

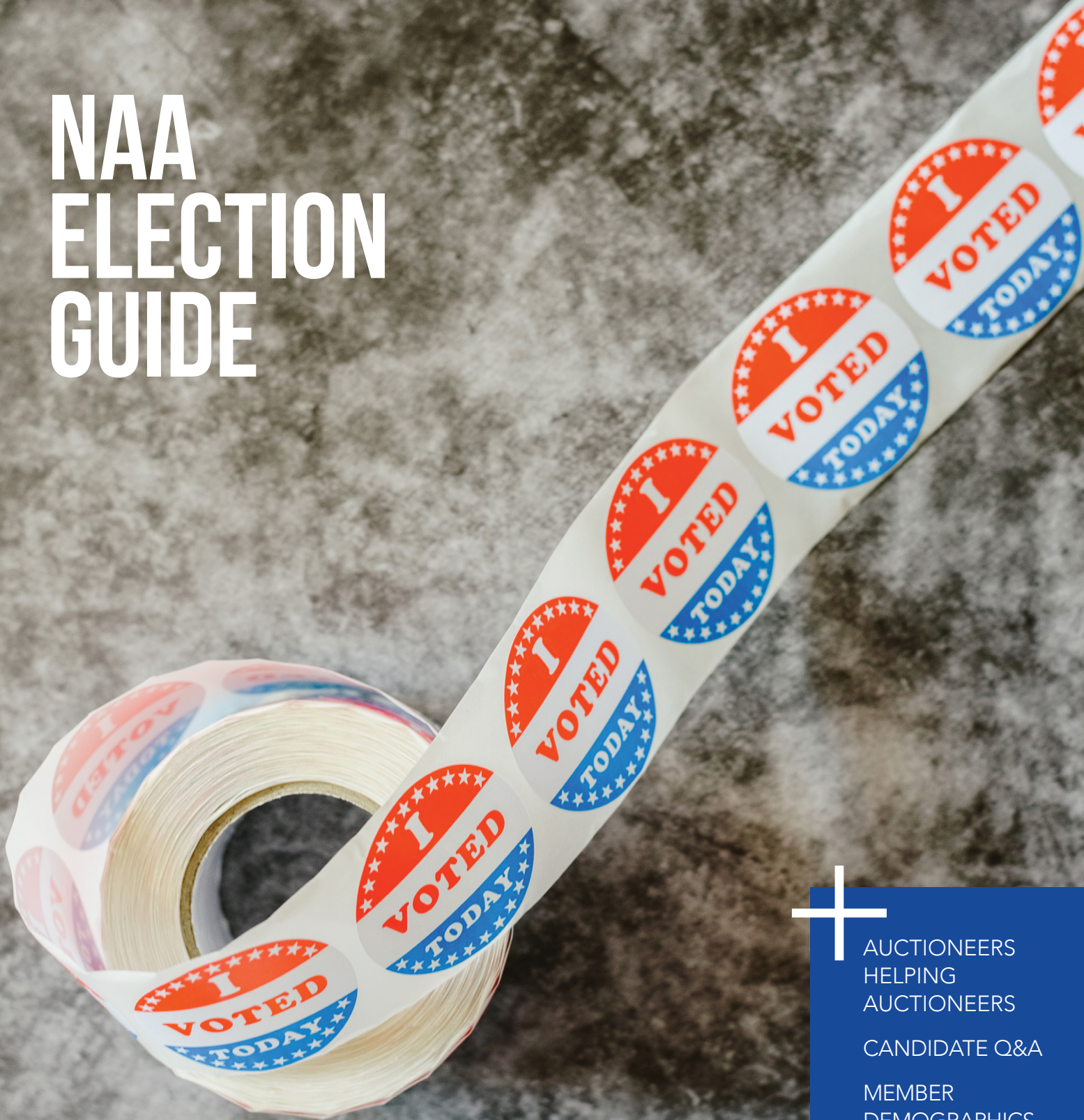
# the auctioneer

June/July 2022

The official publication of the National Auctioneers Association



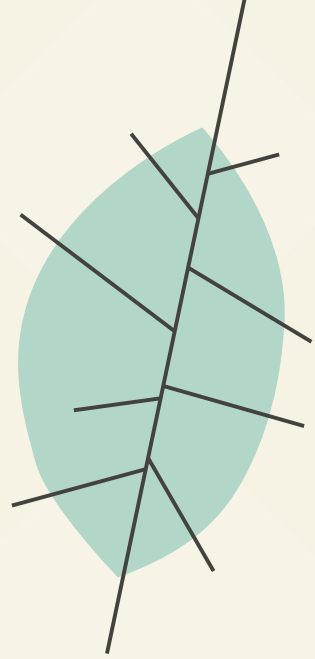
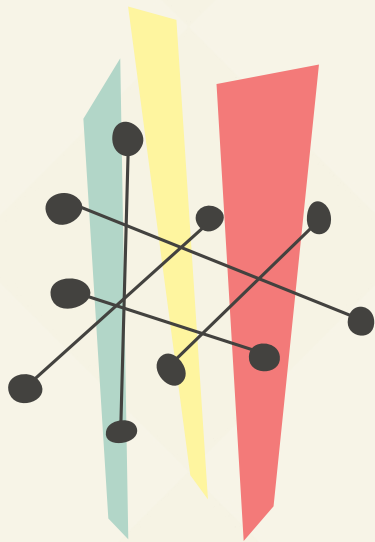
## NAA ELECTION GUIDE



AUCTIONEERS  
HELPING  
AUCTIONEERS

CANDIDATE Q&A

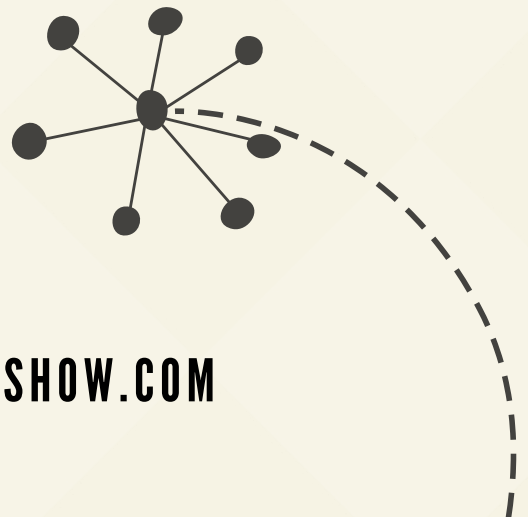
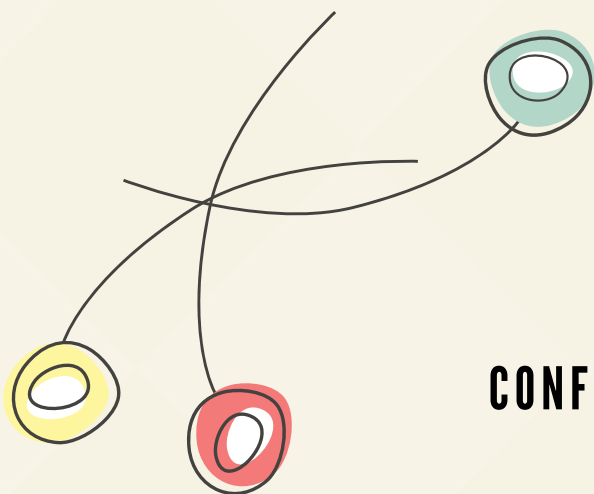
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& SHOW**

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**JULY 26-30, 2022**



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## Confident in the future

Over the past year, there have been days that I dreaded writing the column you're reading now. There have been days I couldn't wait to write this column. And there have been days that I never even imagined I'd be writing this column. Ask any NAA Past President—the day you write your last column in *Auctioneer* is tough. You look back and think, "How did we get all this accomplished?" And at the same time, part of you clamors, "No! We're not nearly finished!"

From serving during a global pandemic to saying goodbye to our loved CEO of 12 years and hiring (and welcoming back) our new CEO, it's been a wild ride, and one I wouldn't change a minute of.

We've been able to accomplish so much during my time on the Executive Committee. We've changed the way the Board of Directors works, introduced a new Cornerstone Committee with new strategic goals. We've charted the future of NAA with PACE to 2030, our current strategic plan. And even with the CEO transition in 2022, we've still gotten so much done: the Promotions Committee has embarked on a massive data project (check your emails for the latest survey from the Committee), developing strategy for the next decade; we were able to hold our first Day on the Hill event in three years; and, we've continued to demonstrate our commitment to data ownership and strategy with the Community Committee's first event, the Data Forum scheduled for Fall 2022, along with our data landing page and the constant changes and updates with regard to data issues to designation classes and CAI.

And I'm proud to say that even during the turmoil of the pandemic and the last few years, NAA has remained strong. Our membership has begun to rise again, our finances are solid, and our events continue to be well attended. We've been able to expand our staff to better serve our members, our education programs continue to impress (with the help of the Foundation), and the work of being the voice of the auction industry continues.

But one of the best things about being NAA's President is that my service doesn't end here. As Past President next year, I'm excited to continue as a part

of the Executive Committee under the leadership of Sherm Hostetter, CAI, AARE, CES, GPPA, in the 2022-2023 year, and I'm confident he'll continue to take us to great places.

**Speaking of where we're going, I'm thrilled to be able to announce officially that NAA's Conference & Show will be coming to Oklahoma City July 18-22, 2023, and Pittsburgh, Pennsylvania, July 16-20, 2024! I can't wait to see what those cities have in store for us, and to see all of you.**

In closing, I couldn't have finished this ride without the help of so many people, from all the Trustees, Board members, Executive Committee, Governance Committee, the amazing NAA staff and our CEO Aaron Ensminger, with whom I've served, the support of family and friends, and all of you. This has been a memorable year! My time as your NAA President has been rewarding and one of the best experiences of my career. I enjoy serving the NAA and its members and I've loved the work and the future of the NAA. I don't want this journey to end and will always be supportive to the NAA for what it has given me over my career. Thank you to each and every one of you for your support, encouragement, and willingness to step up, help and advance both the NAA and the entire industry. ❖



**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.

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**FOR**  
**NAA VICE PRESIDENT**

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**RECORD OF SERVANT LEADERSHIP**



- Member of Board of Directors
- Chair of Promotion & Community Committees
- Vice-Chair of Educational Institute
- Decade plus of service on NAA Committees
- International Auctioneer Champion



- President
- Treasurer



- Past President & Treasurer
- Foundation Founding President
- Ohio Junior & Senior Champion



- Board of Directors
- Co-founder of Midwest Roundup
- Michigan Auctioneer & Ringman Champion



- Continuing Education Presenter
- Social Media Committee
- Indiana Champion Auctioneer



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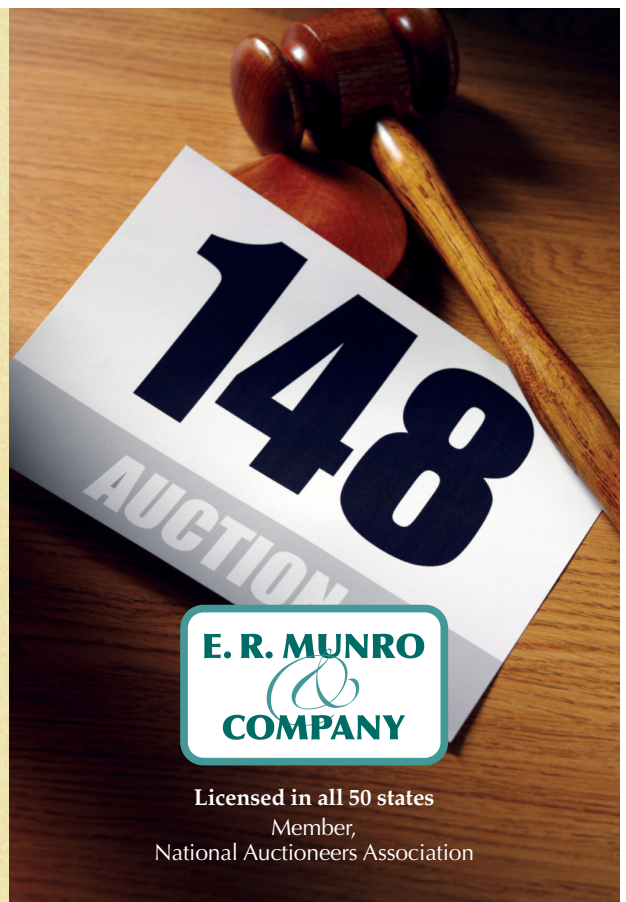
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“

**You were all there for me when it mattered. Never underestimate the impact of a kind deed. Through the rubble, kindness shines bright.**

”

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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  
**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)

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

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

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

National Auctioneers Foundation Administrator  
**Lois Zielinski** | [lzielinski@auctioneers.org](mailto:lzielinski@auctioneers.org)

**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 UPDATES**

We're so ready to see you all in San Diego! Check out [conferenceandshow.com](http://conferenceandshow.com) for all the information you need about this year's event.

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# STATE

# LICENSING

# GUIDE

# Your Association at Work

## National Auctioneers Week

National Auctioneers Week occurred May 2-7, and our theme this year was, “Look for the helpers.” As auctioneers, you know that you help other businesses find solutions every day. We highlighted just a few of those during National Auctioneers Week.

From bankruptcy attorneys to nonprofit CEOs, bankers, move managers, and realtors, the list is vast, and the public needs to know that!

