

the auctioneer

August/September 2022

The official publication of the National Auctioneers Association



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SHERMAN HOSTETTER, JR.**



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Stay the course

Here it is, the first column from Sherman Hostetter—the Sherminator—from Beaver Falls, Pennsylvania. When I was elected Vice President, this column was one of the first things I thought about.

What would I say to the NAA members in my first column in the *Auctioneer*?

After this year's Conference & Show in San Diego and talking to so many of you, I think I've got it.

First, I want to say to everyone: Thank you. It's an honor to be in this position. I appreciate your support and the confidence you have placed in me. I believe our profession is at the right place at the right time to continue to take advantage of the largest transfer of wealth in human history, from the Boomers to the other generations.

Great things are happening in the NAA and our profession—let's stay the course!

Next, let's talk about the leadership in NAA: Last year, I was fortunate to serve on one of the best Boards I've been a part of.

Your NAA Board works hard to ensure we have programs in place to help you develop your skills as an auction professional and help you grow your business.

You, the NAA members, took it to another level with the great people you elected to serve on this year's Board. Thank you to all that put themselves out there by running for our boards and committees. We appreciate you!

We have a lot of projects in place right now that we are still working on: The Promotions Committee is working on their industry data project, we're securing new options for health care insurance, and the Education Institute has launched their hands-on Tech Tools series, just to name a few.

Some of the projects we are working on have the potential to change how we do things, and shortly the new members on the Board will add their input as well.

We've also got a new CEO on board in Aaron Ensminger. I've been impressed with his leadership with the board, the staff and volunteer level—and having worked with him in the past on Education—I'm excited to team up with Aaron for another year!

One of the changes in Governance of the NAA we have made is in the Cornerstone Committees: Promotions,

Advocacy and Community, to allow them to work more strategically as is done in the Education Institute.

We're already seeing these top-level groups become drivers and generators of ideas, which is what we need!

Also, we have a new focus: We are consistently thinking about how we can work more closely and better with everyone—whether it's the members, state associations, auction schools or other organizations.

Just like in your businesses, it's all about relationships, and we are committed to making those relationships stronger and closer.

Our Community Committee has been the driver of this change: if you haven't taken a look at the schedule of regular conversations yet... you need to do so!

With new networking opportunities added all the time—it's never been easier to connect with other NAA members.

With all this new, let's not forget about the programs that made NAA what it's been for decades.

Designation Academy is happening in Las Vegas so you can take that designation class you've been dreaming about, or maybe audit one you already have. Plus, if you've been an NAA volunteer, don't miss the one-day appreciation event just for you.

And it seems like it's a long way off... but March is right around the corner, which means it's time to start thinking about your CAI journey. CAI changed my career and focus as an auctioneer. Even if you already have your CAI designation, 2023 is a CAI Next year, so make plans to join us in Bloomington. It's always great to go back to Indiana University!

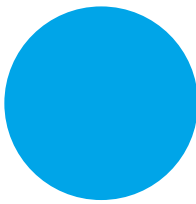
There's a lot of good happening in the NAA, and I'm asking all of you to get involved and stay the course with me.

Thank you again for the honor of serving as your President this year! ♦



Sherman Hostetter, Jr.,
CAI, AARE, BAS, CES,
GPPA
NAA President

Sherman Hostetter is the President and CEO of Hostetter Auctioneers. He is a past president of the Auction Marketing Institute, past president of the Pennsylvania Auctioneers Association, a Board member for the National Auctioneers Foundation, two-time Board member for the NAA, and past instructor for the Accredited Auctioneer Real Estate designation. He is also a 2015 inductee into the NAA Hall of Fame.

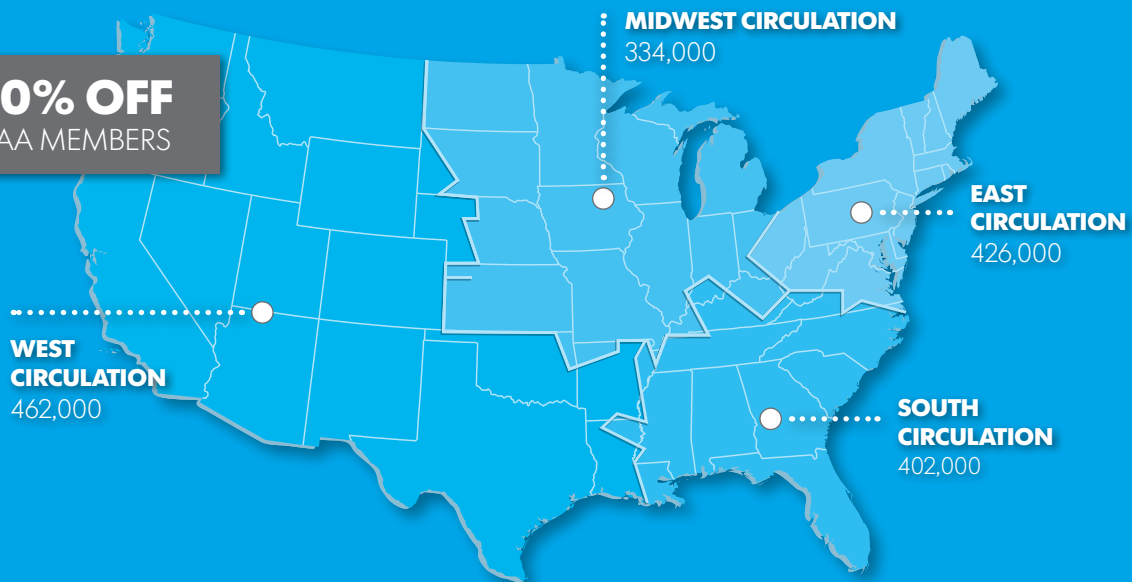


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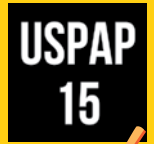
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Carpe data

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”

Hon. Mitchell D. Dembin,
U.S. Magistrate Judge

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OCTOBER 31, 2022

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DUES**



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Your Association at Work

NextGen at Conference & Show

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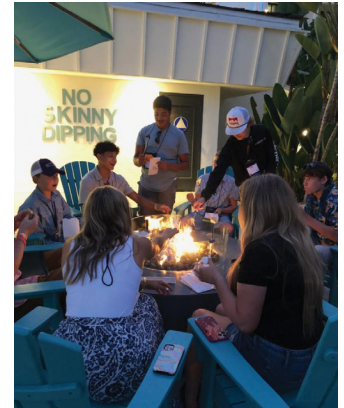
From a meet and greet to s'mores around the campfire to

a lively workshop, the future of the auction industry had a blast meeting new friends and reconnecting.



“
We laughed,
showed
respect
and shared
stories. It was
cool because
the students
all walked in
and were kind
of quiet and
after a couple
of hours of
some fun get
to know you
activities,
they were
walking out
smiling and
connecting.”

Freddie Silveria, BAS



2022 YEARLY PLANNER

January	February	March
	VIRTUAL TECH TOOL HOW-TO MARKETING COMPETITION DEADLINE DIGITAL MARKETING SUMMIT FORT WORTH, TX	CANDIDATE/TRUSTEE APPLICATIONS DUE CERTIFIED AUCTIONEERS INSTITUTE BLOOMINGTON, IN
April	May	June
BUSINESS PRODUCTIVITY COACHING PROGRAM BEGINS COMMUNITY CONVERSATION: STATE LEADERS VIRTUAL TECH TOOL HOW-TO DAY ON THE HILL	NATIONAL AUCTIONEERS WEEK & DAY COMMUNITY CONVERSATION: IAC CHAT WITH CHAMPS COMMUNITY CONVERSATION: CONTRACT AUCTIONEERS	COMMUNITY CONVERSATION: FIREARMS COMMUNITY CONVERSATION: NEXTGEN
July	August	September
COMMUNITY CONVERSATION: PCA BENEFIT AUCTION SUMMIT SAN DIEGO, CA PRE-CONFERENCE EDUCATION SAN DIEGO, CA CONFERENCE & SHOW SAN DIEGO, CA	VIRTUAL TECH TOOL HOW-TO: GOOGLE CONVERSION TRACKING COMMUNITY CONVERSATION: INTERNATIONAL MEMBERSHIP	DESIGNATION DUES VIRTUAL AMM COMMUNITY CONVERSATION: NEW MEMBERS
October	November	December
BUSINESS PRODUCTIVITY COACHING PROGRAM ENDS VIRTUAL TECH TOOL HOW-TO: GOOGLE SEO VIRTUAL AMM NEXT COMMUNITY CONVERSATION: REAL ESTATE	VIRTUAL USPAP 7-HOUR UPDATE VIRTUAL CAS COMMUNITY CONVERSATIONS: NAA NEW MEMBERS	VOLUNTEER APPRECIATION WORKSHOP DESIGNATION ACADEMY LAS VEGAS, NV AARE, AMM, AMM NEXT, BAS, CES, GPPA, ICAP BA WORKSHOP RE WORKSHOP



NAA elects new Board members

Lance Walker, CAI, BAS, CES Vice President

Being elected NAA Vice President is a very humbling experience. I am grateful that my peers have entrusted me with this leadership responsibility. The next three years of NAA leadership will be exciting as we enter an economic time that looks challenging to the general public, but I believe will offer great opportunities for auction companies.

NAA will continue to be a support tool for successful auctioneers who take advantage of the many opportunities this great association has to offer. My goal is to continue to make the best better and listen to the membership on what is needed to further advance this greatest method of the free enterprise system we call "auction."

