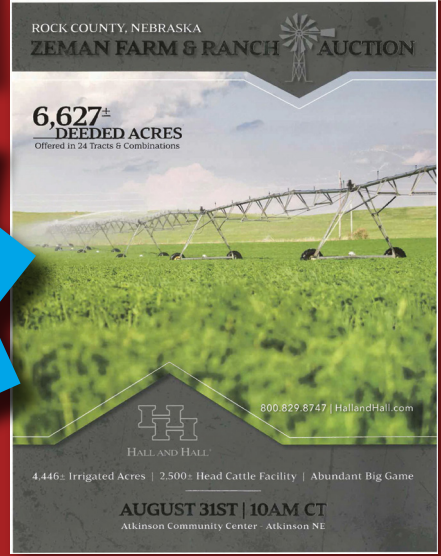
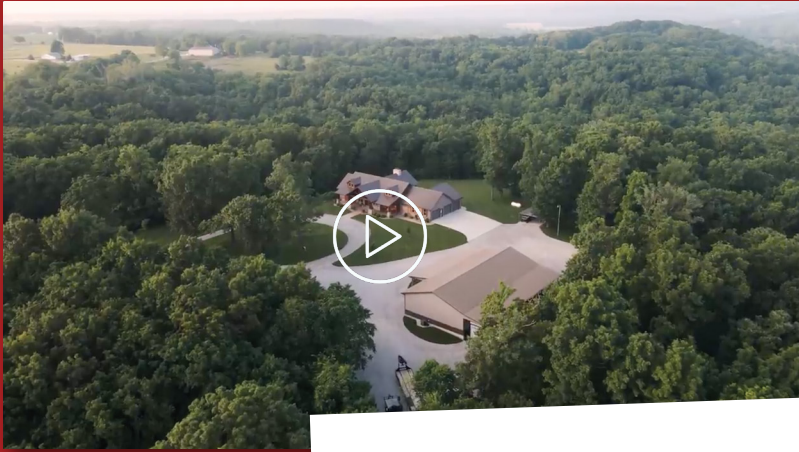


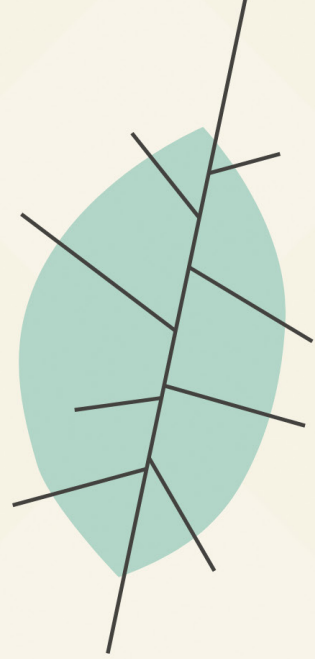
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April/May 2022

The official publication of the National Auctioneers Association

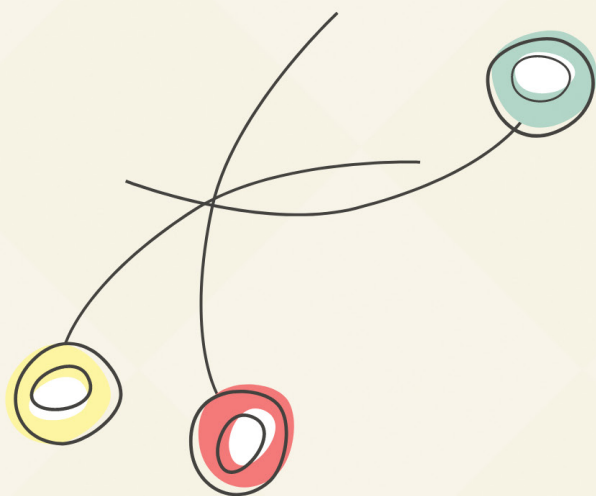




NATIONAL AUCTIONEERS ASSOCIATION
CONFERENCE
& SHOW

San Diego, California

JULY 26-30, 2022



I can't wait to meet you

This is the month I start giving myself permission to get excited about an event that's been a part of my life for almost as long as I can remember—Conference & Show.

This is an extra special Conference & Show for me for so many reasons. One incredibly exciting part of this year's event is the fact that we'll have the Benefit Auction Summit right there with us, happening at the same time! I'm so excited to get to bring this community to San Diego and for everyone to learn from those who might not normally attend Conference & Show.

Another reason I'm excited? San Diego! I've been to a lot of places, but until I first visited our hotel, the Town & Country, I had (somehow) never been to San Diego! I'm thrilled to be in such a vibrant city, with everything it has to offer, from the beaches to the USS Midway museum and the nightlife in the Gaslamp District—and it's all on the transit line right next to the hotel. And speaking of the hotel ... some of you may remember our last convention in San Diego at the Town & Country. Believe me when I tell you that you haven't seen this Town & Country! The entire hotel has not only been remodeled, but reinvented. It's now a campus style resort, in every sense of the word. From pools to restaurants to the impeccable grounds—when you walk out of sessions, you'll be able to really relax with all the new friends you'll make.

And let's talk about the education. In addition to the world-class education sponsored by the National Auctioneers Foundation, there are so many other opportunities, beginning with a special half-day workshop from Coach Burt on Tuesday, July 26th. With a very special registration cost, you can't afford not to learn how to become a Person of Influence. And if you can't decide whether to attend Conference & Show or the Benefit Auction Summit? Grab the All Access Pass, which will not only let you attend sessions in person for either event, but will also give you access to the recordings from each after the fact.

Bring your problems! Why? Because some of the most world class vendors in our industry will be in one place to show you new solutions to the challenges you face every day. From technology to clerking to support services, you'll be able to learn what's new and compare

programs in a way you've never been able to before.

Of course, I can't talk about Conference & Show without talking about the connections you'll make. From the open-air welcome party to the atmosphere around the International Auctioneer Championship on Friday, you'll meet people from all over the country working in every specialty in our industry. You'll learn new ways of doing what you do, make business connections, and maybe even sign a few deals. And you'll surely make new friends. I can truly say that some of my best and closest friendships began in the sessions and hallways of Conference & Show.

And finally, something that's dear to my heart: IAC and IAC Live! are going to be amazing this year! If you've ever thought about competing, this is the year to DO IT! The IAC Committee is working hard to bring some exciting new ideas to fruition. Have questions about IAC? Your Champions Laura Mantle, CAI, CAS, and Nick Bennett, CAI, AMM, BAS, would love to hear from you. It will be one of the best experiences of your San Diego trip.

As the country begins to open back up and settle into a different sort of normalcy, I have to tell you—I'm excited to see everyone. We'll be in one of the greatest conference cities with some of the greatest people. How can you afford not to join us? Take one of the best steps you can take for your career and join us in San Diego.

Hop online, make your travel plans, and head to conferenceandshow.com to get registered today. We've got a limited number of hotel rooms, and if you're reading this ... I can't wait to meet you. ❖




Beth Rose, CAI, AARE, AMM
NAA President

Beth Rose is the founder, owner and auctioneer at Beth Rose Real Estate & Auctions. She is a Rose award recipient, Volunteer of the Year award recipient, 2016 International Auctioneer Champion, and 2016 National Auction Marketing Campaign of the Year award winner. Beth has served the NAA on the Education Institute Trustees, as chair of CAI and IAC, vice chair of the Governance Committee, and chair of the Real Estate Workshop.

Look for the helpers.

NATIONAL AUCTIONEERS WEEK
MAY 2-7, 2022

BENEFIT

AUCTION

SUMMIT

2022

San Diego, California
July 26-28



AUCTIONEERS.ORG/BENEFITSUMMIT



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Better brochures and catalogs

“
Your brochures and catalogs represent your business, but they also represent the auction industry as a whole.
”

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ABOUT SCHEDULE REGISTRATION HOTEL/LOCATION HIGHLIGHTS MATERIALS EXHIBITORS

NATIONAL AUCTIONEERS ASSOCIATION
CONFERENCE & SHOW
San Diego, California
JULY 26-30, 2022



73RD INTERNATIONAL AUCTIONEERS CONFERENCE & SHOW HYBRID EVENT



What is a hybrid event?

A hybrid event is an event that has an in-person and virtual audience. As you can imagine, an in-person auction is not the same experience as an online auction. So is the same for an in-person and virtual conference.

CONFERENCE AND SHOW WEBSITE NOW LIVE!

We're so ready to see you all in San Diego! Check out conferenceandshow.com for all the information you need about this year's event.

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STATE

LICENSING

GUIDE

Your Association at Work

2022 NAA Board of Directors candidates announced

The following candidates have been recommended by the Candidate Review Committee:

For Vice President:

- Peter Gehres, CAI, CAS, CES
- Lance Walker, CAI, BAS, CES

For Director:

- Mike Fisher, CAI, AARE, AMM, BAS, CES, GPPA
- Shawn Hagler
- Joff Van Reenen, CAI, AARE

2022 CANDIDATE REVIEW COMMITTEE

Beth Rose, CAI, AMM, AARE (President)
 Jason Winter, CAI, AARE, AMM, CES (Past President)
 T. Kyle Swicegood, CAI, BAS, GPPA (EI Chair)
 Sid Miedema, CAI (Foundation Vice President)
 Tim Keller, CAI, AMM, BAS, CES (State representative)

“
 The Candidate Review Committee is excited for a great election year. Contested elections show how passionate our members are about making a difference! We wish the best of luck to all candidates.
 ”

Beth Rose, NAA President

NEW VOTING INFORMATION

The NAA Board approved a new guideline for 2022.

The time frame for voting will be shorter than in years past. Voting will begin on July 27, 2022, at 1 pm and will close July 28, 2022 at 9:30 am.

Digital ballots will be emailed to current members.

More info: auctioneers.org/election

Letter to the Editor: Auctioneers, Auction Houses Painted in Bad Light



On March 9, 2022, the Chronicle in Centralia, Washington, published a letter to the editor sent by the NAA in regard to the way it had portrayed auctions and auction houses.

A week and a half prior, the publication ran an article about the local police department selling seized and unclaimed property via eBay instead of utilizing local auction houses and auctioneers. The article referred to brick-and-

mortar auction houses as less than transparent and just wanting to “hawk goods.”

The NAA responded by pointing out that modern auction houses are fast, fun, transparent, and reach both local and national audiences through online auctions. And these local auctions also work for those who might have limited or no online access, or have difficulty with the bidding process.

Police Chief Stacy Denham was quoted in the original article describing eBay as an “unbiased” marketplace, to which the NAA responded that eBay is not by any definition a true auction. eBay in fact favors those with sniping tools and cuts bidding off without realizing true market value.

The NAA’s letter emphasized the fact that modern auction software allows bidding to extend and for anyone to participate.

Read the full letter to the editor at: bit.ly/NAACentraliaLetter.

And, help the NAA advocate for you by letting us know when you see articles we can respond to in your local paper and beyond.