Keep sharing the videos from National Auctioneers week, found via our Facebook page or at [auctioneers.org](http://auctioneers.org).



“  
**The Promotions Committee and Erin Shipps at NAA Headquarters worked hard this year to identify businesses for testimonial videos. We sent a videographer around the country and we’re so happy with the way they turned out. We hope you find them useful for years to come!**  
 ”

John Schultz, AMM Promotions Committee Chair

## National Auctioneers Week Stats

### Monday

- 6,044 people reached
- 542 engagements

### Tuesday

- 2,447 people reached
- 264 engagements

### Wednesday

- 3,666 people reached
- 214 engagements

### Thursday

- 2,591 people reached
- 140 engagements

### Friday

- 1,872 people reached
- 129 engagements

### Saturday

- 11,620 people reached
- 154 link clicks
- 4,818 thru plays

## New articles in Auctioneer!

In addition to our regular Community of Practice articles, we’re introducing a new section called, AHA (Auctioneers Helping Auctioneers). You’re likely already familiar with the saying, but now we’re putting it in writing.

AHA articles are submitted by members and are first-person accounts of helping other auctioneers.

Read more starting on page 34, and submit your own AHA experiences to [eshipps@auctioneers.org](mailto:eshipps@auctioneers.org).

# 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 &amp; DAY</p> <p>COMMUNITY CONVERSATION: IAC CHAT WITH CHAMPS</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 &amp; 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>VIRTUAL AMM/AMM NEXT</p>
<p>October</p> <p>BUSINESS PRODUCTIVITY COACHING PROGRAM ENDS</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>



## ADVOCACY Day on the Hill

The 2022 Day on the Hill (April 27-28) moved to Spring this year. NAA Members met with Senators, US Representatives and staff to bring awareness to the industry with national leaders and to help communicate issues vital to the auction industry. This year, attendees discussed new 1099 tax changes as well as the patchwork of data privacy acts throughout the United States. Join us next year (April 23-24), 2023.

## COMMUNITY Community Conversations

The Community Conversations series continues in 2022. These Zoom conversations have taken place with Benefit Auctioneers, International Auctioneers, Auction Marketing Professionals, and many other groups. Designed as a freeform conversation, it's an opportunity to continue networking with other NAA Members outside of events. If you're someone who "learns in the halls" at NAA's education events, these are conversations you won't want to miss.

## PROMOTIONS Industry Survey

By now your company should have received the auction industry survey. We need one person from ALL member companies to fill out this survey in order to have the most accurate data for advocacy and promotional uses. Your data will be used anonymously and collectively with others to create industry data reports. Please be sure to check your email for the link to the survey.



## EDUCATION Co-located events

The Education Institute Trustees will hold two events simultaneously for the first time: Conference & Show as well as the 2022 Benefit Auction Summit. In addition to the education and networking the Summit has to offer, attendees will be able to attend NAA business sessions and the Trade Show. And with the all access pass, NAA members and attendees can

attend sessions at each event, as well as access recordings of all education sessions.

## Designations this Fall

The Fall season of Designation classes has both online designation courses as well as classes in Las Vegas in December 2022, including both a Real Estate Workshop and the Benefit Auctions Workshop.

### 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



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**Auction Marketing Round Table**

Featuring marketers from McCurdy Real Estate & Auction, Schrader Real Estate and Auction, Kaufman Realty & Auctions, and Blue River Digital

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# Meet the NAA staff: Education Department

Education is a cornerstone of the NAA, and we've got the best team for the job!



*Kristina Franz*  
Director of Education

## How long have you been at the NAA?

Just over 3 years

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

Play with my kids; watch TV series start to finish (The Office, Parks & Rec, Forged in Fire).

## What's a fun fact about you?

I'm the oldest of six kids and oldest grandchild on both sides. I have one finger that is a half-inch shorter than the same finger on the other hand.

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

I'm an educator through and through; my expertise is in how people learn. I work with you all, who are subject matter experts, to help form educational sessions into learning experiences and not just informational presentations. I've been in education for 25 years and love it!

## What do you love about auctions?

I catch myself smiling while watching the excitement of auctions. I also love that auction professionals are service providers and problem solvers.

## What do you love about working with NAA members?

You all are authentic, friendly and genuinely care about people! Working with volunteers to put together a smooth, relevant, and valuable education event, or working with you on strategic planning energizes me!



*Jennifer Vossman*  
Programs Administrator

## How long have you been at the NAA?

2 years

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

Reading, fishing, gardening, play ball with my dog

## What's a fun fact about you?

My background is veterinary medicine and I am a Registered Veterinary Technician (nurse for animals)

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

I am behind the scenes much of the time, but I work to ensure that our members have positive experiences in all our meetings and events.

## What do you love about auctions?

The wide variety of assets sold at auctions.

## What do you love about working with NAA members?

They can always tell a story.

*\*Jennifer's Q&A in the last issue of Auctioneer was misprinted.*



*Brooke Thomsen*  
Education Specialist

## How long have you been at the NAA?

4 months

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

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

## What's a fun fact about you?

I own over 800 books.

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

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

## What do you love about auctions?

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

## What do you love about working with NAA members?

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

## Congratulations to these designation earners!

AMM  
William Milliken  
Brooke Gillespie  
Dan Newman, BAS  
Abigail McLagan  
Sheldon Yoder

CES  
Chris Gregory

BAS  
Chris Bohr  
John Harrison  
Debbie Scheer

CAS  
Marci Martinez, BAS

GPPA  
Amy Gearhart  
George Huffman  
Nataliel Dietz  
Candice West  
Paul Gableman  
Miles Roe

# COMMUNITY CONVERSATIONS

June 8 Firearms

June 22 NextGen (ages 12-18)

July 12 IAC Contestant Chat w/the Champs

July 13 Personal & Commercial Assets

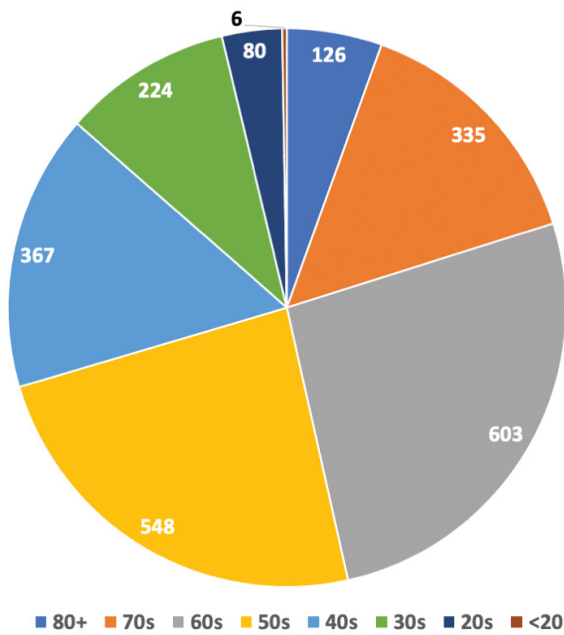
[auctioneers.org/naa/community](https://auctioneers.org/naa/community)



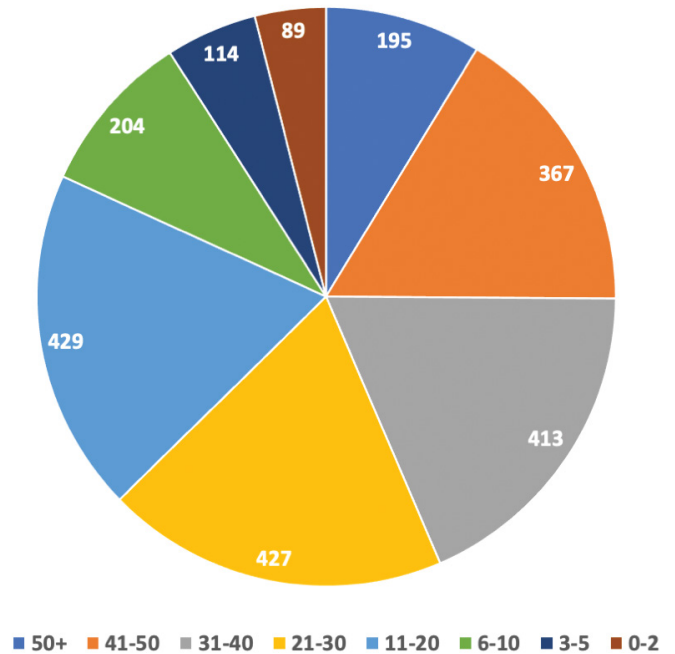
## MEMBERSHIP

Member demographics report. Help the NAA report more statistics by filling out your demographic information on your NAA profile. Contact [membership@auctioneers.org](mailto:membership@auctioneers.org) for assistance.