The NAA will expand its value by offering quality education, advocacy, promotions and community to auction company support staff as well as online and live auctioneers. I look forward to helping lead our association in growing our auction family numbers and providing the tools needed to better succeed in the various roles of professional auctioneering.

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

I am humbled and honored to have been elected to serve on the NAA Board. I served on the Board for past year as the Education Institute representative and have been very impressed with the progress the Board made and the direction we are headed. I am looking forward to bringing new thoughts and ideas to position the NAA to be the place to be for all auction professionals.

Joff Van Reenen, CAI, AARE Director

I am extremely humbled by the trust placed in me by our members and with that greatly aware of the responsibilities that lay before me.

My appointment will give me the opportunity to work closely with the executives of the NAA to represent those who elected me within America as well as our members globally, and not only to learn from them but to leverage my international perspective for the benefit of our members.

Being part of the worldwide auction community means that I can not only share three decades of experience, but assist in guiding the strategic direction of the world's largest association dedicated to our profession.

We are facing a tremendous period of change in which technology will become as much of our foundational future as fellowship has always been for our members.

I promise to honour the trust placed in me by our NAA family and serve them with integrity and leadership.



Did you know the Auction Advocate has been downloaded 6,300+ times. Do you know what you're missing?

Understanding the Past and Looking to the Future
Featuring NAA Chair of the Board Beth Rose, CAI, AARE, AMM and NAA President Sherm Hostetter, CAI, AARE, BAS, CES, GPPA.

Auto Auction Industry Check-in with the National Auto Auction Association
Featuring Tricia Heon, CEO of NAAA; and, Charlotte Pyle, CAI, AARE, past president and current secretary of NAAA.

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Meet the NAA staff: Membership Department

Membership is what we're all about, and this team is ready to handle all your membership needs.



Janice Martin
Director of Membership

How long have you been at the NAA?

Since May 15, 2022

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

Outside of work, I enjoy hanging out with my family, reading, learning new things, and dreaming I'm sitting on a beach listening to the ocean waves.

What's a fun fact about you?

My son says I'm like a Tetris master with it comes to loading the dishwasher.

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

My first job at a member organization started back in 1987, so I've been at it for a few days now. One thing I've learned is that whatever my task or project is, my perspective has to come from a member and organizational viewpoint. Members are passionate about the organizations they belong to and it means something to them. So, whatever I'm doing, keeping in the member experience and the health of the organization at the front has been viewpoint I use.

What do you love about auctions?

The chant has always fascinated me. Auctioneers make it sound so easy. I can't wait to hear the IAC competitors!

What do you love about working with NAA members?

The all seem to radiate an energy that is contagious.



Brian Christiansen
Membership & Database Coordinator

How long have you been at the NAA?

I started in January 2020.

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

laying with my kids, cycling, cave spelunking, hiking, reading, and painting

What's a fun fact about you?

Although some would think of me as the organized analytical type, I'm also an artist and the creator of large oil paintings.

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

I like to say I wear multiple hats at the NAA. I work with our systems and ensure smooth operations and I strive to make your experience as a member the best it can be. I am available if you need assistance, have questions or feedback, or just need someone to listen and care.

What do you love about auctions?

I like seeing the various items come through and the story the auctioneer brings to life in that item, uncovering the potential and inspiring the interest of the bidder.

What do you love about working with NAA members?

How passionate they are about what they do and the hard work they put in to help others achieve. I also like learning about their story and background, always so interesting.



Rebekah Ferguson
Administrative Assistant &
Foundation Admin

How long have you been at the NAA?

5 months

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

In my spare time I like to knit, read, paint, draw, practice Krav Maga.

What's a fun fact about you?

I own over 800 books.

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

I would like members to know that my job is to coordinate education experiences and I'm passionate about providing the best learning experience for our members.

What do you love about auctions?

I like how auctioneers are like historians, finding untapped value in seemingly basic objects.

What do you love about working with NAA members?

What I like most about working with NAA members is how kind and friendly they are and how passionate they are about what they do.



New Jersey Supreme Court decision

As an auction professional and an NAA member, you know the differences between a traditional transaction and one conducted by auction, but sometimes state and local laws just don't match up. Thanks to NAA member Max Spann, one of those laws is off the books in New Jersey.

Like many states, New Jersey has a provision allowing attorneys to cancel a real estate sale during a three-day contract review period. However, the state Supreme Court recently found that this provision is "... incompatible with the sale of residential real estate by absolute auction."

Ohio legislation removes and adds requirements

On Sept. 13, 2022, Ohio House Bill 321 will go into effect. This bill:

- Eliminates the apprentice license
- Makes monthly auctioneer exams available
- Eliminates the verbal exam requirement
- States that all online auction companies doing business in Ohio will need to be licensed.

For more on this bill, visit: bit.ly/OhioHB321



Send legislative news our way at eshipps@auctioneers.org

NAA Mission

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

NAA Vision

NAA will be the voice of the auction profession.

NAA Cornerstones

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Advocacy
Community
Education




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Pass it Forward

The approximately \$160,000 pledged will be wisely used for helping to improve educational opportunities for all NAA auctioneers and to provide scholarships for those beginning in the auction industry or for those seeking to improve their auction professionalism.

Sid Miedema, CAI, National Auctioneers Foundation President

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*List updated as of
Aug. 22, 2022*

Legacy Youth Scholarship Committee Awards Youth

This year, the Legacy Youth Scholarship Committee awarded three scholarships to teens entering college.

This year's recipients are:



Tobie Augustin
Parents: Kelly and Travis Augustin



Sydney Davis
Grandparents: Teresa and Jack Christy



**Allison
Schneider**
**Grandfather:
Charles A.
Kaimann**

State Watch

Nebraska

The Nebraska Auctioneers Association, a state trade organization representing the auctioneering profession in Nebraska, conducted their 39th Annual Auctioneers State Championship on Sunday, July 31, 2022. The championship competition, crowning both the top auctioneer and ringman, was held in conjunction with the Hamilton County Fair in Aurora, NE. President-Elect Mark Kliewer, Aurora, NE, was the contest chairman.

The contestants showcased their skills before judges, NeAA members, past champions, and auction attendees in a live auction open to the public. The auctioneer competitors were judged on presentation, chant, voice quality, body language, and other elements of effective auctioneering along with a personal interview. Tony Wisely, Wisely Benefit Auction Service, Perry, OK, won the title of Champion. The Reserve Champion was Corey Curtis, Curtis Auction Service, Royal, NE, and placing Runner-up was Clay Patton, Marshall Land Brokers and Auctioneers, Lexington, N.

Rounding out the top 10 auction finalists were: Matt Becker, Jamie Bergmark, Casper Corfield, Sonny Jensen, Clay Schaardt, Kaden Schow, and William Yokel.

Receiving the Rookie of the Year Award, given to the top auctioneer with three years of experience or less, was Kaden Schow, Schow Auction Service/Schow Realty, Paxton, NE.

The Annual Jon Moravec Memorial Ringman Award was presented to William Yokel, Friend, NE. The Ringman competitors were judged on presentation, enthusiasm, audience observation, and communication with the auctioneer. Russ Moravec, Moravec Auction Co., presented the plaque in memory of his son, Jon Moravec.

Tony Wisely will now represent Nebraska in the 2023 International Auctioneers Championship at the NAA Conference & Show in Oklahoma City, OK.



Submit state news and events!

We love seeing auctioneers gather together. Send us your state event news at eshipps@auctioneers.org.

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

Oklahoma

In 2 years of hosting an Auction School in Talihina, a town with a population of a thousand people, OSAA has raised more than \$54,000 for children all over the area. This four-night total is impressive, but so is what these instructors and students have done throughout the days in the classroom. This industry is about giving back. The students got to see that in really big ways. Several OSAA members have helped teach at the auction school and they have also allowed the students to get involved immediately after finishing auction school.



OSAA members met FFA Students across the state at the Oklahoma FFA Convention. They spent two days in Tulsa, OK, Promoting the OSAA and The Oklahoma Auctioneering School.



Arkansas



Pro Division (above left)
Champion: Dennis Huggins
2nd Place: Whitey Mason
3rd Place: Josh Phelps

Ringman Contest (left)
Champion: Zach Vierheller
2nd Place: Lacey Phelps
3rd Place: Ben Bevins

Jr Division (above left)
Champion: Chris Corker
2nd Place: Hadyn Huggins

Rookie Division (above)
Champion: Ethan Davis
2nd Place: Ed Vestal
3rd Place: Layne Phillips

North Carolina



The AANC hosted their Convention & Contests in Greensboro, NC on June 17-18. Newly elected board members include: Josh Loewensteiner & Bill O'Neal. The Convention speakers included: Michael Parker, Elizabeth Swicegood, Kirk Witcher & Josh Loewensteiner. The Competition was led by 2021 AANC Champion Josh Loewensteiner.

Contest Results:

Champion: Kelly Abel Nicholas
Reserve Champion: Bubba Lane
1st Runner Up: Brian Calabria
Rookie Champion: Ana's Maazouzi

Election Results:

Josh Loewensteiner
Bill O'Neal



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Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Buyer's premiums

Question: Have there been any cases recently about the buyer's premium?

Yes, there is an interesting case about the buyer's premium that is pending in New Jersey. The Superior Court of New Jersey, Appellate Division, made a decision in that case on May 23, 2022. That decision permits the litigation to continue.