Letter to the editor published in Centralia

2022 YEARLY PLANNER

<p>January</p>	<p>February</p> <p>VIRTUAL TECH TOOL HOW-TO</p> <p>MARKETING COMPETITION DEADLINE</p> <p>DIGITAL MARKETING SUMMIT FORT WORTH, TX</p>	<p>March</p> <p>CANDIDATE/TRUSTEE APPLICATIONS DUE</p> <p>CERTIFIED AUCTIONEERS INSTITUTE BLOOMINGTON, IN</p>
<p>April</p> <p>BUSINESS PRODUCTIVITY COACHING PROGRAM BEGINS</p> <p>COMMUNITY CONVERSATION: STATE LEADERS</p> <p>VIRTUAL TECH TOOL HOW-TO DAY ON THE HILL</p>	<p>May</p> <p>NATIONAL AUCTIONEERS WEEK & DAY</p> <p>COMMUNITY CONVERSATION: CONTRACT AUCTIONEERS</p>	<p>June</p> <p>COMMUNITY CONVERSATION: FIREARMS</p> <p>COMMUNITY CONVERSATION: NEXTGEN</p>
<p>July</p> <p>COMMUNITY CONVERSATION: PCA</p> <p>BENEFIT AUCTION SUMMIT SAN DIEGO, CA</p> <p>PRE-CONFERENCE EDUCATION SAN DIEGO, CA</p> <p>CONFERENCE & SHOW SAN DIEGO, CA</p>	<p>August</p> <p>VIRTUAL TECH TOOL HOW-TO: GOOGLE CONVERSION TRACKING</p>	<p>September</p> <p>DESIGNATION DUES</p> <p>BUSINESS PRODUCTIVITY COACHING PROGRAM ENDS</p>
<p>October</p> <p>VIRTUAL TECH TOOL HOW-TO: GOOGLE SEO</p> <p>DATA FORUM</p> <p>COMMUNITY CONVERSATION: REAL ESTATE</p>	<p>November</p>	<p>December</p> <p>DESIGNATION ACADEMY LAS VEGAS, NV</p> <p>TENTATIVE CLASSES: AARE, AMM, AMM NEXT, BAS, CES, GPPA, ICAP</p>

IAC Champions help raise money for St. Jude Children’s Research Hospital

IAC Champions Nick Bennett, CAI, AMM, BAS, and Laura Mantle, CAI, CAS, spent some time in Tennessee raising money for St. Jude Children’s Research Hospital on March 29.

The pair was unable to attend the traditional Toy Auction at St. Jude because of hospital restrictions for COVID-19, but that doesn’t stop champions.

2019 IAC Champion Trey Morris invited our current champs to Chattanooga to participate in Heart Strings for Hope.

“Heart Strings for Hope is hosted by the number one country station in the country, US101, and some huge names have shared that stage to support St. Jude,” Morris said.

“Since the current IAC champions could not visit the hospital in person last year, I thought this was the perfect opportunity to extend to Nick and Laura to take the stage and still benefit St. Jude.”

The lineup of musicians at this year’s event included Kelley Lovelace, Priscilla Block, Lee Brice (pictured below), Chase Rice, and Justin Moore.

“It was an honor to have the opportunity to work with two fellow IAC Champions raising money for such an incredible cause that is near and dear to all of us at the NAA,” Mantle said.

The auction portion of this event included selling stools and guitars used by the artists.

“What a fun experience and a highlight of our year!” Bennett said. “The opportunity to stand on the same stage as such amazing vocal talent and sell the items they used to fans so eager to bid was awesome. And all to support St. Jude!”

In all, five stools, two guitars and three posters signed by all artists were auctioned.



NAA Mission

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

NAA Vision

NAA will be the voice of the auction profession.

NAA Cornerstones

Promotions
Advocacy
Community
Education



Speaking of IAC Champions, have you listened to the latest episode of The Auction Advocate titled, Why you should compete in IAC?

184 people listened

to 2021 Champions Nick Bennett and Laura Mantle's episode in the first week! That puts the current episode in the top four performing Auction Advocate podcasts ever during their first week out.

That's 184 potential IAC contestants who are ahead of the game. Topics include: tips for competition, preparation tactics, judging criteria, camaraderie and life as a champion. Tune in now and get ready for IAC 2022 in San Diego!



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PROMOTIONS

Auction industry survey coming from NAA

This May, the NAA will be sending out a survey to collect industry data for an annual auction industry report.

The survey will be anonymous and it is crucial that we have as much member participation as possible.

This survey will cover questions like:

- How much money did you raise for nonprofits in 2021?
- What were your company's gross sales in 2021?
- In which state/province do you conduct the majority of your business?
- How many of your auctions were hybrid, live and online only in 2021?
- How many successful buyers did you have in 2021?

- How many total registered bidders did you have in 2021?
- How many fundraising events did you hold in 2021?

This data is so critical to the NAA being the voice of the auction profession. We are consistently asked for information from media outlets, other associations and organizations, etc. about the auction industry. The forthcoming industry survey will help us answer those questions, help advocacy efforts, and increase the presence and awareness of the auction industry.

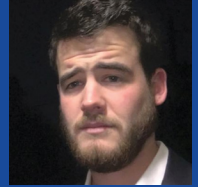
In mid-April be on the lookout for initial communications about the survey and what preliminary information we need from each member company.

EDUCATION

EI Trustees announce 2022-2023 selections



Chair
T. Kyle Swicegood, CAI, BAS, GPPA



Vice Chair
Erik Rasmus, CAI, AMM



Trustee
Carol Miller, CAI, BAS



Trustee
Billie Jo Schultz, CAI, AMM



DAY ON THE HILL

APRIL 26-27

AUCTIONEERS.ORG/DAYONTHEHILL

Register!



Meet the NAA staff: Meetings Department

New department alert! The newly formed meetings department is set to create great events!



Joyce Peterson
Meetings Manager

How long have you been at the NAA?

21 years. I KNOW! I was only 16 when I started. ;)

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

Play cards, yoga, and when the weather is fair, hiking, walking and gardening.

What's a fun fact about you?

I start decorating my home for Christmas the day after Halloween.

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

When planning future meetings, we really do use the post-event survey data to make future improvements. We listen and we care.

What do you love about auctions?

The excitement of the bidding process.

What do you love about working with NAA members?

I love hearing about their life stories, whether it be personal, professional, or both.



Adam Kenne
Sales and Trade Show Manager

How long have you been at the NAA?

4.5 years

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

Traveling, spin classes, exploring KC—and other cities—to experience new restaurants, bars, museums, parks, art studios, shows and whatever the city has to offer!

What's a fun fact about you?

I lived in Las Vegas before moving back to KC. In Vegas I learned how to fly trapeze.

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

From meeting planning to strategic partnerships with our solution providers, providing creative, engaging and meaningful experiences/opportunities is the core of my position and decisions. Never hesitate to give me a shout with ideas, feedback, or questions. It's always great to hear from our members!

What do you love about auctions?

The fast paced and energetic atmosphere along with the variety depending on the type of auction—always a different experience!

What do you love about working with NAA vendors?

Learning about all of the different areas of the industry and the varying backgrounds of our membership. It amazes me how much this group is willing to help one another—AHA—and not view each other as competition.



Jennifer Vossman
Programs Administrator

How long have you been at the NAA?

I started working for NAA in March 2021 part-time, to help with C&S, and then transitioned full-time into the accounting department.

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

I love puzzles, kayaking, shooting guns, the outdoors and wine tasting.

What's a fun fact about you?

I am a sea turtle lover from my scuba diving experiences.

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

I am available if you need help registering for an event, paying your dues, updating your membership information or to just say, Hi!

What do you love about auctions?

I love watching the auctioneer's energetic personalities come alive!

What do you love about working with NAA members?

Everyone has a story!

State Watch

Oklahoma

The Oklahoma State Auctioneers Association held its event Feb. 10-13, 2022, in Oklahoma City, Oklahoma.

Election Results:

- Zach Vierheller
- JB Robison Jr.
- President - Matt Sandmann,
- Rick Miller
- Dennis Huggins

Competition Results

- Rookie Champion - Kyle Kilgore
- Ringman Champion - Matt Sandmann
- Pro Champion - Josh Phelps

Clockwise from top left: Oklahoma State Auctioneers Association Board of Directors; Ringman Reserve Champion Jennifer Queen and Champion Matt Sandman; Rookie Champion Kyle Kilgore and Reserve Rookie Champion Zack Gadberry; and Champion Josh Phelps and Reserve Champion Dennis Huggins.



Montana

The Montana Auctioneers Association held its annual convention in Lewistown, Montana, Jan. 28-29, 2022. Featured speakers included John Schultz, AMM, Billie Jo Schultz, CAI, AMM, and Nick Bennett, CAI, AMM, BAS. Jayson Shobe was inducted into the Montana Hall of Fame. Attendees also enjoyed a tour of the Lewistown Livestock Auction, owned by Kyle Shobe.

Election results:

- President - Nick Bennett, CAI, AMM, BAS
- Vice President - Wade Affleck
- Treasurer - Merton Musser, CAI, AARE, BAS
- Director - Blaine Ophus
- Director - Cole Morrison
- Director - Tucker Markovich

Competition results:

- Rookie Champion - Colton Young
- 2nd Runner Up - Brian Young
- 1st Runner Up - Jeff Jedlicka
- 2022 Champ - Myron Yoder



Clockwise from top left: Hall of Fame Inductee Jayson Shobe; Bid Calling Champion Myron Yoder; Rookie Champion Colton Young; and the Lewistown Livestock Auction.

Michigan

The MAA Annual Conference was held Jan. 26-28, 2022 in Mt. Pleasant, Michigan. Kenny Lindsay was inducted into the Hall of Fame.

Election Results:

- President - Jordan Miedema
- Vice President - Noah Smith
- Chairman of the Board - Brad Stoecker
- Secretary/Treasurer - Lynnae Osborne
- Director - Jason Clark
- Director - Mathias Donat
- Director - Sid Michael
- Director - Jeremy Miedema
- Director - Tim Tobey



From left: Hall of Fame Inductee Kenny Lindsay, Auctioneer Champion Jordan Miedema, and Ringman Champion Mathias Donat.

Competition Results:

- Michigan Auctioneer Champion: Jordan Miedema
- Michigan Ringman Champion: Mathias Donat

Kentucky

The Kentucky Auctioneers Association held its event Jan 20-23, 2022, in Lexington, Kentucky. Danny Irvin was awarded the Lifetime Achievement Award. Hall of Fame inductees were Steve Cherry and Rick Wardlow.

Election Results:

- President - Davin Smith
- Vice-President - Willie Baker
- President Elect - GERAL WELLS
- Immediate Past President - John Wayne Kessler
- Director - Caitlin Wardlow
- Director - Lloyd Ferguson
- Director - Tyler Mounce
- Director - David Asher
- Director - George Coomer
- Director - Will Gregory
- Director - Alex Popplewell
- Director - Wayne Long



Clockwise from top left: Hall of Fame Inductees Steve Cherry and Rick Wardlow; Pro Champion Seth Hebre; Champion of Champions Jeff Gerald; Reserve Champion Alex Popplewell and Reserve Champion Dustin Mallory; Apprentice Champion Joshua Jasper, and Reserve Champion Hunter Ashley.

Competition Results:

- Ringman - Alex Popplewell
- Apprentice - Joshua Jasper
- Pro - Seth Hembree
- Champion of Champions - Jeff Gerald

State Watch



Above from top: Award of Distinction recipient, Braden McCurdy; Award of Support recipient, David Johnson; and Hall of Fame Inductee Robert McBride.

Kansas

The Kansas Winter Convention was held on Jan. 15, 2022, with fun auction, rookie contest, awards, and board election.

