

# the auctioneer



October/November 2022

The official publication of the National Auctioneers Association



## THE CHAMPIONS ISSUE



STATE LICENSING  
GUIDE

SUCCESSFUL  
FIREARM SALES

MAXIMIZE YOUR  
PRESENCE

**NAA + GENIE ROCKET PRESENT**

# **AUCTION ROCKET FUEL**

COMMUNICATE WITH BUYERS AND SELLERS  
WITH THE RIGHT MESSAGE AT THE RIGHT TIME  
ON **AUTO PILOT.**



**GET STARTED TODAY AT**

**[NAACRM.COM](http://NAACRM.COM)**

## Planning for the future

I hope this column finds you and your family doing well! One of the biggest jobs in front of an NAA Board Member has nothing to do with what's happening now—it's planning for the future. All of us serving have an obligation to look at what's coming for our industry and association and make decisions today to position the NAA as best we can.

Your Board just wrapped up two days in Oklahoma City doing just that—planning for the future. Our CEO took us all through exercises designed to get us thinking about what's coming, the Cornerstone Committees all brought ideas for programs and changes. We had some in depth conversations about how NAA can best serve our profession and about how our association is structured and who our members are. This process will continue throughout the coming months, and I expect we'll see some big announcements before the end of the year. At the same time, we also looked at some more short term projects, which we'll be talking more about very soon.

In the meantime, there's a lot going on in NAA. If you haven't yet, I'd encourage you to take a look at the upcoming schedule of Community Conversations. Our Community Cornerstone Committee hosts conversations for different groups throughout the year, and you'll definitely find one for you.

Remember, as an auctioneer the best thing you can invest in is YOU and your team! The better you make you and your team, the better your company will do. Get involved with your association and its education. Involvement pays big dividends in personal growth.

Speaking of that, have you been meaning to take AMM Next? Do you need to complete your USPAP update? Are you a contract auctioneer looking to up your game? We've got virtual classes throughout the Fall to address all those needs, so take a look at the schedule at [auctioneers.org/designationacademy](https://www.auctioneers.org/designationacademy).

And of course, we'll be back in Las Vegas in December for Designation Academy, with three highlights for you: If you're in Real Estate, you can't miss the annual Real Estate Workshop (Dec. 8). New this year is the Benefit Auction Workshop (Dec. 8), with a days' worth of deep dive education.

There's one more new event at Designation Academy this year: a free day for volunteers to say, we appreciate you!! Your Board came up with a great idea last year: the Volunteer Appreciation Workshop, for those who have volunteered with NAA in the last three years—spoken at an event, served on a committee, ambassadors, etc. I'm inviting you to spend the day with us absolutely free to hear Ben Whiting, a high-energy corporate speaker and magician, on creating a limitless culture. You'll also receive quality hands-on time with Ben during a full day of education and skill-building, again, completely free!

It's been a whirlwind of a few months as President, and the best part is being able to serve the industry and the association I love! ❖




**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.

36



“  
Don't just  
look at it from  
a business  
owners'  
perspective—  
try to look at  
it as a user as  
well, because  
if you can put  
yourself in the  
shoes of a user,  
you'll be able  
to make the  
content users  
want to see  
more often.

Micah Brookshear,  
Slamdot

”

FEATURES

- 16 **IAC Champions**  
Q&A with this year's winners
- 24 **Benefit Auction Summit recap**  
Photos from San Diego
- 26 **State Licensing Guide**  
Check licensing in your state this year

COMMUNITIES OF PRACTICE

- 36 **MARKETING & MANAGEMENT**  
**Video marketing**
- 38 **BENEFIT AUCTIONEERS**  
**Maximizing your presence**
- 40 **PERSONAL & COMMERCIAL ASSETS**  
**Firearm sales**

INSIGHTS

- 14 **Business Practices**  
**Terms & conditions**
- 43 **Faces of NAA**  
**Wendy Daniel Grimm**

DEPARTMENTS

- 03 **President's Column**
- 08 **Association at Work**
- 10 **NAA News**
- 12 **State News**
- 42 **Auction Schools**
- 45 **New Members**
- 48 **Board/Index**
- 50 **50 Years Later**

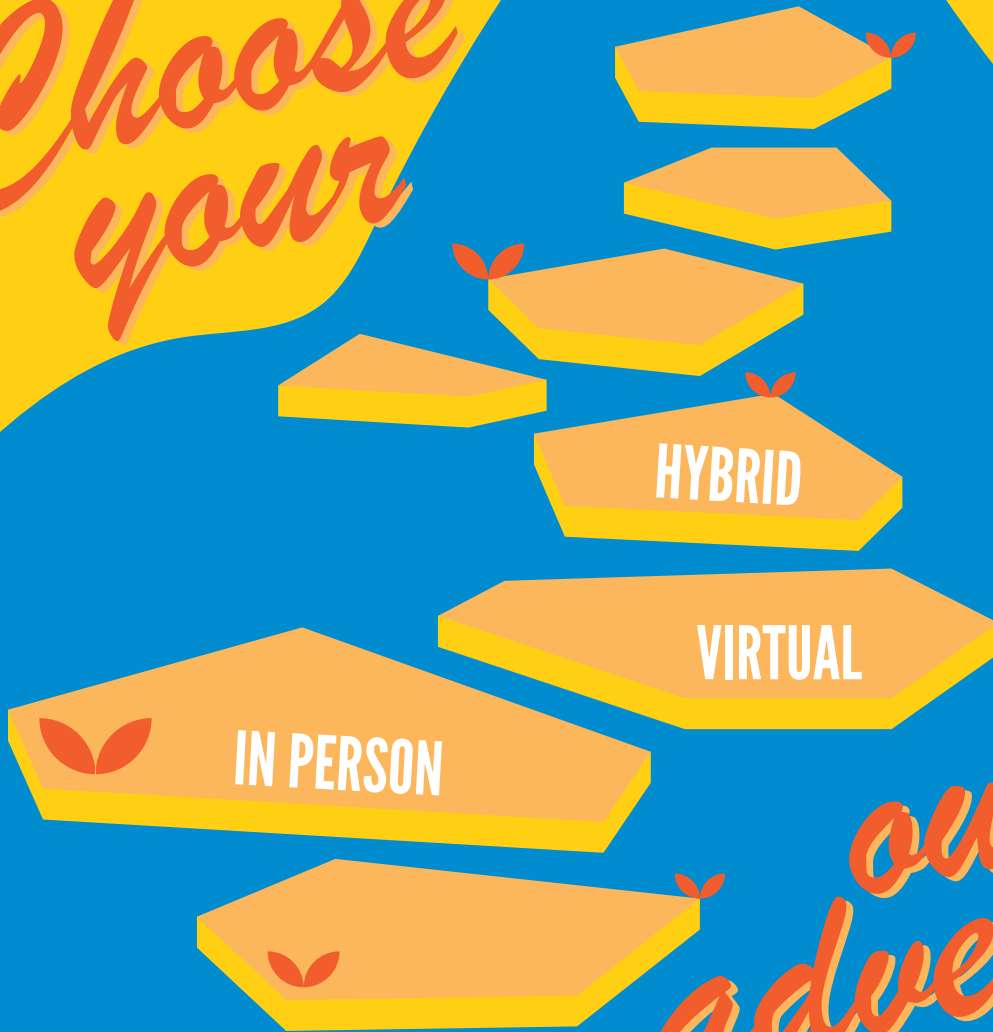
# AUCTIONEERS.ORG/DESIGNATIONACADEMY



*and more!*



*Choose your*



*own adventure*



**JOIN THE COMMUNITY**



[facebook.com/naaauctioneers](https://facebook.com/naaauctioneers)  
[facebook.com/auctionswork](https://facebook.com/auctionswork)



[instagram.com/naaauctioneers](https://instagram.com/naaauctioneers)



[twitter.com/naaauctioneers](https://twitter.com/naaauctioneers)



[youtube.com/naaauctioneers](https://youtube.com/naaauctioneers)



National Auctioneers Association



**DIGITAL  
EDITION  
AVAILABLE!**

Published by the



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

Chief Executive Officer  
**Aaron Ensminger, CAE**  
[aensminger@auctioneers.org](mailto:aensminger@auctioneers.org)  
(913) 563-5423

Membership and Database Coordinator  
**Brian Christiansen** | [bchristiansen@auctioneers.org](mailto:bchristiansen@auctioneers.org)

Director of Finance & Administrative Services  
**Jordan Crupper** | [jcrupper@auctioneers.org](mailto:jcrupper@auctioneers.org)

Administrative Assistant  
National Auctioneers Foundation Administrator  
**Rebekah Ferguson** | [rferguson@auctioneers.org](mailto:rferguson@auctioneers.org)

Director of Education  
**Kristina Franz** | [kfranz@auctioneers.org](mailto:kfranz@auctioneers.org)

Sales & Trade Show Manager  
**Adam Kenne** | [akenne@auctioneers.org](mailto:akenne@auctioneers.org)

Director of Membership  
**Janice Martin** | [jmartin@auctioneers.org](mailto:jmartin@auctioneers.org)

Marketing & Communications Coordinator  
**Arturo Mendoza** | [amendoza@auctioneers.org](mailto:amendoza@auctioneers.org)

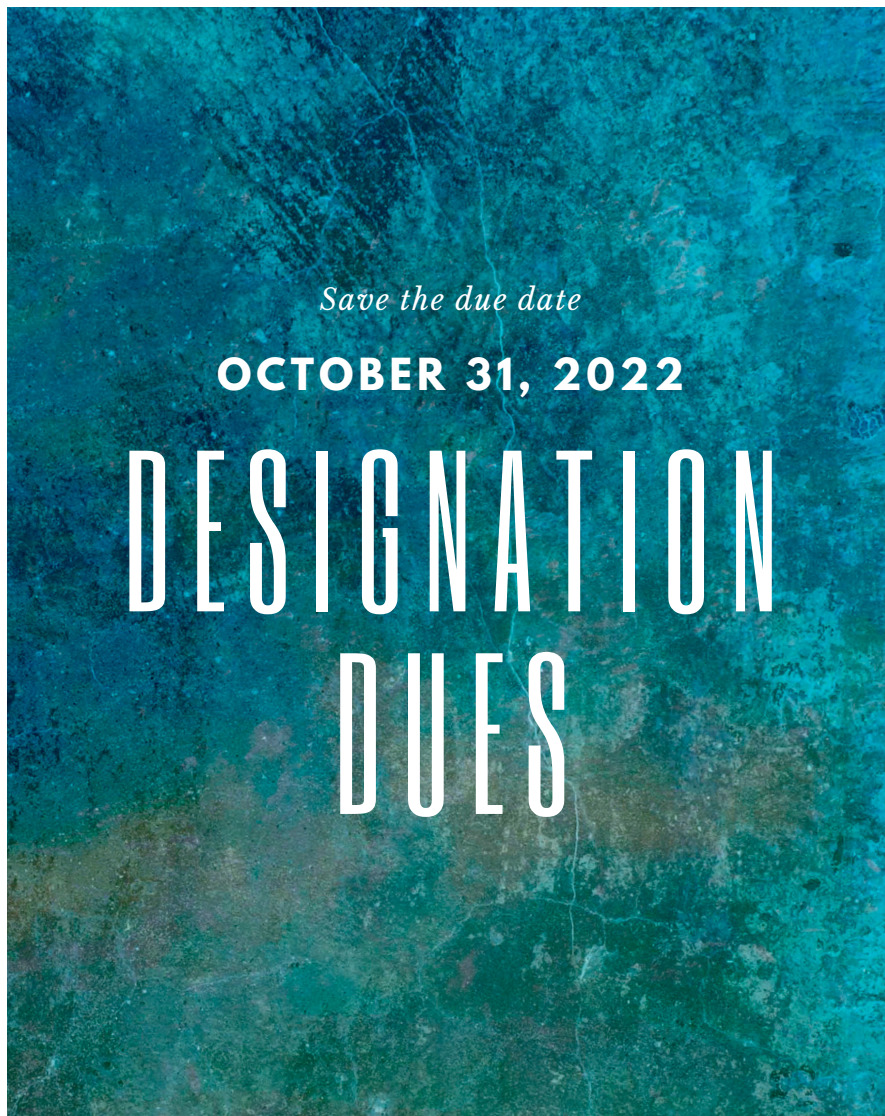
Accounting Coordinator  
**Genny O'Niones** | [goniones@auctioneers.org](mailto:goniones@auctioneers.org)

Meetings Manager  
**Joyce Peterson** | [jpeterson@auctioneers.org](mailto:jpeterson@auctioneers.org)

Director of Marketing & Communications  
**Erin Shipps** | [eshipps@auctioneers.org](mailto:eshipps@auctioneers.org)

Education Specialist  
**Brooke Thomsen** | [bthomsen@auctioneers.org](mailto:bthomsen@auctioneers.org)

Programs Administrator  
**Jennifer Vossman, CMP** | [jvossman@auctioneers.org](mailto:jvossman@auctioneers.org)



Auctioneer Volume 74 Issue 6 October/November 2022 (ISSN 1070-0137) is published the first week of December, February, April, June, August and October by the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS, 66214-1900. There are six issues printed annually. Auctioneer is a means of exchanging ideas that will serve to promote the auction professional and the auction method of marketing. The views expressed by columnists do not necessarily reflect the opinions of the National Auctioneers Association. Periodicals postage paid at Kansas City, MO, and additional mailing offices (USPS 019-504). POSTMASTER: Send address changes to auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright © 2022 by the National Auctioneers Association. Materials may not be reproduced without permission.



**NAA**  
**MARKETING**  
**COMPETITION**

**DEADLINE**  
**FEBRUARY 17, 2023**

# Your Association at Work

## CAI Next coming up next March!

March 2016 was the last time the CAI Next program was held in Bloomington, Indiana, during CAI week. And, after 2 years of COVID-induced postponement, we are *finally* hosting CAI Next again March 29-31, 2023!

“We’re back!! We are past the pandemic and ready for CAI Next,” said Mike Fisher, CAI, AARE, AMM, BAS, CES, GPPA. “We are so excited to be able meet again in Bloomington and offer some great content by fantastic presenters. This is the perfect time to come together with likeminded CAI professionals, share ideas and touch on the latest topics in the industry. We hope to make this long-awaited experience something special, so mark your calendars now. I look forward to seeing you at IU for fun, fellowship, and great learning opportunities.”