The dispute focused on the language in the auction contract relating to the buyer's premium. Paragraph three of the auction contract, entitled "COMMISSIONS," states as follows: "For services rendered herein, [Auctioneer] shall receive and retain from the proceeds of the sale of the Property, as a commission from the Seller, an amount equal to 10% of the Property sold at auction." It also stated: "A buyer's premium of 20% of the final bid to be collected by [Auctioneer] from the Buyer."

The auction took place in the fall of 2019 and the property was sold for bids totaling \$1,478,040. The Auctioneer asserts that it was entitled to commissions in the amount of \$147,804.00 and that amount was deducted from the sale proceeds. In addition, Auctioneers collected a 20% buyer's premium from each of the successful bidders. The total buyers' premiums collected by the Auctioneer was \$295,608.00. Auctioneer asserted that its total compensation was \$443,412 from the sale of the property. After the auction, the seller demanded that the Auctioneer turn over all of the buyer's premium. The Auctioneer refused to turn over the buyer's premium. Afterward, the seller filed the lawsuit against the Auctioneer.

The lawsuit asserted eight separate counts in the lawsuit. Seven of the counts were related to the buyer's premium. They were the following: (1) breach of contract for breach of the consignment agreement; (2) breach of fiduciary duty for violating agency duties and for disloyalty; (3) violation of the New Jersey Consumer Fraud Act for deceptive and unconscionable practices in obtaining and performing the consignment agreement; (4) breach of the implied covenant of good faith and fair dealing; (5) unjust enrichment; (6) conversion; and (7) a request for an equitable accounting. The seller claimed that the Auctioneer was only entitled to collect buyers' premiums but not to retain the proceeds. And by keeping the buyer's premium, the Auctioneer breached the contract and violated the law.

The Superior Court of New Jersey, Appellate Division, reviewed the language in section three of the auction contract and stated: "Based on what the lawsuit

says, it is not at all clear what the parties intended." The Court found that the language of the contract was ambiguous and unclear about who was entitled to the buyer's premium. The Court stated: "To begin, we note that the title of the paragraph at issue is the plural form of the word. Simple grammatical construction thus makes clear that more than one form of commission may be included in the provision. This paragraph could indeed be read to provide that the two types of commissions were to be earned by defendants: "10% of the Property sold at auction" and "[a] buyer's premium of 20% of the final bid." The Court also stated that the interpretation offered by the seller was possible.

The Court reasoned and stated: This finding of "only [one] reasonable interpretation" fails to give the necessary deference to the plaintiff's allegations. Plaintiff's suit maintains that defendants would generate some of the proceeds by charging a "buyer's premium" those defendants would collect but not retain and would then calculate its commission as 10% of the total proceeds which plaintiff argues should have included the buyer's premium. Plaintiff insists the use of the word "retain" regarding the 10% but not with regard to the buyer's premium is proof positive that defendants had no right to claim the buyers' premiums as its own.

The trial court rejected the argument advanced by plaintiff that the use of the word "retain" as regards one form of compensation versus the use of "collect" as regards another, somehow should be construed to mean that the latter form of commission, the buyer's premium, was not a commission at all but something to be collected from the buyer and distributed to the seller with defendants having no claim to the premium at all. We agree with the plaintiff that such a cramped reading on a motion to dismiss fails to give the plaintiff the benefit of every inference.

This unclear and poorly worded contract language has resulted in ongoing and expensive litigation. The Auctioneer may end up having to forfeit all or a part of the buyer's premium to resolve the dispute. This case highlights the importance of clear contracts. The lesson to take away from this suit is to use precise language addressing exactly who is entitled to the buyer's premium.

Auctioneers should work with licensed attorneys to draft auction contracts in a clear and concise manner. Well written contracts help prevent disputes and avoid costly litigation. Unclear and poorly worded contract language invites litigation. ♦



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.

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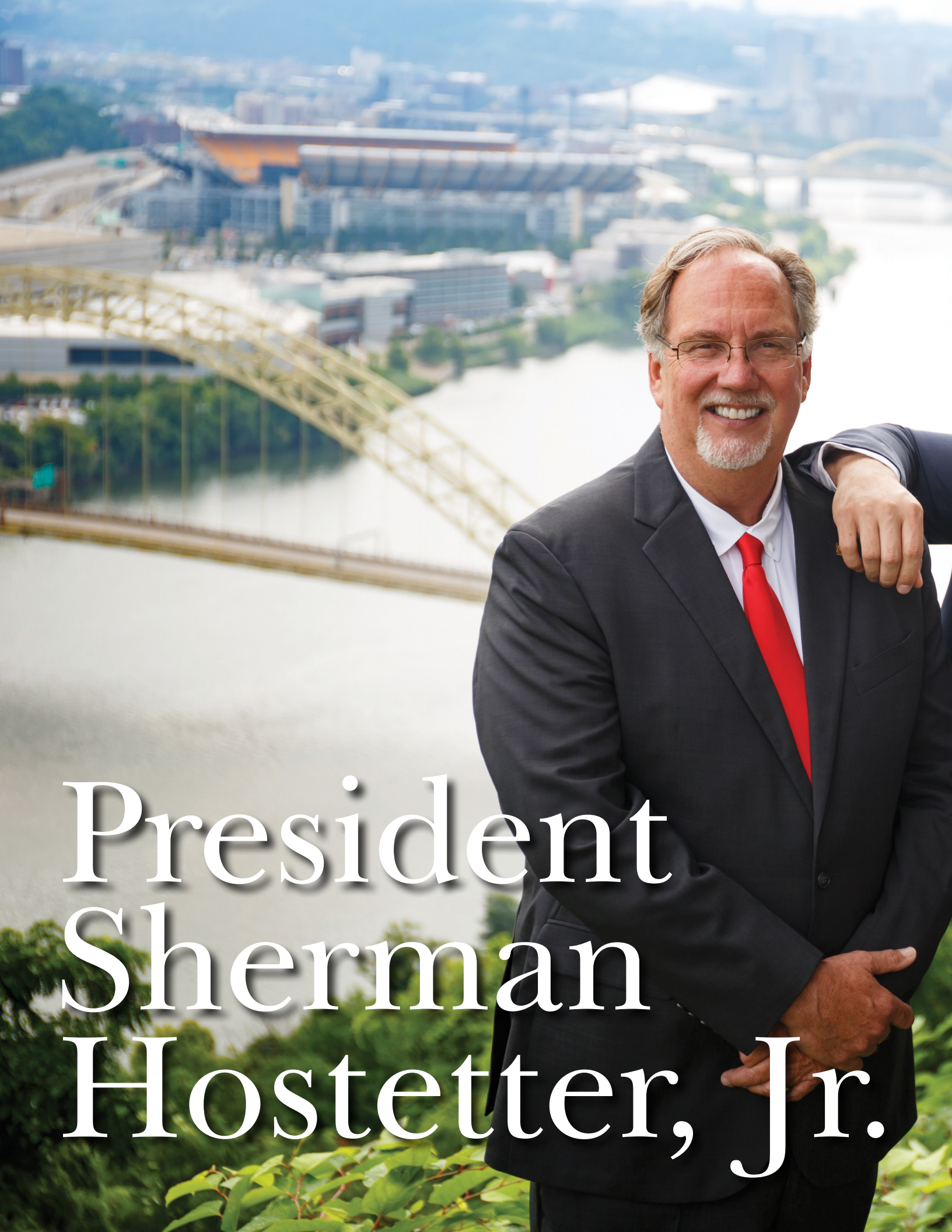
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A Q&A with President Sherman Hostetter, Jr.

Why did you want to become NAA President?

I love this profession. My parents started our auction company in 1955, so I was raised in the auction business. I joined the National Auctioneers Association and the Pennsylvania Auctioneers Association in 1985 to be able to go to the CAI program. From that point on I was hooked. I am where I am because of the NAA and its members. I believe that if you want to grow in the auction profession you must be around the people that are doing it for a living and doing it well! I wanted to learn from the best of the best. The way to hang with the best is to pitch in and get involved. I feel an obligation to serve and give back to the association that has provided for my family for three going on four generations.

Why now?

I am blessed to be in this position. When I was encouraged to run, I believe they were looking for someone with gray hair and a history in the auction business. I was conducting auctions before computers and

online auctions were a part of the profession. I made my living with the conventional live method of auctioneering (and loved it) and now doing well with the online auction method (still in love—just different). I have transitioned and adapted thanks to my NAA involvement and the next generation of my family. I believe I have the experience, attitude and personality for these changing times. Also, on the lighter side, as a social security recipient—now is the time!

What do you want to see happen in the next year for the NAA? What are your priorities?

I am not big on change unless it makes logical sense or you have no option. We have numerous initiatives to finish from the last 2-3 years to keep us busy. So I would like to get as many of those projects cleaned up and in-place as we can. Fortunately, every year we are reviewing several of the designation programs and educational offerings on how we can update and improve them. However, I do feel we need more education, systems and help with managing our auction



companies and our teams (support staff). The days of a one or two person auction company that can do everything needed to run an auction company are becoming more and more difficult. We do a good job of educating the entrepreneur auctioneer. Now, I think we need to educate the support team and provide education on managing and growing an auction company.

How can the NAA continue to grow?