Awards included: Robert McBride, Hall of Fame; David Johnson, Award of Support; Braden McCurdy, Award of Distinction; Alex Miller, New Auctioneer Scholarship recipient.

Election results:

- Jason Schneider - Vice President
- Yve Rojas - Director
- John Kisner - Director
- Isaac Klingman - Director

They join:

- Braden McCurdy - President
- Titus Yutzy - President-Elect
- Tom Lindsay - Chairman of the Board
- Ross Daniels - Director
- Josh Miller - Director
- Nathan Glessner - Director
- Arlin Eicher - Director

Competition Results

- Rookie Contest - Alex Miller

Nebraska

The Nebraska Auctioneers Association conducted their annual Mid-Winter Real Estate Class and Seminar on Jan. 22, 2022.

Presenters included Dede Mau, Paul Gibson, Tim Keigher, Randy Ruhter, Miles Marshall, and Regina Andrijeski.



Virginia

The Virginia Auctioneers Association held its annual convention Jan. 14-15, 2022, in Roanoke, Virginia. Barry Cole was inducted into the hall of fame. Grover “Tony” Wilson, CAI, AARE, AMM, CES, was awarded Virginia Auctioneer of the Year.

Election results:

- Josh Puffenbarger, CAI, President
- Billy Dixon, Vice President
- Kathy Woodcock, AARE, AMM, CES, Treasurer
- Stephen LaRaviere
- Cody Manspile

Competition results:

- VAA Champion: Cody Manspile
- VAA Rookie: Marcus Showalter
- VAA Ringman: Marcus Showalter

Maryland

The Auctioneers Association of Maryland (AAM) held its annual conference and bid calling contest in Ocean City, Maryland on January 21-22, 2022. The Maryland Association also was host to the first annual Mid Atlantic Bid Calling Championship which included a field of 15 auctioneers from Maryland, Pennsylvania, Delaware, Virginia and West Virginia.

Competition results:

- Maryland Champion: Jason Farrell
- Maryland second place: Zachary Younker
- Maryland third place: Benjamin Roes
- Mid-Atlantic Champion: Linford Berry
- Mid-Atlantic second place: Jason Farrell
- Mid-Atlantic third place: Katelyn Callahan

Submit news: auctioneers.org/statenews

Georgia

The Georgia Auctioneers Association held its event Jan. 30, 2022, in Rome, Georgia.

Election Results:

- John McMurtry
- Rick Sammons
- Taylor Osborn
- Tim Yoder
- Joe Dempsey
- JT Rowell
- Joe Lanier
- Bo Benton
- George Franco
- Elton Baldy

Competition Results:

- Rookie Champion: Kevin Brooks
- Pro Champion: Chris Pinard
- Ringman Champion: Taylor Osborn



Clockwise from top left: Georgia Auctioneers Association Board of Directors; Rookie Champion Kevin Brooks; Ringman Champion Taylor Osborn; and Pro Champion Chris Pinard.



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2022 NAA HALL OF FAME NOMINATION FORM

Name of Nominee		
Residence Address		
City	State	Zip code
Phone		

BUSINESS INFORMATION

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

PERSONAL AND FAMILY INFORMATION

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

PROFESSIONAL INFORMATION

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

NAA ACTIVITY

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



2022 NAA HALL OF FAME NOMINATION FORM

STATE ASSOCIATION ACTIVITY

List state association involvement, offices held, etc.:

COMMUNITY INVOLVEMENT

List any notable community activities:

Please reflect your personal assessment of the nominee and opinion of why he/she should be elected to the NAA Hall of Fame:

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

NAA Hall of Fame Committee
c/o National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

NOTE: Nominee will remain on the ballot for five (5) years. If not elected, they will be removed from the ballot and are eligible to be nominated again after one year.

Submitted by (please print) _____

Address _____

City _____ State _____ Zip _____

Phone _____



Kurt Bachman
Attorney and licensed
auctioneer from
LaGrange, Indiana

Business Practices

Reducing liability

Question: What are the most important legal issues for an auctioneer to address to reduce the likelihood of liability?

The most important legal matter to address is to implement and use good contracts in the auction business. The key contracts include both the auction contract and the bidder's registration agreement. In order to have good contracts, auctioneers should work with an experienced auction law attorney to prepare the contracts, review them periodically, and make any necessary adjustments.

The second important legal matter to address is to secure a proper liability insurance to be available in the event of a claim.

The third important legal matter to address is to make sure you know what you are selling and to follow the best practices in the industry.

The auction contract

A good auction contract will establish the terms of the relationship between the seller and the auctioneer. This is such an important document that several states have laws requiring a written auction contract. It should clearly state key terms such as what the auctioneer is authorized to sell, when the auction will be held, whether there is a reserve on any of the lots, and what compensation will be paid to the auctioneer. An auctioneer should have a written contract with every seller in order to protect himself or herself, even when it is not required. The contract should be written in plain English to make it as understandable as possible.

If the auctioneer intends to charge a buyer's premium, the auction contract must specifically authorize the auctioneer to charge a buyer's premium. It should also state the specific percentage the buyer's premium will be. The auction contract should also be clear that the buyer's premium is to be paid to the auctioneer. If the contract is not clear about these items, the auctioneer should be surprised to learn that he/she was not permitted to charge the premium, charged a premium that is too high, or that the funds must be paid to the seller.

Other key terms relate to the duties and obligations of the seller and auctioneer. The following issues should be clarified in the contract: (1) what are the auctioneer's responsibilities; (2) is the auctioneer inspecting, cleaning, or grading the lots; (3) will the auctioneer be responsible for picking up, transporting, or delivering the lots; (4) what are the seller's responsibilities; (5) is the seller or auctioneer required to insure the goods or real estate to protect the lots from damage; and, (6) if

the seller is making any representations and warranties regarding the lots.

Other miscellaneous terms that should be included in the auction contract relate to the following: (1) what are the acceptable methods of payment (i.e., are checks and credit allowed); (2) who is responsible for damage to the property; (3) what law governs; (4) how or where will disputes be resolved; (5) will the auctioneer be reimbursed for expenses; and, (6) in the event of a breach, what damages are recoverable.

The bidder's registration agreement

In addition to the auction contract, auctioneers should carefully consider and prepare the terms of the sales contract. The sales contract is the final contract between the seller and the buyer. It covers the terms of the auction and the sale of lots to a buyer. A key document which helps establish the terms of the sale is what we refer to as the bidder registration agreement. This is another document that auctioneers should use to protect themselves. Auctioneers should use the registration agreement to establish the terms and conditions of the sale. By executing the registration agreement, the bidder accepts the terms and conditions of the sale and agrees to be bound by them. The terms should supplement and complement any terms announced by the auctioneer prior to the sale. These terms should be drafted in a manner to help protect the auctioneer and his or her business.

The registration contract could include such provisions addressing the following matters: (1) are any deposits required; (2) what are the acceptable form of payment; (3) what is the bidding method; (4) how will bidding errors be resolved; (5) what are the terms for payment; (6) what are the payment terms; (7) is there a buyer's premium; (8) disclaimers of warranties; (9) dispute resolution procedures; (10) governing law; and, (11) other provisions.

Insurance

Auctioneers should also secure excellent liability insurance coverages. Insurance will help with claims in two primary ways. First, it will pay for an attorney to help defend the claim. Second, it helps shift the risk of a loss from the auctioneer or the business to the insurance company (unless there is an applicable exclusion). There are two primary types of policies auctioneers should

consider acquiring. The first type of policy that every business should have is a general commercial liability policy. It helps protect your business from claims that it caused: (1) bodily injury to someone else (slips and falls); and, (2) property damage to another person's belongings. The second type of policy that auctioneers should consider is a professional liability insurance policy. A professional liability insurance helps cover lawsuits claiming that you made a mistake in the services you provided. This type of insurance is also known as errors and omissions (E&O) insurance. This type of insurance helps an auctioneer pay for expenses that can come up where someone alleges that an auctioneer negligently performed his or her professional duties.

Other types of insurance may also be required or important to consider. This could include, for example, commercial property insurance, worker's compensation insurance, or commercial crime insurance. It is important to speak to an experienced commercial insurance broker familiar with the auction method of marketing for insurance advice tailored to your unique circumstance. A broker would be able to discuss and recommend the appropriate types of insurance and the appropriate amounts for the insurance.

In conclusion, auctioneers should strive to minimize their liability and risk by working with an experienced auction law attorney to prepare and review the contracts, particularly the auction contract and

the bidder's registration agreement, and by having appropriate insurance coverages. We will discuss knowing what you sell and following best practices in a future article. ❖

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

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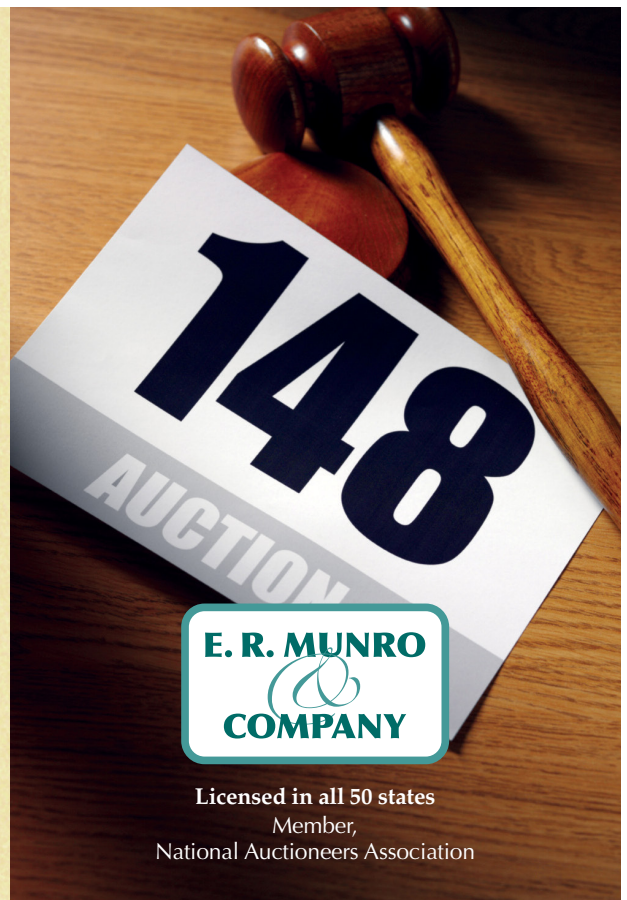
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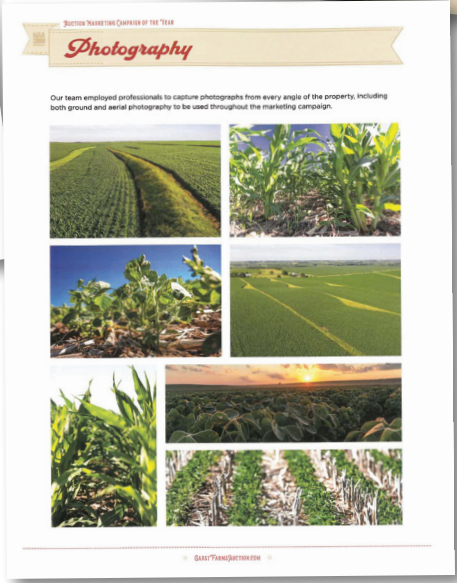
NAA + USA TODAY



