned Brandly, asking him to testify about a case involving a benefit auction where the auctioneer stood to gain tens of thousands of dollars in buyer's premiums. The only problem? The auctioneer didn't inform the seller about the buyer's premium. Upon review of the

contract, Brandly told the attorney the case looked to be one of "secret profit." The auctioneer had no case and did not get his buyer's premium, but this serves as a warning to other auctioneers to button up their contracts.

More than Semantics

But even if an auctioneer stipulates that they are charging a buyer's premium in the contract, it has to be worded correctly. Brandly points out that when the contract says, "I can charge a buyer's premium," that doesn't mean the auctioneer can keep it; that means they can charge it. And even if the contract reads, "I have a right to collect the buyer's premium," that still doesn't entitle the auctioneer to the money.

"You need to check your contract to see if you have any of these words: If it says 'keep, retain, pay to the auctioneer' – you can keep it," he said. "If it says, 'collect or charge,' you can't keep it because your contract note has no authority to return it to you ... You can 'charge' a buyer's premium, but it belongs to the seller because it is part of the purchase price and it doesn't belong to you unless your contract specifically, explicitly says that you have a right to keep it or retain it, so check and see what your contract says."

No Handshakes Without Signatures

Despite the litigious nature of the world today, some auctioneers are working on a handshake agreement rather than a contract. Brandy has some advice for these auctioneers. "If you're doing that, stop it," he said. "There are no handshakes unless it's in writing. There's a phrase we use, and you've heard it: It's only as good as the paper it's written on it ... Let's get that documented because if you don't have it in writing, you don't have it."

The "Perfect" Seller

While it's not guaranteed that a problem seller will land an auctioneer in court, Brandy has a checkbox system he utilizes to help him mitigate risks. 1) Is the seller in a position to gain equity? 2) Do they have a sense of urgency to their auction? 3) Do they live on Earth?

Equity: If, for example, a seller is upside down on a property they want to sell, they stand no chance of breaking even. This is a red flag. A better situation that would check that first box is a seller who owes nothing on the property and is entirely comfortable with letting the auction process

play out.

Urgency: In the auction industry, things happen fast, which is a perk for sellers and auctioneers alike. Brandy once entertained a client's pitch for him to sell her home at auction, only to find out after a lengthy conversation that the sale wouldn't happen any time soon – she was willing to wait a year or more. "I'm in the hurry business," Brandy said. "I'm the guy you call when they want to get it sold. When? Right now?"

Do they live on Earth?: This is in regard to the seller's estimation of the worth of their property. Do they expect \$10,000 or more from a 15-year-old, high-mileage Cadillac? This is a real-life story Brandy shares about a seller who owed nothing on the car, wanted to sell it right away, so two boxes are checked, but that third box was not checkable because the seller's expectations were not of this Earth. "I'm out," he said. "I don't need that problem." ♦

This article is based on a session from the NAA's 2023 Conference & Show entitled "NALLOA: 20 Ways to Reduce Risk with Auction Sellers, Bidders, & Buyers" Watch it now on The Auction Institute®.



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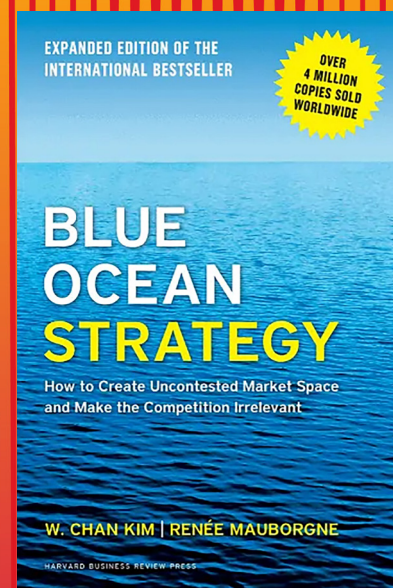
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Targeting a New Audience

Gaining new customers takes outside-the-box thinking

By James Myers



Golf is an exceedingly difficult game. New players often shank the ball into the rough or the nearest water hazard. In the early 1990s, Callaway, a heavyweight in the golf club market, developed a larger club called Big Bertha, which had a more prominent sweet spot and was more forgivable, thereby attracting a new audience to the game. Callaway identified what business folk call a “blue ocean strategy,” which is the term for a new market with little competition. The opposite, which many auctioneers can attest to, is the “red ocean,” where competition is fierce as businesses go after that same target audience. Callaway had plenty of products for proficient golfers, but the Big Bertha line was marketed directly to the “non-players,” giving them a more pain-free path into the sport. It worked.

What does this have to do with the auction industry? Chris Rasmus, CAI, AMM, can speak at length about the blue ocean strategy and how auctioneers can successfully navigate these waters. His company, Rasmus Auctions, which he established with his wife in 1975, was a pioneer in adopting the online auction format. However, his novel approach using an app that allows the sellers to do the bulk of the auction work indeed took his company to the blue ocean. “We didn’t know we were a blue ocean strategy until I read the book,” Rasmus said of the 2005 publication, “Blue Ocean Strategy” by W. Chan Kim and Renée Mauborgne, which covers creating uncontested market space and making the competition irrelevant. The book also includes the Callaway/Big Bertha story.

Rasmus tapped into a new market, allowing online sellers to use his app on their smartphones to take photos of their goods and input the model, manufacturer and description of the items being sold. All the information is uploaded to Rasmus’s site and the auction goes live for two or three days. Buyers can then arrange when to pick up their goods. All Rasmus’s company has done is promote the auctions and ensure everyone follows the rules of the auctions.

“Why would the seller do that?” Rasmus asked. “Because the sales pitch is very simple: If I come out there and do it all, it’s going to cost X. If you do it yourself, it’s going to cost X minus. And the response is, ‘tell me more about the I do it myself part.’” The X minus in this equation

comes at no cost to the seller, which is another perk. Instead, Rasmus Auctions gets paid via a buyer’s premium.

The Farmland Guy

David Whitaker also took an outside-the-box approach to getting his auction business into blue ocean territory. Whitaker Marketing Group, which he runs with his wife and a “handful” of others, focuses mainly on farm auctions in Iowa, where he lives.

Whitaker’s goal was to become the “farmland guy.” He has had a lot of success in getting closer to that goal with social media content he’s posted, including on TikTok (@farmlandguy), where one of his videos recorded at an auction school has earned 2.8 million views. Many of his shorts about his industry on TikTok have gained hundreds of thousands of views. “Yes, I booked a farm from TikTok,” Whitaker said. “It’s been done. (TikTok is) not just dancing videos. A (seller) called and I said, ‘how did you find me?’ and he said, ‘I saw you on TikTok.’”