That is a tough one. There may be some changes we need to make because the traditional auctioneer is changing. We now have a lot of different methods of auctions being conducted and the best place for them to hang their hat and be educated is in and through the NAA. I love getting on the podium and calling an auction. I miss it! However, there are some people in the auction business that will never be a bid caller and are doing quite well. We need to address their needs and concerns while also preserving our traditional chant heritage—it's what we are best known for. As mentioned above, I love holding the mic and conducting the auction as much as anyone, but the online method has tremendously grown my business. Plus, a personal benefit is that I do not work on Saturdays now, which was my biggest day when doing live auctions. A re-look at who our members are and more importantly, who they're going to be is something that all the different groups I interact with understand. In fact, it was the topic of conversation at our Past Presidents' Luncheon at Conference & Show. This group is our brain trust—they have put in the most time and dealt with the most situations of any group we have, so when they're saying the same sorts of things that our Cornerstone Committees and other groups are saying, I listen.

How can our four Cornerstone Committees best serve the NAA in the years to come?

We had the three legged stool and now we have the four cornerstone committees—Education, Advocacy, Promotions and Community. The four cornerstone committees are a good tool to vet ideas before they get to the Board for discussion and decision. The cornerstone committees can get more in the weeds of an idea and do more research than would normally be conducted at Board level. They can bring ideas to the NAA Board or the Board can assign ideas to the committees to discuss. It can be a good leadership program and can be a good feeder program for Board elections. Also, it allows more members to get involved in our association and knowing what we do.



Where do you see the industry a year from now?

No one knows the future except the Lord. I do know that it will have change, problems and opportunities. I believe we have a great Board, CEO and staff, that will professionally handle whatever is in front of us. I am sure we will have to address some sort of technology change and possibly an electronic currency shift. However, my biggest concern is the political arena that is already not company friendly and does not understand our industry. Changes in national, state and local laws can drastically change how we do business and what business we can do. Things can get buried in bills that affect us and we are not even aware until it is too late. We need to be on the watch!!!

Now on a brighter note, I think we are at the right place, at the right time and in the right profession to take advantage of the largest transfer



of wealth in human history. The boomers are downsizing and passing. That transfer involves businesses, real estate, collections, equipment, antiques, household, estates and you name it. Those boomers and their families need a professional to handle all of the assets and more. Opportunity is plentiful!

What has made your career successful?

As I mentioned, I am blessed to be born into the profession. I did not have to build my business from scratch like a lot of our members have to. The phone was ringing when I joined our family business. I believe there are several things that have made my career successful.

First and foremost my faith and the talents that the Lord has blessed me with.

Secondly, that my parents raised me and my brother in the auction profession. It was a way of life and daily learning experience. Also, my involvement in the professional auction associations (NAA & PAA), I can attest that they are a key to success in this industry. Finally, I believe my competitive golfing career has had a huge impact on my success, through learning how to stay focused on the goal, overcome challenges and obstacles, and to never give up. Even a bad day is a valuable learning experience.

What does it mean to you that so many of your family members have taken up the industry with you?

Everything!! I was fortunate to work with my parents and my brother growing up in the business and now I get to work with my kids and grandkids. It makes this great profession that much more fun. They say that if you love what you do, you never work a day in your life—I am

loving life with my family!! You may want to talk to them to see if they feel the same way! It is a lot better when you are the one in charge. Just saying!

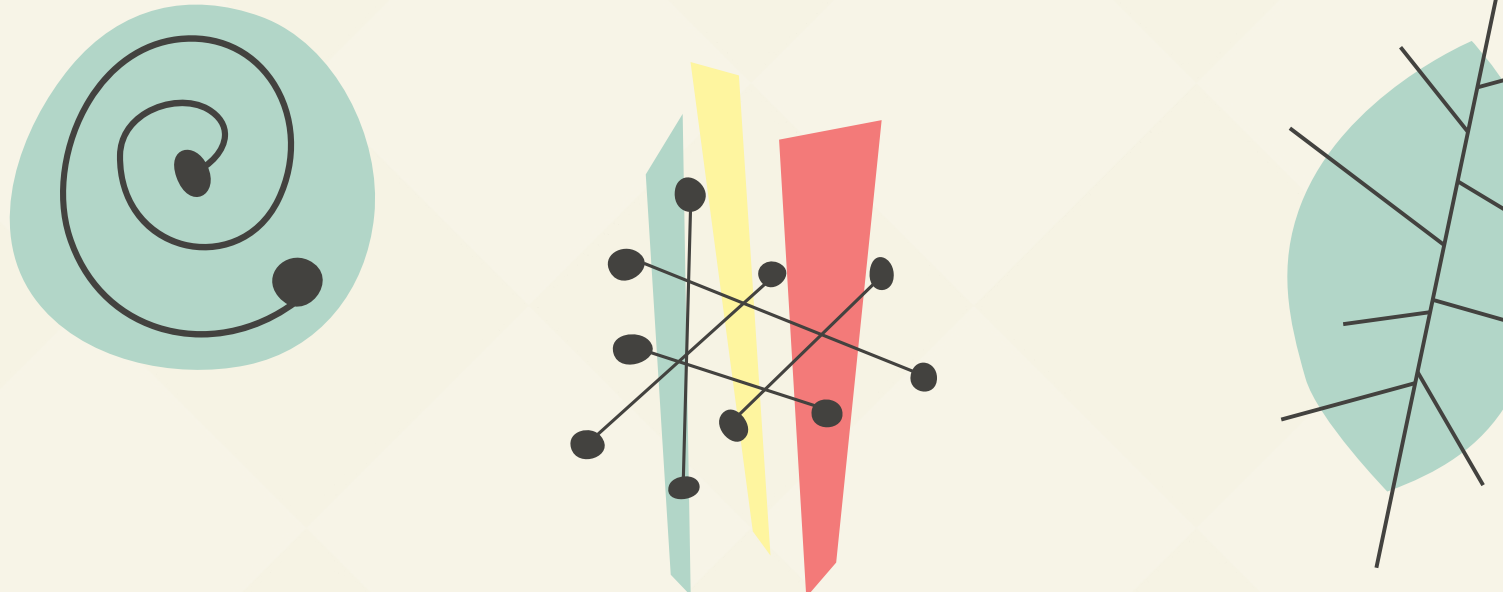
Who is Sherman Hostetter... in your own words?

Oh wow! This is another tough one. Who is the Sherminator? I know how I see myself and how I hope others see me. But the proof is in the pudding. I think I am determined, competitive, goal oriented, honest, hard working, like having fun even when things are difficult, love organizing things and of the opinion that, “if you are going to do it, do it right,” and I am willing to take calculated risks. My personal hobbies include golfing (although my game is not what it used to be), riding my motorcycle and hunting. Also, I really enjoy spending time relaxing at my camp with my family and grandchildren.

I thought it might be good to ask the ones that know me best to describe me? Their words were: “I would describe Sherman Hostetter as a hardworking God-fearing auctioneer, who is extremely passionate about what he does and enjoys helping people both in and outside of the business. He loves the benefit of working with his family and watching them achieve success in the auction business and grow in life.”

However, I have heard from others that I am a knot-headed German, think I am always right, I feel I have to do it for it to be done right (however, as I get older, I want to delegate to the best or the closest person to me). I am sometimes apprehensive and cautious, I am a slow reader and apparently can't follow an outline in front of me when speaking, as I learned at this year's Conference & Show. Oh yea, and I have learned to take criticism well by handing out tickets and asking them to get in line and be patient because there are a lot of people ahead of you that want to change me. ❖





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2022 NAA Hall of Fame inductees Susan Doyle; Eugene "Gene" Klingaman, CAI; Lonny McCurdy, AARE; and, Harold Musser, CAI, AARE, AMM.



Awards



Morgan Hopson, CAI, received the 2022 Volunteer of the Year award.



John Schultz, AMM, accepted the prestigious President's Award of Distinction.

International Auctioneer Championships



International Junior Auctioneer Championship winners: Sonny Jensen, second runner up; Jesse Garber, champion; and Shelby Shuman, first runner up.



Women's International Auctioneer Championship winners: Yve Rojas, CAI, BAS, first runner up; Chantel Kimball, CAI, champion; Angelia Meier, second runner up.



Men's International Auctioneer Championship winners: Jay Cash, BAS, CES, first runner up; Jerick Miller, champion; and David Whitaker, CAI, second runner up.



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Organizational rhythm

Auctioneers and/or former and current military personnel sound off on leadership and organizational structure

Some auctions might be fast and furious with a certain degree of stress involved, but it's not likely anyone would equate the process to going into battle. However, can auctioneers learn something from the Armed Forces' long-held organizational practice called the "battle rhythm?"

A battle rhythm is meant to provide the structure for better decision-making, regardless of the rank of the individual. A battle rhythm is structured as the foundation for how information should be shared so everyone is getting the information they need to do their jobs, but not so much that the information is getting in the way. When a battle rhythm is working, all parties from the top down are empowered to do their jobs more effectively – something all well-oiled auction teams strive for.

Jason Deel, CAI, GPPA, is well-established in the auction industry as the founder of JD's Auctions in Clinton, Tennessee, but also has 20 years of experience in the U.S. Army, serving six combat tours in Iraq and Afghanistan. He can attest to the fact that auctioneers can apply lessons learned in military organizational practices.

Earlier this year, Deel moderated a session at NAA's Digital Marketing Summit featuring a panel with plenty of experience with the battle rhythm. One of them is Lt. Col. Josh Culp, a battalion commander with the Louisiana Army National Guard who has been deployed in the Middle East with 750 to 1,200 soldiers in his battalion.