CAI Next is offered *only* to current CAI designation holders and only every 5 years—or seven in this case. Join us and reunite with your elite CAI community. You’ll walk away with advanced insights, invaluable networking, and encourage current CAI students and new graduates on their own CAI journeys!

“ This is the perfect time to come together with likeminded CAI professionals, share ideas and touch on the latest topics in the industry. I look forward to seeing you at IU for fun, fellowship, and great learning opportunities.”

Mike Fisher, CAI, AARE, AMM, BAS, CES, GPPA  
Co-chair of CAI Next Committee

## Foundation scholarships are changing

If you’ve never received an education scholarship from the Foundation, the process to apply just got easier.

In the past, applicants have applied for scholarships to a specific NAA education event (Conference & Show, designations, Benefit Auction Summit, etc.) during the open application period.

Now, you can choose to apply for any NAA educational scholarship from the Foundation at any time.

Scholarships have also been opened up to include all educational opportunities, online events and classes.

Fill out the scholarship form now at [auctioneersfoundation.org](http://auctioneersfoundation.org).

## Conference & Show 2023 hotel open soon

We’re starting to open events a lot earlier here at the NAA. So, if you’re planning to go to Oklahoma City for Conference & Show in 2023, you’ll be able to book your hotel very soon! Keep an eye on our communications for more information.



**FREE NAA VOLUNTEER EVENT**  
*[auctioneers.org/designationacademy](http://auctioneers.org/designationacademy)*

**volunteer appreciation**  
WORKSHOP

If you've served on a:

- Task force
- Committee
- Board

If you've served as a/an:

- Ambassador
- Volunteer speaker

**WE WANT TO SEE YOU THERE!**

SUNDAY, DEC. 4 | LAS VEGAS | PLANET HOLLYWOOD  
RIGHT BEFORE DESIGNATION ACADEMY!

*Eligibility: Volunteered in the last three years, or have three years volunteering completed*



*National Auctioneers Association*

# **CONFERENCE & SHOW**

*Oklahoma City  
July 18-22, 2023*





**REAL ESTATE WORKSHOP**  
**Sellers of the Future: Discovering Tomorrow's Real Estate Economy and Marketing**

Join this one-day, hybrid workshop on Friday, Dec. 9, 2022, at Designation Academy in Las Vegas, or virtually, and set yourself up for increased real estate success! With a new format this year, you'll dive DEEP into a handful of topics with a few instructors and walk away with advanced real estate auction training that will move the needle in your auction business.

**Who should attend?**

Established real estate auction entrepreneurs and professionals who are looking to learn from and network with other top tier real estate auction pros

**BENEFIT AUCTION WORKSHOP**  
**Marketing your business, growing your profitability and high-end sales**

Join this one-day, hybrid workshop on Thursday, Dec. 8, 2022 virtually, or at Designation Academy in Las Vegas, and set yourself up for increased benefit auction success! With a new format for our workshop events this year, you'll dive DEEP into a handful of topics with a few instructors and walk away with advanced benefit auction training that will move the needle in your auction business.

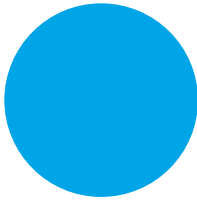
**Who should attend?**

Advanced benefit auction professionals with fundraising experience who are looking to enhance their profitability

*Bundle alert!*

Take advantage of this special deal for current BAS and AARE designation holders...

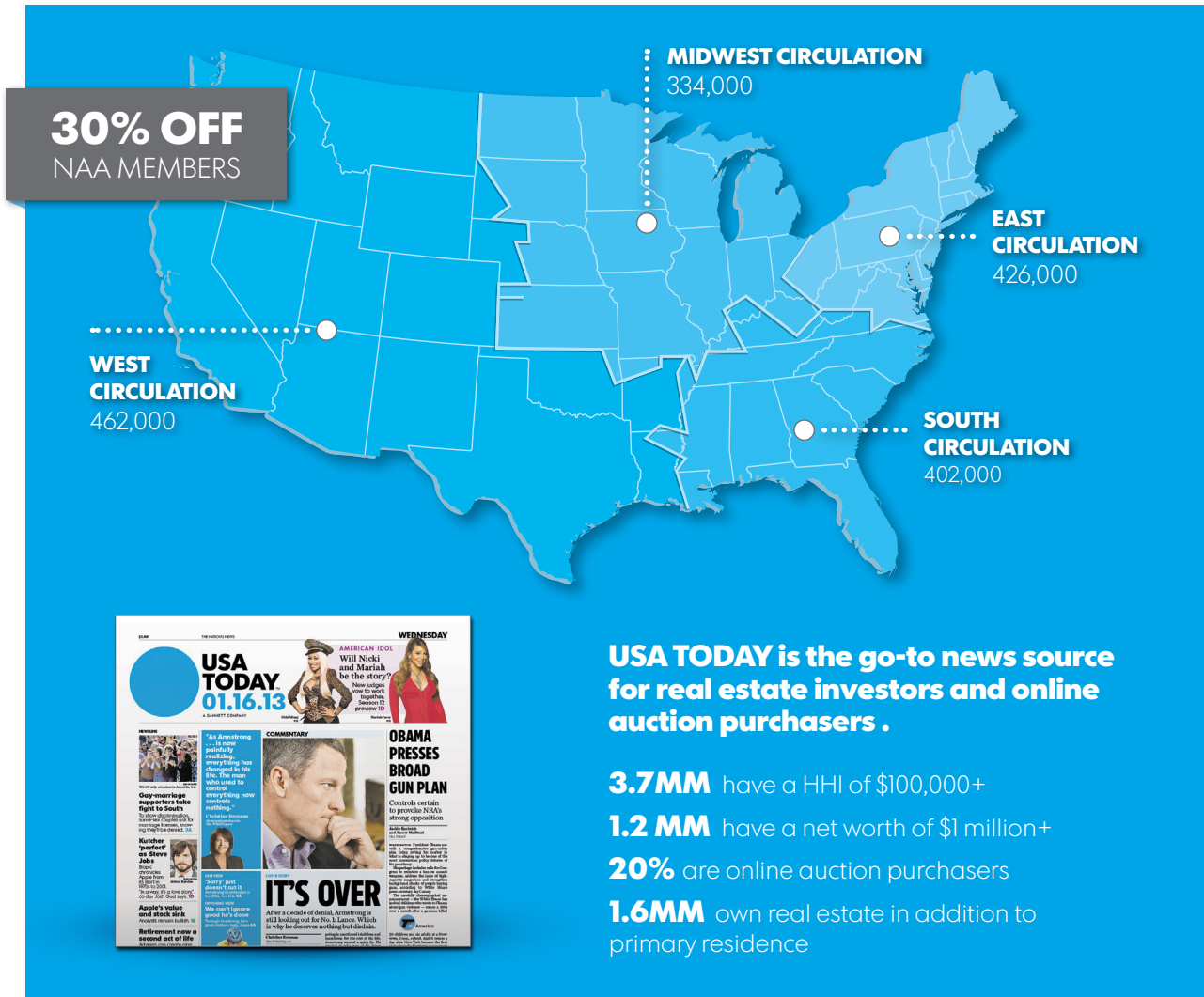
- Go to [auctioneers.org/dabundle](https://www.auctioneers.org/dabundle)
- 1. Register for the Volunteer Appreciation Workshop (Dec. 4)
- 2. Register for the Real Estate Workshop (Dec. 9) OR the Benefit Auction Workshop (Dec. 8)
- 3. Audit BAS (Dec. 5-7) or AARE (Dec. 6-8) for FREE



**USA TODAY**  
A GANNETT COMPANY

# AUCTION SHOWCASE | REGIONAL NATIONAL

USA TODAY and the National Auctioneers Association offer a weekly advertising feature that allows you to reach your target audience on a National or Regional scale.



Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)

RESERVE AD SPACE TODAY

**1-800-397-0070** | [auctions@russelljohns.com](mailto:auctions@russelljohns.com)

## State Watch

### Alabama

The AAA hosted its Annual Convention & Contests in Orange Beach, Alabama, on Aug. 28-29, 2022. The convention speakers included the AAA Board, Terri Walker, CAI, AMM, CES, Willie Baker, CAI, AMM, and Noah Galloway. Attendees from multiple state traveled to be a part of all of the fun.

#### Election Results

- President: Chip Pearce, AARE, ATS, CES, GPPA
- Vice-President: DeWayne McClendon
- Treasurer: Damon Folmar
- Directors: Kevin Brooks, Dewey Jacobs, CAI, AARE, and Daniel Culps, CAI
- Chairman of the Board: Justin Fisher, ATS, CES, GPPA

#### Ringman Contest Results

- First Runner Up: Tony Wisely, CAI, BAS
- Reserve Champion: Justin Godwin
- Champion: DeWayne McClendon



#### Rookie Contest Results

- First Runner Up: Darren Pert
- Reserve Champion: Steve Summers
- Champion: Tyler Bell

#### Grand Champion Contest

- First Runner Up: DeWayne McClendon
- Reserve Champion: Kevin Brooks
- Champion: Jason Walker

### Kentucky

The Kentucky Auctioneers Association held the Battle of the Bluegrass on Aug. 20.

#### Competition Results

##### Open Bid Calling

- Champion: David Whitaker
- Reserve Champion: Joshua Houston
- 3rd place: Billy Peyton
- 4th place: Angie Meier
- 5th place: John Beechy

##### Youth Contest

- Champion: Sonny Jensen
- Reserve Champion: Levi Meier

##### Ringman Contest

- Champion: Melissa Falls
- Reserve Champion: Levi Meier



## Texas

The Texas Auctioneers Association (TAA) has announced that Stacy Fox, Springtown, Texas, has been selected as their executive director, effective Sept. 1.

“We are excited to have Stacy on board. She brings a lot of experience, as well as skills and knowledge about association management, conventions, trade shows and educational programming. She brings enthusiasm to the position and we look forward to the leadership she will provide,” stated Troy Robinett, TAA president.

Fox, who owns her own consulting business, specializes in educational and convention events. She also plans and executes virtual meetings, webinars and



related public relations and sponsorship revenue.

She previously spent 14 years with the Texas Southwestern Cattle Raisers Association (TSCRA) in Fort Worth. She developed and continued the TSCRA Ranching 101 program, which initially featured over 50

hours of programming annually and more than 400 participants. Under her direction, that grew to include over 20 hands-on educational events, live demonstrations and field days per year, and 50 grass roots member event with more than 2,000 attendees, while securing sponsorship revenue of over \$100,000 annually. In addition, she executed the TSCRA Convention, which annually drew 4,000+ in attendance, 250 trade show exhibitors and approximately 40 speakers.

## Mississippi



The Mississippi Auctioneers Association hosted their Auctioneer Championship May 21 in Brooklyn, Mississippi, at a Live Auction at Jeff Martin Auctioneers.

### Competition Results

- Champion: Henry Redmond
- 1st Runner up: Joey McCann
- 2nd Runner Up: Johnny Wright

# AUCTION TOPPERS

Building Quality Auction Toppers Since 1985!





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

Call Lamp Auctioneers for a quote!  
**320-274-5393**

**Testimonial**

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



**24 Hour Turnaround Time**

PVC Post Kit



# 1-800-THE-SIGN

8 6 4 3 7 4 4 6 .COM

Out the Door in 24!

**4' x 4'**

SIGN

**\$89<sup>98</sup>**

Full Color

PVC Post Kit - \$99.88 with flat caps

**1-800-843-7446**

www.1800TheSign.com





**32"x48" Sign \$54.97**



**Podium from \$59**



**UPS Shipping from \$20**



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

## Business Practices

# Terms and conditions

**Question: Is it important, and worth the time and expense, to formally establish good written terms and conditions for an auction?**

**Y**es, it is extremely important to establish good written terms and conditions for an auction sale, and to have those terms and conditions reduced to writing and agreed to by sellers and bidders prior thereto. An example of why this is so important follows. There was a recent case before the United States District Court for the Northern District of Indiana that highlights how important these terms and conditions can be and why they are necessary. (*Mazur v. ZMC Auto Sales, Inc.*, N.D. Ind. August 18, 2022).

Here are some of the facts. There was an online auction where an individual used someone else's account to purchase a Porsche. The buyer made the payment for the Porsche and took possession of it. The buyer, however, refused to sign the bill of sale. It appears that there were no formal written terms and conditions governing the auction agreed to by either the seller or the buyer prior to the auction--there was no reference to any in the decision. Afterwards, a dispute arose about the payment of sales tax and the delivery of the title. The buyer understood that he would have to pay sales tax but did not want to pay it immediately. The dispute escalated until the buyer filed a lawsuit. The complaint alleged six claims: (1) violation of the Civil Crime Victims Act, (2)

Conversion, (3) Breach of Contract, (4) Promissory Estoppel, (5) Unjust Enrichment, and (6) Fraud in the Inducement. For the purposes of this article, we will focus on the breach of contract claim.

The Court outlined the basic elements required to establish a claim for breach of contract claim. It stated: "A breach of contract claim has three critical elements. There must be a contract, it must be breached, and there must be damages suffered." The Court also pointed out the requirements for a contract under Indiana law. It stated: "[t]he basic requirements for a contract are offer, acceptance, consideration, and a meeting of the minds between the contracting parties on all essential elements or terms of the transaction." The term meeting of the minds refers to an understanding or mutual agreement between two or more parties and their understanding of that agreement. A meeting of the minds occurs when both parties actually assent to the essential terms of a contract.

To the surprise of the parties (it seems from reading the decision) the Court found that there was no meeting of the minds. The Court found that there was no agreement to the timing of title delivery or payment of the sale taxes and fees. Since there was



no meeting of the minds on important terms, the Court found that there was no contract. If there is no contract, the plaintiff cannot claim for breach of contract. So, the Court ruled in favor of the owner and seller of the Porsche.

Auctioneers should have carefully prepared terms and conditions to make sure essential terms are established. If there were carefully prepared terms and conditions that specified what fees were to be paid, when the sales taxes must be paid, and when the title to the vehicle would be delivered, then this dispute would likely have been resolved years ago. The auction took place on December 15, 2016. The Court recently rendered its decision in this case in August of 2022. This dispute was essentially over the payment of a small amount of money as sales tax. It took close to six years to resolve. The terms and conditions should be clear and cover the essential terms.