Whitaker said his company is firmly planted in a “red ocean” where he’s competing against \$700 million to \$800 million companies. Part of his strategy to stand out from them is to dig deep into the data about what farms are selling for, catalog the data and create all types of content about this information and share it with people on various social media platforms.

In marketing language, the outcome of sharing this knowledge is that Whitaker becomes a “thought leader” in his industry, which implants the idea in the minds of those who come across his posts that he knows more than those \$800 companies. “I started sharing every result from every sale, and all of a sudden, all the buyers were like, ‘Who is this person? What is he doing?’” he said. “So, every month I started writing articles to be the person that they trusted. When somebody says ‘David Whitaker,’ I want the next word to be ‘farmland.’” ♦

This article is based on a session from the NAA’s 2023 Conference & Show entitled “Charting New Waters With ‘Blue Ocean’ Techniques” Watch it now on The Auction Institute®.

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Recap

The 2024 Benefit Auction Summit was held August 25-27 in Coral Gables, Florida. Fundraising auction professionals from all around the country showed just how important community and education remain for our proud auction industry. Thank you to all those who attended.

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Board of Directors

Director/Officer Requirements

An NAA member who wishes to be elected as an Officer or Director of the association at the 76th International Auctioneers Conference & Show in Schaumburg, Illinois, must announce his or her candidacy by 4 p.m., CT, on Saturday, March 1, 2025.

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](https://www.auctioneers.org) or by emailing NAA CEO Aaron Ensminger, CAE at aensminger@auctioneers.org.

All applications must be submitted by 4 pm CT on Saturday, March 1, 2025.

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 28, 2025.

- The packet includes the following:
1. A signed and completed application
 2. 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?

2025 CANDIDATE REVIEW COMMITTEE:

- ◆ Chair of the Board Lance Walker, CAI, BAS, CES
- ◆ Representative from the National Auction Foundation, Scott Mihalic, CAI
- ◆ President John Schultz, AMM
- ◆ Representative of the Education Institute Trustees, Sara Rose Bytnar, CAI, AARE, AMM, BAS

NAA Mission	NAA Vision	NAA Cornerstones
NAA serves auction entrepreneurs with services provided based on four cornerstones: promotions, advocacy, education, and community.	NAA will be the voice of the auction profession.	Promotions Advocacy Community Education

2024 STATE LICENSING GUIDE

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STATE LICENSING GUIDE

ALABAMA

License required: Yes. **License required For Online-Only Auctions:** Yes. **State Association:** alabamaauctioneers.org. **State Real Estate Contact:** arec.alabama.gov.

Licensure Period: All licenses expire on 09/30 no matter the date of issuance. **Fees:** Apprentice (\$100), Exam (\$100), License and Renewal (\$200).

Bonding/Insurance Required: Yes, \$10K payable to the Alabama State Board of Auctioneers. **Reciprocity:** AR, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, VA, WV.

State Agency Contact: Alabama State Board of Auctioneers 2777 Zelda Rd. Montgomery, AL 36106. (334) 420-7235

ALASKA

License required: Burroughs and municipalities may require permits, check for requirements.

State Real Estate Contact: commerce.alaska.gov/web/cbpl/ProfessionalLicensing/RealEstateCommission.aspx

State Agency Contact: 550 W 7th AVE, STE 1500 Anchorage, AK 99501-3567. Phone: (907) 269-8160

ARIZONA

License required: Counties and municipalities may require permit, check for requirements. **State Association:** azauctioneers.org. **State Real Estate Contact:** azre.gov.

State Agency Contact: AZ Department of Revenue AZ State Consumer Protection Department 2005 N Central Ave Phoenix, AZ 85004-2926. (602) 542-5025

ARKANSAS

License required: Yes. **License required For Online-Only Auctions:** No. **State Association:** Arkansasauctioneers.org. **State Real Estate Contact:** arec.arkansas.gov.

Licensure Period: Expire annually June 30. **Fees:** \$100 for both Exam and License. **Reciprocity:** AL, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, TN, TX, WI.

State Agency Contact: Arkansas Auctioneers Licensing Board 900 W Capitol Ave, Suite 400, Little Rock, AR 72201 501-682-4500 labor.arkansas.gov/licensing

CALIFORNIA

License required: Counties and municipalities may require permit; check for requirements. **Bonding/Insurance Required:** \$20,000. **State Association:** cauctioneers.org.

State Real Estate Contact: bre.ca.gov State Agency Contact: California Secretary of State Office 1500 11th Street, Sacramento, California 95814. (916) 653-6814 sos.ca.gov

COLORADO

License required: Counties and municipalities may require permit; check for requirements. **State Association:** coauctioneers.com.

State Real Estate Contact: Colorado.gov/dora/division-real-estate.

State Agency Contact: Colorado Department of Law Ralph L. Carr Judicial Building 1300 Broadway, 10th Floor, Denver, CO 80203 (720) 508-6000

CONNECTICUT

License required: State requires license to be obtained from the town where the auction is to be held. Contact the town clerk for info on how to obtain the license.

State Real Estate Contact: portal.ct.gov/DCP/Occupationaland-Professional-Division/Occupational-Boards/Connecticut-Real-Estate-Commission.

State Agency Contact: Department of Consumer Protection 450 Columbus Boulevard, Suite 901 Hartford, Connecticut 06103-1840 (860) 713-6100

DELAWARE

License Required: There is no state required auctioneer license in Delaware. Municipalities and counties may require permits (check for requirements). Resident auctioneers are required to have a state business license by the State of Delaware. Non-resident auctioneers must pay an annual fee for each county in which they work.

License Required for Online-Only Auctions: Delaware does not require a license for online auctions.

Licensure Period: State business license must be renewed annually on or before 12/31 of each year.

Fees: State Business License - \$75 for the First Location and \$25 for Each Additional Location, Non-resident Auctioneer Fee - Annual Fee of \$225 for Each County in Which They Work.

State Real Estate Contact: <https://dpr.delaware.gov/boards/realestate>.

State Agency Contact: Delaware Division of Revenue 820 N. French St. Wilmington, DE 19801 (302) 577-8200

DISTRICT OF COLUMBIA

License required: Yes. **Fees:** \$740.30. **Bonding/Insurance Required:** No. **Real Estate Contact:** pearsonvue.com/dc/realestate.