Culp said one of the foundations of a good battle rhythm is flexibility, as this allows for meeting strategic objectives in a fluid environment. Anyone working in the auction industry can attest to how fluid some auctions can be and how the strategy can change to make it a success.

"In the Army," Culp said, "a battle rhythm, depending on what kind of operation you're in, can change four to five times a day."

Culp also sees the importance to sticking to the tenants of an established battle rhythm. To that point, he offers the example of the discipline NFL teams have in training camps, religiously running the same drills in sequence day in and day out.

"You have to be disciplined to know this is my battle rhythm that I have adopted to be more flexible in my organization," Culp said. "[NFL teams] make changes, when necessary, but the key is to have the discipline to stick to it."

Meeting goals

Tim Mast, CAI, AARE, president and

CEO at Tranzon, said in his experience in auctioneering the battle rhythm is goal oriented and time oriented, so "we're more efficient and meet deadlines." It can include a detailed list, not unlike what an airline pilot goes through in a pre-flight checklist, he said. At Tranzon, he said they put "everything to a process," and that it is "laid out so you can get into that rhythm," whether it's a daily, monthly, quarterly or annual checklist.

Phil Gableman, CAI, GPPA, AMM, an owner at AAR Auctions, said he views the battle rhythm in terms of "preventing chinks in the armor."

"We learned a long time ago to stop looking at everything individually and to start looking at everything as a project," Gableman said. "We focused on our workflow. We want streamline, we want efficiency, and so when we think about rhythm, we think about staying on track. We want the flow in information moving in a certain direction and then we want that same flow of information to move back down the ladder."

Gableman said that flow of information is vital, as everyone needs to be on the same page and there are no information gaps that could come back to bite them in the form or jeopardizing a contract or a client relationship.

Deel's friend, David Hart, whom he met when Hart was a 2nd Lt. in the Army, is an executive with Delta Airlines, serving as the managing director of transatlantic pricing and revenue management. Hart has established rules regarding what information is shared with whom in his organization, and it follows the battle rhythm lessons he learned while in the Army.

"I often times tell my people—you need to know what's important," Hart said, "what to message up to me, because I certainly don't have time to field all of your inquiries. If I'm answering all of your questions then you're not providing any value to me. Don't copy me in every email."

The rhythm of leadership

Sharing the right information with the right people is important, but so, too, is leadership and leading by example. Hart came out of college as a commissioned officer commanding a 40-man infantry platoon. He said rank alone demands a certain amount of respect in the armed forces, but despite the fact that he was the "head honcho," he still had to prove to his non-commissioned officers, some of whom had 10 to 20 years of military experience to Hart's "zero experience," that he was as worthy of his rank.

"I had to earn their trust and do it through demonstrating capabilities," Hart said. "Earn it through respect, leading from the front—it was the biggest challenge for me and something I've carried forward in the corporate world."

Hart concedes that as an executive in the corporate world, "titles don't mean as much." He said when he joined Delta Airlines, respect was earned by demonstrating competence, caring and compassion. Hart notes that those in leadership positions should also be "leading from the front and showing you can do that job. Your people want to rally behind (someone) like that."

One term associated with the battle rhythm is the "commander's intent," which in the military is the definition of a successful mission. The who, what, when, where and why are spelled out in the commander's intent so everyone knows how the mission will be executed. Applied to the auction industry, it could mean that everyone on the auction team, from the leader to the runner knows the who, what, when, where and why of the auction process.

However, Culp warned that commanders (leaders) need to be careful not to micromanage. One reason he said leaders tend to micromanage revolves around trust issues—they don't believe their employees can make the right decisions or have not had the training to make the right calls. In some situations, he said, leaders simply don't know how to delegate. Culp has also witnessed leaders failing to provide mentorship until somebody "screws something up."

"A style I've adopted over the last few years is I ask questions to the key leaders in the organization," Culp said. "What do you feel is important within your job duties? Get them to explain it and then you learn a lot from them. Within that discussion you can communicate your commanders' intent. If you can get the words to come out of their mouth instead of yours, you get way more buy-in." ♦

This article was adapted from a Digital Marketing Summit session. For more, visit the NAA's Online Education Center.



On conflict and criticism

Feedback is inevitable, so how do you handle when it's negative?

By Jay Cash, BAS, CES

From sellers, bidders and remorseful buyers to employees and even competitors, at some point you will experience conflict and criticism during your life in the auction profession. As your business grows and you become more known, you will have to deal with and face conflict and criticism more and more, warranted or not.

Even on our best auction on our best day auction professionals can find themselves on the brunt end of conflict and criticism. It can appear out of nowhere leaving you in doubt, questioning all your best intentions.

Remember the time when:

- You had a disgruntled bidder; whatever the reason was?
- A remorseful buyer wanted to back out?
- A buyer blamed you for missing the pick-up?
- A seller complained when they didn't obtain a price they hoped for?
- Maybe you worked at a previous company and decide to go out on your own?
- Or perhaps there was a time you had to let go of an employee?



How we handle ourselves in the midst of conflict and criticism in

these situations is very important to your business and our

industry. Let's face it, if this occurs after a hard, stressful auction we tend to jump into the defensive mode at the first sound of criticism.

How you handle yourself in every situation will determine an outcome that could last for decades. It will determine whether you are closing a door permanently or leaving the door open for future business.

You need to be able to address your critics with grace.

(Trust me, it's much easier said than done!) Being able to understand and accept criticism in the heat of the moment can have a lasting impact on your business and reputation. Being able to control your words and reactions is the most powerful tool you have.

Criticism

Undoubtedly, there is usually some truth when someone criticizes you, and that's why we as people don't like it. We all can think of different times someone has been critical and we want to get upset and argue back, but deep

down, the reason we are upset is because they are saying something that we know is true or partially true. I've found that truth is usually found somewhere in the middle not on one extreme side or another.

As auction professionals we have all dealt with an upset bidder who complains.

- The item description wasn't clear.
- The directions were confusing.
- The auctioneer doesn't return calls.

Before getting upset, ask yourself, is there *any* truth to the complaint? Usually, if you take a step back you will agree there is some truth. Maybe the description was worded poorly, the directions were confusing and maybe the auctioneer never called them back. In any scenario, acknowledge, do better and move on.

With criticism, extract what truth there may be. Acknowledge the other person, hear what they say, and repeat it back to them. And, ultimately, learn from it. Don't let criticism derail your entire day or business. Emotions and views can be twisted, so when dealing with criticism, stick to the facts.

Value all people and value constructive criticism. Constructive criticism is given with sincere intentions from people who want you to improve your work. Constructive criticism focuses on the work, topic, or situation, *not* the person who did it. Remind yourself not to criticize or complain if you don't have suggestions to improve the situation.

There will, of course, sometimes be





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situations where criticisms are completely unfounded. In those cases, it is still best to acknowledge and move on.

Conflict

Conflict happens when there is a departure from the ideal scene—when two people stop agreeing, your vision and their vision no longer align. Sometimes, this is someone reacting to something you said or did that reminded them of themselves or their past mistakes—you hit on an emotion that was already there and hadn't healed. Understand this about them, and you are better equipped to maintain a balanced view, show empathy, and hopefully turn a critic into a fan.

Accept that conflict is necessary for growth.

Think back to a time when you may have been starting out or at a previous company and you decided to move in a different direction, it might have been painful and unpleasant but that is where real growth happened.

Letting go of an employee whose self-appraisal is higher than their actual worth can be uncomfortable but necessary for your company to grow. In many cases, new partnerships and businesses have been formed because of conflict in previous positions. Not being able to deal with, accept and eventually move on from conflict and criticism will affect your success and growth.

You can't let conflict and criticism paralyze you, you must address it. Sharpening your skills to handle conflict and criticism will help you grow as a leader. Learning how to open discussions and end disagreements that satisfies all parties is a skill you should desire to have as a seasoned professional. ❖

Jay Cash is the owner of James R. Cash Auctions & Real Estate and serves on the Board of Directors for the National Auctioneers Association, as well as an instructor for Nashville Auction School.

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Carpe Data

Legal considerations for
owning and using data



How legally and digitally prepared are businesses for a data breach or cyber-attack? The advantage of collecting, storing, using, and sharing data comes with must-know knowledge of state laws, federal regulations, and legal responsibility for company clients.

Hon. Mitchell D. Dembin, U.S. Magistrate Judge, and Justine Philips, Privacy & Security Partner at DLA Piper, gave Conference & Show 2022 attendees a small insight into the complex web of data privacy, cyber security, and what it means to protect businesses' private data.

For most businesses, ransomware is primarily the most significant digital threat. Ransomware

attacks come in the form of fake email and text links that, once opened, compromise the user's device and anything it has access to. Dembin states that, "the primary line of response is you; your users." Cyber attacks focus on the weakest link, and that link is human error. Emails are entry points for ransomware attacks due to their public availability and easy access to be part of email spam lists. Anyone with access to important data risks compromising entire databases with one click of a spoof email link. Protecting against digital threats can be as easy as taking a moment to double-check emails before clicking on external links.

What happens if a business or a third-party vendor of a company has a data breach?

All 50 states in the U.S. require businesses to report the data breach to individuals whose data was compromised and their state's Attorney General.

The first few questions Justine Philips asks companies are:

- What kind of data are they storing?
- How many people have access to it?
- And who have they outsourced it to?

When companies outsource any data information to a third-party vendor, the vendor is responsible for telling its clients; however, the individual companies are then obligated to tell their customers.