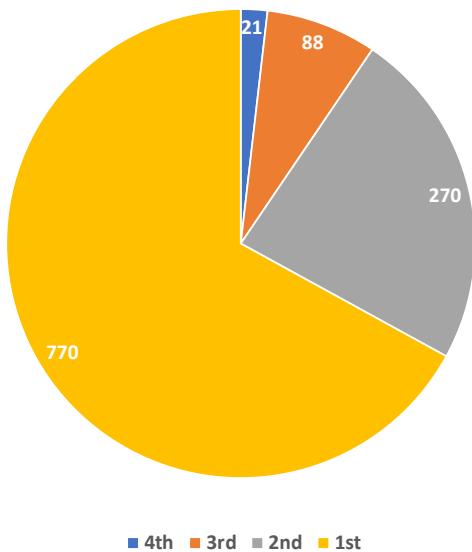
### Member Age



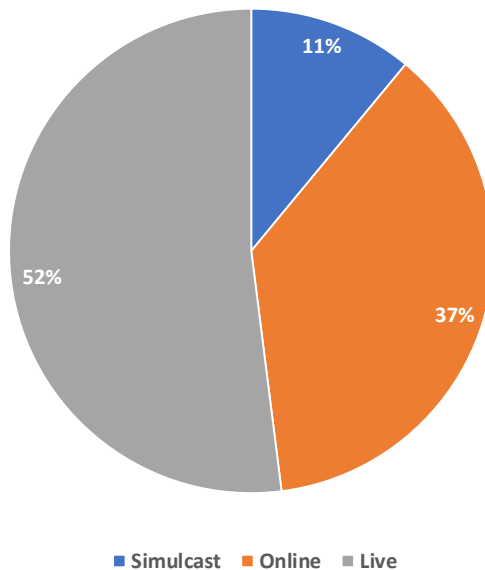
### Years in industry



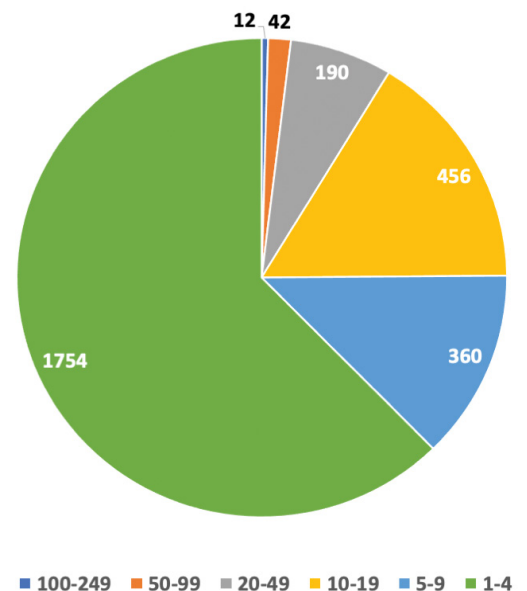
### Family generation



### Business method

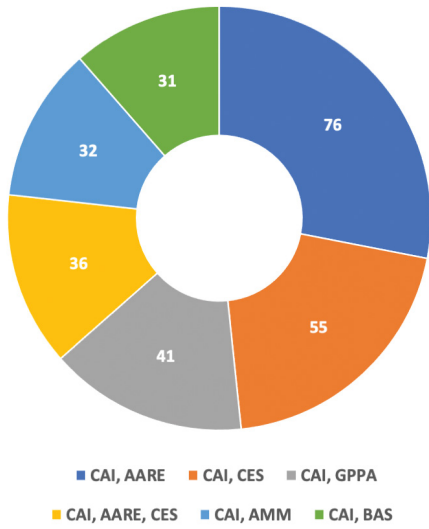


### Number of employees

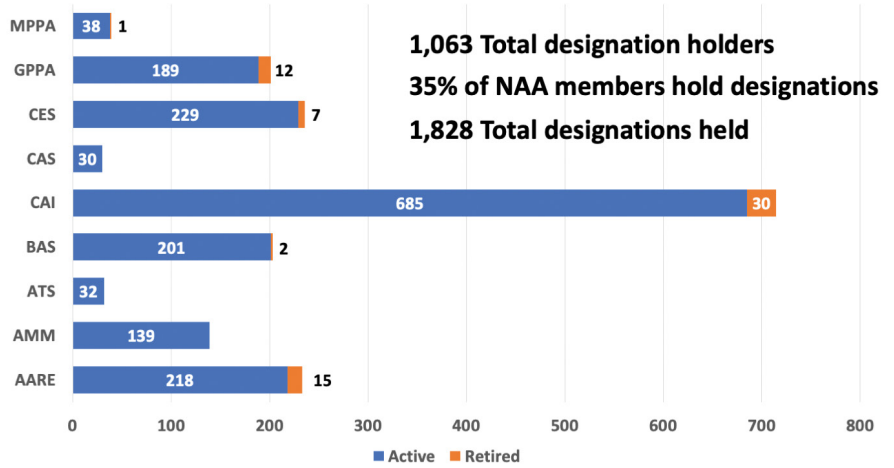




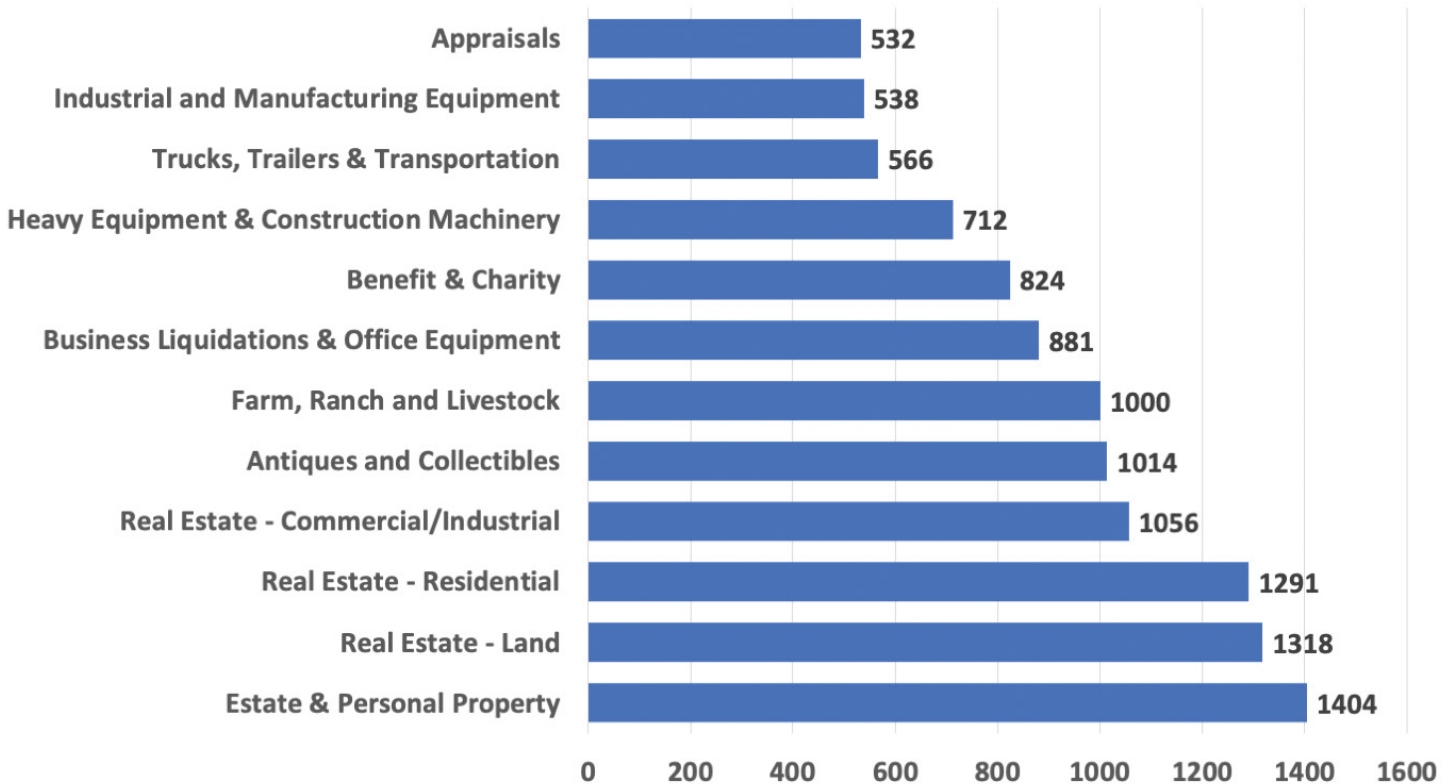
### Popular designation combinations



### Designation holders



### Top member specialties



# State Watch

## Nebraska



Scott Jarman of Jarman Auctioneers and The Auction Mill has been elected President of the Nebraska Auctioneers Association for 2022-2023. Scott graduated from the Missouri Auction School on Feb. 27, 1987, and began a first-generation auction career working for DJ Sanderson Auctioneers. Scott has contracted with several auction companies in the last 30 years and his love to work in a live auction ring has never stopped. Besides working live auctions, Scott donates many hours conducting fundraising auctions for nonprofits. Scott was the 2018 Nebraska Auctioneer Association Reserve Champion Auctioneer and the 2018 Nebraska Auctioneer Association Jon Moravec Memorial Ringman Champion. He has been a member of the Nebraska Auctioneers Association for many years.



David Muirhead, Muirhead Auction & Realty, LLC, Overton, Nebraska, was posthumously inducted into the Nebraska Auctioneers Association Hall of Fame at the 73rd Annual Convention in Norfolk, Nebraska. Attending the convention to accept the award was Garlan Muirhead, Dave's wife, and their son, Dan, wife Tracy and two boys, along with other family members who traveled from a distance to honor David's award. Presenting the award was the 2019 recipient, Linda Underwood.

Brenda Marshall, Marshall Land Brokers and Auctioneers, Kearney, Nebraska was inducted into the Nebraska Auxiliary Hall of Fame at the 73rd Annual Nebraska Auctioneers Association Convention in Norfolk, Nebraska. Presenting the plaque was Aris Rut who was the 2019 recipient of this award.





Ed Hall, Vandertook Auction Co, LLC, Lincoln, Nebraska, was awarded the prestigious Auctioneer of the Year Award at the 73rd Annual Nebraska Auctioneers Association Convention. Ed was awarded a plaque, black Stetson hat and a gold belt buckle by last year's recipient and good friend, Duane Wellensiek.

### Submit state news and events!

We love seeing auctioneers gather together. Send us your state event news at [auctioneers.org/statenews](http://auctioneers.org/statenews).

You can also submit your events for our state calendar to [eshipps@auctioneers.org](mailto:eshipps@auctioneers.org).

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SERVICE

★ ★ ★ ★ ★

**JOFF VAN REENEN CAI, AARE**

Joff currently holds **7 South African auction records**; 6 of them in property. In 2019 he conducted SA's **largest ever single multi-property auction**, knocking down real estate with a combined value of 1.2 billion in a single day. Previously Joff's sale in **less than 120 seconds of the Kyalami F1 racetrack** for 205 million netted two records – for SA's **highest real estate auction price ever achieved** and for the **highest commercial property auction sale price**.

Joff's final record was set in 2020 when he conducted **SA's largest ever classic car sale**. The global marketing campaign for this auction also netted Joff the **National Auctioneers' Association (NAA) USA Today 2021 Marketing Campaign of the Year Award**, taking top honours over more than 1 000 other international enterprises vying for the prize.

Joff's **three decades of auction expertise** with an impressive track record of realising the best value for clients' assets, has earned him the highest regard among investors.

Joff's dynamic style is also in demand by international charities. He has, among others, hosted auctions for the **House of Mandela Family Foundation** and for **Harry, Duke of Sussex**.

★ ★ ★ ★ ★



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

## Business Practices

# Mortgaged real estate

### Question: Should auctioneers sell real estate at an absolute auction where there is a mortgage or other liens on the real estate?

**N**ot generally. Auctioneers should not sell real estate at an absolute auction (also known as an auction without reserve) where there is a mortgage or other liens on the real estate. Despite the advantages of an absolute auction, there are significant risks involved in selling real estate at an absolute auction that is subject to a lien.

#### What is an absolute auction?

An absolute auction is an auction where the property will be sold to the highest bidder without any limiting conditions or reserve. In a recent decision from the Supreme Court of Appeals of West Virginia, there were a lengthy discussion about the differences between an auction with reserve and an auction without reserve. The case name is *Alex Lyon & Son, Sales Managers & Auctioneers, Inc. v. Leach* (June 12, 2020). The key distinctions highlighted related to when the contract for sale is formed, the role of the auctioneer in completing the sale, whether the property being sold can be withdrawn at any time, who is making the offer and who has the power to accept the offer, and the fact that there is no minimum price. The Court also explained that there is a presumption in contract law that auctions are held “with reserve” unless otherwise specified. UCC 2-328.

The Court explained that the words “without reserve” or “absolute” as used in auctions are terms of art that have a significant meaning. These words assure prospective bidders that the property will actually go to the bidder offering the highest price. The seller may not nullify this purpose by bidding himself or through an agent, nor by withdrawing the property from sale if he or she is not pleased with the bids. Thus, the seller may not refuse to accept a bid where the auction is without reserve; the bid itself establishes a right in the bidder to have the property unless someone else by raising the bid succeeds to his or her right. *Alex Lyon & Son, Sales Managers & Auctioneers, Inc. v. Leach*, 844 S.E.2d 120, 126–28 (2020)

#### What risks are involved for the sellers?

If the property being sold is real estate (or anything else that has a lien on it) the risk is that the property could sell for less than the amount owed on the property. Let’s consider a quick example assuming an auctioneer plans to sell real estate at an absolute

auction. The residential real estate appraised at \$250,000, but has an outstanding mortgage of \$75,000. The auctioneer may be confident in the local market and that the real estate will sell for more than the outstanding mortgage. However, there are no guarantees in life. If the real estate were to sell for only \$50,000, the Seller would receive \$50,000 from the sale but would have to come up with \$25,000 more to remove the mortgage to sell the property free and clear to the bidder.

#### What risks are involved for auctioneers?

Auctioneers have a fiduciary obligation to their sellers. In the situation described above where property is sold absolute for less than the amount of the lien, the seller would likely file a claim against the auctioneer. As part of the auctioneer’s fiduciary duty, an auctioneer has a duty to adequately advise the seller on how to sell the property. This includes explaining all risks and conducting and suggesting how the sale is to be conducted. Auctioneers should exercise caution to avoid this type of claims.

#### Do some states prohibit auctioneers from selling property absolute when there is a lien?

Yes, some states do have limitations on whether property can be sold when there is a lien. Ohio, for example, has specific legislation related to this issue. Ohio law specifically states:

(A) No person licensed under this chapter shall advertise, offer for sale, or sell real or personal property by absolute auction unless all of the following apply:

(1) One of the following applies:

(a) Except for current tax obligations, easements, or restrictions of record of the seller, there are no liens or encumbrances on the property in favor of any other person.

(b) Every holder of a lien or encumbrance, by execution of the auction contract or other written agreement provided to the auctioneer, agrees to the absolute auction without regard to the amount of the highest bid or to the identity of the highest bidder.

(c) A financially sound person, firm, trust, or estate, by execution of the auction contract or other written agreement provided to the auctioneer, guarantees the complete discharge and satisfaction of all liens and encumbrances, as applicable, immediately after the

absolute auction or at the closing without regard to the amount of the highest bid or to the identity of the highest bidder.

(2) The seller of the real or personal property at the time of advertising and at the time of the absolute auction has a bona fide intention to transfer ownership of the property to the highest bidder regardless of the amount of the highest bid and without reliance on any agreement that a particular bid or bid level be attained in order to transfer the property.

(3) The auction contract requires that the auction be conducted as an absolute auction, specifies that the auction is not a reserve auction, and prohibits the seller or anyone acting on behalf of the seller to bid or participate in the bidding process of the auction.

Ohio Rev. Code § 4707.023. Auctioneers should work carefully with appropriate legal counsel to check the laws of their state. Auctioneers must be aware of and ensure compliance with applicable laws and regulations.

In conclusion, auctioneers should generally avoid selling at an absolute auction real estate with any liens on the property (other than current real estate tax obligations). If there is a lien of any type, consider selling it at a reserve auction or take action to make sure that it will be resolved as part of the auction. The lien needs to be removed so the seller can convey the property free and clear of any liens to the buyer.

Otherwise, the sale of property with a lien on it at an absolute auction has significant risks and is an invitation to costly litigation. ❖

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*Kurt R. Bachman and Beers Mallers Backs & Salin, LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin, LLP do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention.*

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# Mike Fisher for NAA Director



*A Vision for the Future*

## Proven Leadership

23 years in the industry  
EI Trustee and EI Chair  
Chair of Certified Auctioneers Institute  
2020 NAA Volunteer of the Year Award  
Alabama Auctioneers Assoc - Past President & Hall of Fame  
Alabama State Board of Auctioneers - Vice Chair  
CAI, AARE, GPPA, CES, AMM, BAS

2022 NAA BOARD

# Election





# PETER GEHRES

CAI, CAS, CES

*Candidate for  
vice president*

## **What spurred your decision to run for the office of NAA Vice President?**

The last three years have been impactful for the auction profession and NAA. The NAA has set a new direction and refined its focus. I am confident in the abilities of staff and future volunteer leaders to complete the work. I would like to continue to be a part of seeing our new vision and mission fulfilled. Everyone goes through seasons of life and business. I feel called to a season of service to the profession that has given my family so many opportunities.

## **What is the most pressing issue for the auction industry?**

We say #AuctionsWork. What is in doubt is WHO will make auctions work in the next decade. Auction firms are consolidating, and marketplaces are changing our business relationships. The NAA has a voice, but it has often been a weak and muddled voice. We must strengthen our voice. I believe in auction entrepreneurship; a large and diverse group of auction firms will provide the best service to the market. For innovation and opportunity to flourish, we must strengthen current member auction companies and encourage new auction companies to open.