Agency Contact: D.C. Department of Consumer & Regulatory Affairs 1100 4th Street SW, Washington, DC 20024. (202) 442-4400 dcra.dc.gov/node/1438481

FLORIDA

License required: Yes. **License required for Online-Only Auctions:** Yes. **License required for Charity Auctions:** No. **Licensure Period:** Two years, expires Nov. 30 of odd years.

Fees: Initial Licensure by Exam - \$451. **Bonding/Insurance Required:** \$100 Recovery Fund in Escrow.

Reciprocity: AL, AR, FA, IL, IN, KY, LA, MA, MS, NH, NC, OH, PA, SC, TN, TX, VA, WV, WI. **State Association:** floridaauctioneers.org. **State Real Estate Contact:** myfloridalicense.com.

State Agency Contact: Florida Board of Auctioneers 2601 Blair Stone Road, Tallahassee, FL 32399 Phone: (850) 487-1395

GEORGIA

License required: Yes. **License required For Online-Only Auctions:** Yes. **Licensure Period:** Expires February 28 of even years.

Fees: Application (\$200), Renewal (\$150), Reinstatement (\$400), + \$10 processing fee. **Bonding/Insurance Required:** \$150 to Recovery Fund

State Association: georgiaauctioneers.org. **State Real Estate Contact:** grec.state.ga.us.

State Agency Contact: Georgia Auctioneers Commission 214 State Capitol, Atlanta, GA 30334. (404) 424-9906 Sos.ga.gov/Georgia-auctioneers-commission

HAWAII

License required: Counties and municipalities may require permit; check for requirements. **State Real Estate Contact:** cca.hawaii.gov/reb.

State Agency Contact: Hawaii Department of Commerce – Consumer Advocacy. 335 Merchant St., Room 326, Honolulu, Hawaii 96813. (808) 586-2800 cca.hawaii.gov

IDAHO

License required: Counties and municipalities may require permit; check for requirements. **State Association:** idahoauctioneers.org. **State Real Estate Contact:** irec.idaho.gov.

State Agency Contact: Idaho Consumer Protection Division 700 W Jefferson, Room E205, Boise, ID 83720 (208) 334-2300 Ag.idaho.gov

ILLINOIS

License required: Yes. **Licensure Period:** Expires Dec. 31 of even years **Fees:** \$200 application, exam fees apply. **Reciprocity:** AL, AR, FL, IN, MA, MS, OH, TN, TX, WI.

State Association: illinoisauctioneers.org. **State Real Estate Contact:** idfpr.com/DRE.asp.

State Agency Contact: Illinois Auction Advisory Board 320 West Washington Street, 3rd Floor, Springfield, IL 62786. (888) 473-4858 Idfpr.com/profs/auctioneers.html

INDIANA

License required: Yes. **Licensure Period:** Four years, expires Feb. 28. **Fees:** Exam \$75, Application \$35, License of Renewal \$70.

Reciprocity: AL, AR, FL, GA, IL, KY, NC, OH, PA, RI, SC, TN, TX, VA, WV. **State Association:** indianaauctioneers.org.

State Real Estate Contact: in.gov/pla/professions/real-estate-home/real-estatelicensing-information.

State Agency Contact: Indiana Auctioneer Commission 402 W. Washington Street, Indianapolis, IN 46204 (317) 234-8800

IOWA

License required: Counties and municipalities may require permit; check for requirements. **State Association:** iowaauctioneers.org.

State Real Estate Contact: plb.iowa.gov/board/real-estate-sales-brokers.

State Agency Contact: Iowa Consumer Protection Division 1305 E. Walnut St., Des Moines, IA 50319-0106 (515) 281-5926

KANSAS

License required: Counties and municipalities may require permit; check for requirements. **State Association:** kansasauctioneers.com. **State Real Estate Contact:** krec.ks.gov.

State Agency Contact: Kansas Consumer Protection Division 120 SW 10th Ave, 2nd Floor, Topeka, KS 66612-1597 (785) 296-2215 Ag.ks.gov

KENTUCKY

License required: Yes. **License required for Online-Only Auctions:** Yes. **Licensure Period:** Expires June 30 each year. **Fees:** \$125 each for Exam and License.

Reciprocity: AL, AR, FL, GA, IN, LA, MA, MS, NC, OH, PA, SC, TN, VA, WV, WI. **State Association:** kentuckyauctioneers.org. **State Real Estate Contact:** krec.ky.gov/staff.aspx.

State Agency Contact: Kentucky Board of Auctioneers 500 Mero St, Frankfort, KY 40601 (502) 782-0722 Auctioneers.ky.gov

LOUISIANA

License required: Yes. **Licensure Period:** Expires Dec. 31 yearly. **Fees:** License and Renewal (\$150), Application (\$75), Exam (\$75). **Bonding/Insurance Required:** \$10,000.

Reciprocity: AL, AR, FL, GA, KY, MS, NC, OH, PA, SC, TN, TX, VA, WV. **State Association:** louisianauctioneers.org. **State Real Estate Contact:** lrec.gov.

State Agency Contact: Louisiana Auctioneers Licensing Board 11736 Newcastle Ave, Baton Rouge, LA 70816 (225) 295-8420 Lab.org

MAINE

License required: Yes. **License required for Online-Only Auctions:** No. **Licensure Period:** Expires March 31, yearly.

Fees: Exam (\$150), Application (\$50), License and Renewal (\$200). **Bonding/Insurance Required:** \$10,000. **State Association:** maineauctioneers.org.

State Agency Contact: Maine Board of Licensing of Auctioneers 35 State House Station, Augusta, ME 04333 (207) 624-8518

MARYLAND

License required: Counties and municipalities may require permit, check for requirements. **State Association:** mdauctioneers.org.

Bonding/Insurance Required: Counties and municipalities may require permit, check for requirements. **State Real Estate Contact:** dllr.state.md.us/license/mrec.

State Agency Contact: Maryland Consumer Protection Division 200 St. Paul Pl., Baltimore, MD 21202 (410) 528-8662

MASSACHUSETTS

License required: Yes. **Licensure Period:** Expires one year from date of issuance. **Fees:** \$100 each for License and Renewal. **Bonding/Insurance Required:** \$10,000.

Reciprocity: FL, IL, KY, MS, NH, NC, TN. **State Association:** massauctioneers.com. **State Real Estate Contact:** mass.gov/ocabr/licensee/dpl-boards/re.