In conclusion, auctioneers should work with a licensed auction law attorney to prepare explicit terms and conditions for an auction, have them reduced to writing, and make sure they are agreed to by the seller in the auction contract and by the buyer in the bidder registration agreement prior to calling for bids. Good terms and conditions are important to establish a contract, will minimize risk to the auctioneer, and help reduce the likelihood of costly 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.*

*Kurt R. Bachman and Beers Mallers Backs & Salin, LLP also advise that any information you send to Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.*

Contact Kurt Bachman:  
(260) 463-4949  
krbachman@beersmallers.com

## BONDS & INSURANCE

### THE COVERAGE YOU NEED:

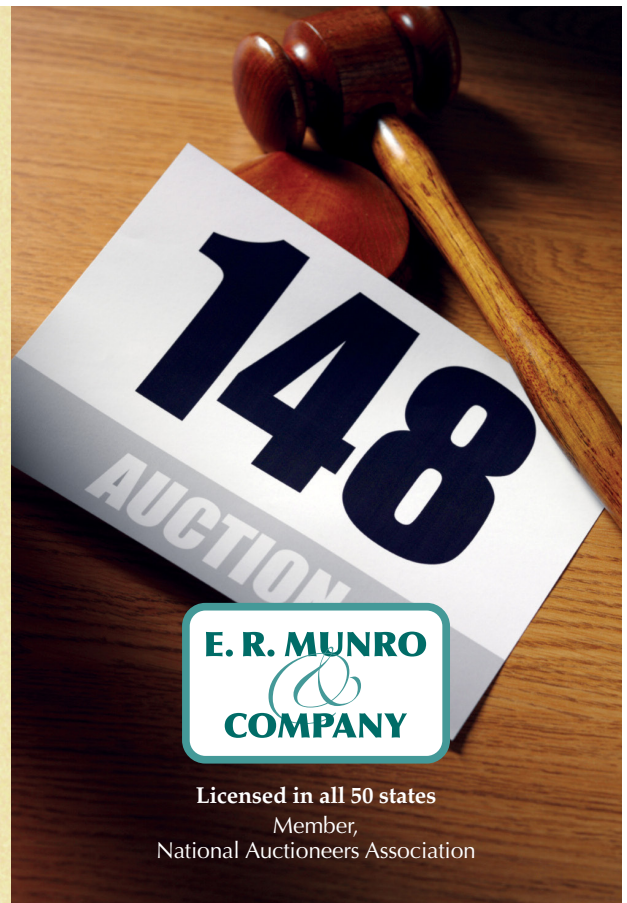
- ◆ Liability Insurance ◆
- ◆ Property Coverage ◆
- ◆ Cyber Liability Coverage ◆
- ◆ Consignment Property ◆
- ◆ Errors and Omissions ◆
- ◆ Employment Practices Liability ◆
- ◆ Bonds to support your License ◆
- ◆ Bankruptcy Court Auctioneer Bonds ◆

We can place coverage in as little as 3 days

# 877-376-8676

Press 2 for Bonds or email [bonds@ermunro.com](mailto:bonds@ermunro.com)  
Press 157 for Insurance or email [gmagnus@ermunro.com](mailto:gmagnus@ermunro.com)

[WWW.ERMUNRO.COM](http://WWW.ERMUNRO.COM)



**E. R. MUNRO  
&  
COMPANY**

Licensed in all 50 states  
Member,  
National Auctioneers Association



# CHAMPIONS







# CHANTEL KIMBALL

## How long have you been competing in IAC?

This year was my ninth time competing in the IAC. I started competing in 2010 in Greensboro, North Carolina. I missed a few years due to ankle surgeries and the births of my two sons.

## Why did you enter this year?

I went almost a year and a half without doing a live auction during the pandemic. I hit the stage for my first event in August of 2021 and it reignited my passion for interacting with a live audience and working with clients. The last time I competed was in 2019, so I knew it would be a good opportunity for me to prepare and come back this year.

## What has competing done for your career/networking?

Competing has introduced me to some incredible people. Special moments are shared while competing together and those friendships continue to grow each year.

## What would you say to someone thinking about competing for the first or 10th time?

I've never looked back at a contest and thought, "I wish I wouldn't have competed." Every year that I competed, I walked away with a valuable lesson. Some aspect of my performance needed to improve and competing illuminated that for me. More importantly, with each year of competition, I have gained new insight and wonderful friends.

## Why is the IAC important to the auction industry?

I believe the IAC is important to the auction industry because it not only highlights the live auctioneer, but it also gives a basis in which auctioneers can measure themselves amongst their peers. Like athletes, competition breeds performance. The IAC creates an environment that encourages auctioneers to showcase their talents in addition to making those around them better.

## What are you most excited to do as champion and be NAA ambassador?

I am excited about multiple things. Getting to attend the NAA orientation and check out the Oklahoma City Conference & Show venue in August was an awesome start. On that trip, I had multiple opportunities to meet new people and talk to them about the auction industry and the NAA. As I spoke about in the IAC interview, I am excited to continue to diversify and bring new members to the NAA. I hope to visit local elementary schools to inspire and educate students about the auction industry and their potential futures as auctioneers. I also look forward to working with St. Jude Children's Research Center, experiencing the IAC from a different view point, hosting the 2023 IAC with Jerick Miller and having the opportunity to be a mentor to others for years to come.



International Auctioneer Championship  
National Auctioneers Association  
San Diego, CA  
July 29, 2022  
Champion  
Women's Division

2022  
IACO  
INTERNATIONAL  
AUCTIONEER  
CHAMPIONSHIP  
SAN DIEGO, CA

CHAMPION



# JERICK MILLER

## How long have you been competing in IAC?

7 years

## Why did you enter this year?

I entered this year for the same reason I have always entered—the camaraderie with fellow contestants, the nerves and adrenaline, and the determination to improve my craft.

## What has competing done for your career/networking?

It has been good for me personally, professionally, and financially. I have made great friends, gotten better at handling my nerves and emotions, and I have gotten jobs thanks to fellow competitors and judges.

## What would you say to someone thinking about competing for the first or 10th time?

Do it! If you are willing to step away from your comfort zone and compete you will be rewarded. I would also say to call or text me—I'll help in any way I can!

## Why is the IAC important to the auction industry?

It's important to showcase what we do as auctioneers. This is a wonderful platform. Through IAC Live! and other media outlets we can promote our industry to the world, showcasing that some of the most expensive items on the planet are sold at auction! And they're sold to the highest bidder with true price discovery through competitive bidding.

## What are you most excited to do as champion and be NAA ambassador?

Representing the auction industry in a new way. I'm so grateful for all the opportunities this business has given me, and in a small way I can give in return. "For to whom much is given, much will be required." Luke 12:48 KJV



CHAMPION

2022  
IACO  
INTERNATIONAL  
AUCTIONEER  
CHAMPIONSHIP  
SAN DIEGO, CA

International Auctioneer Championship  
National Auctioneers Association  
San Diego, CA  
July 29, 2022  
Champion  
Men's Division



# JESSE GARBER

## **How long have you been competing in IJAC?**

This year was my first year.

## **Why did you enter this year?**

It gave me a chance to network with some of the best auctioneers our industry has to offer, as well as a platform to showcase my talents not only to the auction industry but to the world. A big thank you to the NAA for giving me this incredible opportunity. I am very grateful to the NAA for giving all of us competitors that opportunity.

## **What has competing done for your career/networking?**

It gave me a chance to meet and create relationships with some of the brightest minds in our industry, which leads me to learning from them. That in return potentially sets myself up for a lifetime of success.

## **What would you say to someone thinking about competing for the first time or the 10th time?**

Do it. While we all compete to ultimately win, I would tell you that the people I met, the relationships I was able to create, and the friends I made was the cream on the pudding. The support you feel and the little tips that not only the judges, but your friends and peers give you will make you a better auction professional for this industry we all love so much.

## **Why is the IJAC important for the auction industry?**

It brings the auction community together and gives us a chance to network and catch up with old friends. It also gives us an opportunity to get up on that stage and compete against some of the best auctioneers in the world in front of our friends, family, and peers. The things we learn all week at

Conference & Show can give us that edge out in the field when we get back to our respective companies.

## **What are you most excited to do as an IJAC champion and NAA ambassador?**

I get to meet people and show people the NAA, which I'm so thankful for as a young auction professional starting out in the auction industry. It is such a great recourse for young auction professionals such as myself, from the education we receive to the networking we can do. I also get the opportunity to talk about our auction industry that I am so passionate about. ❖



NAA  
INTERNATIONAL  
JUNIOR AUCTIONEER  
CHAMPIONSHIP  
SAN DIEGO, CA  
JULY 14, 2022  
CHAMPION

INTERNATIONAL JUNIOR AUCTIONEER CHAMPIONSHIP  
NAA  
AUGUST 2022  
SAN DIEGO, CA

NAA  
INTERNATIONAL  
JUNIOR AUCTIONEER  
CHAMPIONSHIP





**BENEFIT  
AUCTION  
SUMMIT  
2022**

The Benefit Auction Summit was co-located with this year's International Auctioneers Conference & Show in San Diego, California. Attendees were able to take advantage of this one-time opportunity to experience a shared keynote speaker in Coach Micheal Burt, and wrapped up education in time to compete in or attend the International Auctioneer Championship.

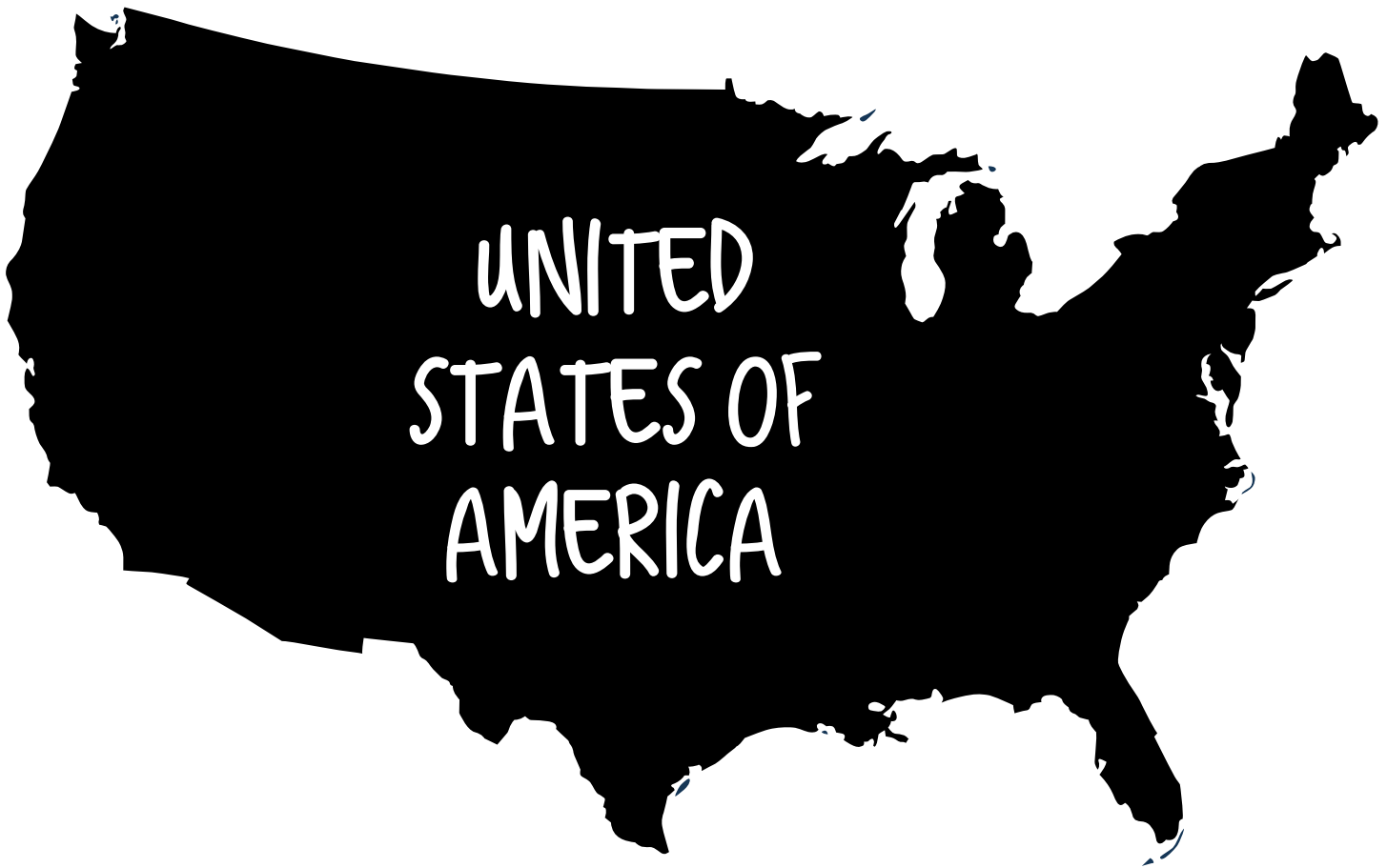
**Thank you to this year's Benefit Auction Summit Sponsors!**

**Platinum:** Event.Gives, LuxGive, MaxGiving  
**Silver:** BetterUnite, Bidsquare, Greater Giving, MaestroSoft, OneCause, Sojourn Ventures  
**Gold:** CharityACE, Winspire









# 2022 STATE LICENSING GUIDE



**License Required:** Yes  
**Apprentice License Required:** Yes  
**Minimum Age:** 18 for apprenticeship program; 19 for auction license  
**School/Apprenticeship Required:** Yes. Education is required for one-year apprenticeship but not required if the apprentice serves a two-year apprenticeship. License required.  
**Licensure Period:** Annually, expires

Sept. 30

**Continuing Education Required:** Yes, six hours every odd numbered year. Licensees 65+ years are exempt.

**Fees:** Apprentice (\$100) Exam (\$150) and License (\$200) Renewal (\$200)

**Bonding/Insurance Required:** \$10,000

**Reciprocity:** AR, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, VA, WV

**State Association:** [alabamauctioneers.org](http://alabamauctioneers.org)

**State Real Estate Contact:** [arec.alabama.gov](http://arec.alabama.gov)

**State Agency Contact:**

Alabama State Board of Auctioneers  
2777 Zelda Rd.