## **What specific initiatives would you like to see included as the NAA looks to 2030 and beyond?**

The NAA leadership and volunteers should embrace the PACE to 2030 plan. These plans should be accelerated and given more energy and resources. Becoming the voice of the auction profession will place the NAA as the go-to source for information and education. It is also time for serious consideration and discussion on how we can modernize our membership model to meet the needs of both small family firms and larger corporate auction companies. Further delaying this consideration is a missed opportunity.

## **How do you view the current climate of the auction industry?**

The supply chain shortages and economic growth mean auctions are more popular than ever. Now is a great time to be in the auction profession and a great time to start an auction company. There are growing technological and regulatory pressures on all companies. For the NAA to better serve our members and profession, we must become the clearinghouse for best practices and the foremost advocate for auctioneers and auction companies.

## **Why did you join the NAA initially and what can a member do to get the most out of their membership?**

In 2005 I joined the NAA on the advice of my auctioneer mentor. At that time, it was just what one did when entering the profession. Over my years of membership, I have found the more I gave to my fellow members, the more I have gained. The community of auctioneers and auction entrepreneurs has been vital to me. Engaging in the NAA communities is the most accessible benefit and the most useful for members at every stage of life and business. Service to the NAA and profession has been very rewarding. I encourage every member to be intentional about service and the relationships they develop with other auction professionals.



# LANCE WALKER

## CAI, BAS, CES

*Candidate for vice president*

### **What spurred your decision to run for the office of NAA Vice President?**

I have wanted to run for VP ever since I completed my term as NAA Director several years ago. I feel the timing is right because now my son Eric has come into the business and as our company has grown, we have hired several employees, which allows me more time to devote to this very vital position of NAA VP. Moreover, I think my experience in working in several auction specialties will help me better relate to most auctioneers involved in our various auction

industries. Also, I am very experienced at giving speeches, relating with people one-on-one and writing course material. I feel very privileged to have been selected to co-write the Benefit Auction Specialist designation program and teach it to hundreds of aspiring NAA benefit auctioneers. I have met much of the NAA membership as a designation instructor, seminar presenter, serving on several NAA committees such as election, St. Jude, IAC Live, Day on the Hill, a NAF Trustee and networking at the many NAA Conference & Shows I have attended.

### **What is the most pressing issue for the auction industry?**

The most pressing issue for the auction industry is to continue to convince consumers that the competitive bidding process provided by an auction is the best process to ensure true market value for their assets. Especially during these uncertain economic times where housing prices are soaring, interest rates are rising, the hampered supply chain has interrupted the supply of goods and the definition of and location of the “workplace” has caused a dramatic shift in the use of commercial property.

Those of us conducting benefit auctions for nonprofits witnessed record post-COVID giving by use of competitive bidding. Real estate auctioneers saw how competitive bidding helped drive prices to well beyond pre-appraised values. Auctioneers dealing in estates, business liquidations and equipment demonstrated how a competitive bidding process was well in demand during the pandemic. Each NAA auctioneer needs to boldly promote that we have the best method of selling in both good times and bad. An auction is free enterprise at its best.

### **What specific initiatives would you like to see included as the NAA looks to 2030 and beyond?**

Who could have predicted how our auction industry would change from 2012 to 2022? So how can we foresee what will happen in 2030 and beyond? Fact is, we cannot. But what we do know in learning from the past 10 years is that change is certain. Those auctioneers utilizing online auction platforms during the pandemic saw huge increases in its use and popularity since we could not gather in crowds. We are presently seeing the effects of rising interest rates and increased inflation. Our four cornerstone committees—Advocacy, Promotions, Community and Education—will be challenged to explore best practices for our ever changing industry. I just worked with an outstanding committee of benefit auctioneers to completely rewrite the BAS designation program, to bring it up to date with today’s auction event experience. Each designation will need to be continually updated to include best practices for our ever changing industry. One initiative I want to see is for us to pursue a national show or some type of production highlighting the auction profession and feature various types of auctions. A show that would spotlight the positive side of auctions throughout our industry—automobile, livestock, real estate, estate, benefit, equipment, commercial, collections, etc. Not only could we feature the excitement of the auction event, but we could go behind the scenes and interview



company personnel, buyers and sellers on how the auction process worked and what made the auction succeed. I had the opportunity to appear on an episode of Hoarders and became convinced that a show about auctioneers would be even more popular to the public. Another possibility for promoting our profession is to expand the IAC Live into a 6-8 series episode leading up to the event itself. Past President Terri Walker did a great job in getting this production off the ground and we should continue to take this success to a higher level. This production could be in the form of a television series, YouTube channel or whatever means we could best use to put a positive spin on the use of competitive bidding via an auction. Having a professionally produced national program would not only promote our industry but would be an incentive for nonmember auctioneers to join and participate in the NAA. Each member needs to get in front of the camera or appear on a radio show or be interviewed by a media group. This past year our company secured its own one hour radio show where we spotlight our local auctions and our benefit auctions as well as interview auctioneers from all over the country. We have also increased TV and radio ads, upped our Facebook and Google spots and we saw a significant increase in our business. Of course, promotional venues such as Facebook, LinkedIn, Instagram, Tik Tok, Google, YouTube etc., will continue to be important avenues for promotion. Like everything else, I expect these present medias will evolve into something more advanced than we now know.

### **How do you view the current climate of the auction industry?**

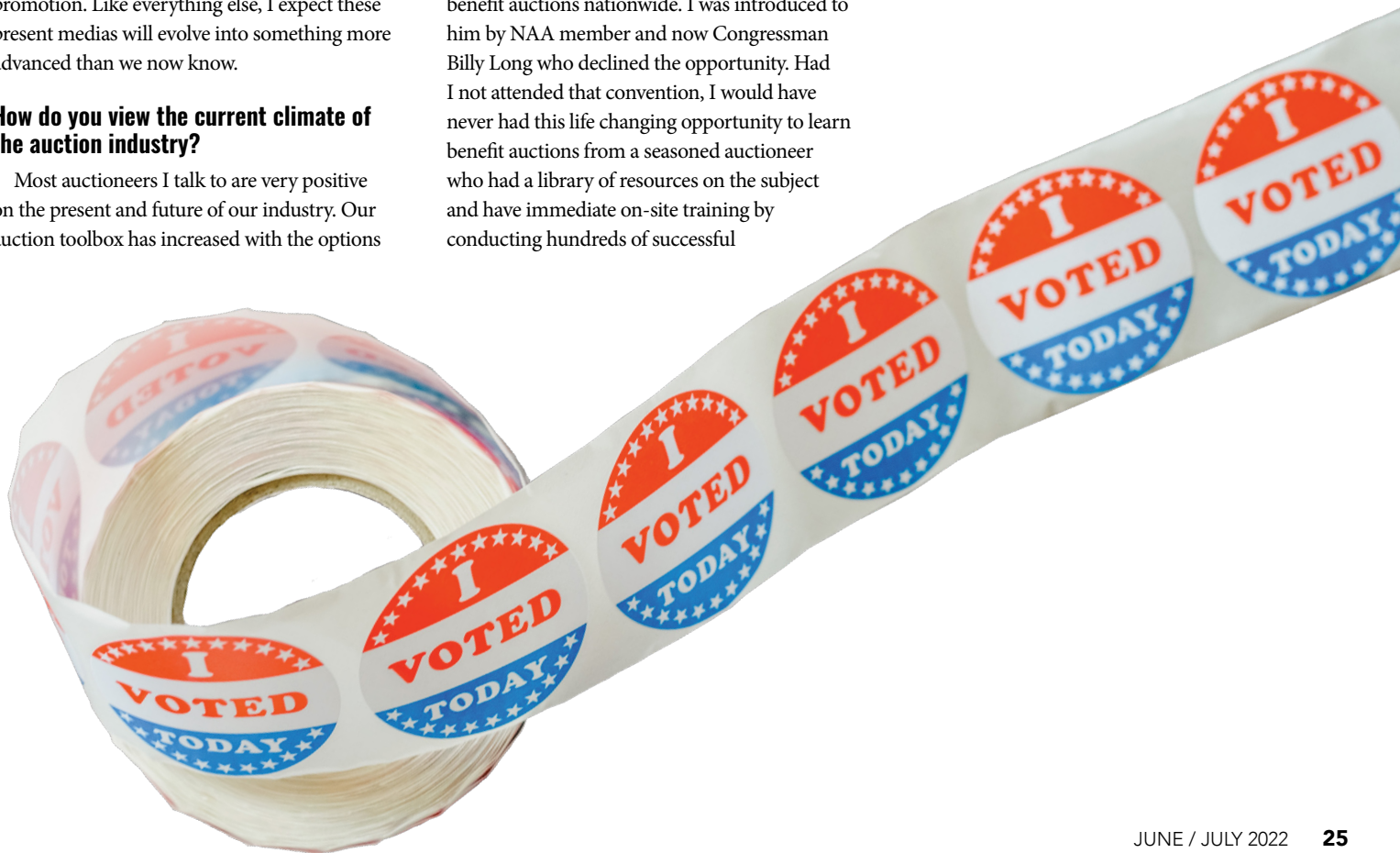
Most auctioneers I talk to are very positive on the present and future of our industry. Our auction toolbox has increased with the options

for live, online, simulcast or hybrid auctions. Auction professionals will continue to need the resources of the NAA to guide and educate the membership in the best use of these competitive bidding platforms. Forming alliances are proving to be advantageous to auctioneers. We are learning that often it is best to partner with another NAA auctioneer to increase our resources and make sure the client is best served. The future of our industry looks very promising, and we need the NAA to lead us in the best practices for our industry.

### **Why did you join the NAA initially and what can a member do to get the most out of their membership?**

The last day of my auction school training, I was challenged by the school owner Dick Dewees that if I was serious about succeeding in the auction industry, join the NAA and my state association. My attendance at auction school was a life changing experience, so there was no reason to question his advice. I immediately joined both the NAA and my state association. I attended my first C&S that next year and was overwhelmed by how auctioneers were so willing to share their wisdom and help me in any way possible. Profitable networking has been the greatest benefit of belonging to the NAA. It was at a C&S in Minneapolis many years ago that I met auctioneer Tim Duggan who was looking to hire a benefit auctioneer to help him conduct benefit auctions nationwide. I was introduced to him by NAA member and now Congressman Billy Long who declined the opportunity. Had I not attended that convention, I would have never had this life changing opportunity to learn benefit auctions from a seasoned auctioneer who had a library of resources on the subject and have immediate on-site training by conducting hundreds of successful

benefit auctions from east coast to west coast on a regular basis. Taking advantage of the many NAA education opportunities are just as important. Attending C&S or any of the many NAA educational opportunities offered is the best way to benefit from NAA membership. If you have a specialty, complete that designation. Partnering with other NAA auctioneers can often times best serve your client and you. The NAA website has a library of resources that each member can utilize. Volunteer for NAA committees that you think you could best serve. If you do not get picked the first time, try again. NAA needs you as much as you need NAA. The larger our numbers, the more influence we have on the industry and the more opportunities NAA can provide for our profession. Spread "Auction Fever" whenever you can. Commit to contact at least one person a day about the benefits of an auction and let them know you have the backing of several thousand successful NAA auctioneers. The more we build and promote our NAA family, the stronger and more influential we become.





# MIKE FISHER

CAI, AARE, AMM, BAS, CES, GPPA

*Candidate for director*

## What spurred your decision to run for the office of NAA Director?

I spent the last 4 years as an EI Trustee and this year as the EI Chair and CAI Chair. As Chair of EI, I have been serving on the NAA Board for nearly a year and have thoroughly enjoyed that experience and want to continue to give back. I have learned the importance of serving and how that shapes the direction of our association and industry. My goal is to make the NAA the voice of the industry and to further the power of sharing within the industry.

## What is the most pressing issue for the auction industry?

Identity. Consolidation in our industry and acquisition from outside the industry has created blurred lines on what an auctioneer is and our importance. We are not platforms or tech companies, but we are the power, muscle, and experts between the seller and the market. We must do a better job of educating the public on the importance of our role.

## What specific initiatives would you like to see included as the NAA looks to 2030 and beyond?

We must become the voice of the industry. We aren't the voice just because we say we are. We will be the voice when the market and people outside of the industry perceive us to

be. This will remove the blurred lines and allow us to set the narrative. The NAA must have a plan and dedicate the time and resources necessary to achieve this goal. I believe this can be accomplished with a strategy that includes a well-developed public relations plan that would make the NAA a recognized brand and established source. Building brand and voice will naturally increase membership as well.

## How do you view the current climate of the auction industry?

I think the industry is as strong as it has ever been and that is why we are seeing companies from outside the industry acquiring companies within our field. I believe the market will continue to grow and will also continue to change. When I joined the industry in 1999, it appeared to be very fragmented and few shared or worked together. I am extremely encouraged to see

that sharing and working together is becoming the norm and not the exception and feel this will be a key component in the continued and long-term success of our industry.

## Why did you join the NAA initially and what can a member do to get the most out of their membership?

I joined initially because, no matter the profession, I believe you should be a member of your trade organizations. Early on, I didn't take advantage of the NAA and its benefits. Once I decided to become involved, attend designation classes and Conference, volunteer and truly work at building a network within the NAA, my world changed. AHA (auctioneers helping auctioneers) isn't just a slogan or pitch, it is real. Meet people, build friendships and bonds, take advantage of the education, and build your network. As they say, it takes a village ... that village is within the membership.