State Agency Contact: MA Consumer Affairs and Business Regulation One Ashburton Place, Room 1115, Boston, MA 02108 (617) 727-3480

MICHIGAN

License required: Counties and municipalities may require permit. **State Association:** FindMichiganAuctions.com. **State Real Estate Contact:** Michigan.gov/lara.

State Agency Contact: Michigan Consumer Protection Division 525 W. Ottawa Street, Lansing, MI 48933 (517) 373-1140

MINNESOTA

License required: Licensed by county, per sale. Check for requirements. **Bonding/Insurance Required:** Varies by county (\$1000 – \$3000). **Fees:** Varies by county.

State Association: minnesotauctioneers.org. **State Real Estate Contact:** mn.gov/commerce/licensees/realestate.

State Agency Contact: Minnesota Department of Commerce 85 7th Place East, Suite 280, Saint Paul, MN 55101 (800) 657-3787

MISSISSIPPI

License required: Yes. **License required for Online-Only Auctions:** Yes. **Licensure Period:** Expires March 1 of every odd years. **State Association:** mississippiauctioneers.org.

Fees: \$100 for Application. License and Renewal \$200 each. **Bonding/Insurance Required:** \$10,000. **Reciprocity:** FL, GA, IN, KY, LA, MA, MS, NC, OH, PA, SC, TN, TX, WV.

State Real Estate Contact: mrec.ms.gov **State Agency Contact:** Mississippi Auctioneer Commission PO Box 50, Morton, MS 39117-0050 (601) 750-4909

MISSOURI

License required: Licensed by county, check for requirements. **Bonding/Insurance Required:** Varies by county. **Fees:** Varies by county. **State Association:** moauctioneers.org.

State Real Estate Contact: pr.mo.gov/realestate.

State Agency Contact: Missouri Consumer Protection Division 221 W. High Street #230, Jefferson City, MO 65101 (573) 751-3321

MONTANA

License required: Counties and municipalities may require permit, check for requirements. **Bonding/Insurance Required:** Yes, may vary by county or auction type.

State Association: montanaauctioneers.org. **State Real Estate Contact:** montanarealtors.org/education/board-ofrealty-regulation.

State Agency Contact: Montana Office of Consumer Protection 555 Fuller Avenue, Helena, MT 59601 (406) 444-4500

NEBRASKA

License required: Counties and municipalities may require permit, check for requirements. **State Association:** nebraskaauctioneers.com.

State Real Estate Contact: nrec.nebraska.gov. **State Agency Contact:** Nebraska Consumer Protection Division 2115 State Capitol, Lincoln, NE 68509 (402) 471-2682

NEVADA

License required: Counties and municipalities may require permit, check for requirements.

State Real Estate Contact: red.state.nv.us **State Agency Contact:** 100 N Carson St, Carson City, NV 89701 (775) 684-1100

NEW HAMPSHIRE

License required: Yes. **License required for Online-Only Auctions:** No. **Licensure Period:** Expires two years from date of approval. **Fees:** Exam (\$75) and License (\$200).

Bonding/Insurance Required: \$25,000. **Reciprocity:** FL, GA, IN, KY, LA, MA, MS, NC, OH, PA, SC, TN, TX, WV. **State Association:** newhampshireauctioneers.org.

State Real Estate Contact: opic.nh.gov. **State Agency Contact:** New Hampshire Board of Auctioneers 107 N Main St, Concord, NH 03301 (603) 271-3242

NEW JERSEY

License required: Counties and municipalities may require permit, check for requirements. **State Association:** njssa.com. **State Real Estate Contact:** state.nj.us/dobi/division_rec.

State Agency Contact: New Jersey Office of Consumer Protection 124 Halsey Street, Newark, NJ 07102 (973) 504-6200

NEW MEXICO

License required: Counties and municipalities may require permit, check for requirements. **State Real Estate Contact:** rld.state.nm.us/boards/real_estate_commission.

State Agency Contact: New Mexico Consumer Protection Division 408 Galisteo St. Santa Fe, Nm 87501 (505) 490-4060

NEW YORK

License required: Counties and municipalities may require permit, check for requirements. **State Association:** nysauctioneers.com. **State Real Estate Contact:** dos.ny.gov/licensing.

State Agency Contact: New York Division of Consumer Protection One Commerce Plaza, 99 Washington Ave. Albany, NY 12231-0001 (518) 474-8583

NORTH CAROLINA

License required: Yes. **License required for Online-Only Auctions:** Yes. **Licensure Period:** Expires June 30 of each year. **State Association:** northcarolinaauctioneers.org.

Fees: Exam (\$75), Application (\$125), License and Renewal (\$250). **Reciprocity:** AL, AR, FL, GA, IN, KY, LA, MA, MS, NH, OH, PA, SC, TN, TX, VA, WV, WI.

State Real Estate Contact: ncrec.gov. **State Agency Contact:** North Carolina Auctioneer Licensing Board 108 Ber Creek Dr. Fuquay-Varina, NV 27526 (919) 567-2844

NORTH DAKOTA

License required: Yes. **License required for Online-Only Auctions:** No. **Licensure Period:** Expires Dec. 31 each year. **Fees:** \$50 License fee.

Bonding/Insurance Required: \$5,000. **State Association:** ndauctioneers.com. **State Real Estate Contact:** realestatend.org.

State Agency Contact: North Dakota Public Service Commission 600 E Boulevard, Dept. 408, Bismarck, ND 58505-0480 (701) 328-2400

OHIO

License required: Yes. **License required for Online-Only Auctions:** Yes. **Licensure Period:** Annually expires on June 30th. All licensees with last names or business names beginning with A-K and X-Z renew in odd numbered years and names beginning with K-W renew in even numbered years. **Fees:** \$25 Exam and \$200 License.

Bonding/Insurance Required: Minimum \$25,000. **Reciprocity:** AL, AR, FL, GA, IL, IN, KY, LA, MS, NC, PA, SC, TN, TX, VA, WI, WV. **State Association:** ohioauctioneers.org.

State Real Estate Contact: com.ohio.gov/real. **State Agency Contact:** 8995 E. Main St, Reynoldsburg, OH 43068. (614) 728-6240

OKLAHOMA

License required: Counties and municipalities may require permit, check for requirements. **State Association:** okauctioneers.org. **State Real Estate Contact:** ok.gov/OREC.

State Agency Contact: Oklahoma Public Protection Unit 313 NE 21st ST. Oklahoma City, OK 73105 (405) 521-3921

OREGON

License required: Counties and municipalities may require permit, check for requirements. **State Association:** oregonauctioneers.org.