Montgomery, AL 36106  
(334) 420-7235  
[auctioneer.alabama.gov](http://auctioneer.alabama.gov)  
[auctioneers@alstateboard.com](mailto:auctioneers@alstateboard.com)



**License Required:** Burroughs and municipalities may require permits; check for requirements.  
**State Real Estate Contact:** [commerce.alaska.gov/web/cbpl/professionallicensing/realestatecommission.aspx](http://commerce.alaska.gov/web/cbpl/professionallicensing/realestatecommission.aspx)  
**State Agency Contact:**

Corporations, Business and Professional Licensing Real Estate Commission  
550 W. 7th Avenue, Ste. 1500  
(907) 269-8162



**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

Transaction Privilege Use Tax and Withholding Tax  
(602) 255-2060  
Arizona State Consumer Protection Department  
2005 N. Central Avenue  
Phoenix, AZ 85004-2926  
(602) 542-5025  
azag.gov/consumer



**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 State Consumer Protection Office  
1300 Broadway  
Denver, CO 80203  
(800) 222-4444  
coloradoattorneygeneral.gov/departments/consumer-protection



**License Required:** Yes  
**License Required For Online-Only Auctions:** No

**School/Apprenticeship Required:** No

**Licensure Period:** Annually, expires June 30

**Continuing Education Required:** Yes, six hours annually. Exemption if 55+

years and have been licensed by Arkansas Auction License Board for 10 consecutive years.

**Fees:** Exam (\$100) and License (\$100)

**Bonding/Insurance Required:** No, \$100 to Recovery Fund

**Reciprocity:** AL, FL, GA, IL, IN, KY, LA, MS, NC, OH, PA, TN, TX, WI

**State Association:** arkansasauctioneers.org

**State Real Estate Contact:** arec.arkansas.gov

**State Agency Contact:**

Arkansas Auctioneers Licensing Board  
900 W Capitol Ave.  
Little Rock, AR 72201  
(501) 682-1156  
aralb.com



**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/License-Services-Division/All-

License-Applications/Real-Estate-Salesperson

**State Agency Contact:**  
Connecticut Department of Consumer Protection  
450 Columbus Blvd., Ste. 901  
Hartford, CT 06103-1840  
(860) 713-6100  
portal.ct.gov/DCP



**License Required:** State business license required for resident auctioneers. Other terms and licensure may apply to non-resident auctioneers. Counties and municipalities may require permits, check for requirements.

**State Real Estate Contact:**  
dpr.delaware.gov/boards/real-estate

**State Agency Contact:**

Delaware Department of Justice  
Carvel State Office Building  
820 N. French St.  
Wilmington, DE 19801  
(302) 577-8205  
attorneygeneral.delaware.gov/fraud/cpu



**License Required:** Counties and municipalities may require permit; check for requirements.

**Bonding/Insurance Required:** \$20,000 (\$30 filing fee)

**State Association:**  
caauctioneers.org

**State Real Estate Contact:**  
bre.ca.gov

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

## DISTRICT OF COLUMBIA

**License Required:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** No  
**Licensure Period:** 1 year  
**Continuing Education Required:** No  
**Fees:** (\$740.30) Total fees  
**Bonding/Insurance Required:** No  
**Reciprocity:** No  
**State Real Estate Contact:** [pearsonvue.com/dc/realestate](http://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](http://dcra.dc.gov/node/1438481)



**License Required:** Yes  
**License Required for Online-Only Auctions:** Yes  
**License Required for Charity Auction:** No  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes (Apprentice for at least one year or completed at least 80 hours of classroom instruction.)

**Licensure Period:** Two years, expires November 30 of odd years.

**Continuing Education Required:** No  
**Fees:** Initial Licensure by Exam – Application, exam, license & recovery fund surcharge (\$451)  
**Bonding/Insurance Required:** \$100 Recovery Fund In escrow  
**Reciprocity:** AL, AR, GA, IL, IN, KY, LA, MA, MS, NH, NC, OH, PA, SC, TN, TX, VA, WV, WI (\$230 fee required)  
**State Association:** [floridaauctioneers.org](http://floridaauctioneers.org)  
**State Real Estate Contact:** [myfloridalicense.com/dbpr](http://myfloridalicense.com/dbpr)  
**State Agency Contact:**  
Florida Board of Auctioneers  
2601 Blair Stone Rd.  
Tallahassee, FL 32399  
(850) 487-1395  
[myfloridalicense.com/DBPR/auctioneers](http://myfloridalicense.com/DBPR/auctioneers)



**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes  
**Licensure Period:** Two years, expires February 28 of even years.  
**Fees:** Application (\$200), Renewal (\$150)

Reinstatement (\$400), +\$10 processing  
**Continuing Education Required:** Yes, 8 hours every two years.  
**Bonding/Insurance Required:** \$150 to Recovery Fund  
**Reciprocity:** Commission does not maintain an official list

but looks at individual states' requirements when making a decision on reciprocity. Application required.

**State Association:** [georgiaauctioneers.org](http://georgiaauctioneers.org)  
**State Real Estate Contact:** [grec.state.ga.us](mailto: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](http://sos.ga.gov/georgia-auctioneers-commission)



**License Required:** Counties and municipalities may require licenses; check for requirements.  
**State Real Estate Contact:** [cca.hawaii.gov/reb](http://cca.hawaii.gov/reb)  
**State Agency Contact:**  
Hawaii Department of Commerce – Consumer Affairs

King Kalakaua Building  
335 Merchant St., Room 333  
Honolulu, Hawaii 96813  
(808) 586-2643  
[cca.hawaii.gov](http://cca.hawaii.gov)



**License Required:** Counties and municipalities may require permits, check for requirements.  
**State Association:** [idahoauctioneers.org](http://idahoauctioneers.org)  
**State Real Estate Contact:** [irec.idaho.gov](http://irec.idaho.gov)  
**State Agency Contact:**  
Idaho Consumer Protection Division  
700 W Jefferson, Room E205  
Boise, ID 83720  
(208) 334-2300  
[ag.idaho.gov](http://ag.idaho.gov)



**License Required:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** No  
**Licensure Period:** Two years, expires December 31 of even years.  
**Continuing Education Required:** Yes, 12 hours every two years.  
**Fees:** Application fee (\$200), exam fees apply.  
**Bonding/Insurance Required:** N/A  
**Reciprocity:** AL, AR, FL, IN, MA, MS, OH, TN, TX, WI  
**State Association:** [illinoisauctioneers.org](http://illinoisauctioneers.org)

**State Real Estate Contact:** [idfpr.com/DRE.asp](http://idfpr.com/DRE.asp)  
**State Agency Contact:**  
IDFPR/Division of Real Estate  
Illinois Auction Advisory Board  
320 West Washington St., 3rd Floor  
Springfield, IL 62786  
(888) 473-4858  
[idfpr.com/profs/auctioneers.asp](http://idfpr.com/profs/auctioneers.asp)



**License Required:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes  
**License Period:** Four years, expires Feb. 28 of even years.  
**Continuing Education Required:** Yes, 16 hours every four years.  
**Fees:** Exam (\$75), Application (\$35), License or Renewal (\$70)  
**Bonding/Insurance Required:** Payment to Recovery Fund (amount varies) and an escrow account  
**Reciprocity:** AL, AR, FL, GA, IL, KY,

NC, OH, PA, RI, SC, TN, TX, VA, WV

**State Association:** [indianauctioneers.org](http://indianauctioneers.org)

**State Real Estate Contact:** [in.gov/pla/real.htm](http://in.gov/pla/real.htm)

**State Agency Contact:**

Indiana Auctioneer Commission

Deanna Alexander, Director

402 W. Washington Street,

Room W 072

Indianapolis, IN 46204

(317) 234-8800

[pla14@pla.in.gov](mailto:pla14@pla.in.gov)

[in.gov/pla/professions/auctioneers-home/auctioneers-licensing-information](http://in.gov/pla/professions/auctioneers-home/auctioneers-licensing-information)



**License Required:** Counties and municipalities may require permits; check for requirements.

**State Association:**

[iowauctioneers.org](http://iowauctioneers.org)

**State Real Estate Contact:** [plb.iowa.gov/board/real-](http://plb.iowa.gov/board/real-estate-sales-brokers)

[estate-sales-brokers](http://plb.iowa.gov/board/real-estate-sales-brokers)

**State Agency Contact:**

Iowa Consumer Protection Division

Hoover State Building

1305 E. Walnut St.

Des Moines, IA 50319-0106

(515) 281-5926

[iowaattorneygeneral.gov/for-consumers](http://iowaattorneygeneral.gov/for-consumers)



**License Required:** Certain types of auctions may require licenses. Counties and municipalities may require permits, check for requirements.

**State Association:**

[kansasauctioneers.com](http://kansasauctioneers.com)

**State Real Estate Contact:** [krec.ks.gov](http://krec.ks.gov)

**State Agency Contact:**

Kansas Consumer Protection Division

120 SW 10th Avenue, 2nd Floor

Topeka, KS 66612-1597

(785) 296-2215

[ag.ks.gov/in-your-corner-kansas](http://ag.ks.gov/in-your-corner-kansas)



**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes  
**Minimum Age:** 18  
**Apprentice License Required:** Yes, licensed as apprentice for 1yr + 10 auctions + 80 hrs of

approved classroom instruction.

**School/Apprenticeship Required:** Applicants for apprenticeship are required to complete 12 hrs pre-license education.

**License Period:** Annually, expires June 30

**Continuing Education Required:** Yes, six hours annually.

**Fees:** Exam (\$125) and License (\$125)

**Bonding/Insurance Required:** No Bond, \$30 to Recovery Fund

**Reciprocity:** AL, AR, FL, GA, IN, LA, MA, MS, NC, OH, PA, SC, TN, VA, WV, WI

**State Association:** [kentuckyauctioneers.org](http://kentuckyauctioneers.org)

**State Real Estate Contact:** [krec.ky.gov/staff.aspx](http://krec.ky.gov/staff.aspx)

**State Agency Contact:**

Kentucky Board of Auctioneers-Public Protection Cabinet

500 Mero St 2NE09

Frankfurt, KY 40601

(502) 782-0722

[auctioneers.ky.gov](http://auctioneers.ky.gov)



**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes, except for "eBay-style," timed online auctions. Effective Jan. 1, 2021, all online auctions will require a license in LA as long as the auction is occurring in LA or if the moveable or

immovable property for sale is located in LA.

**Minimum Age:** 18

**Apprentice License Required:** No

**School/Apprenticeship Required:** Yes, board approved auction school or apprenticeship

**License Period:** Annually, expires Dec. 31

**Continuing Education Required:** No

**Fees:** License and Renewal (\$150) App (\$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](http://louisianauctioneers.org)

**State Real Estate Contact:** [lrec.gov](http://lrec.gov)

**State Agency Contact:**

Louisiana Auctioneers Licensing Board

11736 Newcastle Ave., Bldg. 2, Ste. C

Baton Rouge, LA 70816

(225) 295-8420

[lalb.org](http://lalb.org)



MAINE

**License Required:** Yes  
**License Required For Online-Only Auctions:** No  
**Minimum Age:** N/A  
**School/Apprenticeship Required:** No  
**Licensure Period:** Annually, expires March 31  
**Continuing Education Required:** No  
**Fees:** Exam (\$150), App (\$50), License and Renewal (\$200)  
**Bonding/Insurance Required:** \$10,000  
**Reciprocity:** N/A

**State Association:** maineauctioneers.org

**State Agency Contact:**

Maine Board of Licensing of Auctioneers

35 State House Station

Augusta, ME 04333

(207) 624-8518

Auctioneers.board@maine.gov

maine.gov/pfr/professionallicensing/professions/board-licensing-auctioneers



MARYLAND

**License Required:** Municipalities and counties may require permits, check for requirements.

**Bonding/Insurance Required:** Municipalities and counties may require, check for requirements.

**State Association:** mdauctioneers.org

**State Real Estate Contact:** dllr.state.md.us/license/mrec

**State Agency Contact:**

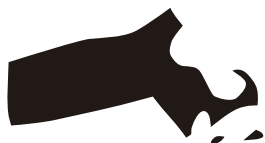
Maryland Consumer Protection Division

200 St. Paul Pl.

Baltimore, MD 21202

(410) 528-8662

marylandattorneygeneral.gov



MASSACHUSETTS

**License Required:** Yes  
**License Required For Online-Only Auctions:** Generally required and recommended.  
**School/Apprenticeship Required:** Yes, certificate from certified auctioneer school.

**Licensure Period:** One year from date of issuance

**Continuing Education Required:** No

**Fees:** License (\$100) and Renewal (\$100)

**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,  
Division of Standards

One Ashburton Place, Room 1115

Boston, MA 02108

(617) 727-3480

mass.gov/auctioneer-licensing



MICHIGAN

**License Required:**

Municipalities and counties may require permits, check for requirements.

**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

michigan.gov/ag



MINNESOTA

**License Required:** Licensed by county, per sale. Check for requirements.

**Minimum Age:** 18

**Bonding/Insurance Required:**

Varies by county (\$1000 - \$3000)

**Fees:** Varies by county

**State Association:**

minnesotaauctioneers.org

**Real Estate Contact:** mn.gov/commerce/licensees/real-estate

**State Agency Contact:**

Minnesota Department of Commerce

85 7th Place East, Suite 280

Saint Paul, MN 55101

(800)657-3787

mn.gov/commerce/consumers



MISSISSIPPI

**License Required:** Yes

**License Required For Online-Only**

**Auctions:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes, graduation from approved auctioneer school

**Licensure Period:** Two years, expires March 1 of odd years

**Continuing Education Required:** No

**Fees:** App (\$100), License (\$200) and Renewal (\$200)

**Bonding/Insurance Required:** \$10,000

**Reciprocity:** AL, AR, FL, GA, IL, KY, LA, MA, NC, OH, SC, TN, TX, VA

**State Association:** mississippiauctioneers.org

**State Real Estate Commission:** mrec.ms.gov

**State Agency Contact:**

Mississippi Auctioneer Commission

P.O. Box 50

Morton, MS 39117-0050

(601) 750-4909

auctioneers.ms.gov



**License Required:** Licensed by county, check for requirements.  
**Bonding/Insurance:** 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  
 ago.mo.gov



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

montanauctioneers.org  
**State Real Estate Contact:** montanarealtors.org/education/board-of-realty-regulation  
**State Agency Contact:**  
 Montana Office of Consumer Protection  
 555 Fuller Avenue  
 Helena, MT 59601  
 (406) 444-4500  
 dojmt.gov/consumer



**License Required:** Certain types of auctions (e.g. motor vehicles) may require licenses. Municipalities and counties may require permits, check for requirements.