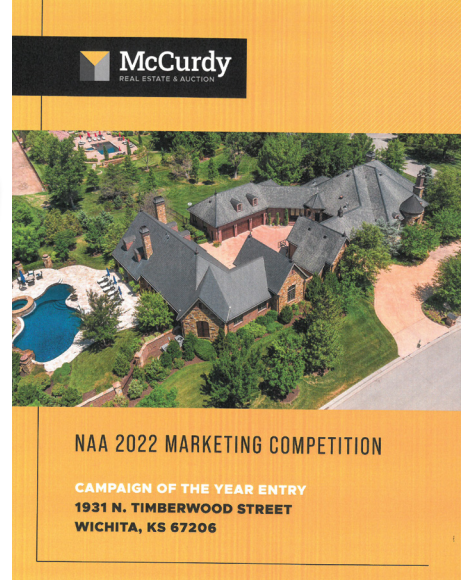
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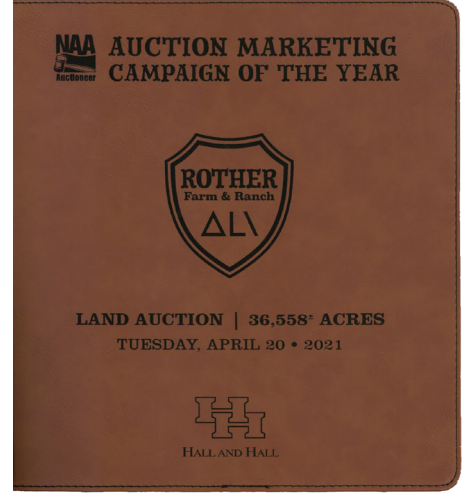


CAMPAIGN OF THE YEAR RUNNER UP



Braden McCurdy
McCurdy Real Estate & Auctions

CAMPAIGN OF THE YEAR SECOND RUNNER UP



Krista Shuman
Hall & Hall

PHOTOGRAPHY



Anthony Kaufman
Kaufman Realty & Auctions
Behind the Scenes



Jeff Martin
Jeff Martin Auctioneers
Fun at Auction



Gregg Pickens
Metzger Property Services
Auctioneer in Action



Jeff Martin
Jeff Martin Auctioneers
Auction Team



Rick Brock
McCurdy Real Estate & Auctions
Real Estate



Sheri Manley
Weeks Auction Group
Behind the Scenes

NEWSPAPER/MAGAZINE ADS

SELLING ST. LOUIS



LUXURY PRIVATE ESTATE IN WILDWOOD, MO

Beautifully updated and expanded home on 3.4 level acres in Wildwood could be your own near-by estate with main house, guest house, and pool house. The main house features over 7,000 sq ft, 6 bedrooms, 5 full and 2 half baths. The main house has two full and two zero pantries, appliances, ample counter space, lots of storage in the beautiful custom cabinets, island. The kitchen is open to the dining room, great room and breakfast room, and the large wrap-around deck offers views of the pool and beautifully landscaped backyard.

The main floor Master Bedroom features a beautiful bath, walk-in closet, and a walk-in closet. A master bedroom features a walk-in closet, a walk-in closet, and a walk-in closet.

The lower level is an entertainment paradise with large family room, beautiful bar with high end appliances, glass-enclosed wine cellar, spa, stone fireplace, beautiful custom wine cellar, spa, stone fireplace, beautiful custom wine cellar, spa, stone fireplace, beautiful custom wine cellar.

The Guest House makes for a great hang out space for teenagers or a private retreat for extended family or guests and offers direct access to the pool area. There is a family room, game room, full, full bathroom, and a full bathroom. The heated garage provides a workshop area for your car and a custom designed sportsman's locker room.

The extensive list of custom features continues in the private backyard with large patio area, outdoor pool, hot tub, fireplace, outdoor kitchen, TV, storage room, changing room and full bath. As well as a custom designed sportsman's locker room. The main floor Master Bedroom features a beautiful bath, walk-in closet, and a walk-in closet. A master bedroom features a walk-in closet, a walk-in closet, and a walk-in closet. The main floor Master Bedroom features a beautiful bath, walk-in closet, and a walk-in closet. The main floor Master Bedroom features a beautiful bath, walk-in closet, and a walk-in closet.

Bidding Ends: Thurs, September 30th @ 6pm
Listing Agent: Phil Brown (202) 793-1144

Phillip K. Brown
Trophy Properties and Auction

ONLINE AUCTION
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LUXURY PRIVATE ESTATE IN WILDWOOD, MO
For Sale at Auction | Bidding Ends Thursday, September 30th @ 6pm | www.TrophyPA.com

Beautifully updated and expanded home on 3.4 level acres in Wildwood could be your own near-by estate with main house, guest house, and pool house. The main house features over 7,000 sq ft, 6 bedrooms, 5 full and 2 half baths. The main house has two full and two zero pantries, appliances, ample counter space, lots of storage in the beautiful custom cabinets, island. The kitchen is open to the dining room, great room and breakfast room, and the large wrap-around deck offers views of the pool and beautifully landscaped backyard.

The main floor Master Bedroom features a beautiful bath, walk-in closet, and a walk-in closet. A master bedroom features a walk-in closet, a walk-in closet, and a walk-in closet.

The lower level is an entertainment paradise with large family room, beautiful bar with high end appliances, glass-enclosed wine cellar, spa, stone fireplace, beautiful custom wine cellar, spa, stone fireplace, beautiful custom wine cellar.

The Guest House makes for a great hang out space for teenagers or a private retreat for extended family or guests and offers direct access to the pool area. There is a family room, game room, full, full bathroom, and a full bathroom. The heated garage provides a workshop area for your car and a custom designed sportsman's locker room.

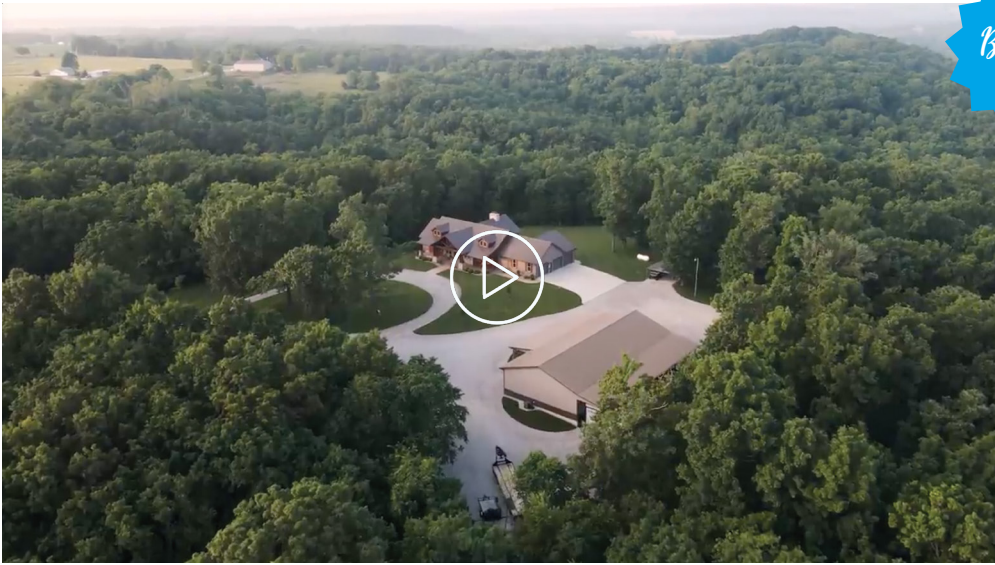
The extensive list of custom features continues in the private backyard with large patio area, outdoor pool, hot tub, fireplace, outdoor kitchen, TV, storage room, changing room and full bath. As well as a custom designed sportsman's locker room. The main floor Master Bedroom features a beautiful bath, walk-in closet, and a walk-in closet. The main floor Master Bedroom features a beautiful bath, walk-in closet, and a walk-in closet.

Shown by appointment only to qualified buyers. Contact Broker/Partner.
PHIL BROWN (314) 753-7444 PhilBrown@TrophyPA.com

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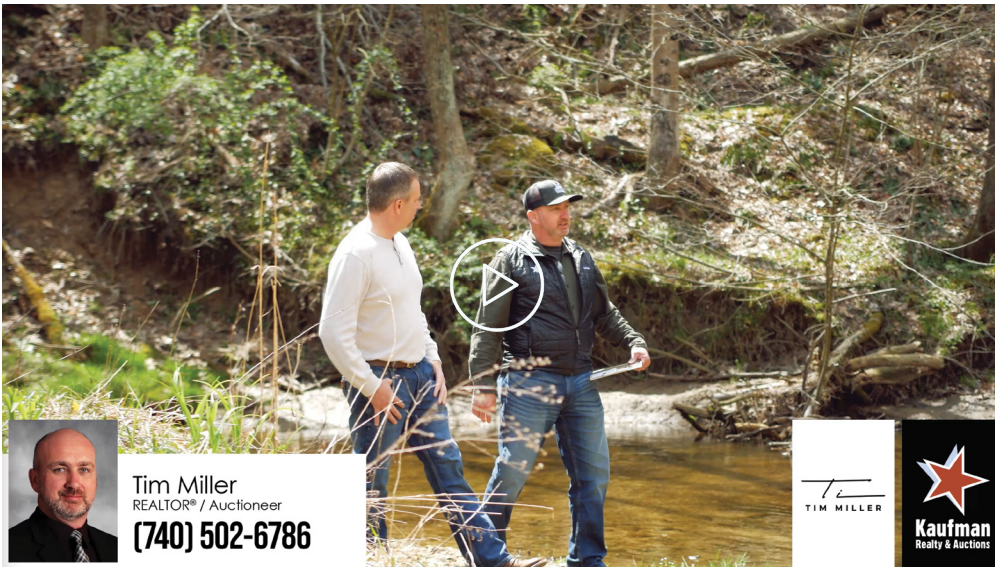
Phillip K. Brown
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VIDEOS



Best in show

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Anthony Kaufman
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Mark Manley
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BIDDING OPENS January 14th

J.P. KING
 When a lot matters.

BIDDING CLOSES January 21st

J. Craig King
 J.P. King



Jeff Cates
Cates Auction & Realty Co



J. Craig King
J.P King



Krista Shuman
Hall & Hall



Who is Jeff Martin Auctioneers?

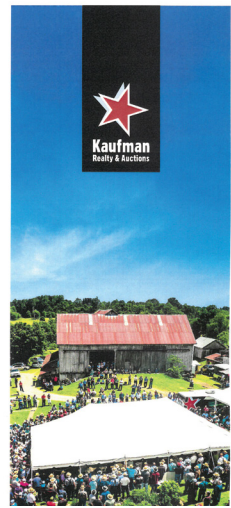
Founded in 2005, Jeff Martin Auctioneers, Inc. ushered a revere in the southern United States and beyond for the auction industry. Since that time, Jeff Martin Auctioneers has grown exponentially through the acquisitions of Ryan Auction Sales, Inc. and Fahey Sales Auctioneers & Appraisers and the development of a strategic partnership with Freije & Freije Auctioneers in July of 2022. By integrating these companies' regional strengths and territories, Jeff Martin Auctioneers successfully expanded its footprint to become one of the fastest-growing first multi-state auction firms in the US with its proprietary online bidding platform.