State Real Estate Contact: Oregon.gov/rea/Pages/index. **State Agency Contact:** Oregon Consumer Protection Office 1162 Court St. NE, Salem, OR 97301-4096 (877) 877-9392

PENNSYLVANIA

License required: Yes. **License required for Online-Only Auctions:** Yes. **Licensure Period:** Expires Feb 28 of odd numbered years.

Bonding/Insurance Required: \$5,000. **Fees:** \$30 Apprentice, \$50 License, \$260 Renewal. **State Association:** paauctioneers.org.

State Real Estate Contact: dos.pa.gov/ProfessionalLicensing/BoardsCommissions/RealEstateCommission.

State Agency Contact: Pennsylvania State Board of Auctioneer Examiners PO Box 2649, Harrisburg, PA 17105-2649 (717) 783-3397

RHODE ISLAND

License required: Counties and municipalities may require permit, check for requirements. **Fees:** Duty required to be paid on all sales made by auction.

State Real Estate Contact: dbr.ri.gov/divisions/commlicensing/realestate.

State Agency Contact: Rhode Island Department of Business Regulation 1511 Pontiac Avenue Bldg. 69-1, Cranston, RI 02920 (401) 462-9650

SOUTH CAROLINA

License required: Yes. **License required for Online-Only Auctions:** Yes. **Licensure Period:** Expires June 30 of odd years. Every June 30 for apprentice.

Fees: Exam (\$25), Credit Report (\$10), License (\$300), Apprentice (\$210), Renewal (\$300). **Bonding/Insurance Required:** \$100 to Recovery Fund.

Reciprocity: AL, FL, GA, IN, KY, LA, MS, NC, OH, PA, RI, TN, TX, VA, WV. **State Association:** southcarolinaauctioneers.org. **State Real Estate Contact:** llr.sc.gov/re.

State Agency Contact: South Carolina Auctioneers Commission 110 Centerview Driver, Columbia, SC 29210 (803) 896-4670

SOUTH DAKOTA

License required: Counties and municipalities may require permit, check for requirements. **State Association:** sdaa.net. **State Real Estate Contact:** dlr.sd.gov/realestate.

State Agency Contact: South Dakota Division of Consumer Protection 1302 E. Hwy 14, Ste. 3, Pierre, SD 57501 (605) 773-4400

TENNESSEE

License required: Yes. **License required for Online-Only Auctions:** Yes. **Licensure Period:** Expires every 2 years from issuance date. **State Association:** tnauctioneers.com.

Fees: Exam (\$150), Application (\$50), and License (\$175). **Bonding/Insurance Required:** \$50 to Recovery Fund.

Reciprocity: AL, AR, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, SC, TX, VA, WV. **State Real Estate Contact:** tn.gov/commerce/regboards/trec.html.

State Agency Contact: Tennessee Auctioneer Commission 500 James Robertson Pkwy, Nashville, TN 37243-0565 (615) 741-3600

TEXAS

License required: Yes. **License required for Online-Only Auctions:** No. **Fees:** License \$50. **Reciprocity:** AL, AR, FL, GA, IL, IN, LA, MS, NC, OH, SC, TN, VA, WV, WI.

State Association: texasauctioneers.org. **State Real Estate Contact:** trec.state.tx.us.

State Agency Contact: Texas Department of Licensing and Regulation 920 Colorado, Austin, TX 78701 (512) 463-6599

UTAH

License required: Counties and municipalities may require permit, check for requirements. **State Association:** utahauctioneer.org. **State Real Estate Contact:** realestate.utah.gov.

State Agency Contact: 160 E. 300 South, Salt Lake City, UT 84111 (801) 530-6601

VERMONT

License required: Yes. **Licensure Period:** Two years, expires Sept. 30 of even years. **Fees:** Initial License (\$100), Renewal (\$200).

State Real Estate Contact: sos.vermont.gov/real-estate-brokers-salespersons. **State Agency Contact:** 89 Main Street, Montpelier, VT 05620-3402 (802) 828-1505

VIRGINIA

License required: Yes. **License required for Online-Only Auctions:** No. **Licensure Period:** Expires two years from the last day of the month in which the license is issued.

Fees: Exam (\$40), License (\$25) and Renewal (\$55). **Bonding/Insurance Required:** \$10,000. **Reciprocity:** FL, GA, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, WV. AL pending.

State Association: vaa.org. **State Real Estate Contact:** dpor.virginia.gov/Boards/Real-Estate.

State Agency Contact: Virginia Auctioneers Board 9960 Maryland Drive, Suite 400, Richmond, VA 23233 (804) 367-8506

WASHINGTON

License required: Yes. **Licensure Period:** Expires after one year. **Fees:** \$155 for both License and Renewal. **State Real Estate Contact:** dol.wa.gov/business/realestate.

Bonding/Insurance Required: \$5,000 – \$25,000 depending on gross sales. **State Association:** washingtonauctioneers.org.

State Agency Contact: PO Box 3856, Seattle, WA 98124-3856 (360) 664-6636

WEST VIRGINIA

License required: Yes. **Licensure Period:** Expires June 30 annually. **Fees:** Exam (\$50), License (\$100), and Renewal (\$50). **Bonding/Insurance Required:** \$25,000.

Reciprocity: AL, FL, GA, IN, KY, NC, OH, PA, SC, TN, TX, VA. **State Association:** wvaa.org. **State Real Estate Contact:** rec.wv.gov.

State Agency Contact: 1900 Kanawha Blvd., Charleston, WV 25305 (304) 558-3550

WISCONSIN

License required: Yes (registration required). **License required for Online-Only Auctions:** Yes. **Licensure Period:** Expires Dec. 14 of every even year.

Fees: Exam + Initial License (\$173) and Renewal (\$47). **Reciprocity:** AR, IL, KY, NC, TN, TX. **State Association:** wisconsinauctioneers.org.

State Real Estate Contact: dps.wi.gov/Pages/Professions/REBroker. **State Agency Contact:** 4822 Madison Yards Way, Madison, WI 53705 (608) 266-2112

WYOMING

License required: Counties and municipalities may require permit, check for requirements. **State Association:** wyoauctioneers.org. **State Real Estate Contact:** realestate.wyo.gov.

State Agency Contact: 109 State Capitol, Cheyenne, WY 82002 (307) 777-6397



December 9-13, 2024
Las Vegas

Learn more about the designations you can get through the NAA from those that already have!