Vendor breaches are just as dangerous, and because of the legal implications,

businesses must be careful about their outsourcing agreements. “When you outsource [data], it’s important to have certain things in the agreement,” Philips says. “The most important is having the vendor pay if they are breached.” The vendors that companies hire are experts in the cyber security field, so in the agreement, make sure it states that the vendors have an obligation to tell the consumer, the Attorney General, and pay for legal fees or lawsuits that may incur directly to the company because of their breach.

Businesses of all sizes must calculate the risk and cost of their preventive measures when negotiating the legal responsibility of their stored data.

What kind of data is legally protected? Collected data called data elements are consumer information that the law requires businesses to protect. These elements include names, email addresses, mailing addresses, phone numbers, visit history, website interaction history, encrypted passwords, and financial information. Businesses that collect personally identifiable information (PII), such as drivers’ licenses, government-

issued ID, biometrics, social security numbers, health information, and insurance information, must have stricter access to this data and have increased security due to the sensitivity of the data collected.

If a data breach occurs and is taken to court, in both civil and criminal lawsuits, the defense must prove they had reasonable security measures in place to prevent a data breach. The problem is that what classifies as a reasonable security measure is a grey area to be argued.

Judge Dembin has firsthand experience saying, “it is a horrific legal process for those who have data stolen and have to defend themselves against a lawsuit that claims they did not have reasonable security measures in place.”

The type of questions asked in these lawsuits are:

- What information was compromised?
- How much is it worth?
- How much of your income did you use to devote to this particular data set, considering its importance to you?
- What was the state of security measures at the time?
- What were the security measures that might have been available to you?

- Did you consider what the state of security measures was at the time?
- Did the company actively choose between a variety of security measures before selecting the one that failed?

Another legality to be aware of is that owners of consumer data are responsible for abiding by the laws of the state of the person whose data they are collecting. Any data a business collects from individuals outside their state must comply with those customers’ state data protection laws.

“It takes a lifetime or a career to build a reputation and a minute to destroy it. And that minute for you might be the loss of your customer data,” Dembin said. ♦

cisa.gov/uscert/resources/smb
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This article is based on a session from the NAA’s 2022 Conference & Show.



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Q&A

Tom Riles

What sparked your interest in becoming an auction professional?

My oldest daughter was born with a heart defect (she is now 12 years old and healthy!). At that point, multiple heart related charitable organizations reached out to me started emceeing their events, which led to conducting their live auctions around the country. From 2010 until 2021, I worked at 50+ gala auction events while continuing my career in television. Now in 2022, I'm ready to jump all in!

What road did you take to get there?

In 2021, my family moved from Los Angeles to Nashville, where I connected with Jay Cash, BAS, CES, who guided me to Nashville Auction School.

After getting my Tennessee license, I've teamed up with Jay and the Auction Style team to engage our charitable partners' donors on a deeper level and help craft an event where every guest falls in love with their mission and leaves talking about it for weeks and months to come.

I loved attending my first NAA Conference & Show in July, and was honored to serve as a daytime host for IAC Live!

I've recently attended Bootcamp for Benefit Auctioneers and I look forward to working toward my BAS designation later in 2022.

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

I never thought I'd be learning about auctioning off cattle or farm equipment, so that was eye opening. Beyond that, I realized this is a business based on relationships, which gets me excited to get down to San Diego and meet some of the best in the world!

Why do you love what you do?

When working on TV shows, my goal whenever I get on a microphone has always been to give the people in the room the best possible experience, leaving them with some



funny and heartwarming moments that they would remember for a long time.

With benefit auctions, my goal remains the same but ALSO we are partnering with organizations to accomplish the most successful fundraising event they've ever had.

How do you think the NAA can help you become a better auction professional?

Before even attending my first Conference & Show, I was making connections within the NAA, which I know are going to shape the trajectory of my career. I really enjoyed digging into the content at the Benefit Auction Summit (and the tacos in San Diego).

What do you love about this point in your career?

I love that I'm able to use my live event and auction expertise to guide a charity throughout the entire journey of their fundraiser.

Whether I'm acting as the auctioneer, emcee/comedian, or combination of both, I love that I can hold a gala audience's attention in both an entertaining and heartfelt manner, which culminates in a successful and memorable evening for all.

You spent almost two decades working on The Ellen DeGeneres Show. What was that experience like, and what did you learn that helped you in your auction career?

I was Ellen's audience warm-up comedian for more than 17 years. It was an incredible experience to open for Ellen in her Warner Bros. studio and all around the world. A highlight was certainly performing on an outdoor stage at 30 Rockefeller Plaza in New York in front of 5,000 fans, near where I grew up.

When I was doing audience warm-up (I've also worked for American Idol, The Voice, Dancing with the Stars), I quickly realized you cannot have an ego in this position. It's not about you, it's about the show you are working for, and giving the audience the greatest show and experience they've ever had.

I think the same applies to benefit auctions. Make sure the attendees and your charitable partner have the best possible experience working with you and your team, leading to the greatest fundraising party they've ever thrown.

You also co-founded a creative brand called Life of Dad, featuring a blog, multiple podcasts, a TV series, and a book, Mom vs. Dad. What advice do you have for auctioneers looking to utilize social media and creative content more?

I love creative brand building. When our oldest daughter was born, there was no #1 community for dads in the world, so I worked tirelessly to build it, and now Life of Dad has more than 4 million followers, reaching more than 50 million people monthly.

When I wanted to create something with my wife using our on-stage skills, we started a comedy show called Mom vs. Dad where we battled out the silly topics we disagree about in our relationship on stage. That led to a comedic book called *Mom vs. Dad*, and I'm proud to say as I write this, I'm still wearing my 20-year-old cargo shorts that my wife despises. I just can't let them go.

My advice to auctioneers looking to use social media more, is to just have fun. Instead of posting yet another serious post about your business online, try something silly with your family, and just see how your audience reacts to it. If they like it, do more of it!

What are you looking forward to in 2022?

We have a bunch of benefit auctions filling up the calendar, so it will be wonderful to help some important causes.

For fun, I want to test an in person comedy and auction show in Nashville. One of the things I brought with me from L.A. is Pierce Brosnan's old toaster. I think Lot #007 is certainly ready to hit the block.

For more information on Tom, visit lifeofdad.com.

Q&A



When and how did your business start?

The Handbid concept was born around the Porters' kitchen table after running their fifth annual fundraising event benefiting the Prader-Willi Syndrome of Colorado (PWSACO) back in May of 2010. Jeff Porter and his family founded PWSACO in 2002, after their daughter Abby was diagnosed with the rare genetic disorder, and have been passionate about raising funds for the cause ever since.

By 2010, the fundraiser attracted more than 300 guests and had an auction with more than 150 items. For months, Jeff and his team worked diligently to prepare. During the event, volunteers set up the auction area, monitored bidding, and quickly tabulated winners when the auction closed. Then came the data entry error, which prevented anyone from checking out. Guests waited around for hours while Jeff and his team resolved the issues.

Determined to make the guest experience better in the future, Jeff decided to build a platform that would automate auction setup and allow bidders to bid from anywhere on their phones. Handbid was built and launched before the next year's event. The results were a huge success. Lines virtually disappeared and auction revenue doubled over the prior year.

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

Traditional methods, including paper bid sheets,



Jeff Porter

manual check-in and check-out, and offline payments suppressed auction revenue and created a lousy guest experience. Smartphones and mobile apps were already disrupting other industries (local search, music) and it was only a matter of time before they would do the same at fundraisers. Handbid recognized the huge advantage gained when you allowed a bidder to bid from anywhere using their smartphone.

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

Our main objective is to help our clients raise more money at their events using our software, and help them get better at doing it in the process. Fundraising and hosting auctions is an art as much as a science and we feel we have a winning recipe to share. Our software is an industry-leading service, and our team has expertise that

unmatched by any other typical online fundraising platform company.

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

We love seeing the creativity and energy our clients bring to their events and auctions. Even more than that, we love helping them make a greater impact for their cause. But the best part? It's when we see that event manager or executive director do back flips or cartwheels at the end of the night when they see the final numbers (yep, we've seen it!)

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

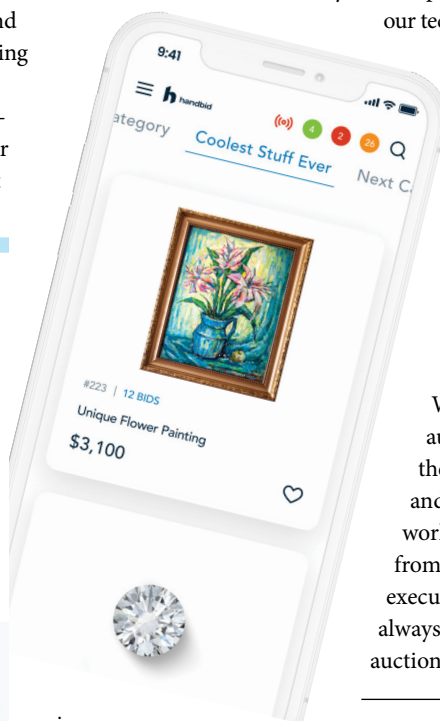
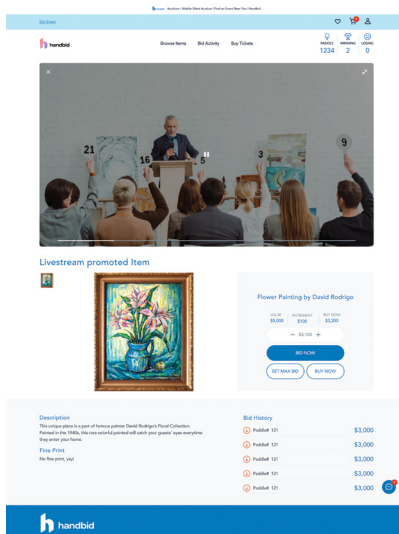
We're getting a new look! We're thrilled to match our website and branding to the unique and fun personality of the Handbid team. We're also always updating our technology to make it even easier for organizations to manage their entire event, and for bidders and donors to stay engaged.