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



**License Required:** Counties and municipalities may require permits, check for requirements.  
**State Real Estate Contact:** red.state.nv.us  
**State Agency Contact:**  
 Nevada Bureau of Consumer Protection  
 100 North Carson Street  
 Carson City, NV 89701  
 (775) 684-1100  
 ag.nv.gov/About/Consumer\_

Protection/Bureau\_of\_Consumer\_Protection



**License Required:** Yes  
**License Required For Online-Only Auctions:** No  
**License Required for Apprenticeship:** Yes  
**Minimum Age:** 18  
**Licensure Period:** Two years from issue date  
**School/Apprenticeship**

**Required:** Yes, certificate from approved auction school OR Apprenticeship for 6 months plus 10 auctions  
**Continuing Education Required:** No  
**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:** oplc.nh.gov/applications-nh-real-estate-commission  
**State Agency Contact:**  
 New Hampshire Board of Auctioneers  
 107 North Main St., Room 204  
 Concord, NH 03301  
 (603) 271-3242  
 sos.nh.gov/administration/administration/auctioneers



**License Required:** Counties and municipalities may require permits, check for requirements.  
**State Association:** njssa.com  
**Real Estate Contact:** state.nj.us/dobi/division\_rec  
**State Agency Contact:**  
 New Jersey Office of Consumer Protection  
 124 Halsey Street

NEW JERSEY

Newark, NJ 07102  
 (973) 504-6200  
 state.nj.us/nj/community/consumer



**License Required:** Counties and municipalities may require permits, check for requirements.  
**Real Estate Contact:** rld.state.nm.us/boards/real\_estate\_commission.aspx  
**State Agency Contact:**  
 New Mexico Consumer Protection Division  
 408 Galisteo St.  
 Santa Fe, NM 87501

(505) 490-4060  
 nmag.gov/santa-fe.aspx



**License Required:** Certain types of auctions (e.g. motor vehicles, livestock, wine, etc.) may require licenses. Municipalities and counties may require permits, check for requirements.

**State Association:**  
nysauctioneers.com

**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  
dos.ny.gov/consumerprotection



**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**License Required for Apprentice:** Yes

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes, apprentice OR certificate from auction school.

**Licensure Period:** Annually, expires June 30

**Continuing Education Required:** Yes, four hours annually  
**Fees:** Application (\$125), Exam (\$75), License and Renewal (\$250) and Fingerprint Processing (Check for fee).

**Bonding/Insurance Required:** No. \$50 to Recovery Fund.

**Reciprocity:** AL, AR, FL, GA, IN, KY, LA, MA, MS, NH, OH, PA, SC, TN, TX, VA, WV, WI. Special conditions apply for FL, LA, MA, NH, TX and WI; contact NCALB for complete details.

**State Association:** northcarolinaauctioneers.org

**State Real Estate Contact:** nrec.gov

**State Agency Contact:**

North Carolina Auctioneer Licensing Board  
108 Ber Creek Drive  
Fuquay-Varina, NC 27526  
(919) 567-2844  
ncalb.org



**License Required:** Yes

**License Required For Online-Only Auctions:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes, completion of approved auctioneer school.

**Licensure Period:** One year

**Continuing Education Required:** No

**Fees:** License (\$50)

**Bonding/Insurance Required:** \$5,000

**Reciprocity:** N/A

**State Association:** ndauctioneers.com

**State Real Estate Contact:** realestatend.org

**State Agency Contact:**

North Dakota Public Service Commission  
600 East Boulevard, Dept. 408  
Bismarck, ND 58505-0480  
(701) 328-2400  
psc.nd.gov/jurisdiction/auctions/index.php



**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**License Required for Apprentice:** No

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes, must successfully complete a course of study in auctioneering at an approved institution

**Licensure Period:** Two years,

expires June 30 (last names starting with A-J and X-Z renew in odd-numbered years and names beginning with K-W renew in even-numbered years).

**Continuing Education Required:** Yes, eight hours every two years

**Fees:** Exam (\$25) and License (\$200)

**Bonding/Insurance Required:** minimum \$25,000

**Reciprocity:** AL, AR, FL, GA, IL, IN, KY, LA, MS, NC, PA, SC, TN, TX, VA, WV

**State Association:**

ohioauctioneers.org

**State Real Estate Contact:**

com.ohio.gov/real

**State Agency Contact:**

Ohio Dept. of Agriculture – Auctioneer Program  
8995 E. Main St  
Reynoldsburg, OH 43068  
(614) 728-6240  
agri.ohio.gov/wps/portal/gov/oda/programs/auctioneers



**License Required:**

Certain types of auctions (e.g. livestock, etc.) may require licenses. Municipalities and counties may require permits, check for requirements. A bond may be required.

**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  
oag.ok.gov/consumer-protection-unit





**License Required:** Certain types of auctions may require licenses. See [oregon.public.law/statutes/ors\\_698.640](http://oregon.public.law/statutes/ors_698.640) for regulatory details. Municipalities and counties may require permits; check for requirements.

**State Association:**

[oregonauctioneers.org](http://oregonauctioneers.org)

**State Real Estate Contact:**

[oregon.gov/rea/Pages/index.aspx](http://oregon.gov/rea/Pages/index.aspx)

**State Agency Contact:**

Oregon Consumer Protection Office

1162 Court St. NE

Salem, OR 97301-4096

(877) 877-9392

[doj.state.or.us/consumer-protection](http://doj.state.or.us/consumer-protection)



**License Required:** Yes. A complete copy of the Board's laws and regulations can be found online at [dos.pa.gov/auct](http://dos.pa.gov/auct)

**License Required For Online-Only Auctions:** Yes

**License Required for**

**Apprentice:** Yes

**Minimum Age:** N/A

**School/Apprenticeship Required:** Yes, 20 credit hours from approved school, apprentice for 2 years AND 30 auctions.

**Licensure Period:** Two years, expires Feb. 28 of odd years

**Continuing Education Required:** No

**Fees:** Apprentice (\$30), License (\$50), Renewal (\$260)

**Bonding/Insurance Required:** \$5,000

**Reciprocity:** Licensed, in good standing in any other state.

**State Association:** [paauctioneers.org](http://paauctioneers.org)

**State Real Estate Contact:**

[dos.pa.gov/ProfessionalLicensing/BoardsCommissions/RealEstateCommission](http://dos.pa.gov/ProfessionalLicensing/BoardsCommissions/RealEstateCommission)

**State Agency Contact:**

Pennsylvania State Board of Auctioneer Examiners

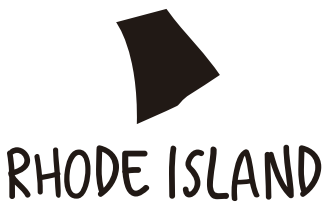
P.O. Box 2649

Harrisburg, PA 17105-2649

(717) 783-3397

[dos.pa.gov/ProfessionalLicensing/BoardsCommissions/Auctioneer](http://dos.pa.gov/ProfessionalLicensing/BoardsCommissions/Auctioneer)

[Examiners/Pages/default.aspx](http://Examiners/Pages/default.aspx)



**License Required:**

Municipalities and counties may require permits, check for requirements. [dbr.ri.gov/divisions/commlicensing](http://dbr.ri.gov/divisions/commlicensing)

**Fees:** Rhode Island requires duty to be paid on all sales made by auction.

**State Real Estate Contact:**

[dbr.ri.gov/divisions/commlicensing/realestate.php](http://dbr.ri.gov/divisions/commlicensing/realestate.php)

**State Agency Contact:**

Rhode Island Department of Business Regulation

1511 Pontiac Avenue Bldg 69-1

Cranston, RI 02920

(401) 462-9650

[riag.ri.gov/ConsumerProtection/About.php](http://riag.ri.gov/ConsumerProtection/About.php)



**License Required:** Yes

**License Required For Online-Only Auctions:** Yes

**License Required for**

**Apprentice:** Yes

**Minimum Age:** 18

**School/Apprenticeship**

**Required:** Yes, 80 hrs

Instruction from approved

auction school. 1 year apprenticeship.

**Licensure Period:** Two years, expires June 30 of odd years. One year for apprentice.

**Continuing Education Required:** Yes, eight hours every two years

**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](http://southcarolinaauctioneers.org)

**State Real Estate Contact:** [llr.sc.gov/re](http://llr.sc.gov/re)

**State Agency Contact:**

South Carolina Auctioneers Commission

Synergy Business Park – Kingstree Building

110 Centerview Drive

Columbia, SC 29210

(803) 896-4670

[llr.sc.gov/auc](http://llr.sc.gov/auc)



**License Required:** Certain types of auctions (e.g. livestock, motor vehicles, etc.) may require licenses. Municipalities and counties may require permits, check for requirements.

**State Association:** [sdaa.net](http://sdaa.net)

**State Real Estate Contact:** [dlr.sd.gov/realestate](http://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

[consumer.sd.gov/contact.aspx](http://consumer.sd.gov/contact.aspx)



## TENNESSEE

**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes  
**License Required for Apprentices:** Yes

**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes, Apprenticeship "Affiliate" for 6 months.  
**Licensure Period:** Two years from issue date  
**Continuing Education Required:** Yes, six hours every two years  
**Fees:** Exam (\$150), Application (\$50) and License (\$175)  
**Bonding/Insurance Required:** \$50 (Recovery Fund)  
**Reciprocity:** AL, AR, FL, GA, IL, IN, KY, LA, MA, MS, NC, OH, PA, SC, TX, VA, WV, WI  
**State Association:** [tnauctioneers.com](http://tnauctioneers.com)  
**State Real Estate Contact:** [tn.gov/commerce/regboards/trec.html](http://tn.gov/commerce/regboards/trec.html)  
**State Agency Contact:**  
Tennessee Auctioneer Commission  
500 James Robertson Pkwy  
Nashville, TN 37243-0565  
(615) 741-3600  
[tn.gov/commerce/regboards/auctioneers.html](http://tn.gov/commerce/regboards/auctioneers.html)



## TEXAS

**License Required:** Yes  
**License Required for Online-Only Auctions:** No  
**License Required for Apprentices:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes, 80 hrs approved classroom instruction and apprenticeship for 2 years plus 10 auctions.

**Licensure Period:** One year  
**Continuing Education Required:** Six hours annually  
**Fees:** License (\$50)  
**Bonding/Insurance Required:** \$50 to Recovery Fund  
**Reciprocity:** AL, AR, FL, GA, IL, IN, LA, MS, NC, OH, PA, SC, TN, VA, WV, WI  
**State Association:** [texasauctioneers.org](http://texasauctioneers.org)  
**State Real Estate Contact:** [trec.state.tx.us](http://trec.state.tx.us)  
**State Agency Contact:**  
Texas Department of Licensing and Regulation  
920 Colorado  
Austin, Texas 78701  
(512) 463-6599  
[tdlr.texas.gov/auc/auction.htm](http://tdlr.texas.gov/auc/auction.htm)



## UTAH

**License Required:** Municipalities and counties may require permits; check for requirements.  
**State Association:** [utahauctioneer.org](http://utahauctioneer.org)  
**Real Estate Contact:** [realestate.utah.gov](http://realestate.utah.gov)  
**State Agency Contact:**  
Utah Division of Consumer Protection

160 East 300 South  
Salt Lake City, Utah 84111  
(801) 530-6601  
[dcp.utah.gov](http://dcp.utah.gov)



## VERMONT

**License Required:** Yes  
**License Required for Online-Only Auctions:** N/A  
**License Required for Apprentices:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes, apprentice 1year/250 hrs + 6 auctions. 40

hrs approved coursework.  
**Licensure Period:** Two years, expires Sept. 30 of even years  
**Continuing Education Required:** No  
**Fees:** Initial License (\$100), Renewal (\$200)  
**Bonding/Insurance Required:** No  
**Reciprocity:** N/A  
**State Real Estate Contact:** [sos.vermont.gov/real-estate-brokers-salespersons](http://sos.vermont.gov/real-estate-brokers-salespersons)  
**State Agency Contact:**  
Vermont Office of Professional Regulation  
89 Main Street – 3rd Floor  
Montpelier, VT 05620-3402  
(802) 828-1505  
[sos.vermont.gov/auctioneers](http://sos.vermont.gov/auctioneers)



## VIRGINIA

**License Required:** Yes  
**License Required for Online-Only Auctions:** No  
**License Required for Apprentices:** No  
**Minimum Age:** 18  
**School/Apprenticeship**

**Required:** Yes, 80 hrs approved auctioneering course  
**Licensure Period:** 24 months from the last day of the month in which the license is issued  
**Continuing Education Required:** Six hours per renewal period  
**Fees:** Exam (\$40), License (\$25) and Renewal (\$55)  
**Bonding/Insurance Required:** \$10,000  
**Reciprocity:** AL(pending), FL, GA, IN, KY, LA, MS, NC, OH, PA, SC, TN, TX, WV  
**State Association:** [vaa.org](http://vaa.org)  
**State Real Estate Contact:** [dpor.virginia.gov/Boards/Real-Estate](http://dpor.virginia.gov/Boards/Real-Estate)  
**State Agency Contact:**  
Virginia Auctioneers Board  
9960 Maryland Drive, Suite 400  
Richmond, Virginia 23233  
(804) 367-8506  
[dpor.virginia.gov/Boards/Auctioneers](http://dpor.virginia.gov/Boards/Auctioneers)



**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes, an auction company license would be required when the items/property and/or company is located in the state of Washington.