The **Certified Auctioneers Institute (CAI)** is more than just an educational credential—it's a pathway to joining an elite network of auction professionals, each dedicated to advancing the auction marketing method. Obtaining my CAI designation nearly a decade ago has been a transformative experience, both professionally and personally. The friendships I formed in Bloomington have become some of the most valuable relationships in my career, enriching my business ventures and personal growth as a leader. The significance of CAI is not just in the structured coursework but also in the community and camaraderie it fosters. The network of business connections I gained has consistently provided me with new opportunities and invaluable support. I often reflect on how these relationships, built over casual conversations and collaborative projects, have been instrumental in elevating my practice. One of the most talked-about aspects of attending CAI is the "hallway knowledge." This informal yet invaluable learning happens outside the classroom, where candid conversations with peers and industry veterans can unlock strategies, trends, and insights you won't find in any textbook. It's where theory meets real-world experience, and new and seasoned professionals find common ground and shared solutions. Whether you're new to the industry or considering Designation Academy, these opportunities provide not just education but also a network of like-minded professionals committed to excellence in the auction method of marketing. Your investment in this program is an investment in yourself, and the returns will exceed your expectations in ways you can't yet imagine.

Ailie Byers

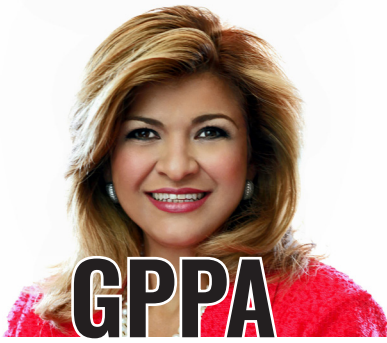
CAI, AMM, BAS

The National Auction Association's Designation Academy serves as an incredible opportunity to connect with other professionals in the auction industry. You may come to the Designation Academy seeking guidance as a Benefit Auctioneer, yet you'll quickly learn there is much more you can do! You may decide to become a marketing expert, an appraisal expert, or how to maximize your interpersonal communication skills! No matter what you seek, the Designation Academy will fill your education needs and the skills gap to help you flourish in the industry. You will meet peers with a passion for **BENEFIT AUCTIONS**, just like you! If you are new to the industry, you may wonder, "Where is my tribe, my people, and the ones I will grow with?" The answer is the Designation Academy. The moment you arrive, you will connect with some of the finest professionals in the auction industry. You become enlightened around the power of a professional **Benefit Auction Specialist (BAS)** designated auctioneer. Understanding the impact of your consultation knowledge, having a brand voice, and filling in the gaps of what it takes to help your non-profit partners exceed fundraising goals while doing their mission-critical work. The networking opportunities available with auctioneers coast to coast and north to south will provide opportunities to have your burning questions answered and to generate ideas you didn't even know you needed. You will find auctioneers who are passionate about fundraising. Your instructors are thrilled to share their experiences, and your classmates, whether first-timers or those who come back year after year, can't wait to meet you! Whether you're new to the industry, seeking something to push you to the next level, or coming for camaraderie, it's a way to keep the spark alive. If you have been seeking a way to meet driven professionals, learn more about a particular segment, or want to learn more about the NAA, Designation Academy is your home base. Nine years later, my BAS table mate is one of the dearest friends I admire and respect highly in the industry. I found my people, I found my why, and I hope to find you there in December.



TiWanna Kenney

BAS



After over 25 years as a furniture and home décor designer with offices in Italy, Spain, China, and Hong Kong, I believed I had explored every facet of the industry. My global experience in manufacturing helped my understanding of design and craftsmanship. However, acquiring the **Graduate Personal Property Appraiser (GPPA)** designation helped repurpose much of that knowledge by opening doors I hadn't anticipated. The designation has helped streamline my knowledge by applying it to personal property appraisals. The GPPA program provided me with the tools to formalize my expertise, allowing me the skills to properly research and assess the value of items with professional accuracy. This skill set seamlessly integrated with my roles as a broker and auctioneer. More importantly, it enabled me to have meaningful conversations with attorneys handling divorce or probate cases—situations where accurate appraisals are crucial. These interactions have led to opportunities for auctions or property listings, expanding my business. In communities where few offer specialized personal property appraisal services, holding a GPPA designation sets you apart. It equips you to provide a comprehensive service that meets market needs and builds trust with clients facing significant life transitions. The ability to offer such a niche yet valuable service has been immensely rewarding, both personally and professionally. The impact a one-week class can have on your career is truly amazing! Whether you're looking to enhance your current career or pivot into a new sector, this designation can open doors and create opportunities you may not have thought possible. It's a worthwhile investment that has the potential to elevate your professional journey, just as it has mine. Please reach out if I can answer any questions for you.

Anne Nouri

CAI, AARE, BAS, GPPA



GPPA got me rolling, MPPA allows me to flourish. I invested in the profession through training, education, and experience becoming more accomplished, helping assure clients that their assets were accurately valued.

Pursuing the **Master Personal Property Appraiser (MPPA)** designation became part of my business development plan, resulting in accelerated company growth and positioning myself as the local asset expert, providing clients with insights on asset values and custom disposition solutions.

The hardest decision was to apply for MPPA, knowing that I'd have to show my work and sit for a critical review of my appraisal reports by my peers. The review was not uncomfortable. It was positive, and the feedback made me aware of my strengths and weaknesses. Personally and professionally,

I grew, integrating their information, comments, and suggestions in ways that make my appraisals distinguishable from the competition and more professional.

The advancement has been worth it! Today, broad valuation and auction services generate income even during slow periods.

The MPPA designation positioned me as a valuable resource within the community tapped for my knowledge. Professionally, there are many more diverse opportunities for a broader range of clients with higher business income. Personally, it's been more rewarding.

Projects are more interesting and satisfying. The variety and value of assets appraised have increased as local high-net-worth residents have become clients.

Investing in the profession allows me to serve the public in multiple capacities. It has broadened the range of services provided, including asset-specific valuation, consulting, and disposition, and positioned the company as the local expert with continued potential for business growth.