# SHAWN HAGLER

*Candidate for director*

## **What spurred your decision to run for the office of NAA Director?**

My decision to run for the NAA board had a lot to do with timing. The timing is right for me to give 100% to be a productive board member and my personality won't let me commit to anything in life if I don't feel like I can give 100%. When I was asked to run, I took some time to make sure I had the ability to fully commit, and I feel like I do. I had recently completed serving a two-year term as President of the Colorado Auctioneers Association in February which I found very rewarding and I knew that I one day wanted to run for the NAA board, so when the opportunity presented itself, I decided to go all in.

## **What is the most pressing issue for the auction industry?**

To me the most pressing issue for the auction industry is the uncertainty of what our world will look like post covid or what will happen if we are faced with another round of government shutdowns and mandates. I would have never guessed we'd have seen anything like that in my lifetime in the United States so I think we need to be prepared in case we are to see it again. There is a large push for technology and AI to run our industry and yet I still believe we are in a customer service-based field. I want to look into my clients eyes and shake their hands at the end of the day thanking them for their business. So if the world is pushing for us to

only do business via a computer then what does that look like for us?

## **What specific initiatives would you like to see included as the NAA looks to 2030 and beyond?**

I feel that the push for 2030 should continue to look towards the younger generation and getting the auction method of marketing out to them. I fly almost every week and when people ask me on the airplane what I do and I tell them that I am an auctioneer, most people under the age of 30 don't know what that is. My 14-year-old son has already been through auction and ringman school and I want to ensure that our profession is alive and thriving 20 years from now when he may be trying to make a living in our field. But if the next generation isn't educated on auctions, we won't survive which is why I love that we are working with 4-H.

## **How do you view the current climate of the auction industry?**

I feel that the current climate of the auction industry is white hot! Every live auction that I have worked this year has broken the prior year's returns. World records are being broken and prices are higher than ever. If you aren't selling at auction, you are leaving money on the table in this current climate.

## **Why did you join the NAA initially and what can a member do to get the most out of their membership?**

I initially joined the NAA because an older auctioneer who was somewhat of a mentor to me suggested I join my state association and the NAA. I am so glad that I listened to him as those were two of the best decisions that I have made in advancing my career.

The best way to get the most out of your membership is really quite simple, just get involved. Paying your dues is great to helping the NAA cover its operating expenses, but if you don't get involved you are wasting your money. You will only get out, what you put in and the best way to get started is to attend Conference and Show! The networking and education is amazing and you will come home energized to put your new gained knowledge to work. Going to Conference and Show doesn't cost you a penny, it is an investment in you and your success.

# JOFF VAN REENEN

CAI, AARE

*Candidate for director*

## What spurred your decision to run for the office of NAA Director?

I want to give back. I have 30 years of international auction experience. In the early part of my career, I learned many things the hard way, but for the past 15 years my NAA family has been a constant pillar for me—always there with encouragement and guidance. If through serving my brothers and sisters in this way I can become a support for others, then I'm a fraction of the way to balancing what this organization has given me as a professional auctioneer and as an individual.

## What is the most pressing issue for the auction industry?

The massive technological strides the world as a whole has taken over the past few years, and how fast the global economy is having to adapt to these changes to ensure that it doesn't lose touch with business prospects. The auction industry isn't immune to these changes; if we're not helping our members leverage technology to interactively communicate and transact with their clients, they're in danger of being left behind. Leveraging prospects and data protection are major issues at the moment.

## What specific initiatives would you like to see included as the NAA looks to 2030 and beyond?

Ours is a legacy industry, built on more than two millennia of customs and tradition. It is also an industry that spans practically every corner of the planet. I believe the NAA's vision for the 21st Century should be threefold:

1. Playing a leading role in technology education for members to bring industry practices as a whole into the interactive age, thus building yet another layer of tradition onto our rich history.
2. Using the power of the NAA's PR and marketing to drive global membership—and by doing so making the association the representative professional organization for auctioneers worldwide.



3. Lobbying for the NAA to be awarded Professional Body status in the U.S. to provide greater legislative protection for members.

## How do you view the current climate of the auction industry?

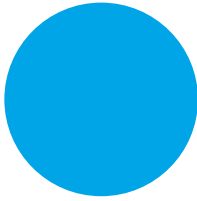
It is advancing at a rapid rate—just as rapidly as the broader global economy—so we need to be prepared and ready for this or we will be left behind. While the pandemic crisis has irrevocably changed the world, though, it's not all bad news. Luxury goods auctioneers reported stellar results last year; in most countries real estate has by-and-large strongly rebounded after 2020's slump; and, 2021 also saw record-breaking sales (\$6.5 billion) in the global art auction sector. Interestingly, a growing percentage of the latter's income is being derived from a commodity that didn't exist a decade ago—NFTs.

I love the fact that as an industry we continue to innovate. Auctions have been around for more than 2,000 years, but we're not complacent. Sale prices in the millions have been recorded at some recent NFT auctions, and while the

auctioning of virtual real estate is in its infancy, watch this space... There's no way our industry will ignore an opportunity like metaverse real estate sales that were valued at more than \$500 million at the end of last year.

## Why did you join the NAA initially and what can a member do to get the most out of their membership?

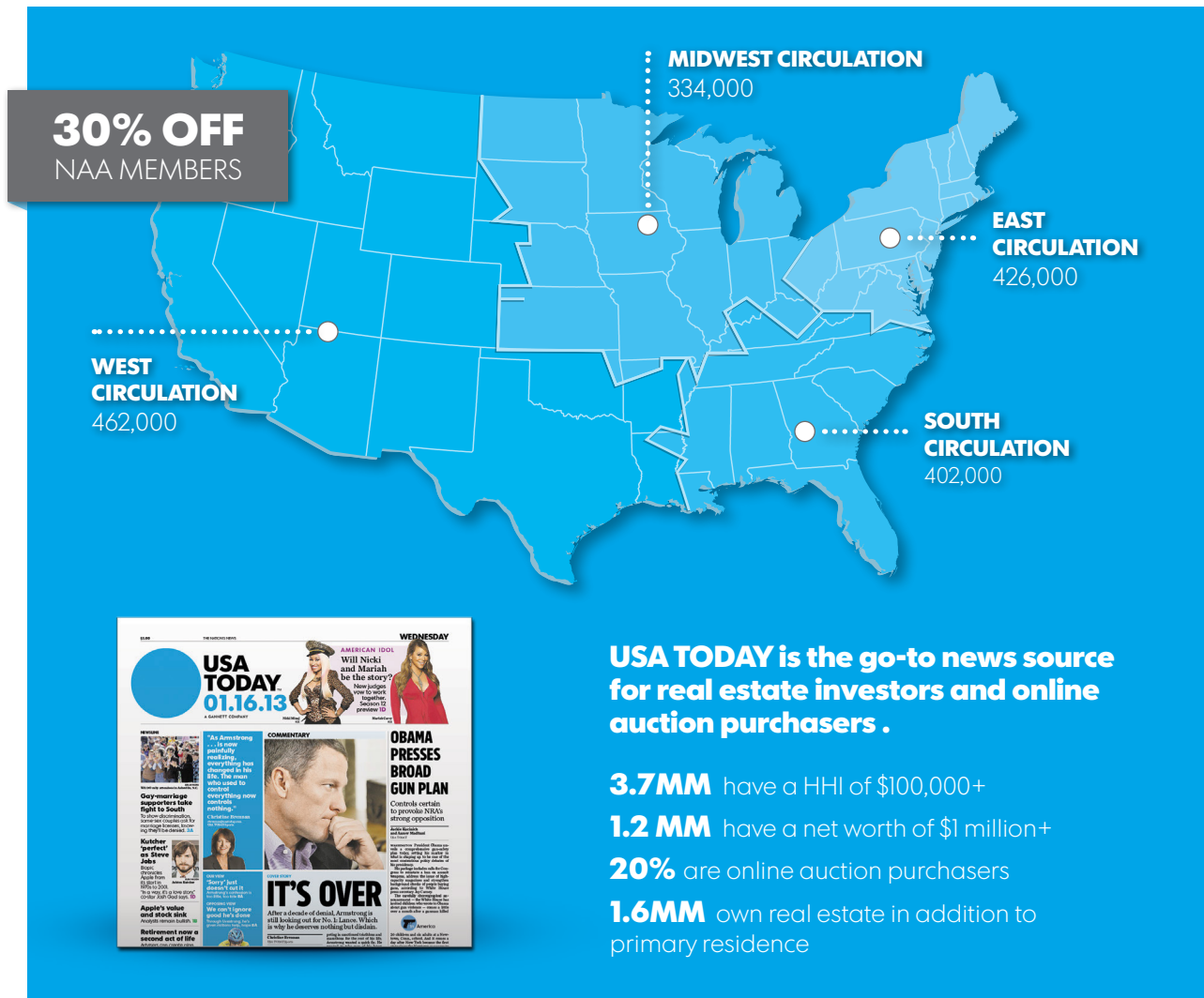
I was awarded a CAI scholarship when I joined. The drive to advance my education was a big motivation at the time and it was the best decision I ever made (besides my amazing wife and sons!) The NAA literally changed my life. The Education Institute changed my future, and the fellowship of the members changed my career and changed me as a professional auctioneer. I owe much to the NAA and I'm grateful to be part of such an empowering organization. My advice to new members is participate, participate, participate. You get out of the NAA what you put in.



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**Tiki Bar** →

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THE PARTY**



## Welcome party

This year's Conference & Show Welcome Party is conveniently located on site at the Town and Country San Diego.

This tiki party will feature live music, a fire dancer, and tiki-themed bars. Mingle with old friends and discover new connections, as you take part in the best backyard games ever: cornhole, ladder ball, lawn darts, lawn bowling, and giant yard games including Jenga, Connect Four, Right/Left/Center, Checkers, Tic Tac Toe, and Yard Pong.

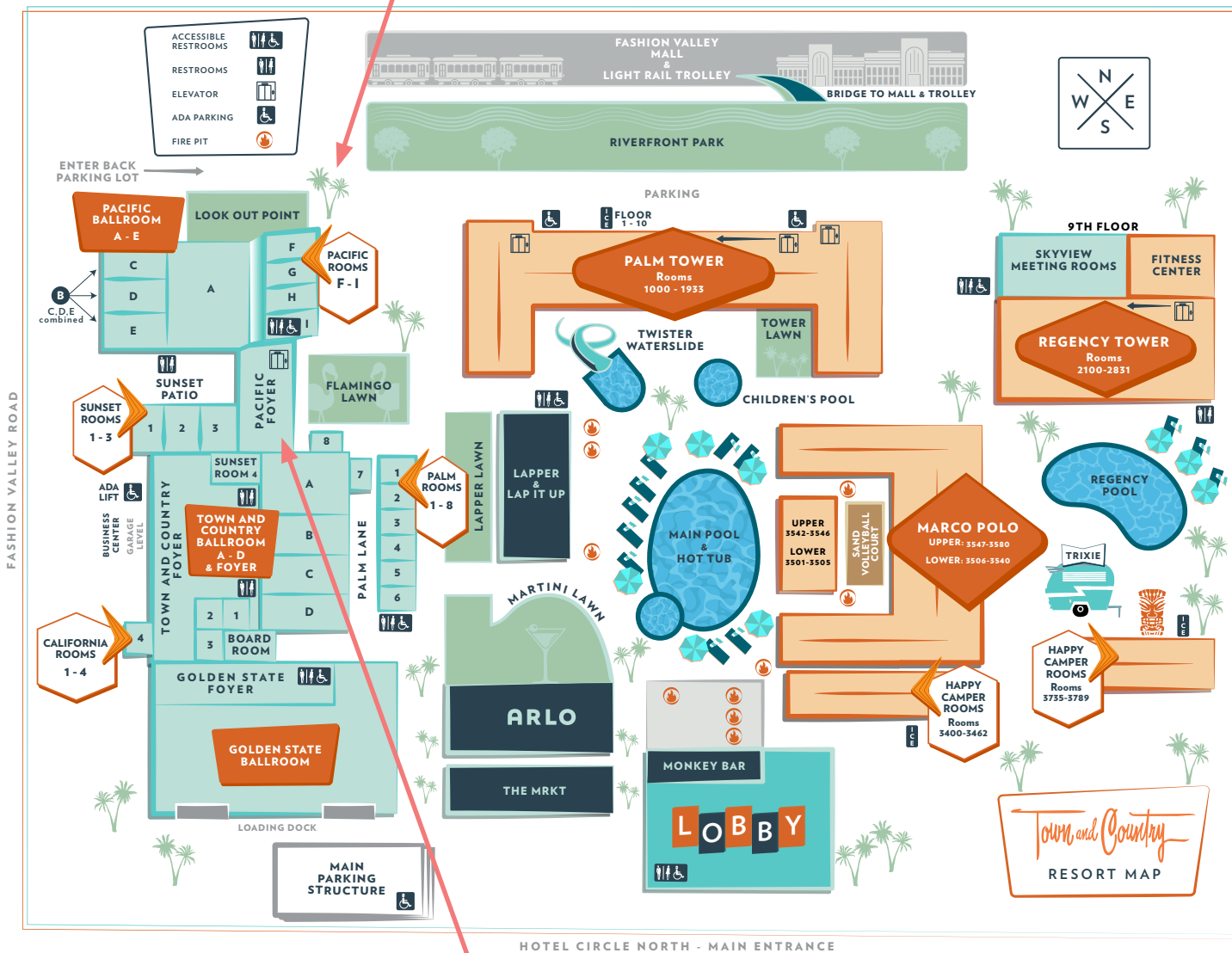
So, get settled Tuesday before Conference and join us for the best party of the year! You're welcome!

