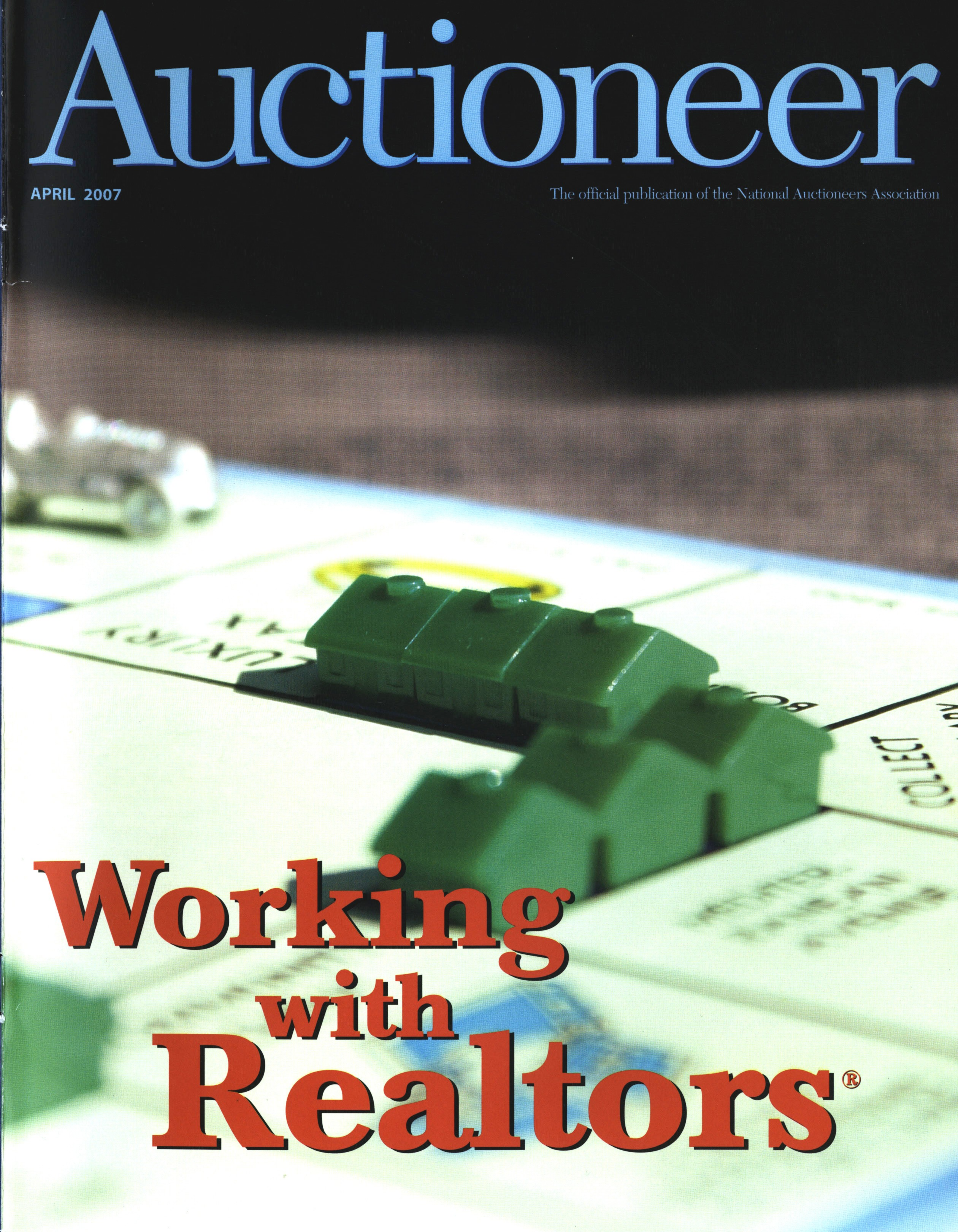


Auctioneer

APRIL 2007

The official publication of the National Auctioneers Association

A photograph of a green LEGO house on a map with a yellow circle.