**Minimum Age:** 18  
**School/Apprenticeship Required:** No  
**Licensure Period:** One year  
**Continuing Education Required:** No  
**Fees:** License (\$155) and Renewal (\$155)  
**Bonding/Insurance Required:** \$5,000-\$25,000, depending on gross sales  
**Reciprocity:** N/A  
**State Association:** [washingtonauctioneers.org](http://washingtonauctioneers.org)  
**State Real Estate Contact:** [dol.wa.gov/business/realestate](http://dol.wa.gov/business/realestate)  
**State Agency Contact:**  
 Washington Department of Licensing – Auctioneer/  
 Auction Company Program  
 P.O. Box 3856  
 Seattle, WA 98124-3856  
 (360) 664-6636  
[dol.wa.gov/business/auctioneers](http://dol.wa.gov/business/auctioneers)



**License Required:** Yes (registration is required)  
**License Required for Online-Only Auctions:** Yes; for complete details, see Wisconsin Chapter 480 and/or contact the Wisconsin  
**License Required for Apprentice:** No, but must register as temporary auctioneer. Department of Regulation and Licensing.

**Minimum Age:** 18  
**School/Apprenticeship Required:** No  
**Licensure Period:** Two years, expires Dec. 14 of even years  
**Continuing Education Required:** 12 hours every two years  
**Fees:** Exam + Initial License (\$173) and Renewal (\$47)  
**Bonding/Insurance Required:** No  
**Reciprocity:** AR, IL, KY, NC, TN, TX; additional states may be approved on case-by-case basis  
**State Association:** [wisconsinauctioneers.org](http://wisconsinauctioneers.org)  
**State Real Estate Contact:** [dps.wi.gov/Pages/Professions/REBroker](http://dps.wi.gov/Pages/Professions/REBroker)  
**State Agency Contact:**  
 Wisconsin Department of Regulation and Licensing – Auctioneers  
 4822 Madison Yards Way  
 Madison, WI 53705  
 (608) 266-2112  
[dps.wi.gov/Pages/Professions/Auctioneer](http://dps.wi.gov/Pages/Professions/Auctioneer)



**License Required:** Yes  
**License Required For Online-Only Auctions:** Yes, if auctioneer and/or assets being sold are located in the state of West Virginia. **License Required for Apprentice:** Yes  
**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes, apprenticeship for 2 years OR attend

approved auction school + 6 months apprenticeship. 6 auctions conducted.  
**Licensure Period:** One year, expires June 30  
**Continuing Education Required:** 6 hours annually. 3 hours for apprentice.  
**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](http://wvaa.org)  
**State Real Estate Contact:** [rec.wv.gov](http://rec.wv.gov)  
**State Agency Contact:**  
 West Virginia Department of Agriculture – Auctioneer Program  
 1900 Kanawha Blvd., Room E-28  
 Charleston, WV 25305  
 (304) 558-3550  
[agriculture.wv.gov/divisions/executive/Pages/Auctioneers](http://agriculture.wv.gov/divisions/executive/Pages/Auctioneers)



**License Required:** Counties and municipalities may require permits, check for requirements.  
**State Association:** [wyoauctioneers.org](http://wyoauctioneers.org)  
**Real Estate Contact:** [realestate.wyo.gov](http://realestate.wyo.gov)  
**State Agency Contact:**

Wyoming Attorney General's Office  
 Consumer Protection Unit  
 109 State Capitol  
 Cheyenne, WY 82002  
 307-777-6397 or 1-800-438-5799 (toll free in Wyoming)  
[ag.consumer@wyo.gov](mailto:ag.consumer@wyo.gov)  
[ag.wyo.gov/law-office-division/consumer-protection-and-antitrust-unit](http://ag.wyo.gov/law-office-division/consumer-protection-and-antitrust-unit)



## Video business marketing

TikTok, YouTube, Instagram and the video marketing wave you should be riding

**M**illions upon millions of people are highly engaged in social media apps that include video, which is something marketers have jumped on as a means of getting more eyes on their brand. But what about auctioneers? Can producing video content make a splash in the auctioneering market?

Micah Brookshear, a search strategist with Slamdot, a web design, SEO and marketing company, certainly believes the platforms available today, including TikTok, Instagram and YouTube, are perfect places for auctioneers to spread the word about their services. For example, YouTube, the second largest search engine in the U.S., is more popular than cable television. The 15 to 60 second videos on

Instagram Reels are also increasingly popular, largely following the hugely successful model established by TikTok.

“TikTok is one of the biggest websites/apps out there,” Brookshear said of the company that gets five to eight times higher engagement rates than other social media. “It’s not just videos of teenagers dancing anymore.”

Brookshear has some statistics about TikTok that are compelling, including the fact that the average user spends 52 minutes a day on the site and that it was the most visited website in 2021. TikTok also has around 1 billion monthly active users.

Brookshear also points out that auctioneers are already gaining traction on TikTok, such as

BigIron Auctions, an account that has 20,000 followers. Blain Lotz, a livestock auctioneer, has 45,000 followers. And most impressively, Junior Staggs, who’s handle is tiktokauctioneer, has 459,000 followers. And while it’s important that each of these accounts showcase what they can do as auctioneers, the videos they produce are sometimes humorous, offering a glimpse of their personalities, which endears viewers to them.

“There are all kinds of different things you can do on these platforms,” Brookshear said. “It’s going to be a little bit different for everybody. Everyone’s businesses are a little different, your skills are different. Some people will be able to lean on comedy for content and some people won’t be able to do that.”

Getting started can include a bit of a steep learning curve for some, but Brookshear has some tips that can help efforts pay off. For example, follow the trends and create content that falls within that trend. Speaking of trends, “The Queen of Trend Alerts” AKA Wave Wyld, definitely has some advice that auctioneers can use to begin creating video content for their businesses.

Wyld is a personal brand coach and specializes in organic social media marketing. She’s been featured on television, podcasts and speaks at social media summits. She has made a name for herself on TikTok with 328,000 followers and her videos have garnered more than 5 million likes.

“There are a lot of business owners on the app and you can use it exactly like other social media for lead generation,” Wyld says. “There is no denying short form video is everywhere on social media. It is the future of social media marketing”

Wyld has seen her share of TikTok videos from users who are business owners making

the mistake of not creating content that reflects what products they sell or services they offer. She also sees videos that indicate the creator doesn’t understand TikTok culture or how to adapt to trends. And the most obvious problem she sees is when creators simply don’t know how to create a video that people want to watch.

“Make a variety of content that educates, showcases personality/reliability and promotes your offers,” she said. “Consume content and research other accounts in your industry and see what they are doing. Learn some video creation fundamentals that will improve views and grow your account.”

Brookshear echoes Wyld’s sentiment regarding educating yourself on the various platforms.

“Download these platforms and start interacting with them as a user first,” he said. “Explore them and find content you like that you find interesting. Try to pick up on trends. Don’t just look at it from a business owners’ perspective—try to look at it as a user as well,

because if you can put yourself in the shoes of a user, you’ll be able to make the content users want to see more often.”

If you’ve got a smartphone, you’ve got a camera that is capable of recording your videos, but you have to use it right. Wyld recommends investing in a lighting setup, because if your videos are poorly lit, the algorithms won’t work in your favor and your videos won’t get in front of as many people. She says if you’re on camera, maintain eye contact and look at the lens or just below it. Set up the camera at a flattering angle, which for most people is at a higher angle than lower.

“Have a plan of what you want to say,” Wyld said. “Get to the point ... It may feel awkward and you may not love it in the beginning, but the more you practice, the more you do it, the better it will get.” ♦

*This article was adapted from Digital Marketing Summit and Conference & Show sessions. Watch them now in the Online Education Center.*

**Basinger**  
audio systems

**Providing premium Sound Projections equipment for over 20 years**

Packages starting at **\$3200**

**SM-5 by Sound Projections**  
Built-in Bluetooth Player  
Up to 2 Wireless Built-In  
Full Range Speaker System  
Hand-Built in the USA

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

Call or Text Rich today  
He’s here to help

(330) 219-8855  
www.PortableSound.com

**bidpath.com**

**LOOKING FOR AUCTION TECHNOLOGY THAT EMPOWERS YOU TO BUILD YOUR BUSINESS?**

**WE’VE GOT YOU COVERED!**

- Affordable Live and Timed Online Auction Solutions
- Fully Integrated Within Your Website
- Revolutionary Hybrid™ Technology
- End-to-end Cloud-Based Auction Management Tools
- Backed by 20+ Years of Auction Software Experience
- Trusted by Over 650 Auctioneers Around the World

Contact us for a free demo  
+1 415-543-5825 | sales@bidpath.com

**SAM** **CUS**

**BUILD YOUR BRAND | OWN YOUR DATA | MANAGE YOUR CUSTOMERS**



## Maximizing your presence

i.e. how to stay in the moment on camera and off

**W**hen speaking on stage, sometimes we get ahead of ourselves and forget the basics of why we're there. Lucky for us, Katy Temple demonstrates how to master being on camera and remaining in the moment. Temple is an Emmy Award-winning sports broadcaster with more than 25 years of success in media. She works with executives, founders, and professional athletes to find their authentic voice and make them camera ready.

At the NAA's 2022 Benefit Auction Summit, in her session, Maximizing Your Presence, Temple reminded the group that there are two goals presenters have at fundraising events. One, to create a concise and impactful message/story and two,

to communicate that message/story in a confident manner.

The best way to accomplish these goals is through stories and preparation. Stories are a way to connect an audience through emotions. The basic structure of a story is a hero, authentic emotion, specific details, and turn of events. Stories place audience members in the situations described and thus become relatable. Temple advised, "anytime you can use a story, do so." Relatability is one of the best fundraising skillsets benefit auctioneers use at their disposal frequently with great results.

Preparation also plays a massive role in Temple's approach.



“Preparation allows us to be present in the moment with the audience,” she said.

While rehearsing or preparing, ask yourself a series of questions. Who is your audience? This includes the demographics of your audience and what kind of references will play better to the crowd. What kind of emotion do you want them to feel? Remember that you want them to have fun but also be sympathetic and giving when the time is right. A great way to stay on point is to ask the question, what are the three things your audience needs to know?

“Three is the magic number,” Temple stated, as it’s not overwhelming people with information, and your points can be much snappier and more focused.

Coming from a broadcasting background, Temple likes to bring things back to basics before every event. Some of the basics to remember include: it’s not about you; it’s about them (the audience). Deliver the mission’s message, remember why you’re there and have a fun time. These basics help put the focus back on being present in the moment.

Also, remaining grounded and connected with your body is crucial to presenting because the eyes always tell the story, regardless of the words being spoken.

At events, it is most likely that there will be a camera around to record your every move. Speaking with your body language and tone of voice is exacerbated while on camera. If you become nervous in front of a camera, think about the camera as your friend, your safe spot, Temple said. Imagine the camera is someone you love, either friends or family, and they’re there to listen and support you. Talk to the camera like you would a friend and pretend to have a conversation with it. Open up your body language and exaggerate your enthusiasm and expression. Being on

camera sucks the energy away from you as the medium is not a direct translation of the in-person experience.

Maximizing your presence is about being grounded in the moment and feeling connected with your audience. Whether you’re speaking or not, you’re always on. Everyone is paying attention to how you are saying things more than what you’re actually saying.

Control your frame by using body language, expressions, tone, and smile. Engage, include, and connect emotionally with your audience by using stories, and remember to be the authentic you. ❖

---

*This article is based on a session from the NAA’s 2022 Benefit Auction Summit. Watch it now in the Online Education Center.*



## Bring your passion to our mission.

Join us in our lifesaving mission: Finding cures. Saving children.® Volunteer or create a fundraiser for kids like Riku at [stjude.org/naa](https://stjude.org/naa).



©2019 ALSAC/St. Jude Children’s Research Hospital (42267)

# Firearm consignment auctions done right

Consistency, organization and the right marketing are necessary for success

To say Americans are gun enthusiasts might be a bit of an understatement. Roughly 393 million guns are in the hands of civilians, which means there are an average of 120 guns per 100 citizens. In 2020, Americans set a gun-buying record with nearly 23 million guns purchased legally that year and nearly as many last year. There is plenty of buying and selling going on and auctioneers can be part of that legal and safe transfer of firearms.

Carrie Hessney-Doran, CAI, CES, AMM, has been part of the family auction business for about as long as she can remember, which is pre-kindergarten. She and her father now lead Hessney Auction Company in upstate New York and they host 10 sportsman/gun auctions every year, selling 350-500 guns per auction, so she's got a few tips for auctioneers considering selling guns.

Hessney-Doran said there is a lot of "gray area" in selling guns, but for any auctioneer considering getting into it, she recommends that rather than hiring someone with a federal firearms license (FFL) to legally run



Photos from a past Hessney Auction Company auction.

an auction, study for the FFL and get licensed. "Don't wait," she said of getting an FFL. Also, keeping meticulous records to avoid getting in trouble with the government when they audit your books is highly recommended.

## Marketing

Auctioneers get a lot of traction marketing their brand on social media sites. It's a different beast with social media content about guns, which can get your account shut down, and why Hessney-Doran's social media content doesn't address gun auctions.

"Social media is difficult with firearms," Hessney-Doran said. "It's probably not the best route to go. Don't put gun auctions up and get flagged—it's not worth it."

Her company has gotten great leverage out of establishing a relationship with a conservative talk radio host that airs nationwide but is from her area of New York. They buy ads on his show and basically make him their brand ambassador.

"We're paying for him to do our ads," she said, adding that she and her father have gotten

to know him, "but he comes in as a customer and turns around and is on the radio and just naturally talks about us and promotes us. Having someone like that is worth gold to us."

Her company also places ads in outdoor publications, sends out postcards via direct mail and has branding on everything from pens to business cards, as well as company signage on a podium she uses when she works benefit auctions.

"There isn't just one thing," she said, "not just email or social media. We use a lot of it."

## Consistency and organization

Organization is crucial when selling firearms. For example, every firearm Hessney Auction Company takes on consignment is immediately logged with all the required information, some of which is included on a required tag that goes on the gun. The official log can either be a bound book or a digital file, not both. For Hessney-Doran's auction company, logging the guns on paper works best. On consignment day, which could include taking down information on



hundreds of guns, she has employees who are focused solely on that task, reducing confusion and potential errors.