**REGISTER AT [CONFERENCEANDSHOW.COM](https://www.conferenceandshow.com)**



# Hotel layout

The conference events will be held in the **Conference Center** of the Town and Country. Once you get checked-in, mosey around the resort property, get acclimated to where the NAA meeting rooms are located, and locate the emergency exits.



**Registration packets** are available for pickup on Tuesday in the Pacific Foyer located in the Conference Center and at the NAA Registration desk Wednesday-Friday in Pacific A.

**Download the NAA association app** from Google Play or the App Store. The app will enable you to see who is in attendance and connect with one another, create your own schedule, and the map for way-finding.

## THINGS TO KNOW

- Access the **virtual conference** through the Online Education Center after July 11, 2022.
- In-person Conference registrants will only have access to the virtual Conference if you've **purchased a virtual Conference ticket add-on**.
- Any 12-18-year-olds at Conference can attend the NextGen Teen Workshop on Wednesday morning at 10 and still **make the 12:30 pm IJAC registration deadline** to

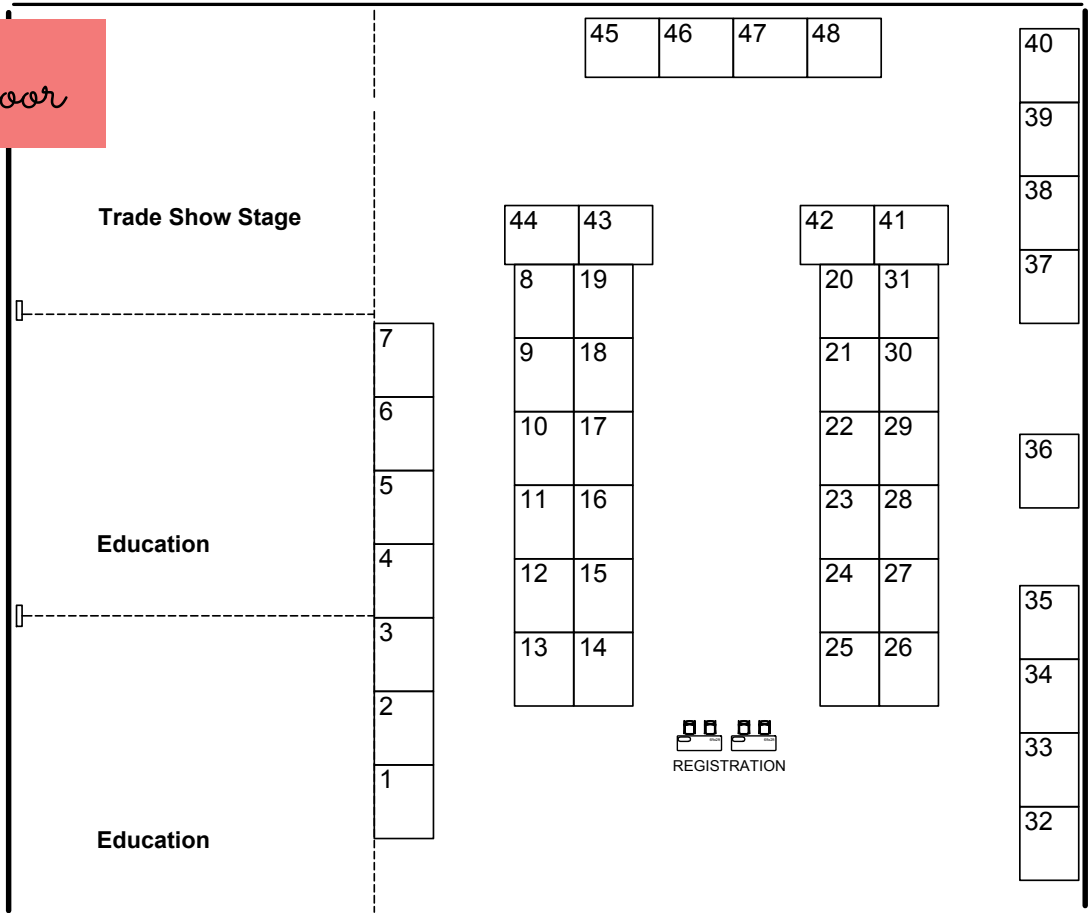
- compete that evening.
- Conference and Show is co-located with the Benefit Auction Summit. If you've registered for an **All-Access Pass**, then you can attend any education or activity that's included with both the conference and the summit, as well as their virtual components.
- **NAA Board Election voting** begins July 27 at 1 pm PT. Digital ballots were distributed by email to current NAA members on July 1. The deadline to vote is 9:30 am PT on July 28.

- The **San Diego airport** is about 15 miles from the Town and Country Resort. The Town and Country does not offer airport shuttle service but there are several ways to travel to and from the terminals, and all over the San Diego once you've arrived. A list of transportation options can be found at SDMTS.com. For an easy, efficient, and affordable way to get around San Diego, the **San Diego Trolley** station is located steps from the Town and Country parking lot.



# Trade show floor

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## Cultures combined

NAA provides connections that grow from business to friendship

By T. Kyle Swicegood

**Y**ou never know where the auction business will take you. This story was a surprise and a pleasant one.

I received a call one afternoon from NAA member Andy Austin. Andy asked me if I would be interested in helping another NAA member who had the need for a licensed auctioneer who was also a real estate broker. I made the connection with Loren Beachy over the phone who explained to me his need in North Carolina. After a week or so of discussing his project and conducting our due diligence, I agreed to take on the project. This was in the middle of Covid, so we were careful how we made our commitments.

Loren is the president of Bright Star Realty and Auctions based in Middlebury, Indiana. Accents were not the only difference in the two of us. While we were both licensed auctioneers in multiple states, Loren is Amish. I, like most

people on the East Coast, had visited Lancaster, Pennsylvania, but my exposure to the Amish community was limited. I was excited to work with Loren, and honestly, I was equally excited about engaging in his community's culture.

So, NAA brought us together on a rural sawmill chilly auction site in the tobacco country of North Carolina. Early that November morning, we pulled up to the auction site as the crowds were beginning to get in line at the back of Bright Star's 20-passenger bus that they brought the team down in. I had only talked with Loren over the phone, so I was anxious to make introductions. It wasn't long before I saw multiple bearded men with the signature Amish hats. Loren and I met on the bus; we huddled for a pre-auction meeting, and then ... the auction was on. They had a very successful sale that day and we closed on

the real estate the following January, despite having challenges because of Covid getting the surveyor to finish the work.

Later that next year, we duplicated a similar deal in the mountains of North Carolina. Their bus, driver and team once again showed up, only this time it was the night before, so we had supper together. It was another successful Bright Star Auction and joint venture real estate deal with The Swicegood Group, Inc.

All along, our NAA membership had blended two auctioneers from two different cultures. We both respected where we had come from and by this time, we called each other not just business associates, but friends.

Later, I was asked in January of 2022 to be the advisor for a CAI class of 2022. Guess who was in that class? Loren. During that week, Loren invited me to work an auction at his home base in Middlebury. It didn't take me long to think it over and I accepted his invite.

While at CAI, I had the opportunity to listen to Loren/Bright Star's business plan and like the judges, I was impressed. On Thursday, during the graduation ceremony, Loren



received the Rose Award and recognition for having the “Best Business Presentation” among a great class of contenders.

So, in late March, Elizabeth and I flew into Chicago from Charlotte and drove the 2.5-hours along the base of Lake Michigan to Middlebury. It was only 15 minutes out of Middlebury that I saw the Amish buggies traveling on the main thoroughfares.

Loren asked me if there was anything I wanted to do while there, and all I could think was, “Could we ride in a buggy?” He said, “That won’t be a problem.” Then I got the ask I wasn’t expecting, “Would you and Elizabeth come to our community congregation on Sunday?” Before I knew it, I wasn’t just coming to work an auction, I was getting ready to be enveloped in the Amish culture.

To respect Loren and his family, I asked him what was appropriate as it relates to clothing

expectations especially during our visit to his congregation. I’ll say this, he made me feel completely comfortable.

An introduction to Loren’s business and model was quite impressive. Bright Star is located on a major highway in Middlebury. The upfitted two-story residential home converted into an office backs up to the “Second Mile” selling center. It provides all the necessary expectations you would find for a full-service auction facility. I enjoyed catching up with his partners, Nate Lehman, Eugene Hochstetler and Jonathan Miller.

The day before the quarterly consignment auction, Loren took Elizabeth and me for a five mile or so buggy ride to a local Amish school. I was invited to speak to the class about a trip I had taken to Africa.

Later, we visited another local Amish school where Loren once taught. It was for a fun auction

where the kids had a certain amount of “money” to spend on about 100 items that were sold. It was fun to watch the kids spend their “money.” It was a great auction education for the kids.

On Friday, the Bright Star team gathered in their office one hour before the auction. Directions and expectations were handed out, and as is traditional, the team prayed before they went to work. Bidders were already showing up for registration. The catalog was over 700 pieces of rolling stock, yellow iron, tractors and much more. They had two rings running most of the day. Winners came from the floor, bid.brightstarauctions.com, Proxibid and Equipment Facts. The auction started at 10.

When they pushed the start button, it didn’t slow down until 6 pm. Their operation worked smoothly. Staff switched workstations all day, including bid callers, computer operators, ringmen and such. The live bidders consisted of both people from the Amish community as well as farmers and contractors. The online bidders came as far away as Colorado, Mexico, and even my home state of North Carolina. The projections on the wall were three screens wide. It was quite the professional operation.

In the end, our relationship was the picture of two Auctioneers Helping Auctioneers. He needed real estate support in North Carolina, and I needed to learn a little more about the larger equipment auction world. The value that we both gained by being National Auctioneers Association members paid off.

NAA, it’s not just about business, it makes for great friendships! ❖

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*Do you have a great AHA story? Submit it to [eshipps@auctioneers.org](mailto:eshipps@auctioneers.org).*

# A proper thank you for many kind deeds

An IAC runner up finds generosity and camaraderie through rubble

By Patti Baldini

I've been a member of the NAA since 1994, and attended Conference & Show every year until recently when Covid got in the way. I've met people from all over the world and formed friendships with many people who share the same passion for this industry. In years past, competing in the International Auctioneer Championship (IAC) was a big draw for me. I loved the nerves, drama, camaraderie, the "we're all in this together" feeling the competition brought. It feels like a club you're not sure you want to join. But, if you're brave enough to join, it won't matter if you ever make it to the finals or not, you'll always look back with great memories.

For several years, I was lucky enough to compete and place in the IAC finals. I accumulated all of the accolades placing in the finals brings. In 2008, Conference & Show was held in my home town of Nashville, Tennessee. I had the opportunity to compete in IAC in front of all of my home town colleagues and friends. I was very nervous yet excited to be able to represent my home town. I felt the energy of their support in the ballroom and I actually placed that year as the First Runner-Up, Women's Division. I was presented with a beautiful trophy and it may as well have been a new car because that's what I felt like I had won! Of course, I would have loved to have won first place, but I know on any other given day, at any other given time, it could have been anyone else. But on this night, I was very proud of my achievement. On my way home that night, I secured my trophy in a seatbelt in the passenger seat and marveled at the fact that the trophy was heavy enough to illuminate my passenger light on the dashboard.

## A turn of events

My office was never just a place to land every day, and on March 2, 2020, when I left for the day, little did I know all of that would



soon change. My office was a visual storyboard of my career and represented many of my accomplishments along my journey as an auctioneer since 1993. From selling farm equipment in the back of a pickup truck, to being on stage with celebrities at benefit auctions, there was always a picture and a story to tell. Many of my awards and newspaper articles were tastefully displayed and every day when I walked through that front door, I was reminded of how much I love the auction industry. This is a tough industry—it's hard work! But every item in my office meant something to me and brought back a good memory of a great auction experience. When my customers came to pick up their auction items, sometimes they would ask about one of my items ... like my trophy.

It was just after midnight in the early morning hours on March 3, 2020, and all of Middle Tennessee residents were awakened by constant blaring of tornado sirens. I kept in

close contact with my children and their young families who had taken cover in their safe spots. I was relieved when I knew they were finally safe. We all knew Middle Tennessee had been hit, we just didn't know how bad at the time.

About 2 am, still awake watching the tornado coverage, I received a phone call from my business neighbor who leased the warehouse space next to mine. She sounded frantic and told me our building had been hit by the tornado. I asked her to look in through my front door to see if she could see any damage. There was a long pause then she said, "Patti, there is no front door." My heart sank. My business had been hit by an EF3 tornado.

On the second day following the tornado, the roads had been cleared enough to access the property. My dear friends and auctioneers James and his son Joe Gary offered to come out to help me. I told them it wasn't safe and I wasn't even sure we could get to the building,



We managed to load up three truckloads of bits and pieces of a client's damaged artwork and other items, files from a filing cabinet and other random items. And there, partially covered by cinder blocks, was what was left of my trophy. Even though it now looked like twisted and broken debris, I had to secure what pieces were left of it. James found some of my competition medallions under another pile of cinder blocks but all of my other awards, accolades, pictures and personal items near and dear to me were simply gone. I lost everything.

The next day my "girl squad," who were friends from my Catholic High School, showed up to help. They, too, worked with me in a very dangerous environment for an entire day just to secure a few damaged items. We prayed out loud to St. Anthony to help us find things while we searched. They were my angels for the day.