**Working
with
Realtors®**

AMERICA'S TOP AUCTIONEERS ARE TRAINED HERE!!!!



**MENDENHALL SCHOOL OF
AUCTIONEERING
PO BOX 7344
HIGH POINT NC 27264**

PHONE 888-833-0316 FAX 336-887-1107

WWW.MENDENHALLSCHOOL.COM
MENAUCION@AOL.COM



**START WITH A FIRM
FOUNDATION. CALL OR WRITE
TODAY, FOR A FREE CATALOG**



**LEARN FROM THE PROS AND LEARN MORE ABOUT
AUCTIONS THAN YOU EVER THOUGHT POSSIBLE**

CONTROL YOUR AUCTION! WITH AMPLIVOX PORTABLE SOUND SYSTEMS



WIRELESS HALF-MILE HAILER - MODEL SW610A

- 50 WATT AMPLIFIER
- BUILT-IN WIRELESS RECEIVER
- INCLUDES LAPEL AND HEADSET MICROPHONES
- DUAL WIRELESS CAPABILITY WITH SECOND MIC KIT
- WIRELESS HALF-MILE HAILER KIT AVAILABLE
- INCLUDES SECOND SPEAKER, TRIPODS, CASE

WIRELESS TRAVEL AUDIO PRO - MODEL SW905

- 100 WATT AMPLIFIER
- BUILT-IN 10 CHANNEL UHF WIRELESS RECEIVER
- CHOOSE HEADSET, HANDHELD, OR LAPEL MIC
- OPTIONAL SECOND BUILT-IN UHF RECEIVER
- BUILT-IN TAPE RECORDER AND CD PLAYER
- INTERNAL RECHARGEABLE BATTERIES & AC POWER



■ MADE IN THE USA ■ 6 - YEAR WARRANTY

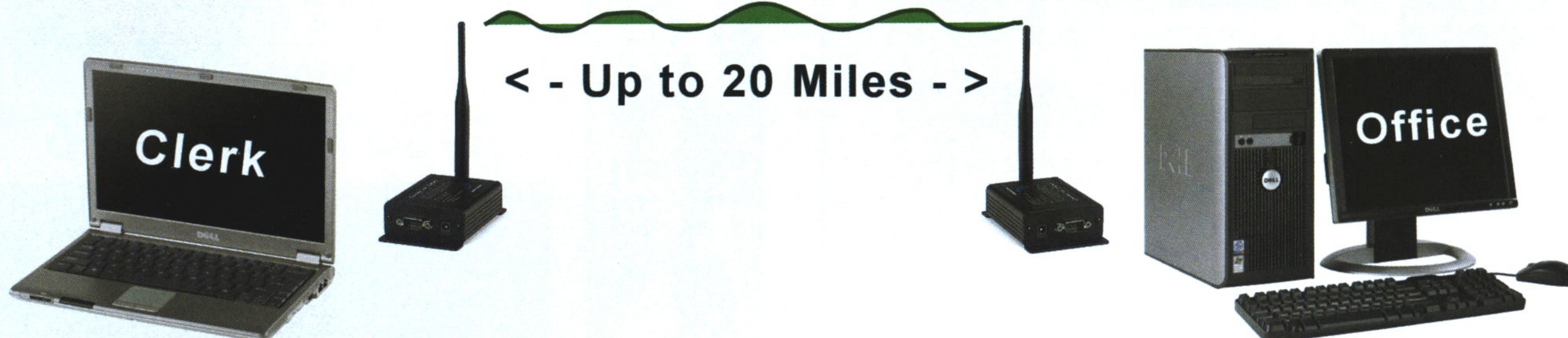


The Powerful Auction Industry Software Solution

(Lotted - Non-Lotted - Multi-Parcel)