Karin Costa

AMM, CES, MPPA



One way to stay ahead in this evolving industry is by earning the **Accredited Auction Real Estate (AARE)** designation through the NAA. This designation enhances your skills and prepares you to thrive in the auction-first real estate market. The real estate network you gain is worth the investment alone. The AARE program is designed for both seasoned auction professionals and newcomers. Participants learn the latest trends, tools, and tactics to successfully navigate the auction real estate market. Key areas of focus include understanding different auction models, effective marketing strategies, and overcoming objections. By the end of the course, attendees are equipped to handle any auction type with confidence. Earning the AARE designation brings a multitude of benefits. It enables professionals to increase their income by adopting strategic processes, streamlining logistics, and staying updated with the latest technological advancements. Moreover, the program teaches how to make a compelling case for selling real estate through auctions, thereby expanding one's client base and referral network. These benefits are not just rewards but also a source of inspiration for your career growth. To earn the AARE designation, NAA members must attend all 24 hours of the class and hold the necessary real estate licenses. Within three years of completing the course, they must demonstrate significant involvement in at least ten real estate auctions or achieve \$3 million in sales. Additionally, candidates must submit a detailed auction report for at least one real estate auction, including an auction proposal, property information packet, and auction summary. By embracing the AARE designation, real estate professionals can position themselves as industry leaders, ready to meet the challenges of a dynamic market with innovative auction solutions.

T. Kyle Swicegood

CAI, AARE, BAS, GPPA



When I came out of auction school, I knew I wanted to be in the auction business. Like most, I wanted to be the guy on the microphone, but those jobs were taken.

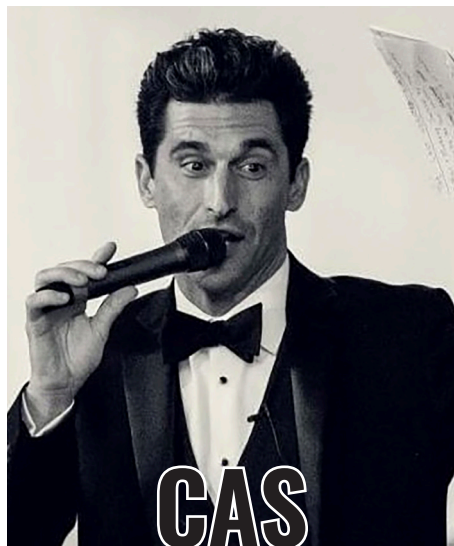
So, my wife and I started an auction company and held our first estate auction in October of 2016. I had never attended an estate auction until we conducted one.

We worked hard and had good auctions the hard way. I was a full-time educator and school administrator until spring 2023, when I left my day job to pursue the auction industry full-time. I knew there had to be a more effective/efficient way to work in this business. I enrolled in CAI, and then in the fall, I signed up for the **Certified Estate Specialist (CES)** course at Designation Academy in December of 2023. My business changed.

I went home, finished the requirements to receive the designation, and began using it to promote our work. Furthermore, I took the tools and ideas given and inspired by the class and immediately implemented them into our daily business practices. Education is excellent, but if you do not utilize the information and adapt it into your daily practice, it does not have much impact. CES elevated our business and allowed it not to compete with other auction companies but put us in a position where auction companies are trying to compete with us. More than that, in my first year as a full-time auctioneer in this industry, I fed my family by using the knowledge I received from CES. I more than recommend this course, and I display my badge everywhere I work.

Matthew Sandmann

CES

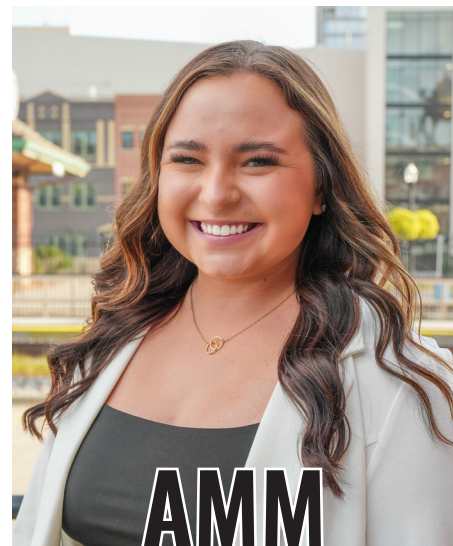


Designation Academy in Las Vegas is a must-attend for those pursuing designations through the NAA every year. I have attended twice. One was for my BAS designation, and the other was for my **Contract Auction Specialist (CAS)** designation. CAS was my last designation to earn, and one that I considered the icing on the cake for my specific season of business. As a full-time professional fundraising auctioneer, I was already a contract auctioneer, but more so in a different realm from what we typically think of as a contract auctioneer. We correlate auto, livestock, and equipment auctioneers more as contract auctioneers. Benefit auctioneers are also contract auctioneers; we refer to ourselves as just that and not necessarily contract auctioneers. Attending CAS will allow you to understand everything from contracts, networking, proper attire, timeliness, even tips on travel and packing, and much more.

Peter Gehres and Dustin Rogers were the instructors the year I attended, and they both are well-seasoned contract auctioneers. They shared personal stories, tips on how to get hired, and the dos and don'ts, of course. It was a very interactive few days that allowed us to ask questions not only to Peter and Dustin but also to other classmates. Networking with other professionals while attending any NAA education event has always been a huge takeaway for me, and attending CAS was no different. Finally, the time of year Designation Academy takes place is a great way to finish the year strong and move forward into the new year ahead.

Matthew Godbehare

CAI, BAS, CAS



The **Auction Marketing Management (AMM)** designation is more than just a credential; it's an experience that equips you with the tools and knowledge to elevate your auction marketing efforts. As someone who has earned the AMM designation, I can confidently say that it laid the groundwork for my successful career in the auction industry.

Through AMM, I was introduced to some of the best marketing education available, explicitly tailored to the unique needs of our industry. The curriculum covers everything from organic content strategies to the intricacies of paid advertising, providing a foundation that you can immediately go home and apply to your business. One of the most impactful results of earning this designation

was our ability to bring 100% of our marketing efforts in-house. The skills learned through the AMM class empowered my team to manage everything internally, saving our company significant costs while maintaining high-quality marketing campaigns. Whether you're new to the industry or looking to refine your marketing skills, attending Designation Academy to earn your AMM is an investment in your future—one that will pay dividends as you leverage your new skills to grow your business, engage your audience, and increase your auction success. Take advantage of the opportunity to enhance your marketing expertise and connect with like-minded professionals. The education you will receive through the AMM designation could be the key to unlocking your full potential in the auction industry.