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

We are looking forward to working with more commercial clients, in addition to our charity and nonprofit clients. We have expanded our technology to include more customization for any kind of commercial auction.

How has/will the NAA help your business grow?

The NAA represents the heart of the industry for commercial and non-profit auctions: the auctioneer. We love working with auctioneers and also helping them maximize revenue online and in-person at events. We've worked with many auctioneers from the planning stages to execution of the event, and we always appreciate referrals from the auctioneer community.



is

For more information at handbid.com.

Auction School Graduates

Western College of Auctioneering



Western College of Auctioneering Class 257 graduates: (First row) Doug Deininger, Plainfield, IL; Patrick Kohnke, Boise, ID; Inga Veiss, Denver; Darcy Bengtson, Scottsdale, AZ; Martin Lexke, Cuero, TX; Brucy Kimsey, Chehalis, WA. (Second row) Joe Schonert, Baldwin, ND; Blaine French, Lincoln, NE; Rider Evans, Kiowa, CO; Steven Edoff, New Underwood, SD; Luis Cuevas-Moreno, Hanford, CA; Danny Holt, Hurricane, UT; Justin Brice, Orchard, CO; (Third row) Jesse Strait, Buckeye, AZ; Kody Lakevold, Provost, AB; Hayden Leavell, Ozark, AR; Cannon Cook, Greybull, WY; Jake Wade, Laurel, MT; Grant Muncrief, Midland, TX; Ryan Deskins, Rochester, WA; Shane Hanel, Swift Current, SK; Preston Dunn, St. John, KS; Payten Durning, Ozark, AR.



Advanced Bid Calling Class: (first row): Suzannah Underwood, Ventura, CA. (second row): Hector Medina, El Paso, TX; Chris Mast, Stevensville, MT; Rusty Trzpu,

Livingston, MT; Joe Mast, Stevensville, MT; Kaden Schow, South Paxton, NE.

President: Nick Bennett; **instructors:** Hannah Busby, Pat Busby, Cole Morrison, Jeff Stokes, and David Whitaker.

Southeastern School of Auctioneering

Congratulations to the spring graduates! SSA graduated 16 new auctioneers during the Spring Online Distance Learning Session. This year marks the 39th year for SSA.



America's Auction Academy



2022 June graduates: (Front row) Craig Dickinson, Spring, TX; Clement Hearne, Wilmington, NC; Melanie Tobiasson, Florissant, CO; Christa Murad, Richardson, TX; Aroma Zidan, Garland, TX; Scarlett Wieliczki, Houston, TX; Brooke Bains, Dripping Springs, TX; Destiny Johnson, Texarkana, TX; Darren Hession, Galway Co., Ireland; Hayden Howard, Edmond, OK; (Row 2) Dalten Kirby, Nocona, TX; Kevin Pearcy, Round Rock, TX; Chris Thomason, Weatherford, TX; Tod Tobiasson, Florissant, CO; Eric Eskew, Lake Charles, LA; Chris Campbell, Bristol, FL; Benny Friessen, Seminole, TX; Jay Finley, Corsicana, TX; B.J. Gensic, Abilene, TX; Shawn Grandi, Edmond, OK; Colton Bradley, Weatherford, TX; Derek Blackmon, Murchison, TX; (Row 3) John Ellis, Hughes Springs, TX; Todd Shane Sorg, Joplin, MO; Roy Valdez, Mineola, TX; Garrett Briney, Crowley, TX; Eric Love, Bedford, TX; Will Davis, Benbrook, TX; Hunter Leverton, Poolville, TX; Calvin Urbanek, Poolville, TX; Evan Purviance, Bogata, TX; Clay Pierce, Transylvania, LA; John Reaves, Spring, TX; Farrell Alexander, Gladewater, TX

School director: Mike Jones; **administrator:** Lori Jones; **instructor:** Rich Schur.

Kentucky Auction Academy



Congratulations May 2022 Graduating Class of the Kentucky Auction Academy. Top Row: Mayes Thompson, KY; Jacob Arnold, KY; Nicolas Belshe, MO; Justin Collins, MO; Craig Todd, KY; Logan Shackleford, KY; Austin Ferguson, OH; Jackie "Jack" Stewart, KY; Teresa Long, KY. Bottom Row: Timothy Guess, IN; Patrick Elson, KY; Chad Secula, KY; Deonica Asbery, KY; Jessica Armstead, KY; Jennifer Compton, KY; Alician Farmer, KY; Douglas Stovall, KY; Branden Kibert, TN.

Instructors: Steve Cherry, Steve Henry



New Members

Clay Alexander

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There is no doubt this industry is going to explode again and I want to be at ground zero. As a commercial, land, and residential broker working in Arizona since 1998, I've seen the ups, downs, bubbles, booms, and busts a couple times. It's important for me to network with the best real estate auctioneers in the nation and refer business with the confidence knowing that the referral auctioneer not only knows what they are doing but are ethical, respected in their geographic areas; and vice versa.

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I am a recent graduate of America's Auction Academy, June 2022, and the 30th anniversary class. Being new to the profession, joining the NAA and my state association is hands down the best way for me to begin networking and building relationships with others in the industry. Thank you to everyone who has been instrumental in getting me to this point, and thank you for welcoming me into this profession and the National Auctioneers Association!

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Becoming an auctioneer is something I have always wanted to do and after graduating from the Western College of Auctioneering I felt that joining the National Auctioneers Association would be a great way to network and learn from the best in bid calling. Trade associations are important to the perpetuation and representation of any professional community and the NAA is an organization that I am proud and excited to have the opportunity to join.

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I decided to join the NAA because no matter how long you've been in the business, I feel like you can always learn from others and grow in your field of expertise. I think the website says it best! With the help of the NAA, I hope to "make smarter business decisions, keep relevant, and stay ahead of the competition in today's auction industry."

Lucy Hodnett

New Members!

Connect with other NAA members by joining the NAA Auction Professionals group on Facebook!

Also, follow along with the NAA:



facebook.com/naaauctioneers
facebook.com/auctionswork



instagram.com/naaauctioneers



twitter.com/naaauctioneers



youtube.com/naaauctioneers



National Auctioneers Association



“I’ve been in the auction industry for over 15 years and always considered NAA as one of the most respected and well-known associations in the auction space. So, when I started my own auction software company, the first thing

I did was register as an NAA member. It is a badge of honour and of course the best way to connect with fellow auction executives as well as learn about important industry updates.”

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In Memory

Hilda Allen

Hilda Whitehurst Allen, 73, of Adel passed away June 24, 2022. She was born on Aug. 17, 1948, to the late Burris Whitehurst and Mildred Fletcher Whitehurst.

Hilda's outgoing and vibrant personality served her well throughout her life. She was a majorette for the Cook High Marching Hornets, won many beauty pageants, and was a member of the Cook High Class of 1966. Hilda was a Valdosta State University graduate. She taught school for several years and then became an auctioneer. Hilda was best known for her successful Hilda Whitehurst Allen Real Estate Company. She was one of the most successful Golf Course Realtors in the Southeastern United States. Hilda loved her God and her family, and she loved to be around her friends.

Survivors include her husband, James "Jim" Allen; her two sons William Martin "Marty"

Howell of Valdosta and Jared Mitchell and Amy Brinkley Howell of Adel; grandsons, Wade and Seth Howell of Adel; step-daughter, BeBe and Dr. Jeffrey Cox of Nashville, GA. step-son, Bret and Martha Ann Allen of Pensacola, Florida. nieces, Kim Henry Cox and Whitney Whitehurst Fletcher; nephew, Kane Larabe Whitehurst; uncle, Stowe Parker; cousins, Deborah Franks, Bill Daughtrey, Gregg Daughtrey, Nixon Parker, and Paul Parker.

Hilda was preceded in death by her brother, Dan Whitehurst.

Flowers will be accepted or you may make a contribution to the Antioch Church, 4564 Antioch Road, Adel, GA 31620. Since Hilda believed in children getting an appropriate education, you may also choose to make a contribution in Hilda's memory to the Cook County Educational Foundation, 1109 N. Parrish Ave., Adel, GA 31620.



Kay Kruse

Kay Adele Kruse, 74, died June 20, 2022, at her home surrounded by her family. She was born Nov.

12, 1947, in Allegan, Michigan, to Maurice and Lenore (Hazelrigg) Yerden.

Kay was a homemaker and a Home School pioneer. She taught and instructed for 25 years. Kay was a very committed and loving wife, mother and grandmother.

She served her church as a Sunday school Superintendent and director of special music. She was a talented and lifelong singer. She sang for many local events and with the symphonets

Trio when she attended Anderson College.