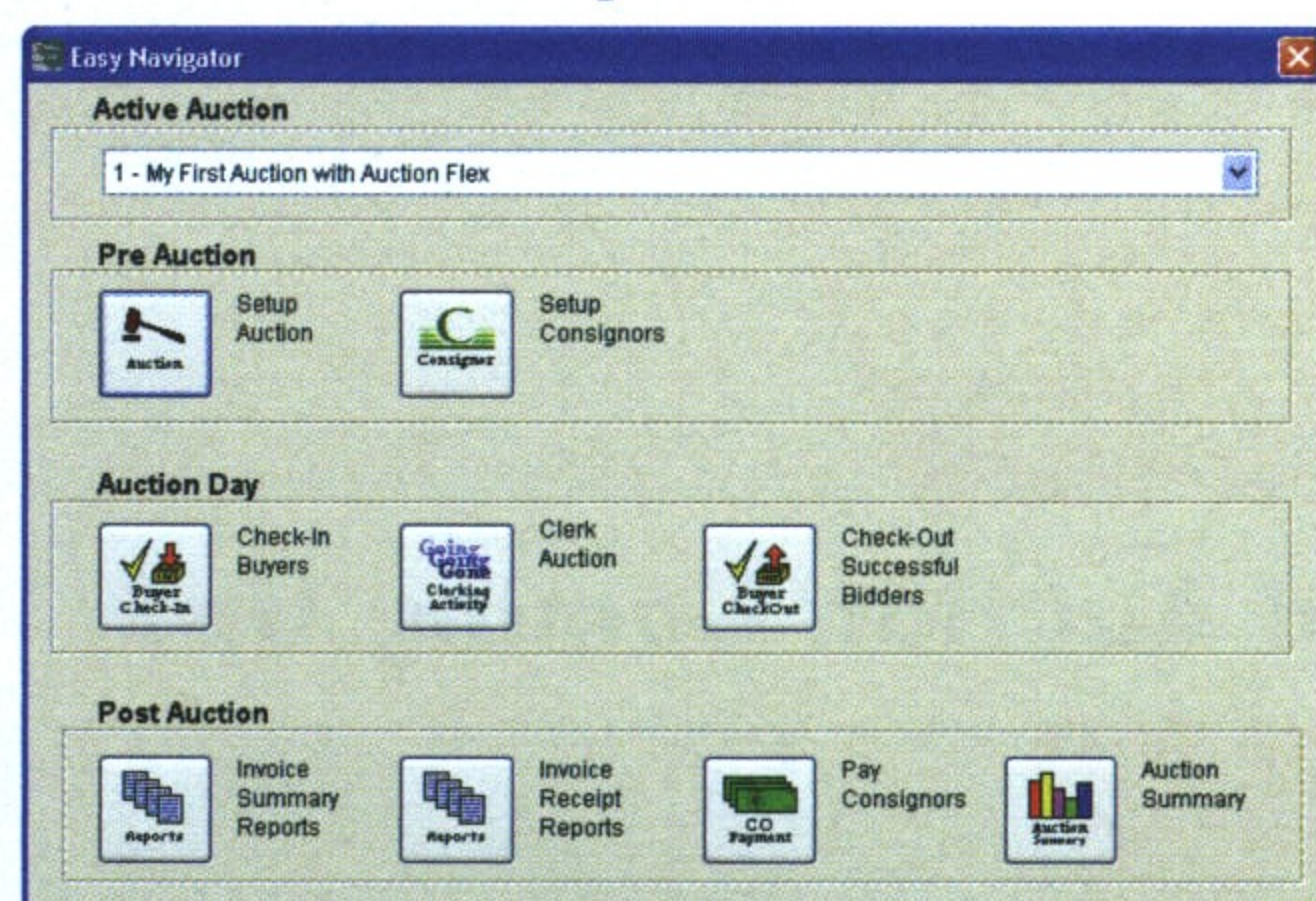


RF MODEM CLERKING HAS ARRIVED!