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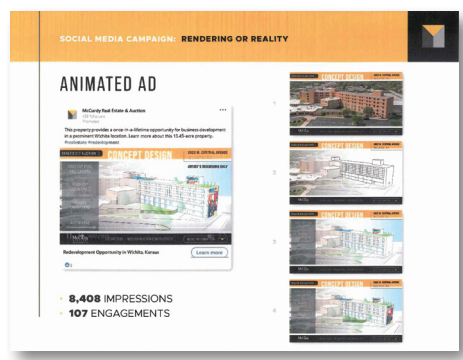
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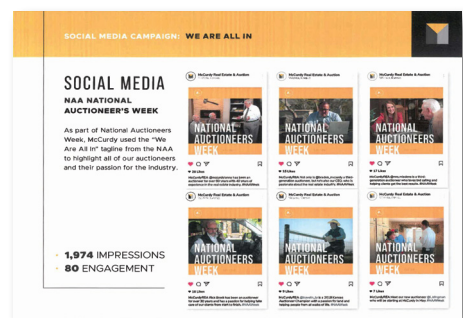


Best in show

Krista Shuman
Hall & Hall



Jeff Martin
Jeff Martin Auctioneers
(two awards, one solid, one cut-out version)



Megan McCurdy Niedens
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COMPANY PROMOTIONS

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Megan McCurdy Niedens
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- TWITTER**
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Braden McCurdy
McCurdy Real Estate & Auctions



Lonny McCurdy
McCurdy Real Estate & Auctions

18

Behind the Scenes Videos

Created 60 second post auction Behind the Scenes videos using the photographer hired. These videos were a huge marketing technique that made FSA stand out and show an interesting perspective never seen before with virtual benefit auctions.

*Double click video to left to watch now or scan QR code
*More example videos listed in additional resources

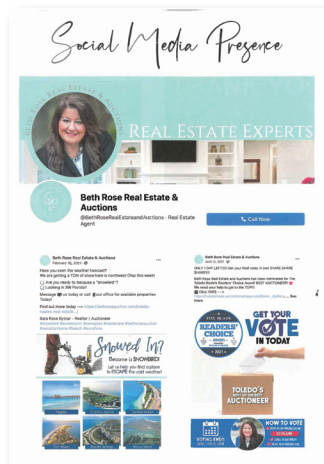
Freddie Silveria
FSA Auctions

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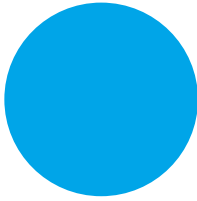
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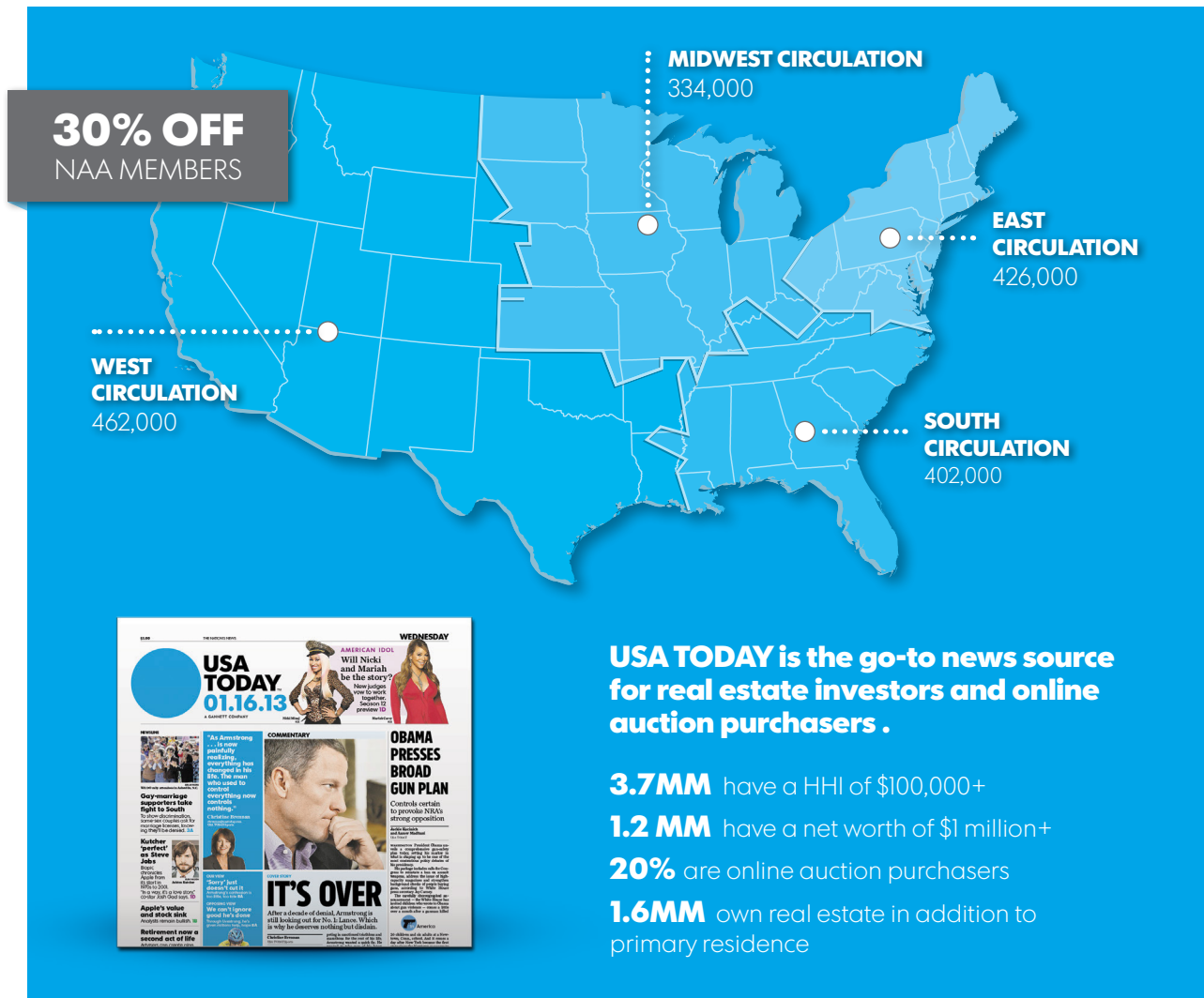
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3.7MM have a HHI of \$100,000+

1.2 MM have a net worth of \$1 million+

20% are online auction purchasers

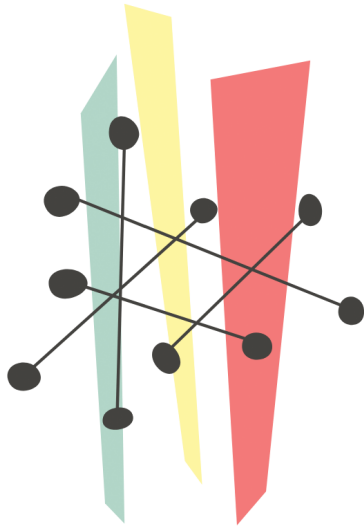
1.6MM own real estate in addition to primary residence

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

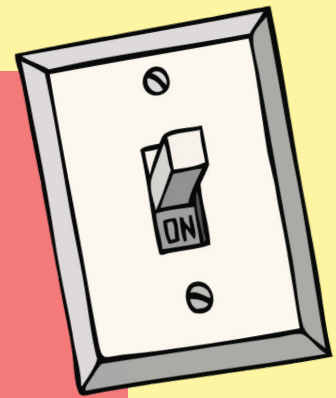


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San Diego, California

FLIP THE SWITCH



Keynote Speaker

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Based on Coach Micheal Burt's forthcoming book, this former championship women's basketball coach and coach to some of the top auctioneers in the country will activate a drive deep inside of you he refers to as "prey drive." This is an instinct to see something with the eyes or in the mind and have the persistence and intensity to pursue it. Coach Burt, the leading authority in the world, will find the activator that opens your mind to new possibility and expands you in new ways that can be a game changer for you. Combining his deep intensity, contagious confidence, and unique methodology Coach Burt will challenge you to think, go deeper in your hopes and dreams, and to play at a higher level. Coach Burt believes "Everybody needs a coach in life." Get ready to be coached like never before.



Preliminary Schedule

(subject to change)



Tuesday

2 - 6 p.m. Registration
 2 - 5 p.m. Tech Central
 5:30 - 7:30 p.m. Welcome Party

Wednesday

8 a.m. - 4 p.m. Registration
 8 a.m. - 5 p.m. Tech Central
 9 - 10 a.m. First Timers Orientation
 9 - 10 a.m. Coffee and Conversation
 10 a.m. - 12 p.m. LYSC Brunch/Auction
 10 a.m. - 12 p.m. Managing & Retaining Employees
 10 a.m. - 12 p.m. Search Engine Optimization
 10 a.m. - 12 p.m. TikTok & Video Marketing
 10 a.m. - 12 p.m. NextGen "Teen" Workshop
 10 a.m. - 5 p.m. Trade Show
 11 - 11:45 a.m. Meet the Candidates
 12 - 1 p.m. Benefit Auction Summit Lunch
 1 - 2:30 p.m. General Session | Keynote
 3 - 4 p.m. Town Hall
 3 - 4 p.m. The Age of the Influencer
 3 - 4 p.m. Commercial, Yellow Iron,
 Equipment Trends
 3 - 4 p.m. IAC Champs Interview Coaching
 Workshop
 4 - 4:30 p.m. IJAC Orientation
 5 - 6:30 p.m. International Jr. Auctioneer
 Championship Town and Country Ballroom

Thursday

7 - 8 a.m. CAI Celebration Breakfast
 7:30 - 9:30 a.m. Election Information Desk
 8 a.m. - 5 p.m. Registration
 8:30 - 10:30 a.m. NAA and The Foundation Annual
 Business Meetings
 10:30 a.m. - 5 p.m. Trade Show
 11:30 a.m. - 1 p.m. Women Auction Pros Lunch
 11:30 a.m. - 1 p.m. El Trustees Lunch
 1 - 2 p.m. Econominc Trends in Real
 Estate
 1 - 2 p.m. Marketing Firearms
 1 - 2 p.m. Marketing Your Business Value
 2:30 - 4:30 p.m. Lead Magnets & Digital Marketing
 2:30 - 4:30 p.m. The Future of Real Estate
 2:30 - 4:30 p.m. Marketing, Branding &
 Getting Hired
 6 - 9 p.m. President's Gala/HOF
 Awards Banquet
 8:30 - 9:30 p.m. Presidential/HOF Reception

Friday

7:30 - 9:30 a.m. NAF BOD Meeting (Private Event)
 8 a.m. - 12 p.m. Registration
 8 a.m. - 4 p.m. NAA Information Booth
 8 a.m. - 5 p.m. International Auctioneer
 Championship
 9 a.m. - 12 p.m. Trade Show
 9 - 10 a.m. Psychology of Marketing
 9 - 10 a.m. Building Client Retention
 9 - 10 a.m. NALLOA: My 10 Years as an
 Expert Witness
 10:30 - 11:30 a.m. Auctioning When it's too Slow
 for the Market
 10:30 - 11:30 a.m. Sponsorship Opportunities in
 Fundraising
 10:30 - 11:30 a.m. Advanced Auction Technology:
 NFTs & the Metaverse
 12:00 - 1 p.m. Presidents Lunch
 12:00 - 1 p.m. LYSC PP/HOF Lunch
 1 - 2 p.m. Multi-par Auctions
 1 - 2 p.m. Gamification in Fundraising
 1 - 2 p.m. TBD
 2 - 4 p.m. NAA Hall of Fame Committee
 2 - 4 p.m. Legacy Youth Scholarship
 Committee
 2:30 - 3:30 p.m. Great Ideas in Marketing
 Management
 2:30 - 3:30 p.m. Great Ideas in Real Estate
 2:30 - 3:30 p.m. Great Ideas in Personal &
 Commercial Assets
 6 - 9 p.m. IJAC and IAC: Finals

Saturday

8:30 - 9:30 a.m. IAC Breakfast of Champions
 10 - 11 a.m. The Don Shearer Children's
 Auction



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CONFERENCEANDSHOW.COM



CAI Class III

BACK TO BLOOMINGTON

For the Certified Auctioneers Institute Class of 2022, getting to the steps at Indiana University in Bloomington, Indiana, was an adventure. What is typically a three-year intensive auction business program turned into four years and a delayed and virtual year two. The Class of 2022 began in March 2019 on the traditional campus in Bloomington. However, when the pandemic hit only weeks before CAI in 2020, the NAA Board made the very difficult decision to cancel CAI that year, meaning the Class of 2021 then became the Class of 2022. In 2021, with the pandemic still making in-person meetings extremely difficult, CAI was held virtually for the first time. But everyone was ready to get back to Bloomington.