Brooke Gillespie

AMM



New Members

William Adams
A1 Asset Solutions LLC
Moreno Valley, CA

Jason Allen
JP King
Attalla, AL

Hamad Alsulaiman
First Fortunate Real Estate
Riyadh, SAU

Souren Avakians
Auction Wallstreet LLC
Miami, FL

McKenzie Bailey
Johnston Auction
Hallsville, MO

Bayarsaikhan Batsuuri
Mongolian Auction Association
Ulaanbaatar, MNG

Brad Beavers
Beavers Auction Service, LLC
Tazewell, VA

Alexis Bogan
Bunch Auctions
Chadds Ford, PA

Shelby Bond
Magnus Auction Group
McDade, TX

Devon Burris
Queen Creek, AZ

Ronald Cavalier
Cavalier Galleries Inc.
Greenwich, CT

James Center
Concord Auction Center
Concord, NH

Wylie Chapman
Regal Realty Group
Lebanon, TN

Jeff Deese
Norwood, NC

Tyler Diffey
Lexington, MS

Ralls Easterling
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James Edge
The Catalyst Auction Group
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Alexander Fletcher
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Charles Fowler
Pope, The Real Estate Company
Tifton, GA

Jay Francis
McDougall Auctioneers Ltd.
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Mark Guillory
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Philip Hasty
Big Iron Auction
Weatherford, TX

Mitchell Healey
Nashville Auctions
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Patrick Holland
Holland Realty & Auctions, Inc.
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Jay Hunsberger
H&H Company
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Eric Johnson
Steffes Group
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G.W. Kittrell Auctions, LLC
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Waco, TX

Justin Maasen
Blackwell Realty & Auction
Lebanon, TN

Kevin Maring
Kenyon, MN

John Marino
North Canton, OH

Crystal Mason
RG Mason Auctions
Fillmore, NY

Carter McPherson
McPherson Auction & Realty Co.
Rapid City, SD

Kevin McPherson
McPherson Auction & Realty Co.
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Clair Millard
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LaShonda Montgomery
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John Nevins
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Blake Sherman
Sherman Auctioneers
Lubbock, TX

Graci Sherman
Sherman Auctioneers
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Quirk Auto Dealers
Braintree, MA

Jeremy Trester
Trester Auctioneers LLC
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Erica Vera
Odessa, TX

Marilyn Wells
Land Pro Auctions LLC
Greenwood, IN

Jeffrey White
J Prestons Realty and Auction
Clinton, TN

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Salem, OH

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Newark, OH

*New members that joined between
July 1 - September 30, 2024.*

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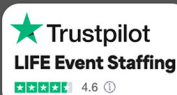


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Front Row: Leo Enlow, Logan Snider, J.P. Buckmaster, Kole Campbell.
Back Row: Casey Denton, Darren Busch, David Turner, Jake Gilbreath, John Horton, Colten Atkinson, Alex Romeri.
Not Pictured: Dillon Brewer, Carter Divelbliss.

Continental Auctioneers School

Front Row: Beth Hallberg (owner), Allen Yoder, Lane Carter, Nathan Wessels, Shellie Carder, Sara Rieland (Student Services Director)
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In Memory



Robin Marshall

Robin W. Marshall, age 86, of Kearney, Nebraska passed away on Sunday, May 26, 2024 in Lincoln, Nebraska. Robin was a well-known auctioneer and served as president of the National Auctioneers Association in 1995-96. He also served as president of the Nebraska Auctioneers Association. He was inducted into the National Auctioneers Hall of Fame in 2002 and into the Nebraska Auctioneers Hall of Fame in 2003. As president and board member of the NAA he traveled to 26 states giving seminars. Robin's auctioneering career spanned over 65 years conducting thousands of auctions. He started his career working for his father at the Kearney Livestock Auction Market. Robin and his brother Eugene purchased the livestock market from their father's estate and operated the market for 16 years. Robin continued his auction career operating Marshall Land Brokers & Auctioneers with his son, Miles. He was instrumental in the establishment of the Marshall Equipment Auction held at the fairgrounds, one of Nebraska's largest equipment auctions. Robin's love for auctioneering carried through to the many fundraising auctions he conducted annually. He helped raise millions of dollars for foundations and charities. He loved being with his family and was very proud of them. He believed if you didn't make a difference to others, you missed the purpose of life. He believed to be successful you need to surround yourself with good people.

Source: <https://www.hlmkfuneral.com/obituaries/Robin-Marshall-4/#!/Obituary>



Glenn Birdwhistell

CW4 Edwin Glenn Birdwhistell, 92, husband of Virginia Franklin Birdwhistell, passed away September 18, 2024 at his home in Lawrenceburg. Born in Anderson County on June 17, 1932, Glenn was the son of the late John E. Birdwhistell and Lelia Raye Carter Birdwhistell. Glenn served as President, Realtor/Broker, and Auctioneer at Birdwhistell Realty & Auction Company in Lawrenceburg for 63 years. At the age of 14 he auctioned his first item working under his father. He served as past president of the KY Auctioneers Assoc. and a member of the National Auctioneer Assoc. since 1961. Mr. Birdwhistell was inducted into the KY Auctioneering Assoc. Hall of Fame and received the Lifetime Achievement Award. He served 9 years on the KY Board of Auctioneering. He served his country in the U.S. Army during the Korean Conflict and later in the Kentucky National Guard reaching the rank of Chief Warrant Officer 4 upon his retirement. He was past president of the National Guard Assoc. of KY becoming the first Warrant Officer to serve in that position. He was a member of the American Legion Post #34 for over 43 years.

Source: <https://www.ritchieandpeach.com/obituary/edwin-glenn-birdwhistell>

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.



Van Adkisson

Van Miller Adkisson, 69, of Roseville, IL passed away on Tuesday, September 24, 2024 at home surrounded by his family. He was born June 30, 1955, the son of Philip M. and Ellen Jean (Miller) Adkisson. He married Mary Kay Marty on July 31, 1976, at Corpus Christi Church in Galesburg. She survives. Van attended Roseville schools and was a 1973 graduate of Roseville High School. He attended Reisch Auction College, Mason City, Iowa in 1973 and graduated from Carl Sandburg College in 1975. He was an auctioneer, farmer and real estate broker. He owned and operated Van Adkisson Auction Service, LLC for 50 years. He also operated Adkisson Farms, a sixth-generation family farm, based in Point Pleasant Township near Roseville. His greatest joys in life were running the family businesses and spending time with his grandchildren. Van was a member of the Security Savings Bank Board of Directors in Monmouth, Rushville State Bank Board of Directors, Roseville Community Center Board, Roseville Township Cemetery Board, Roseville Library Board, Warren-Henderson Farm Bureau, Illinois State Auctioneers Association and the National Auctioneers Association. He had served as a member of the Warren County Fair Board for 33 years.

Source: <https://www.mcguireanddaviesfuneralhome.com/obituaries/van-adkisson>



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