Auction Flex is the de facto market leader in auction management software for Windows.
Started in 2000, Auction Flex has quickly established a reputation for providing powerful, flexible software and unmatched customer service.
Download a free trial from www.auctionflex.com and see what you've been missing.

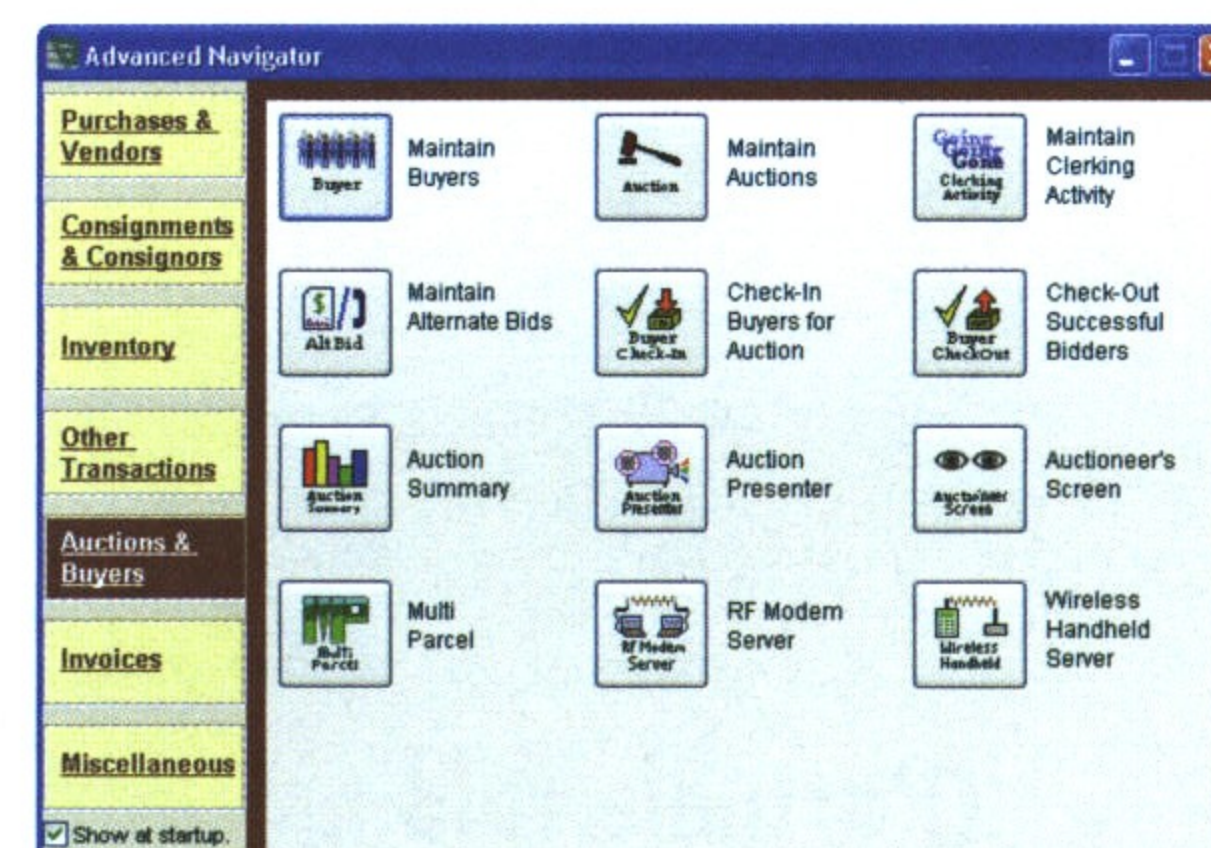