Fortunately, 2022 was the year to bring it all back and the NAA congratulates the CAI Class of 2022 on your accomplishments, your perseverance and your dedication. You've truly had a unique CAI experience.

In addition, Class II was supposed to begin their journey in 2020, but instead started in

2021 virtually and this year was their first time stepping into Bloomington.

In all, NAA welcomed more than 90 learners back to the hallowed halls of Indiana University for the highest designation offered by NAA. In addition to the annual presentation of business plans and proposals, Class II's hybrid benefit auction project raised more than \$70,000, including \$28,000 for the National Auctioneers Foundation.

The reviews for CAI continue to be industry leading, and the networks formed at the annual, three-year program are second to none.



Important Dates:
CAI 2023: March 27-31

And for the 707 CAI designation holders—2023 will also be a CAI Next year! Don't miss it!

CAI AWARD RECIPIENTS



CAI Class I



Willie Baker, CAI, AMM, was awarded the Pat Massart Leadership Award (voted by Class III).



CAI Class II



Zach Johnson received the Pat Massart Award for Best Auction Proposal.



Loren Beachy received the Rose Award for Best Business Plan.



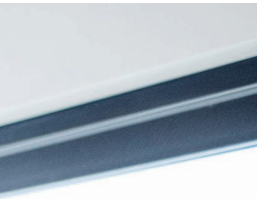
Booming moves

Aging Americans are seeking out move managers to assist them in big life changes—auctioneers could fill that role

Aging Americans are seeking out move managers to assist them in big life changes—auctioneers could fill that role

Roughly 10,000 people turn 65 every day. Baby Boomers, comprising roughly 40 percent of the population in the U.S., are aging into their golden years, and just as they've been the catalyst for a variety of trends throughout their lives, they're driving multi-billion-dollar growth in the move management industry, and it could impact auctioneers in a positive way.

Jennifer Pickett, associated executive director of the National Association of



Senior & Specialty Move Managers, describes move management as assisting families with the emotional and physical aspects of relocation.

“Making a move at any age is difficult and stressful,” Picket said. “Recognizing and managing the stress of relocating older adults is the hallmark of the National Association of Senior and Specialty Move Managers.”

Getting into this industry requires a “profound commitment to connecting with older adults and a desire to perform meaningful work,” Picket said. But the people dipping their toes into this industry come from a variety of specialties, as their backgrounds include social work, psychology, gerontology, nursing, real estate, estate planning and even auctioneering.

Any auctioneer with experience helping families sell estates can attest to the emotional toll the process can take on a family, most of whom are experiencing a big life change, whether it’s handling the assets of a deceased loved one or helping a parent or grandparent downsize and move, in some cases to an assisted care facility.

“If illness or death precipitates the move,” Picket said, “the family is likely already drained, both emotionally and physically. They need help. Senior move managers have the abilities to fill these gaps and facilitate the transition for everyone involved.”

Picket said around 60 percent of seniors say they have more things than they need. Almost 30 percent of them acknowledge they’ve been told they need to downsize and around 75 percent say the number of things they own has made them somewhat or very reluctant to move. This is where auctioneers can use their abilities to jump in and help out while creating a new revenue stream.

If you’re thinking about adding move management to your list of qualifications, consider the many areas this applies. Picket said the business models include estate sales/auctions,

professional organizers, real estate, home stagers, home health care, elder law and interior design, among others.

Senior move management professionals often find themselves in a position to help clients develop an overall move strategy, which could involve organizing, sorting and downsizing possessions. They even assist clients in organizing photographs. Auctioneers are already professionals at one major component of move management in that they arrange for the profitable disposal of unwanted items.

However, auctioneers looking to expand into more move management services can also get involved in interviewing, scheduling and overseeing movers, arranging shipments or storage, offer professional packing services or supervise the packing and help clients unpack and settle into a new living arrangement.



Auctioneers can also step outside of their usual auction zone and provide a variety of services for seniors, such as waste removal, shopping, senior escort services, assist with selecting a realtor or prepare a home to be placed on the market.

And while the industry is called “senior move management,” not all professionals in this field assist with helping seniors relocate. Rather, they provide services related to “aging in place,” which could involve organizing and decluttering the household so it’s easier for the senior(s) to manage. Home safety and home modifications are also areas where seniors need assistance and could be a revenue stream for auctioneers looking to branch out.

For auctioneers not already involved in real estate or managing estate sales, potential clients can come from a variety of sources. Having resources at funeral homes, churches, adult day care and senior centers are great sources. Hospital and rehabilitation discharge planners, elder law attorneys, non-medical home health agencies and aging life care professionals can also be sources for clients. ❖

This article was excerpted from a 2021 Digital Marketing Summit session. The full session is free on demand at pathlms.com/naa.

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Create better print marketing

Take your brochures and catalogs to the next level with a few simple ideas

Digital marketing has solidified its place in the world; but, if there's anything our annual Marketing Competition tells us, it's that print marketing is still very much alive and well in the auction industry.

Every year our biggest category for submissions is by far brochures and catalogs. We pile stacks and stacks of them along our

ridiculously large board room table and put the judges through their paces scoring each and every one.

Each entry for brochures and catalogs is scored against 13 criteria. After years of watching judges and tallying scores, we've amassed a few tips for reaching that coveted platinum award level.

Fonts

Fonts are a big deal. Like, a really big deal. Pull out a piece of print marketing you've sent out. How many different fonts are there? If there's more than two, you're doing something wrong. All you need to effectively market an auction is two fonts. Really! These fonts should be complementary but contrasting. Think of



a scripty font with a bold sans serif font, or a serif body copy with a blocky headline. Pick fonts based on the feeling you want to evoke in the person looking at your marketing. Do you want them to take this auction very seriously? Use a classic or traditional font. Do you want them to feel that it's more fun and collectible? Use a retro or modern font. Is the auction very nostalgic? Use a font that resembles the period from which you are selling. But let those stand-out fonts be the only font that stands out. Your secondary font should be easy to read but not jump out at the viewer.

Think about standardizing your font sizes as well. This is ultimately part of your brand. What size is your body copy? Make it consistent throughout the whole piece. What size is your headline? Your secondary headlines? Think of it like website design with your H1, H2, H3 styles built in. Having all different sizes of text makes your design muddy.

Font placement is also important. Placing a font directly over a photo is only a good idea if it's a very blocky, bold font. Otherwise it will get lost. If you do need to place text over a photo, try adding a box underneath to give the font something to stand out against. Always consider whether text absolutely needs to be on a photo or if you could put it elsewhere. Photos are showing off your product and the last thing you want to do is detract from the product.

We also need to talk about shadows. For text, shadows are a last resort. If you've tried everything else and still need to make text stand out against the background, add a shadow that is only bold enough to accomplish the goal, not make the font harder to read or "vibrate" to the eye.

In the end, you want your text to enhance the marketing, not make it too busy. Really break it down to what absolutely needs to be said, and also consider what you could lead the reader to on your website. For instance, do you need to physically list every item in a huge farm auction, or can you stick to the most sought-after and send people to your website for more? If they're hooked by what you do tell them about in print, they're highly likely to follow through and go to your website. Especially if you're dealing with repeat buyers, train them in how you want them to consume the information.

Finally, if you are an auctioneer who specializes in one thing, like real estate, try choosing fonts that represent your brand instead of the item. If you have repeat customers, they can easily recognize your marketing simply because of the fonts you use.

Graphics

Professional marketing should never, for any reason, include photos and graphics that are not hi-resolution. Are your images pixelated? They're probably too small. For print, photos and graphics need to be 300dpi, which means what appears to be a large photo at 72dpi, might not be so large when it's converted to hi-resolution.

Clear and crisp graphics and photos show your viewers that not only are the products high-quality, but so is your business.

In general, you can let your photos tell the story. But be sure of the story you want to tell. Are you selling a ton of collectibles and you want to include



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them all in one four-page brochure? Give the pages some structure and order, otherwise all the hard work of taking the photos and putting them in the marketing could be lost when someone is too overwhelmed to know where to start. If there is no order, they might not start looking at all.

Design and layout

You'll see in this year's Marketing Competition platinum winners that the best designs are simple designs. Design is not about getting as much information as possible onto a few pages. Design is about guiding your viewer through a story. Pick up that piece of marketing you pulled out earlier. What is the first thing your eyes see? That should be the most important piece of information you want them to gain at first glance. Is it?

Grabbing attention is half the battle in marketing. Your story begins with the first thing the eyes see. Is it a beautiful or memorable photo? Is it the word auction big and bold? Is it a font that conveys the nostalgia or feel of the auction items? This is the element of your design that demands someone view it. To use a fishing analogy, this is the lure. Bright and shiny on the line.

But what if nothing stands out? What if your eyes don't know where to go? Then your viewer will be overwhelmed and will likely not engage with your marketing materials.

Once you have your audience's attention, you really need to start telling the story. What do you want to tell them first? This is a prime opportunity to tell viewers what is so special about the item(s) you are selling. But keep it brief. This is your first bite.

Now, you want to keep their attention. Where can their eyes go next for even more information? If they're still looking at your marketing they like what they've seen so far. This is the opportunity to give them more details about the item(s) for sale and the auction itself. Don't go full-on terms and conditions just yet but make sure they know the most important legal items. Again, keep it brief. They know the bait is tasty now, and worth the bite.

Once you've given all the relevant information in brief form, the last step is to get them to take action. And many times you literally have to spell out what action you want them to take next. Do you want them to mark their calendar? Do you want them to go to your website to preview the auction? Do you want them to register to bid? Do you invite them to a physical preview/inspection? Do you want

them to sign up for an email list? Whatever that action is, make it clear and leave it until the end. This is the hook to reel them in.