She belonged to the Bloomin Budds Home Demonstration Club and served as an officer for several years for the Indiana Assembly Women's Club. She was a former President and is in the Hall of Fame of the Indiana Auctioneers Women's Auxiliary. She served as a member of the Board of Directors of the National Auctioneers Auxiliary. She belonged to the DeKalb County Republican Women's Club and served as a Delegate several times to the Indiana Republican Convention.

Kay married Dennis Kruse on December 22, 1968 in the County Line Church of God and he survives in Auburn.

Also surviving are four sons and daughter-in-law's, Matthew and Michelle Kruse of Auburn, John and Abby Kruse of Auburn, Tim and Marybeth Kruse of Monte Cristi, DR, and Daniel Webster Kruse of Auburn; 12 grandchildren, Caleb Kruse, Michael Kruse,

Jackson Kruse, Goldie Kruse, Honey Kruse, Coco Kruse, Jaunpablo Kruse, sunshine Kruse, Charlotte Kruse and Emith Kruse; brother and his wife, Frank and Ruth Yerden of Portland, Oregon; sister and her husband, Connie and Mike Jensen of Logan, Utah; Brothers and sisters in law, Dean Kruse, David and Pat Kruse, Diann and Steve Ferris, Daniel J and Candy Kruse and Debra and Mike Shoaff.

She was preceded in death by her parents and brother and sister in laws, Derald and Jackie Kruse.

Memorials can be given in Kay's memory to J. Kruse Education Center for a career coaching scholarship, 5634 opportunity Blvd, Auburn, IN 46706. To send condolences visit fellerandclark.com.



Betty Jo Mendenhall

Betty rejoined the love of her life, Kenneth in a Heavenly reunion. She passed peacefully on Jan. 29, 2022. Betty was born July 19, 1935 to John “Jack” and Elizabeth (Doak) Peacock in Higginsville, MO. Betty was an only child. She started her education in a

one room school house—The Peacock School. She finished her education at Kansas City Business College.

After working at a bank for 10 years, she was impressed to buy the Dairy “B” drive inn. She put all three of her older children to work. She always said “Remember your work schedule comes before your social life.” It was part of their life for 10 years along with Mendenhall Catering, which grew to be the third largest in Kansas City. She moved down on Swift to expand the catering and open Betterway Christian Supper Club. There was another 10 years. After

the club, she moved to her final location on the Square in Independence, MO. There she continued the catering and promoted her jelly and jam business called, Blessing Times, which she recruited her youngest daughter to help with.

She held a lot of accolades in her lifetime but her family was ranked the highest. In

her lifetime, she was President of the P.T.A in 1974. She was named in Who’s Who in Missouri in 1974. She was named women of the year from the Modern Woodmen of America in 1980. After moving to Independence, she was President of the Square Association for two years in the 1990s. She was a member of the Daughters of the American Revolution and Missouri Historical Society.

She and Kenneth decided to go back to the farm and retire where they raised Angus cattle and enjoyed each other in the community where it all began. Her best reward was watching her grandchildren grow up on that farm. She leaves behind her two daughters, Mary (Sean) Vaughan; and Marsha (Mike Markham) Mendenhall. She was preceded in death by her only son, Kenneth Eugene Mendenhall in 1992, her youngest daughter, Margo Stotts in 2014, and her beloved husband, Kenneth in 2017.

Memorial contributions may be made out to the Corder First Baptist Church.

Submit obituaries

Obituary notices may be submitted to communications@auctioneers.org. Submissions may be edited for length. Hi-resolution photos and information about NAA and industry involvement appreciated. Editors will do their best to locate photos if none are submitted.



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50 years later Hall of Fame inductees before induction



Retiring president, Grover Howell, presents gavel to president-elect Morris Fannon (right).



Roy L. Crume (left) cheerfully congratulates Wiley Rittenhouse upon his election to the office of 2nd Vice President. Both men were candidates for the office.

Know Your Director



Bob Penfield, Bowman, N. D.
The subject of the first of a series to better acquaint the membership with the men who serve them is a man whose background and training for his responsibilities with the NAA could hardly be improved. Serving as a Director from 1962-65, elected 2nd Vice President in 1966, 1st Vice President in 1967, President in 1968, then another three year term as a Director, ending in July of this year and a convention attendance with only one "miss" since 1957, few men have a record of service that will match.

Bob was born the first year of the "dirty thirties" and spent his first two years in a sod homestead shanty in northwestern South Dakota. For several generations, the livelihood of his family and ancestors had been derived from trading horses. His father, Earl, graduated from the American Auction College, in Kansas City, in 1935. Bob grew up around the family auction market (then called sale barn) at Lemmon, S. D. He began working in the ring when he was 12 and was selling when he was 15. He conducted his first personal property auction when he was 17.

While home town newspapers herald-

ed Bob as "The Boy Auctioneer of the Dakotas" he was not neglecting his education. He graduated from High School in 1946, attended Northwest Bible College and graduated from South Dakota State University with a Degree in Animal Science. While attending South Dakota State he also worked as ring man and auctioneer at the Brookings and De Smet auction markets. He was also a Charter Member and first President of the South Dakota State Rodeo Club, sponsor of the first intercollegiate rodeo held on the Northern Plains.

In 1953 he was drafted into the Army and dropped from "colonel" to "private" in one quick step. His auctioneering continued as he conducted "fun" and charity auctions in several states and the Far East. He was discharged as a corporal and immediately changed back to a full time title of "auctioneer".

He and Winona Logsdon were married in the spring of 1958 and that same fall he became the youngest Livestock Auction Market operator when he purchased Home Base Auction Co., in Bowman, N. D. He built the market to more than twice its size in ten years and it is presently handling \$5 million in livestock annually.

In 1957 Bob attended his first National Auctioneers Convention, in Lansing, Mich. From here he brought home the idea of a complete auction service. At that time, nearly all auctions in the Dakotas were being clerked by banks or insurance agencies. Other auctioneers told him it couldn't be done and his dad was skeptical, but for several years Penfield Auction Service has been clerking 90% of the auctions they conduct.

His year as NAA President was climaxed by a new record attendance at the annual convention in Roanoke, Va., and chaired so efficiently by the current

EDITOR'S NOTE: A regular feature in THE AUCTIONEER for the next several months will be "Know Your Director". These men serve your association with no remuneration for time or travel. No doubt, they come and go and most of our members never really know them. The first four Directors to be featured will be those whose terms expired in 1972.

IN UNITY THERE IS STRENGTH

53

50 years ago, the NAA had just wrapped up the 23rd International Auctioneers Conference & Show. Although they didn't know it at the time, the 1972 Conference featured a few NAA all-star Hall of Famers!

- Retiring President Grover Howell – HOF 1978 (President from 1971-1972)
- President-elect Morris Fannon – HOF 1977 (President from 1972-1973)
- Robert E. Penfield – HOF 1973 (President from 1968-1969)
- Roy L. Crume, CAI – HOF 1993
- Wiley Rittenhouse, CAI – HOF 1980 (President from 1974-1975)

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We sincerely thank all the Professional Auctioneers, Ringmen, Educators, Vendors, Association Management and State Employees that invested their time and talents to help our graduates pursue their dreams! Here are some of the folks that we know taught or contributed to the education of our graduates. God bless you all, Mike Jones, President, Owner

The Original 1992 Instructors and Staff:

Joe E. Small, W. Scott Swenson, Pat Long, Ronnie Garner, B.L. Wooley, Jack V. Ogle, Forres Meadow, Kristy Ogle, Rose Ella McCleary-Office, Mike Jones, Director/Owner: 1993-2022: Lori Jones - Vice President 2002-current, Danny Green, Greg Highsmith, Brad H. Wooley, Miles Autry, T. Eddie Haynes, Phillip Braun, Jim Sample, Michael Rogers, Roland Reese, Debbie Alls, Craig D. Meier, Angie Sale Meier, Rich Schur, Rob Doyle, Sue Doyle, Rocky Strickland, Doak Lambert, Trey Gallaway, Greg Clifton, Nolan Bell, Montie Davis, Cheri Boots Sutton, Brandon Harker, Kris Kenedy, Jimmie Dean Coffey, Lisa Huisenga, Shawn Terrell, Tammy Tisland, Travis Kaddatz, Wendy Lambert, Wade Pierce, Richard Thompson, Spanky Assiter, Lance Swigert, Morgan Hopson, Luther Davis, Barrett Bray, Doug Bradford, Si Harbottle, Brent Graves, Erica Black, Garrett Davis, Tracie Davis, Charlene Sample, Steve Friscup, Kyle Dykes, Randolph Holford, Mike Brandly, Trevor Hall, Congressman Bill Long, Joseph Mast, Storage Wars Dan Dodson, Clint Hunter, John Schultz, Cody Shelley, Auto Auctions – Metro Auto Auction, Manheim Dallas, Adessa Auto Auction, America's Auto Auction, Dallas Morning News (DMN): Kelly McClintock, Jan E. Shoebridge, Katie Harmon-Hicks, Texas Department of Licensing & Regulations (TDLR) Representative: Bob Peterman, Bob Roda, Greg Dodson, National Auctioneers Association (NAA) and State Associations: Hannes Combest, Bob Shively, Texas Auctioneers Assn. (TAA) Executive Directors -Kathy Eschberger and Krista Richter. Photographers: Tal Campbell, Mat & Ladonna Mathews and John Spears. A special thank you to St. Jude Children's Research Hospital, Memphis and Texas Scottish Rite Children's Hospital, Dallas for supporting our class fun auctions.

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