Considering the aforementioned “gray areas” about buying and selling firearms, Hessney-Doran recommends getting to know the ATF agents in your region, which she has done and feels open to ask them questions.

“They want you to be successful and do the right thing,” she said of the ATF agents. “Reach out to them and get to know them a little bit.”

Aside from making inquiries from time to time with the ATF in her area, she says her company self-audits twice a year just to ensure there are no surprises should they get audited by the government. In their self-audits they will look at the information they have on the tags on every one of their firearms and cross reference it with what they have in their official log.

Hessney-Doran said auditors will often look for inconsistencies, which can be easy to make if you’re not uniform in how you keep track of your guns. For example, if a gun is a 9 mm Luger, you can’t log it simply as “9 mm.”

“You’ll never get caught in an audit for including too much information,” she said. “The more information you put in there the better. Whatever you choose to write, keep it the same for all the books. The easier it is to follow doing an audit, the faster they’re in and out looking at your books.”

### Successful auctions

Buyers rely on accurate information and photographs. Hessney-Doran has embraced this and meticulously documents the guns in their auctions with high-quality photos. She’s invested in lighting, uses a camera instead of a smart phone and has the guns on a white background facing the same direction, for consistency.

“I think a big mistake where you’re not focusing enough on is photography,” she said. “I have a lot of people who sell with us because they like the way we focus and take our pictures ... I’ve got 400 guns online right now and they all look the same ... invest in that and it will invest in you.”

The accuracy of your firearm descriptions is also crucial. Hessney-Doran recommends

the 42nd edition of the “Blue Book on Gun Values” as well as the “Standard Catalog of Firearms” to cross reference firearms you’re selling at auction. She said the “Standard Catalog of Firearms” has more than 8,000 images in it, which is invaluable in digging up information on firearms.

“If you’re cataloging antique or military guns,” she said, “you want a book for that. The markings on those are the difference between two zeros.” ❖

---

*This article is based on a session from the NAA’s 2022 Conference & Show. Watch it now in the Online Education Center.*



## FREE NAA VOLUNTEER EVENT

If you've served on a:

- Task force
- Committee
- Board

If you've served as a/an:

- Ambassador
- Volunteer speaker

### WE WANT TO SEE YOU THERE!

*Eligibility: Volunteered in the last three years, or have three years volunteering completed*

SUNDAY, DEC. 4 | LAS VEGAS | PLANET HOLLYWOOD  
RIGHT BEFORE DESIGNATION ACADEMY!



417 W. Stanton Ave.  
Fergus Falls, MN 56537  
(Free Catalog)

**218.736.7000**

[www.kiefferauctionsupply.com](http://www.kiefferauctionsupply.com)

- Tags, Labels & Markers
- Clerk Sheets & Forms
- Signs & Banners
- PA Systems

# Auction School Graduates

## The Ohio Auction School



Congratulations to the August 2022 graduating class from The Ohio Auction School. Graduates include: Cheri Basinger, Nolan Brumfield, Adam Fleischer, Gary Grizzle, Devon Heacock, Bob Hudgins, Rachael Huffman, Jenny Martin, Olivia Miller, Steve Owens, Gracee Poorman, Allie Poston, Cody Reynolds, Colson Starner, JR Vearil, Dakota Waldren, Steve Wengerd, Kimberly West, Isaiah White, Autumn Wilder, and Cliff Wynegar, Jr.

## America's Auction Academy



Front row: Lindsey Wood, Kingwood, TX; Rebekah Wood, Kingwood, TX; Mandy Knauf, Montgomery, TX; Leslie Robinson, Austin, TX; Patricia Calfee, Conroe, TX; Gayle Hill, Crowley, TX; Bertha Del Valle, Hidalgo, TX; Shaylee Cordova, Amarillo, TX; Daniel Del Valle, Donna, TX. Second row: Tim McFadden, Anna, TX; Aaron Dicks, Lake City, FL; Aaron Miller, Murphy, TX; Scott Corcoran, McKinney, TX; Michael Ryan, Ireland; George Lindsey, Houston, TX; Brad Dicks, Lake City, FL; Joe Ondrey, Highland Village, TX; Hubert Kimberlin, Pampa, TX; Mark Menchaca, Uvalde, TX; Walter Norris, Denison, TX. Back row: Jared Newman, Conroe, TX; Jerry Buse, Flatonia, TX; Chad Clayton, Bovina, TX; Adam Stout, Dublin, TX; Anthony Cypher, Bryan, TX; Rick Ferris, Vancourt, TX; Luis Camacho, Wharton, TX; Ellis Menchaca, Ulvalde, TX. **Instructors: Clint Hunter, Jordan Hunter, John Schultz; School Administrator: Lori Jones.**

# Q&A

## Wendy Daniel Grimm

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

As a second generation auctioneer, I grew up in the industry. It was what our family did, and it was what I knew. After high school, I pursued a degree and a career in a completely different industry. A few years later, the twists and turns of life brought me back to my hometown. Returning with fresh eyes and a new perspective as an adult, I fell in love with the auction industry again. Soon after, I became a licensed auctioneer and have been loving every minute of it since.

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

A zig-zagged one. I loved growing up in the auction industry, but when it was time for me to decide what I was going to do professionally, I wanted something different. Being a little too familiar, the auction industry had lost its excitement for me. So, I went looking for something new. I found my something new, and I loved it. To my surprise however, all it took to re-ignite my excitement for auctions was to simply step away for a while. My return was slow. It started with simply helping out at family auctions again, graduated to attending auction school to help run the business side of things, and ultimately developed into a passion for bid calling and the industry as a whole.

### Were there any challenges you faced?

The biggest challenge was creating and developing my own reputation within the industry, especially at the state level. Transitioning from the little kid running around at conferences to a professional colleague in the minds of your peers takes time and diligent effort.



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

Yes, it definitely has. When I first entered the industry, I didn't realize how expansive it truly was and how much is possible. I love seeing how the industry is changing and innovating daily.

### Why do you love what you do?

It's fun. Auctions are a wonderful blend of strategy, creativity, showmanship, and relationships. You get to meet some of the most interesting people and learn their stories, and each auction is like its own treasure hunt. Every day in the auction industry is new and exciting.

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

Listen, pay attention, and be willing to adapt. Customers will tell you what they want. Pay attention to what other industries are doing. Pay

attention to buying habits and preferences. Don't be afraid to try something new. It might work. It might not. But doing things a certain way just because that's what we've always done is sure to leave you in the dust.

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

The NAA has broadened my mind to what is possible as an auctioneer. Being able to learn, connect, and collaborate with some of the top professionals in the industry has helped shape my career in unexpected and exciting ways.

### What do you love about this point in your career?

I know I'm still just at the beginning. The road ahead is wide open and full of possibilities. I already love what I get to do, and knowing that this is just the tip of the iceberg is incredibly exciting.

### What has this year in particular taught you professionally and personally?

This year has been a big year of growth for me. I've made many new connections within the industry and deepened existing relationships. I feel like this year has been the year where I finally felt confident to transition from quietly learning and watching from the sidelines to actively engaging and contributing to the industry.

### You received the Bob Steffes Rising Star Award competing in the 2022 IAC. What did that mean to you?

I'm not sure I can accurately put into words what receiving the Rising Star award meant to me. Being on the IAC stage with so many talented professionals is rather intimidating. It's easy to question your ability and skill level. Being recognized with the Rising Star award, reassured me that this is where I am meant to be.

### What are you looking forward to next year?

In the next year, I'm looking forward to continually expanding my skills and knowledge base. It's potentially going to be an exciting year of transition as we begin to explore new techniques and technologies within our business. I'm also looking forward to getting even more involved in the industry at both the state and national levels.



For more information on Wendy, visit [danielauction.com](http://danielauction.com).



# Exceptional Private Residences For Your Benefit Auction

**\$10M+**

RAISED

**1,100+**

NONPROFITS

**120+**

VILLA EXPERIENCES

**50+**

LUXURY DESTINATIONS



DISCOVER MORE ON  
[LUXGIVE.COM](https://luxgive.com)



NO RISK CUSTOM EXPERIENCES



DEDICATED CONCIERGE SERVICE



# New Members

**Jeffery Bowlin**

Bowlin Bros. Auction Co., LLC.  
jeff.bowlinbros@gmail.com  
proteamauction.com  
Dandridge, TN

**Shane Bundy**

Big Iron Auctions  
sbundy9@gmail.com  
London, KY

**Patrick Carney**

Machine Bid Inc.  
patrickc@machinebid.com  
machinebid.com  
Hudson, NH

**Emily Conner**

South Auction  
emilyconner2018@gmail.com  
Midville, GA

**Eric Drees**

idahocattleauctioneer@  
gmail.com  
Caldwell, ID

**Andy Dunning**

Rockwall's Auto Auction, LLC  
andy@daxauction.com  
Rockwall, TX

**Andrew Earl**

aearlsellstn@gmail.com  
Columbia, TN

**Winston Edgin**

Kennedy Auction Services  
winston.edgin@gmail.com  
Reagan, TN

**Tonya Ehlert**

Higher Calling Auctions  
tlehlert1@gmail.com  
highercallingauctions.com  
Saint Charles, MO

**Tyler Gentry**

Mossy Oak Properties  
tgentry@  
mossyoakproperties.com  
Valley Center, KS

**Lukcus Hawks**

lcflankman@gmail.com  
Mount Airy, NC

**Jennifer Hefner**

Yellow Dog Estate Sales, LLC  
jen@yellowdogestatesales.com  
Brea, CA

**Danny Holt**

dannyholt@infowest.com  
Hurricane, UT

**Gregory Jensen**

Landproz  
gregjensen@landproz.com  
landproz.com  
Albert Lea, MN

**Vitaly Kaidanov**

Domus Optima Co. Ltd.  
info@domusoptima.ca  
DomusOptima.ca  
Newmarket, ON

**Thatcher Keast**

RM Sothebys  
thatcherkeast@gmail.com  
rmsothebys.com  
Salina, KS

**Printess Kenney**

Astounding Auctions  
Pkenney1018@gmail.com  
Pflugerville, TX

**Emma Klubertanz**

Blue Box Auction & Gallery  
ek@blueboxauction.com  
Virginia Beach, VA

**Jake Kolb**

Mossy Oak Properties  
jkolb@mossyoakproperties.com  
Havana, KS

**Allyn Langford**

Chris Hillseth Enterprises  
allyn@  
chrishillsethenterprises.com  
Azusa, CA

**Joe Lichtie**

Superior Livestock Auction, LLC  
joe@superiorlivestock.com  
superiorlivestock.com  
Hudson Oaks, TX

**Matthew Lucas**

matthew20@vt.edu  
Blacksburg, VA



**I decided to join the NAA as a leg up in the industry. After I got done with auction school, a lot of my mentors and people I respect in the industry had one major thing in common—that the NAA was a game changer in their auction careers. As someone who's starting from square one, as a first-generation auctioneer, that advice from successful auctioneers holds a lot of weight, so I decided it's better to hedge my bet and trust that it will be a worthwhile investment. After joining the NAA, and attending my first C&S, there have been several personal and professional connections that have formed and I give that credit solely to the NAA.**

Jesse Strait



**As CEO of Bidsquare, we provide auction houses with all the tools and technology to grow their business online—best in class auction technology, inventory management and marketing to grow their brand and bidders. The opportunity to join**

**the pre-eminent National Auctioneers Association is paramount to being connected with the broader auction industry, staying on top of an ever evolving industry and understanding our clients' needs so we can continuously serve and provide them with the best service and technology.**

Allis Ghim



# New Members



**After years of being an auction fanatic, and using my history skills earned as a high school teacher, I finally took the steps to get my auctioneers license! This allowed me to combine my passions to be able to connect people from one generation to another through the things that matter the most to them! After that, the decision to join the NAA to meet and learn from other elite professionals was easy!**

Kendall Wetherington-Nickerson



**Roger Lundblade**  
 rogerlundblade@me.com  
 rogerlundblade.com  
 Studio City, CA

**Jared Lusk**  
 Lusk Auction Company  
 luskuctions@gmail.com  
 McMinnville, TN

**Ethan McDowell**  
 Pyramid Motors  
 erj6303@gmail.com  
 Pueblo, CO

**Nicholas Meixell**  
 Hertz Farm Management, Inc.  
 nickm@hertz.ag  
 Lake Crystal, MN

**Adam Michelini**  
 Corporate Assets Inc.  
 adam.j.michelini@gmail.com  
 Hamilton, ON

**Clinton Mickey**  
 Cornwell Inc. Land & Home  
 Brokers Auctioneers  
 cmcattle@gmail.com  
 cornwellauction.com  
 Aurora, NE

**Jess Nighswonger**  
 Schrader Real Estate & Auction  
 jess@schraderauction.com  
 schraderauction.com  
 Keenesburg, CO

**Anna Rahn**  
 Landproz  
 annarahn68@gmail.com  
 landproz.com  
 Albert Lea, MN

**Levi Rimke**  
 Rimke Cattle/T Bar C Cattle  
 Co. Ltd.  
 levi.rimke@gmail.com  
 Oak Lake, MB

**Megan Romo-Elliker**  
 meganromo@gmail.com  
 Reno, NV

**Shannon Rydberg**  
 Vander Werff & Associates, Inc.  
 shannon115115@gmail.com  
 ww72.com  
 Sanborn, IA

**Alli Sacket**  
 McCurdy Real Estate & Auction  
 asacket@mccurdy.com  
 Wichita, KS

**Timothy Sheline**  
 We Buy Old Stuff, INC  
 timothy.sheline@  
 webuyoldstuff.com  
 Griffith, IN

**Daniel Stoltzfus**  
 danielleestoltzfus.96@  
 gmail.com  
 Gap, PA

**Jesse Strait**  
 Strait Auctions LLC  
 jesse.strait@yahoo.com  
 Buckeye, AZ

**Heath Stretton**  
 H&F International Limited  
 heath@hfinternationalltd.com  
 Fordham, Cambridgeshire



**I decided to join the NAA because of the networking value it will add to my auction career both personally and professionally. I have already benefited from the networking after attending my first NAA Conference & Show in San Diego this year. I had the opportunity to network with people from my home state of Colorado, as well as many other people from across the country. Our team at Schrader Real Estate and Auction has always been big believers in the NAA and I am looking forward to what else this association has to offer and what I can do to be involved.**