In the grand scheme of layout and design, you want each page to tell a continuous story through text, photos, graphics, etc. You very literally want to think about taking their eyes from one part of the page to the next, and then on to the next page, and the next. One way to start this process is by making a list of all the information you want to put in a catalog or brochure. Cut out one-third of that information. Then, make a priority list from the most important on down.

Think about what differentiates you from competitors outside the auction industry. It's probably the word auction. Is that your top priority item? Could be.

Think about what you personally care about as a consumer. Use that information to educate your list.

Your list is also determined by the caliber of information you have. Do you have awesome photos? Feature them. Do you have purely informational photos? Play up the fonts and graphics.

Once you have selected the order of priority items, it's time to lay them out in that order. But that does not just mean in page order, it means in order of how the eyes see them.

When laying out print materials, one of the most important things to remember is to simplify. It's not just messaging that needs to be simplified—it's all the elements on the page. For example, if you pick up that marketing material again, do you have a photo with an overlaid box, and that box has a shadow? On top of that box is there colored text with a different colored outline and also a shadow under the text? It's difficult to even explain in text, imagine your eyes looking at it.

You do not need all of those elements. Make the font so it stands on its own, or make a simple element under it to add contrast. Don't add six elements just because you can. Outlined letters can also look dated, so it's just best to avoid them unless it's a specific stylistic choice.

Simple elements can be carried through designs to add repetition and cohesion to your entire marketing piece, or even your entire brand.

Only add elements that enhance the story you are telling. Remove the ones that add nothing to the story. And, ensure that however many elements you have, they are complementary, not competing.

Now let's talk about colors. We want you to hear very loud and clear that you do not need to use bright neon yellow in your marketing. When marketing competition judges see bright yellow, it tells them that you don't know how to make elements stand out, so you just make them all bright. Garish yellow is doing nothing for your marketing but making it look outdated.

You can go two ways with colors—choose colors that represent your brand, or choose colors that complement the marketing piece and the items being sold. If you choose brand colors, these need to be consistent across all your marketing platforms. If you choose to make colors match the auction items, just be sure that your logo and business branding still stand out prominently. After all, you want them to remember and recognize your name.

Next we want you to think about space. No, not Jupiter and Saturn, and whatever is beyond that. Think about adding open space to your marketing. If you remember nothing else from this article, remember

that you do not have to fill every available space with information. In fact, we highly discourage it. Leave space around the edges, leave space between elements. Make that space consistent. Running text too close to photos or other text is not eye-appealing. It is eye-discouraging.

Along with this, consider alignment in everything you design or have designed. Elements that are misaligned are a definite eyesore and completely unnecessary!

Interaction

We've talked about giving your audience an action to take, but the last idea we want you to consider is the physical interaction with your piece of marketing. We do not take brochure and catalog submissions digitally because often, the paper itself is part of the appeal.

Some brochures and catalogs that come into our office for the Marketing Competition feature paper so soft, you can't stop touching it. Others have interesting cut-outs, embossing or debossing. Talk to your printer to view all the options available. While they cost a bit more, they are a true level-up for your marketing game.

Your brochures and catalogs represent your business, but they also represent the auction industry as a whole. Making small changes to modernize your print marketing fights against stereotypes and increases the legitimacy of the auction industry and the auction method of marketing. ❖

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Q&A

Shane McCarrell, CES

What sparked your interest in becoming an auction professional?

After the military I was using local auctions as a way to buy and sell items for supplemental income. The more I attended auctions the more I became interested in the process, and I found myself spending many hours at auctions. I quickly realized that the chant of an auctioneer was very similar to military cadence. The similarities of the chant combined with the fast-paced environment made me feel at home.

What road did you take to get there?

I attended Nashville Auction School in 2012 and served a two-year apprenticeship. I went on to open a local auction firm and conducted about 60 simulcast auctions in my first year. Over the next few years, I conducted weekly auctions while working 14–16 hour days trying to build our brand. Late in year 3, I was invited to the Tennessee Auctioneers Association (TAA) annual conference. The TAA conference truly changed the trajectory of my auction career. During conversations with other auction professionals, I realized there was a network of fellow professionals willing to assist and support me. Just a few short years later, I joined a thriving local auction company (Phillip



Traylor Auctions & Land) and since then I have been a part of more than 100 auctions a year.

Were there any challenges you faced?

Many of the challenges I faced were self-induced. When I first started in the auction business, I was reluctant to ask for help and wanted to do things my way.

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

Yes, my initial perception was that the auction industry was a transactional business. It did not take me long to realize that the auction industry is a business built on relationships.

Why do you love what you do?

The reason I love the auction business is because no two days are the same. I get the honor to meet with people all over the country and help them put together a strategy to accomplish a goal. I treat each of these opportunities like I treated missions in the Marine Corps. There is nothing more important than accomplishing the mission at hand while protecting the people that have entrusted me.

In the auction business it is very easy for me to relate my military training to each situation. The seller is a part of my team, their plan is our mission and together we create and execute a strategy to accomplish our mission.

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

Auction professionals must continue to evolve, adapt, overcome and educate themselves. For our profession

to stay relevant in the future they must track and identify consumer trends. If you have 30 years in the industry and have always done things the same exact way, I would say you have 1 year of experience 30 times. Ultimately, you have to decide whether you want to stay comfortable or stay relevant.

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

The NAA has provided me with the opportunity to connect with the most successful auctioneers in the world. The NAA continues to offer education that is relevant and techniques that help us provide better services to our clients.

What do you love about this point in your career?

At this point in my career I am thankful that I am positioned to help new auction entrepreneurs. There is no way I could have achieved what I have to this point without the help of so many other auction professionals. I love the fact that I am in a position to teach and mentor other auction professionals.

You recently purchased Nashville Auction School along with NAA member Jason Deel. What do you hope to do with the school?

Jason and Natalie are perfect partners for Amanda and me at Nashville Auction School (NAS). Combined, our families have over 40 years of service to this country and we want to bring that same dedication to service to the auction industry. As first generation auctioneers, this industry has welcomed us with open arms and provides for our families daily. As a father of six, I want this industry to continue to thrive and offer opportunities for all of our children. Our families made the decision to accept this opportunity at NAS to ensure we can have a direct impact on the future of the auction industry. We plan to continue the legacy of NAS while expanding the curriculum and staff.

What are you looking forward to in 2022?

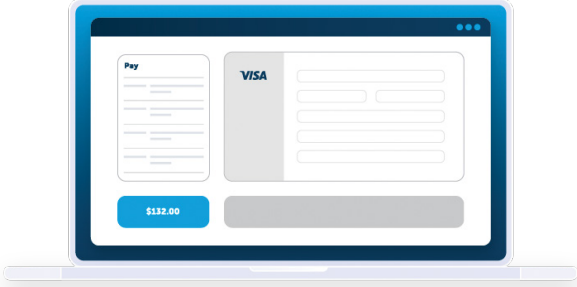
2022 has already been an epic year and we are just through the first quarter. I am looking forward to expanding the VIP license renewal program at Nashville Auction School, continuing to provide strategic solutions to my clients and of course ... C&S in sunny San Diego.

For more information on Shane, visit ptauctionteam.com.



Q&A

EDPS



When and how did your business start?

EDPS was started in the fall of 2003 in New Philadelphia, Ohio. I had spent the last few years working for GE Capital on the card issuing side of the businesses working with manufacture sponsored independent business owners. We did not do the bankcard processing, but we did get to see

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

I saw a missing link in educational components of the industry. I believed and still believe that by educating business owners on how to best utilize this service and manage the expenses we would not only gain clients but keep them.

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

EDPS exists to challenge the status quo in the merchant processing industry and empower business owners through industry education.

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

We love developing relationships, being a trusted resource and establishing a long-term partnership with our clients. This is a marathon, not a sprint. Businesses need dependable, trusted, long-term service providers and EDPS thrives on delivering.

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

We are excited about our new cash discount service called SimpFee. This is a completely compliant program designed to eliminate virtually all your monthly processing fees.

What's on the horizon?

We see the continued evolution of technology playing a key role in the payment processing space. The other big thing we are keeping our eyes on is cryptocurrency and how it will enter the commerce landscape. There are a lot of opinions on this topic, and we are just staying close to the developments

and will be ready and able when and if it becomes reality.

How does the NAA help your business grow?

We have been working with auctioneers throughout our 19-year existence. The business owners in this space are incredibly loyal and dedicated to their profession. We enjoy a special relationship with our auctioneer clients and look forward to meeting many more over the coming months.

Learn more at goedps.com.





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I really wanted to elevate my auction resources and learn from all that the NAA has to offer!

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As a relative newcomer to state associations in Oklahoma, Arkansas, and Kansas, I amassed a tremendous network of new friends and colleagues, all of whom urged me toward the NAA for further education and networking. In addition to the benefits that come with NAA membership, I view active membership in our national association as the pre-eminent way to both advocate for the auction industry at the highest levels and give of my skills, education, and professional experience for the benefit of other auction professionals.

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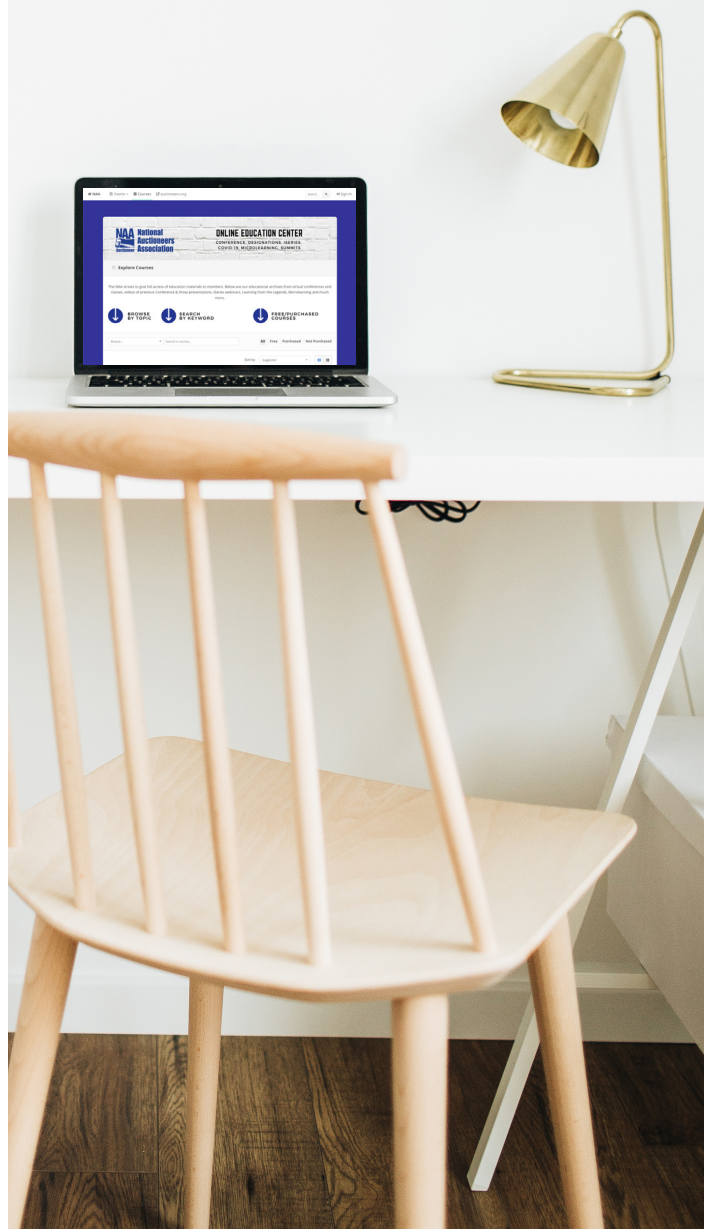
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Auction School Graduates

Western College of Auctioneering



The pre-licensing course held at Western College of Auctioneering included: First row: Nick Bennett, WCA President; Jenna Golden, Palm Desert, CA; Katya Peterson, Bozeman, MT; Shannon Tyra, Byron, WY; Heather Folston, Lander, WY; D'Ann Nelson, Lander, WY; Tomy Parker, Ronan, MT; Pat Busby, Instructor. Second row: Bill Milliken, South Portland, ME; Matt Armbruster, Sterling, CO; Willy Pesanti, Butte, MT; Sam Bennett, Raphine, VA; Rob Walsh, Big Stone City, SD; Larry Wilson, Bismark, ND; Rusty Trzruc, Livingston, MT; Keith Parks, Cottonwood, ID; Champ Edmunsd, Darby, MT. Third row: Ryan Brosh, Lubbock, TX; Lem Robinson, Billings, MT; Chad Chance, Pilow Point, TX; Jory Boote, Binford, ND; Chance Glass, Hebron, ND; Zec Owens, Buffalo, WY; Tye Taylor, Kalispell, MT.