On my last day on-site I decided I was done. I couldn't bear it anymore. Even if I had a truck to move some of the damaged furniture, I had nowhere to take it. Then another auctioneer and dear friend came to my rescue. Bobby Colson brought a box truck and a man to load up some of the damaged furniture that belonged to another client, and he took it to his auction location. There was no plan, just people trying to help. As life continues to show me, it's the people in your life who make the difference. I'll never be able to thank all of these people enough for being there to help me. They are all my angels and nights in shining armor.

I share these details so you know how devastating this life event was, but also to show you there is a silver lining. Losing everything in the tornado felt like it broke my spirit. I had no storyboard left. I had no visual reminders of my wonderful and exciting career. And just six days following the tornado, Covid shut down the world. And as if that wasn't enough, seven days after the tornado, I fell and broke my ankle and wrist. I didn't even tell anyone. No one needed any more bad news. As devastating as this time was, it was also a time when I was able to see the best in people. Auctioneers from across the

and that there may not be anything to salvage, but they insisted on coming to the location. As well, a dear client who was out of the country but heard about the tornado, sent one of his men and a pick-up truck to help. They all spent an entire day clearing out a path through the rubble making it safe for me to find and recover things ... anything. Even through my tears, they somehow found a way to keep me in the moment, so I could simply point and say, "I want that." They never complained and they were not ready to call it a day until they knew I had gotten anything I could get that would fit in their truck. They were my super heroes.

country continued to show their kindness and support by offering whatever they thought I may need. And this past November, at our TAA November Convention, I was presented with one of the most surprising acts of kindness of all.

### A winning gesture

Terri Walker agreed to be one of our judges at our 2021 Tennessee Auctioneers Association (TAA) Convention Bid Calling Competition. It was our first in-person Convention since 2019. When the judges were introduced, each was asked to sell something. When it was Terri's turn, she proceeded to the stage and started to talk about what a tough couple of years it had been for everyone. Then she started to tell the story of how I had texted her a picture shortly after the tornado of what was left of my IAC trophy and I had captioned it with, "Does this still count?" She had responded to my text and said, "Looks like you need some gorilla glue."

Then, she asked her son Eric to bring this box to the stage ... and while they were removing the item from the box, I couldn't believe what I was seeing. There it was—an exact replica of my trophy. The only other time I have been that surprised was when I was inducted into the TAA Hall of Fame, which was the pinnacle of my career.

Terri later told me she shared my story about the tornado and the picture I had sent her of what was left of my trophy with the IAC Committee and NAA members. She said everyone agreed it would be great if they could raise money to get a replica of my trophy made. Apparently, they were able to raise the money in no time at all. They went to the manufacturer to have a new trophy made and learned they didn't make this particular trophy anymore. So, the manufacturer had to make a new mold. They didn't give up as they all knew they had to get this done and done right!

I will never forget that moment and I will never be able to effectively communicate my sincere thanks and gratitude to the IAC Committee and members who supported this remarkable effort. This trophy brings back a piece of my visual storyboard. It helps me to remember all the other visual cues I lost that I will never be able to recover.

I am so thankful for the friendships I have made in this industry. You were all there for me when it mattered. Never underestimate the impact of a kind deed. Through the rubble, kindness shines bright. Thank you.

---

*Do you have a great AHA story? Submit it to [eshipps@auctioneers.org](mailto:eshipps@auctioneers.org).*



## Getting noticed online

The importance of search engine optimization for auctioneering websites

**C**onsumer behavior has evolved at a rapid clip—something auctioneers can certainly attest to over the last couple of years. Consumers demand immediate satisfaction more than ever and they are dead set on feeling relevant to the brands they do business with, which means quality customer service tops their list of needs. Consumers are also buying goods in new ways: There has been a 120 percent increase in online auction purchases since 2020.

Consumers are also spending more time online researching auction services, often spending more than one hour looking for the auctioneer who can best suit their needs. It has never been more important for auctioneers' websites to be optimized to grab the attention

of users. In the marketing world, the process of making sure your website ranks higher on search engines, such as Google, is called search engine optimization, or more commonly—SEO, and it's worth your time to make it part of your strategy for getting more online views.

### SEO expertise

Lexi Grafe was raised in an auctioneering family, but she's made her mark in marketing. She is a resource manager at Terakeet, a Denver-based company providing organic search technologies for Fortune 1,000 companies. She has plenty of experience in SEO, including as a senior SEO analyst. She's a treasure-trove of information on the topic and gets deep into the minutiae

that is of great interest to marketing professionals. She's got plenty of information for auctioneers who have an interest in improving their Google ranking.

Grafe currently helps some of the biggest video streaming platforms, airlines and banks get more than 1.5 million visits to their websites.

"There are a lot of websites out there," Grafe said. "There is a lot going on, so it's of critical importance to make sure we're using SEO."

Grafe, admitting she's a bit biased, says SEO is the most important marketing channel out there today. For example, one popular marketing tactic is paying to have content promoted, but her research shows that while organizations see near immediate results with this, they only get what they pay for. SEO, on

the other hand, is free but takes longer to get similar results. Yet SEO offers an organic snowball effect that paid marketing can't beat.

"You can start seeing results in about three months," Grafe said, "and the snowball effects starts at six months to a year after the SEO strategy is implemented."

### Ranking Factors

Grafe says roughly 75 percent of users don't have a company in mind when they begin looking for auction services, which explains why 86 percent of them spend more than an hour doing online research. Grafe describes SEO as the "bridge between new customers and your business," and that bridge is the algorithm that has more than 200 ranking factors that determine if your auction site comes up on the first page or on the 1 millionth page in a user's search. The goal is to land on the first page, because click rates decline rapidly from page two on down.

Grafe says there are five main pillars involved in this ranking process, the first of which determines if your website is trustworthy—meaning your site provides information that is relevant to your business and not filled with spam. The second pillar involves the value of your content—is it actually helping users find what they need? The third most important ranking factor is the usability of your website—is it easy to navigate? Similarly, "technical health" is also among the pillars, as this involves how fast your site loads, if it has good re-directs and that no links within the site are broken.

Finally, Grafe says reputable backlinks, which are also known as inbound links or incoming links, are a critical component for a "holistic SEO strategy." Backlinks are only effective if you are linking to a quality website. Grafe says Google sees these backlinks as a "thumbs up," which equates to a higher ranking in search.

### Keywords

When users perform a search, they're using keywords to find websites that contain the information they're looking for. Entire books are written about how to effectively use keywords in SEO strategies, but Grafe has established a handful of actional SEO tactics for auctioneers to consider, and not surprisingly, there is a chunk of information on keywords.

"The biggest mistake people make in SEO is creating content about things that nobody is searching for," she said, which is why doing keyword research is the "only way to figure out what people are typing into Google."

Fortunately, there are tools out there to assist auctioneers. Grafe points to SEO resources specifically designed to assist in choosing the right keywords, such as Semrush, Moz, ahrefs and Google Ads. Grafe says auctioneers should conduct a brainstorming session, coming up with a long list of keywords that are relevant to their business, then seeing how the rank with the SEO resource.

"Narrow down the list to the words that will actually help you," Grafe said. "Bucket together similar keywords and determine what keywords can be targeted within the same piece of content. Typically, I'd recommend two to three primary keywords." ❖

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*This article is based on a session from the 2022 Digital Marketing Summit. To access the full session, visit the NAA's Online Education Center.*



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## Boost the brand, help the client

Why marketing is a must-do for auctioneers

Lindsay Doll was a decade into her marketing career when she transitioned to the auction industry last year. After overseeing \$1 million projects, she's now transferring what she learned at her former marketing job and applying it at the Wichita, Kansas-based McCurdy Real Estate & Auction.

While Doll was careful not to step on toes by making drastic changes when coming into her new role, she's an expert in brand strategy and the management side of marketing and knew she could make a difference. Fortunately, Doll is willing to let others in the auction industry know about marketing strategies she's learned and how they can elevate their game.

### Creating value

In south central Kansas where Doll's company is located, only 4 percent of real estate is sold by auction. What keeps Doll

up at night is, "How many people in that 96 percent (who sold using traditional methods) could have benefited from auction? Probably a lot."

In essence, that's what marketing can do for auction companies: Clear up misconceptions about auctions and educate those who are unfamiliar with the process, while at the same time getting the public up to speed on an auction company's brand—their company culture and what they can do.

"I think it's human nature for people say, 'what's in it for me?'" Doll said. "There are so many benefits to selling at auction over the traditional model that people don't know or understand. So, here's how auction is going to make your life easier or better, or how it will make you more money."

Marketing teams are tasked with quickly churning out content, hitting the ground

running so as many people as possible are aware of an upcoming sale. Marketers are experts in design, copywriting, and implanting and monitoring a variety of marketing tactics.

"Whether you have a full-time marketing team or if you're a one-man show," Doll said, "your clients are benefiting from that knowledge that you've gained over years and years."

### Price points

Doll is quick to point out that her passion is in creating campaigns that bring value to the entire marketing process, which is why she refers to herself as a "budgeting free spirit." She said her approach to establishing a fee structure for her services is, "How do I make this process easier, faster and better so I can spend my time doing what I love, which is building campaigns?"

She's implemented a fee structure at McCurdy that gives clients options in how their



property is marketed. Doll refers to it as the “good, better, best,” method, which involves a pricing tier where the fees get higher in packages where more marketing is offered.

Doll’s packages include some or all of the following: online property listing, online bidding service, text message reminders, weekly auction alert emails, property highlight emails, auction signage, professional photography and videography, print advertising, social media advertising, paid search advertising and creative services.

There is also an option for add-on services, such as more print-heavy options, which some clients still see value in, including mailers, brochures, etc.

The client has options, which Doll said they enjoy having. And rather than approaching this with a, “What is this going to cost me?” attitude, they are more inclined to see value in these services.

“This method streamlined our processes completely,” Doll said, adding that accounting is no longer tasked with doing custom invoices for every client.

## Brand marketing

Consumers today are heavily invested in the brands they do business with. If

they don’t feel a sense of loyalty, they will go elsewhere to spend their money. This is another reason marketing at auction companies is so important.

“If you’re not dedicating a certain amount of dollars for marketing your brand,” Doll said, “I think you’re missing a really big audience.”

Marketing, aside from helping to clear up misconceptions about what the industry can do for sellers, also makes an impact on peoples’ lives—and in so many ways. Auctioneers offer services that can take a stressful situation and completely free a client of worry, including those helping a senior member of the family transition to a new living environment.

“Think of all the people that you have made an impact on their lives,” Doll said. “We see it all the time—it’s an estate and they’re selling it auction to help pay for mom’s long-term care. Those are stories that we should be telling the world.”

## How much do you spend?

Doll said, citing numbers from Gartner, average budget that companies put toward marketing is 6.4 percent of revenue. She said going with the percent of revenue method is probably the easiest option for establishing a

marketing budget, particularly for newcomers. It can scale with company growth, but it doesn’t really speak to specific company goals, which might fall outside that rigid budget.

Another option is what Doll refers to as “competition matching,” which assumes you know exactly what the competition spends on marketing. It’s a defensive posture and can prevent you from overspending (assuming you can actually keep up with the competition). Doll said the best-case scenario in this option is that you keep up with the competition, and the worst-case scenario is that you fall behind.

Yet another, and for Doll that most attractive option, is to establish a budget based on goals. Rather than shooting in the dark, all money spent is based on defined projects.

“It forces you to sit down and think strategically and long term about, ‘What do I need my marketing to accomplish this year for my brand and how much is it going to cost?’” Doll said.

---

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# Q&A

## Hannah Busby

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

All my life I have grown up in a family full of male auctioneers. Each one incredibly talented with a big personality. When I was 16 years old my father brought me to Scottsdale for a star-studded fundraiser. That evening I watched my first female auctioneer conduct a benefit auction. I had never seen a female command the attention of an audience with such control and charisma. I was enamored and felt like I had discovered self-actualization all at once.

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

I am fortunate enough to have grown up in a multi-generational auction family. I remember taking bids for my father's local benefit auctions at 12 years old. I attended auction school and eventually ended up working for a national nonprofit in corporate development. While I missed fundraising on stage, that experience taught me so much about generating impactful giving and what nonprofits really crave from their contracted fundraising professionals.

### Were there any challenges you faced?

Many. Any dream worth chasing is going to present you with road blocks. I have found if you can show up with just a little positivity and be willing to do the hard work, you will eventually find your way.

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

I have watched all different walks of life enter the industry during my last

few years of instructing at Western College of Auctioneering. I now truly believe anyone with a genuine passion for helping others, and the motivation to practice has the ability to become a successful auctioneer. Regardless of your experience.

### Why do you love what you do?

I love what I do because I can honestly say that I have watched auctions change people's lives. A single fundraiser for pediatric cancer research can fund an entire medical trial for a family that could never afford it. An estate auction for a widow can eliminate the stress of downsizing and prepare her for a comfortable retirement. A major auction company adopting a year-long awareness campaign can change the way millions of viewers detect early signs of heart disease. These examples, like their impact, are endless.

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

**GIVE BACK TO YOUR COMMUNITY!**  
87 percent of consumers say they will purchase a product simply because a company advocated for an issue they care about. The same principals can be applied to independent contractors. Find the issues you genuinely care about and become an advocate. Your brand will not go unnoticed.