Jess Nighswonger

**Being new to the industry I need all the help I can get. I decided to join the NAA to network with fellow auctioneers and take advantage of the numerous education opportunities. Coming from a Marine Corps background I know how important is it to have people that you can count on. The NAA has already provided me with professionals who are masters of their craft and willing to share what they have learned through their years of experience. This kind of support and helpfulness is exactly what I'm looking for, and need, to get started as a new auctioneer.**

Winston Edgin



**As an auctioneer new to the industry, I wanted to be a part of something that would provide further education and also connect me with other auctioneers across the country. I believe we are stronger as a team and organizations like NAA help unite us for a bigger cause!**

Tyler Gentry

**Stephanie Swinehart**  
stephanie.swinehart@frontier.com  
Fort Wayne, IN

**Blair Thompson**  
BT Horse Company  
bt.horseco@outlook.com  
Amarillo, TX

**Inga Veiss**  
Colorado Premier Realty & Auction Services  
inga@coloradopremier.com  
Denver, CO

**Tristen Walker**  
tristenwalker32@gmail.com  
twauctionservices.wordpress.com  
Drayton Valley, AB

**Charles Wampler**  
Showtime Auctioneers  
cw@showtimeauctioneers.com  
Fort Worth, TX

**Rebecca Jo Watson**  
United Producer Inc  
beckyjo107@gmail.com  
Centerville, TN

**Matthew Wonsler**  
Farm and Land Realty  
matthewwonsler@gmail.com  
Independence, KS

**Marc Wooten**  
mwooten@mobromarine.com  
Green Cove Springs, FL



**I decided to join the NAA after an incredible eight days at auction school. Being part of the bigger auction community is something very important to me. Joining this male-dominated field as a woman was very intimidating to me. But the fellow auctioneers I have met have been nothing but encouraging and welcoming. Looking forward to all there is to offer with the NAA!**

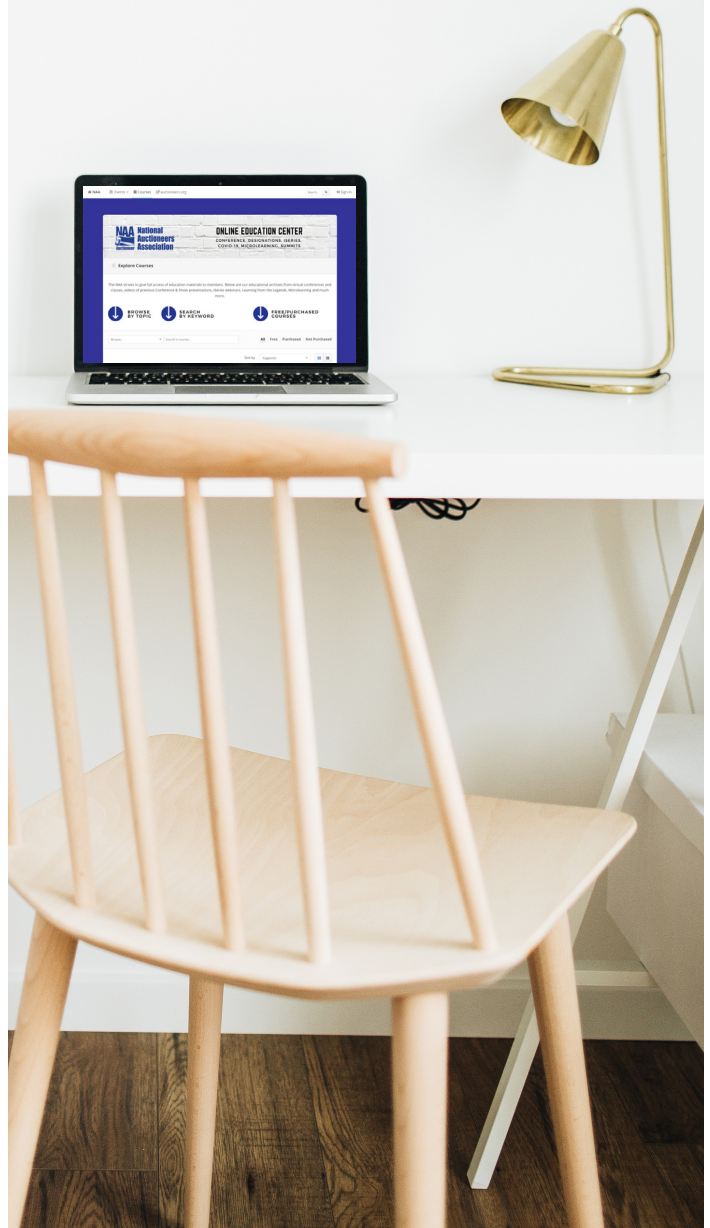
Shannon Rydberg

NATIONAL AUCTIONEERS ASSOCIATION

# ONLINE EDUCATION CENTER

[PATHLMS.COM/NAA](https://pathlms.com/naa)

CONFERENCE, DESIGNATIONS, ISERIES, MICROLEARNING, SUMMITS





# Association Index

## NAA Board of Directors

### Officers

#### President

**Sherman Hostetter, CAI, AARE, BAS, CES, GPPA**  
(724) 847-1887  
sherm@sherm.biz

#### Vice President

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

#### Treasurer

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

#### Chairman of the Board

**Beth Rose, CAI, AARE, AMM**  
(419) 534-6223  
beth@bethroseauction.com

#### Chief Executive Officer

**Aaron Ensminger, CAE**  
(913) 563-5423  
aensminger@auctioneers.org

### Directors

#### Term expiring 2023

**Trisha Brauer, CAI, BAS**  
(913) 481-8280  
trisha@takingbidsfundraising.com

**Philip Gableman, CAI, AMM, GPPA**  
(845) 635-3169  
philipg103@gmail.com

#### Term expiring 2024

**Jay Cash, BAS, CES**  
(615) 785-8982  
jaycash@me.com

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

#### Term expiring 2025

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

**Joff Van Reenen, CAI, AARE**  
+27116842707  
joff@highstreetauctions.com

#### Chair of Education Institute Trustees

**T. Kyle Swicegood, CAI, BAS, GPPA**  
(336) 751-4444  
tkyleswicegood@gmail.com

#### Foundation Representative

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

#### Presidential Appointee

**Chris Rasmus, CAI, AMM**  
(703) 768-9000  
c.rasmus@rasmus.com

## NAA Cornerstone Committees

### Education

#### Institute Trustees

##### Chair

**T. Kyle Swicegood, CAI, BAS, GPPA**  
(336) 751-4444  
tkyleswicegood@gmail.com

##### Vice Chair

**Erik Rasmus, CAI, AMM**  
(703) 768-9000  
erikrasmus@rasmus.com

##### EC Liaison

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

### Community Committee

##### Chair

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

##### Vice Chair

**Peter Gehres, CAI, CAS, CES**  
(614) 306-1435  
petergehres@gmail.com

##### EC Liaison

**Beth Rose, CAI, AARE, AMM**  
(419) 534-6223  
beth@bethroseauction.com

### Promotions Committee

##### Chair

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

##### Vice Chair

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

##### EC Liaison

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

### Advocacy Committee

##### Chair

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

##### EC Liaison

**Sherman Hostetter, CAI, AARE, BAS, CES, GPPA**  
(724) 847-1887  
sherm@sherm.biz



## Foundation Board of Trustees

### Officers

#### **President**

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

#### **Vice President**

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

#### **Immediate Past President**

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

#### **Treasurer**

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

### Trustees

#### **Terms expiring 2023**

**Merle D. Booker, CAI, GPPA**  
(509) 297-9292  
merle@bookerauction.com

#### **Ruth Lind, CAI, AARE, BAS, GPPA**

(207) 751-1430  
moxielady@me.com

#### **Megan McCurdy Niedens, CAI, BAS**

(316) 683-0612  
megan@mccurdy  
auction.com

#### **Terms expiring 2024**

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

#### **Bracky Mark Rogers, CAI, AARE, AMM**

(336) 789-2926 x109  
bmrogers@rogersrealty.com

#### **Michael Upp**

(866) 540-4993  
mupp@mitchstuart.com

#### **Terms expiring 2025**

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

#### **Tim Mast, CAI, AARE**

(731) 610-5436  
tmast@tranzon.com

#### **Terri Walker, CAI, BAS, CES**

(901) 322-2139  
terri@walkerauctions.com

### NAA Board Representative

#### **Beth Rose, CAI, AARE, AMM**

(419) 534-6223  
beth@bethroseauction.com

### Executive Director

**Aaron Ensminger, CAE**  
(913) 563-5423  
aensminger@  
auctioneers.org

### Foundation Administrator

**Rebekah Ferguson**  
(913) 563-5431  
rferguson@auctioneers.org

## Advertiser Index

1-800-The-Sign .....	13
Basinger Audio Systems .....	37
Bidpath.....	37
E.R. Munro and Company.....	15
Genie Rocket.....	2
Lampi.....	13
LuxGive .....	44
St. Jude Children's Research Hospital .....	39
United Country Auction Services.....	BC
USA Today.....	11

**To advertise: Contact Adam Kenne (913) 563-5421 akenne@auctioneers.org**

*50 years later*  
**Moments from the past**



Mike Fahnders (left) selling the 4-H steers at the Heart of Illinois Fair, in Peoria. LeRoy Van Dyke is standing by and sold some of the steers. Van Dyke, who was an auctioneer before he became a nationally famous entertainer, was appearing at the grandstand show. Fahnders, of Pekin, Ill., is a past president of the Illinois State Auctioneers Association and a member of the National Auctioneers Association.



CBS cameraman shooting scenes at the Buffalo Springs sale. At the extreme right CBS announcer interviews auctioneer Bob Penfield.



Many husband and wife teams work in the auction field. He sells the merchandise while she takes care of the clerking chores. But no couple works more efficiently than Wallace and Doris Clements of Chattanooga, Tennessee. At their Northgate Gallery recently the Clements sold over \$47,000 worth of antiques in four and one half hours. That's teamwork!

50 years ago in the auction industry, CBS covered a closing out auction in the "Ghost town" of Buffalo Springs, North Dakota, and interviewed Hall of Fame member Robert "Bob" Penfield (above). Elsewhere, at the Heart of the Illinois fair, American country singer LeRoy Van Dyke sells cattle alongside an NAA member. Dyke is best known for his hit songs "The Auctioneer" and "Walk on By" (top). Lastly, in Tennessee, an auction husband and wife team sells more than \$47,000 worth of antiques in four and a half hours, which today equates to approximately more than \$293,000 (left).

**UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)**

**Statement of Ownership, Management, and Circulation**

1. Publication Title: Auctioneer  
 2. Publication Number: 0 1 9 - 5 0 4  
 3. Filing Date: 09/23/2022  
 4. Issue Frequency: 6  
 5. Number of Issues Published Annually: 6  
 6. Annual Subscription Price: \$25  
 7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®): National Auctioneers Association, 8880 Ballentine St, Overland Park, KS 66214  
 8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): National Auctioneers Association, 8880 Ballentine St, Overland Park, KS 66214  
 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):  
 Publisher: National Auctioneers Association, 8880 Ballentine St, Overland Park, KS 66214  
 Editor: Erin Shipp, National Auctioneers Association, 8880 Ballentine St, Overland Park, KS 66214  
 Managing Editor: National Auctioneers Association, 8880 Ballentine St, Overland Park, KS 66214  
 10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)  
 Full Name: National Auctioneers Association  
 Complete Mailing Address: 8880 Ballentine St Overland Park, KS 66214  
 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None  
 Full Name: \_\_\_\_\_  
 Complete Mailing Address: \_\_\_\_\_  
 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
 Has Not Changed During Preceding 12 Months  
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

PS Form 3526, July 2014 (Page 1 of 4 (see instructions page 4)) PSN: 7530-01-000-9931 PRIVACY NOTICE: See our privacy policy on www.usps.com

13. Publication Title: Auctioneer  
 14. Issue Date for Circulation Data Below: August 2022

15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		2037	2060
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	1743	1724
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	0	0
	(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	50	50
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	28	28
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		1821	1802
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541	1	1
	(2) Free or Nominal Rate In-County Copies Included on PS Form 3541	0	0
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	0	0
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	0	0
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		1	1
f. Total Distribution (Sum of 15c and 15e)		1822	1803
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		215	258
h. Total (Sum of 15f and g)		2037	2061
i. Percent Paid (15c divided by 15f times 100)		99.9	99.9

\* If you are claiming electronic copies, go to line 16 on page 3. If you are not claiming electronic copies, skip to line 17 on page 3.

PS Form 3526, July 2014 (Page 2 of 4)

**UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)**

**Statement of Ownership, Management, and Circulation**

16. Electronic Copy Circulation

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies	0	0
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)	1821	1802
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)	1822	1803
d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c × 100)	99.9	99.9

I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price.

17. Publication of Statement of Ownership  
 If the publication is a general publication, publication of this statement is required. Will be printed in the October 2022 issue of this publication.  Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner  
 Director of Marketing and Communications *Erin Shipp* Date: 09/23/2022

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

# IS FRANCHISING RIGHT FOR YOU?

Monty Edwards Joined United Country Real Estate in 2020, where he currently has 2 active franchises in two distinct locations that are set to effectively leverage the United Country tools and resources in specific ways with plans to advance a third location in the near future.



M. Edwards  
Realty & Land



“What initially attracted our brokerage to United Country was their deep understanding of the rural farm & ranch markets. Adding Auction Services to our business has been powerful. Our first land auction with United Country’s assistance was a huge success totaling almost 6 million dollars. It would have been almost impossible to have set up effectively and conducted this endeavor without their support.”

“With 2 active franchises in West Texas and Rolling Plains, we are steadily leveraging the powerful tools and brand awareness offered by our United Country partners with plans to grow our footprint. This is being made possible by technology, marketing, professional training, and powerful brands. These allow our agents to focus on important tasks like listing and selling real estate and help them be of higher value to our clients, which ultimately yields better results.”

— MONTY EDWARDS, BROKER



## Scan To Listen Now!

Listen to Monty Edwards’s full interview  
on The Sale Ring Podcast today!



800.444.5044  
JoinUnitedCountry.com