Kentucky Auction Academy



Graduates from four states recently completed their 80 hr course from the Kentucky Auction Academy. Top Row: Instructor Steve Henry, Joseph Gresham, Paul Jenkins, Dan Stokes, Mark Haney, Richard Gloyd, Colton Haycraft, and Instructor Steve Cherry. Bottom row: Barry Huber, Trae Tillett, Travis Robinson, Susan Robertson, Bret Martin, and Rick Meyer.

America's Auction Academy



The January graduating class from America's Auction Academy included: Row one: Scott Swenson, Instructor, Lakeway, TX; Lori Jones, School Administrator, Dallas, TX; Nikki Griffith, Eureka Springs, AR; Brittany Franklin, Houston, TX; Kate Weber, Azle, TX; Mike Jones, School Director, Dallas, TX. Row two: Preston Donahew, Azle, TX; Nickolas Zerr, Gove, KS; Myles Eglevsky, Fredericksburg, VA; Kevin Kohn, Livingston, TX; Steven De Luna, Van Alstyn, TX; Jeff Griffith, Eureka Springs, AR; Pete Setian, Ennis, TX. Row three: Glen Bullard, Aledo, TX; George Wiley, Sanger, TX; Denton Lambert, Decatur, TX; Logan McFarland, Norwich, KS; Monty Edwards, Sudan, TX; Todd Weist, Nashville, TN; Eric Daw, Porter, TX; Dan Gross, Montrose, MI; Preston Cooley, Dallas, TX; Tommy Smith, Warren, TX; Samuel Pitts, Westphalia, KS.

Florida Auctioneer Academy



Recent graduates from the Florida Auctioneer Academy include: Michael Harte, Susan Mills-Bender, Kendall Nickerson, Craig George, Nicholas Gregory Tucker, Jeffrey Miller, Steven Michael Hood, TJ Shea, and Darren Mark.



In Memory



Gary Potter

Gary Allen Potter, 81 of Arkansas City died Feb. 5, 2022, at the South Central Kansas Medical Center.

Gary was born March 15, 1940, to Maurice Lee and Elsie Irene (Danner) Potter. He graduated from Arkansas City High School in 1958. He attended auctioneer school upon graduation and began his lifelong career as an auctioneer. He married Clarice “Ginger” Potter in 1962 in Arkansas City where the couple made their home for 50 years. Gary owned and operated Blackwell Livestock Auction for 13 years and Gary Potter Auctioneer Service for 62 years. He also managed and leased the Newkirk Sale Barn. Throughout his long auctioneering career, Gary has sold cattle and livestock, farms, ranches, real estate and countless estates. He also auctioned many benefit auctions for various local and state organizations, which led the City of Arkansas City to honor him with Gary Potter Day.

Throughout his career, Gary served the auction industry in multiple ways. He was the President of the Oklahoma Livestock Marketing Association in 2004 and served in other leadership roles from 1998 to 2016. In

appreciation for that service, he was awarded a lifetime achievement award by the OLMA in 2019. He was also active in the Kansas Auctioneers Association, serving as President in 1989. He was Kansas Auctioneer of the Year in 1990 and was inducted into the Kansas Auctioneer Hall of Fame in 2001. In 2012, the Blackwell Livestock Auction was awarded the Oklahoma Beef Quality Assurance Marketeer Award. In addition, he was active in announcing and promoting the sport of rodeo. He was also a member of the Midian Shrine.

Gary is survived by his daughter, Dr. Tami Pullins (Pepper) of Ponca City, OK; son, Grady (Kandy) Potter of Maple City; five grandchildren, sister, Sharon (Martin) Casebolt of Pawhuska, OK, and companion, Delores Pudden of Arkansas City. He was preceded in death by his parents and wife.

The family has established a memorial with the Justin’s Cowboy Crisis Fund. Contributions may be made through the funeral home www.rindt-erdman.com.

Ronald “R.C.” Wiley

Ronald Craig “R.C.” Wiley of Rockdale passed away Feb. 19, 2022, at the age of 74 years.

He was born in Houston, to Nolan Wiley and Gladys LaNell Brock Wiley on Dec. 10, 1947.

He was preceded in death by his parents; maternal grandparents, John Henry and Della Brock; paternal grandparents, John and Gertie Wiley; and his brother, Nolie B Wiley.

He is survived by his devoted partner of many years, Charlotte Zannelli; his children, Karen (David) Wiley Mclamb, Jan Wiley and partner Damon “Bigun” Burlin, Jennifer Zanelli and partner Sharon Cohen, and Christopher Zannelli; his grandchildren, Granger Lee Armentrout, Jackson and William Mclamb, Sorrel Coyle and husband Mitchell, Rider Burlin and fiancée Courtlyn Patranella, Isabel Burlin; and a great-grandchild, Hallie Ann Coyle.

Ronnie lived and worked in Rockdale most of his life.

Fascinated at a very young age by the auctioneers in the local livestock barns, he would often hitchhike to Oscar Heller’s cattle auction in Lexington. Seeing the frequent and ceaseless interest and excitement on this kid’s face as he watched auction after auction, auctioneer Jack Simonton began to help Ronnie work on projecting his voice, rolling his numbers and developing his own unique auctioneer’s “rattle.” When he was just 12 years old, Mr. Heller started letting him practice by selling the cattle resales at the end of the day. Ronnie was hooked.

He graduated from the Reisch American School of Auctioneering in Mason City, Iowa, in the summer of 1966 when he was 18 years old.

With hard work and a lot of support from family and friends, he grew Wiley Auction Co.

into something he could be proud of.

He has been a member of the Texas Auctioneers Association since 1972 and held numerous positions in TAA and the National Auctioneers Association. He was awarded Texas Grand Champion Auctioneer and was voted into the Texas Auctioneers Hall of Fame.

In lieu of flowers, the family has asked that friends please consider a donation in Ronnie’s name to the American Lung Association.





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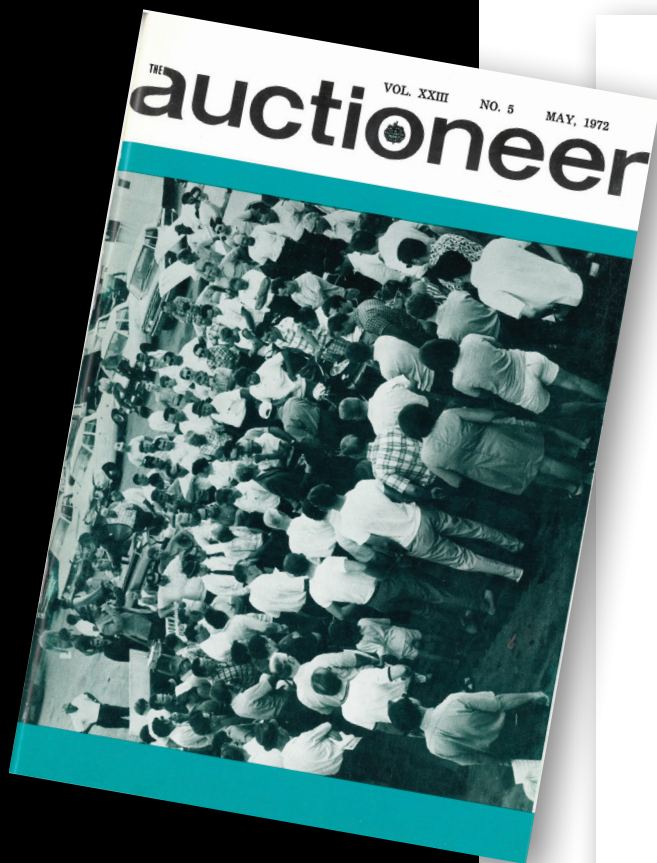
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50 years later

National Auctioneers Week 1972



National Auctioneers Week



Governor Robert R. Docking, of Kansas, signs Proclamation declaring April 2 - 8, 1972, as National Auctioneers Week. Standing behind the Governor are Jack Littlejohn, Roy Wood, Rex Newcom and Dick Brewer, representing the Kansas Auctioneers Association. They presented the Governor with an Honorary Membership in the Kansas Auctioneers Association.

As we went to press we only had received scattering reports of activities that took place during National Auctioneers Week - 1972. In addition to the picture above we have received copies of proclamations signed by Gov John A. Burns of Hawaii and furnished to THE AUCTIONEER by Lou Stambler and by Gov. George A. Wallace of Alabama, and secured by John A. Horton, President of the Alabama Auctioneers Association.

We are sure there were proclamations signed by other Governors but we have not been officially informed. Several NAA members have furnished us with newspaper clippings and have told us of radio and TV coverage in their respective areas. Auctioneers in the Cleveland, Ohio, area arranged for some nice publicity in the CLEVELAND PLAIN DEALER, a newspaper with a large circulation.

Michigan Auctioneers Meet At Kalamazoo

Forty-four members and guests of the Michigan Auctioneers Association met recently at the Ramada Inn, Kalamazoo. Robert Trader, marketing instructor from Western University, was the featured speaker. His subject was the art of selling yourself and stressed appearance, habits, etc. His remarks were well received.

A panel discussion completed the evening program. Panelists were: Richard Brodie, Industrial Auctions; Everett Miller, Antiques; John Glassman, Real Estate Auctions; and Garth Wilber, Farm and Livestock Auctions. Next meeting has been set for July 11, in the Mt. Clemens area.

Fifty years ago, in 1972, the Governor of Kansas signed a proclamation declaring April 2 - 8, 1972, National Auctioneers Week. Pictured with the Governor are Jack Littlejohn, Roy Wood, Rex Newcom and Dick Brewer. The NAA also received copies of signed proclamations from the Governors of Hawaii and Alabama during this time. Since then, National Auctioneers Week has been standardized to be held the week leading up to the first Saturday in May. This year, it will be commemorated May 2 -7.

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