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

I have benefited greatly from my NAA membership. The networking opportunities

alone are invaluable. I have a contact list full of colleagues I have met through the NAA that I can call whenever I have a question. Attending designation classes has single handedly created multiple employment opportunities for me. (I'm attending the Benefit Auction Summit in July and cannot be more excited!) Listening to the Auction Advocate Podcast allows me to hear first-hand accounts from my idols in the industry. All of these facets help to make me a better ambassador.

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

I'm learning from incredibly ethical professionals and most importantly, good people. I would encourage any aspiring auctioneers searching for a mentor to not just chase down the best bid caller and beg them to teach you everything they know. Do your due diligence and a little soul searching. Find a mentor whose overall quality of life you want in 10 years.

### This year you're joining the IAC Live! broadcast team as a roving reporter. What are you looking forward to adding to the IAC experience?

I am so thrilled to be this year's IAC Live! roving reporter! The IAC Live! interview was one of my favorite experiences during competition last year, so it's an incredible honor to be invited back as an interviewer for 2022. My personal goal is to be a cheerleader for every competitor and facilitate some light-hearted banter to give our viewers at home a behind the scenes glimpse of what this day of greatness is really all about.

### You've competed in IAC once, will you compete again?

Absolutely! I'm hooked.

### What are you looking forward to in 2022?

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For more information on Hannah, visit [busbyauctiongroup.com](http://busbyauctiongroup.com).







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hfinternationaltd.com  
Fordham  
Cambridgeshire  
United Kingdom

H&F International Auctions  
Company (US based)  
(908) 088-2244  
fred@  
hfinternationalauctions.com  
Metuchen, NJ

**Roger Dean Chambers**

RE Bid Sales, Inc  
(979) 836-9600  
Rchambers@rebidsales.com  
rebidsales.com  
Brenham, TX

**Roy Robertson Collins**

collinsfarmhome@gmail.com  
Belvidere, TN

**Rickie L. Day**

Martin Edwards & Associates  
(910) 890-4331  
rday@mailmea.com  
Linden, NC

**Kevin Hales**

Commercial Industrial  
Auctioneers  
(503) 760-0499  
kevin@ciauctions.com  
ciauctions.com  
Portland, OR

**Troy Dean Heard**

troy.d.heard@gmail.com  
Prospect, TN

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Auction In The Keys LLC  
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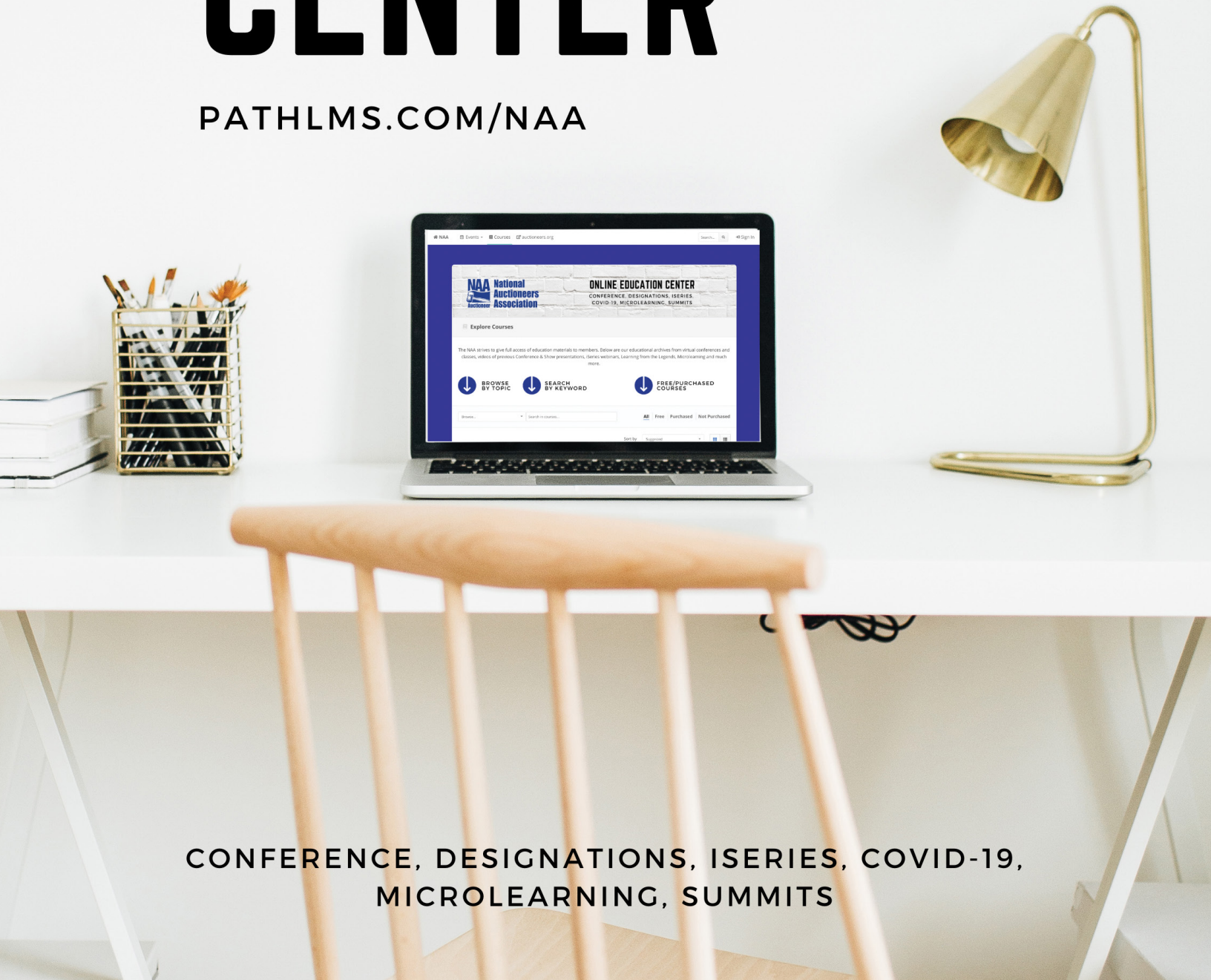
**Why I decided to join the NAA was a no-brainer. As a first-generation auctioneer and new to the profession, I need all the help I can get. NAA members are at the top of their profession and the wealth of knowledge the NAA provides will help me start and grow into this industry. With a real estate background, I was eager to learn of the additional courses I could take through the NAA in my related field of interest. That opportunity alone is worth the membership.**

Jared Williams

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## *In Memory*



### **Benny Fisher** **Hall of Fame member**

Dr. Louis B. “Benny” Fisher, Jr. went to be with the Lord on Friday, May 13, 2022. He is in the arms of his Lord and Savior and the love of his life, Barbara Blue Fisher.

Benny, a Native Floridian and third generation of Pompano Beach, FL, was born on June 21, 1936 at Holy Cross Hospital into the Fisher/Lyons family, one of the pioneers of Pompano Beach. He graduated as a Bean Picker at Pompano Beach High School and continued his education at the University of Miami, where he was conferred a Bachelor of Arts degree with honors in 1961. Subsequently, he was awarded an Honorary Doctorate for his benevolence with so many humanitarian causes.

Benny was ordained as a Southern Baptist pastor and began his ministry in Loxahatchee,

FL. He pastored several churches over the course of 17 years. As the associate pastor for the First Baptist Church of West Palm Beach, Benny was one of the founders of Palm Beach Atlantic University in 1968.

Vocationally, Benny was a member of the 1972 graduating class at Reisch Auction College and a graduate of the Certified Auctioneers Institute in 1981. He turned his father’s real estate company into one of the most renowned auction firms in the country.

Benny served as Board Member, Vice-President, and President of the Florida Auctioneers Association; Director of the National Auctioneers Association; and was a member of The Hundred Club of Broward County since

1988. In 1995, Benny was presented with the Lewis C. Dell Award by his fellow members of the Florida Auctioneers Association. However, the culmination of his career came in 2004 where he was inducted into the National Auctioneers Hall of Fame by 7,000 of his colleagues and peers.

Benny’s other accolades include Florida State Bid Calling Champion twice (1980 and 1985); World Champion of Champions (2000); and the first-ever Businessman of the Year Award from the Pompano Beach Chamber of Commerce in 1990.

Benny was known for his impeccable fashion sense — he was never seen without his quintessential suit, tie and hat. His charismatic personality led him to never meet a stranger, and he always took the opportunity to share the word of the Lord. In his most recent years, Benny enjoyed writing and delivering speeches, mentoring, socializing and

reminiscing with friends and family.

Benny is preceded by his father and mother, Louis B. Fisher, Sr. and Inez Lyons Fisher; his brother, H.L. Fisher; and his loving wife of 58 years, Barbara Blue Fisher. He is survived by his aunt, Barbara Lyons Platts; his sisters, Marilyn Virginia Wolf and Mary Francis Whidden; his nephew, Ben Whidden (Meggan); his sons, Louis B. Fisher III (Mitzi) and Lamar Paul Fisher, Sr. (Suzan); his grandchildren, Louis B. Fisher IV “B.J.,” Patricia Fisher McGrath (Tom), and Lamar “Paul” Fisher, Jr. (Molly); and his great-granddaughter, Madison Sue McGrath.

The viewing will be held on Thursday, May 19, 2022 from 4:00 p.m. to 8:00 p.m. at First Baptist Church of Pompano Beach, 138 NE 1st St, Pompano Beach, FL 33060.

The funeral service will be held on Friday, May 20, 2022 from 1:00 p.m. to 2:00 p.m. at First Baptist Church of Pompano Beach, 138 NE 1st Street, Pompano Beach, FL 33060.

*In lieu of flowers, please send donations to the National Auctioneers Foundation, 8880 Ballantine St, Overland Park, KS 66214 or First Baptist Church of Pompano Beach, 138 NE 1st Street, Pompano Beach, FL 33060.*

*Benny Fisher was a member of the NAA for 49 years.*

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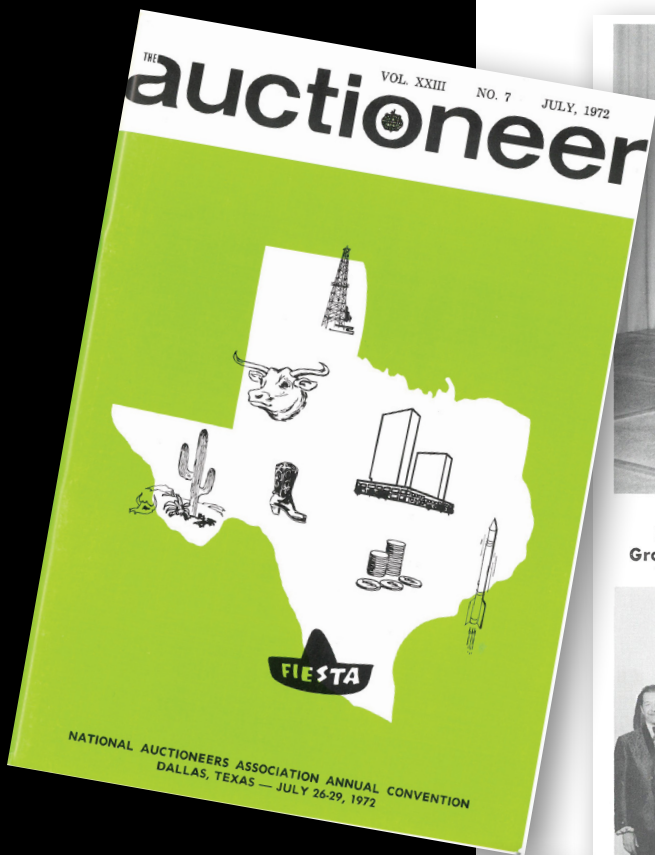
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At Alabama's First Annual Convention, from the left: Jim Casey, Alabama Secretary; John A. Horton, Alabama President; Bernard Hart, NAA Secretary; and Marty Higgenbotham, NAA Director.

4

IN UNITY THERE IS STRENGTH

Fifty years ago, in 1972, it was convention season for auctioneers across the nation. The NAA was in full swing of promoting the 23rd annual convention hosted in Dallas, Texas, with musical entertainment. In addition, Alabama held its first Annual Convention as well. So, if you're looking to attend an event this summer, why not register for this year's 73rd annual convention! You can find more information at [conferenceandshow.com](http://conferenceandshow.com). We'll see you there, in San Diego, California!

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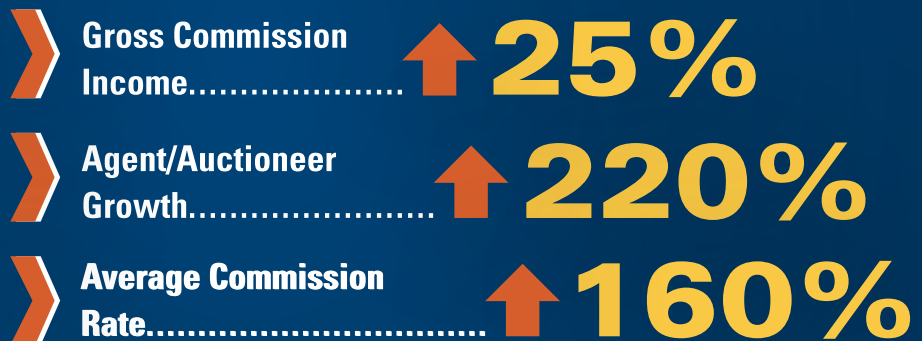
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