Easy Mode



BUYER CHECK-IN

1. Scan drivers license
2. Capture image
3. Print bidder card
4. Next!

Advanced Mode

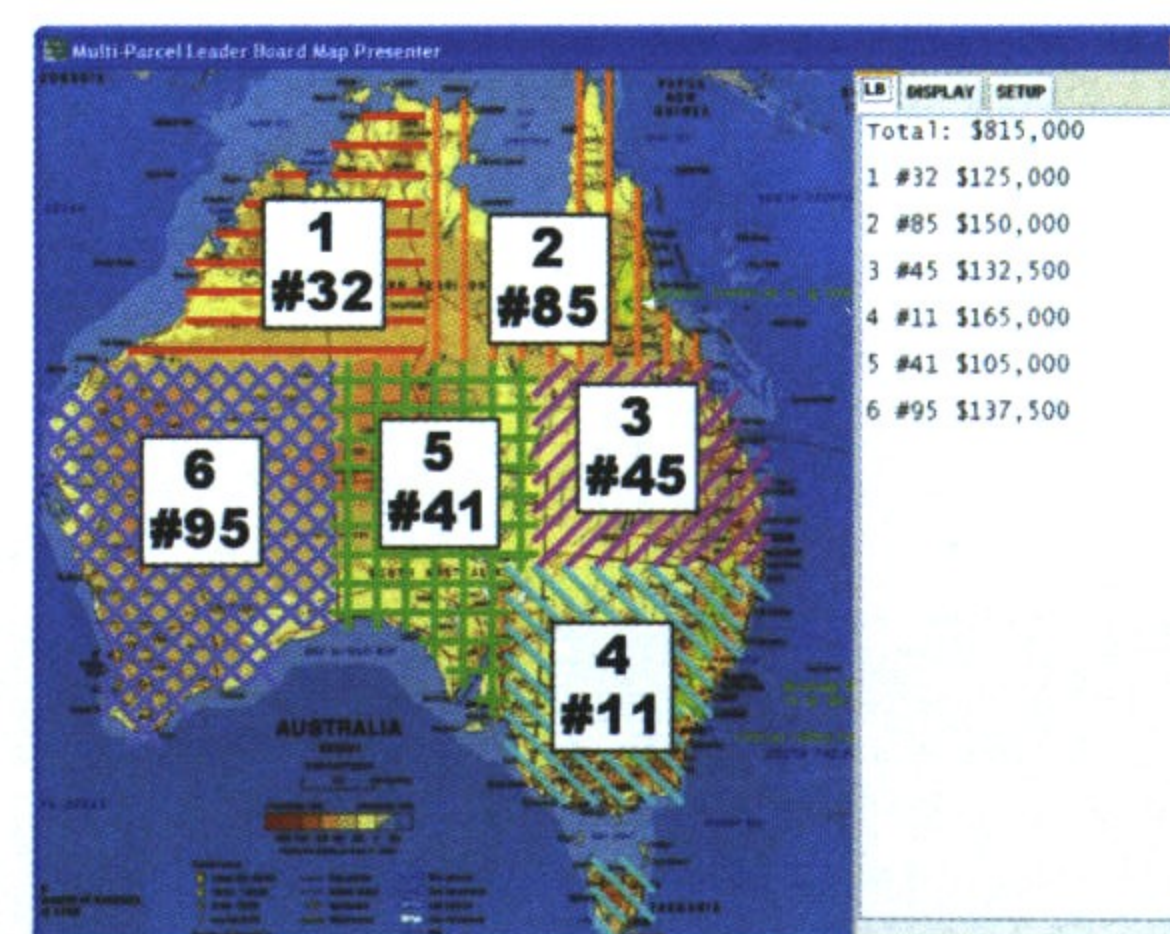


WIRELESS HANDHELD CLERKING



Integrated internet absentee bidding on your website!
1 click to upload your auction
1 click to download your bids
Seamless & Easy

Multi-Parcel Capabilities Too!



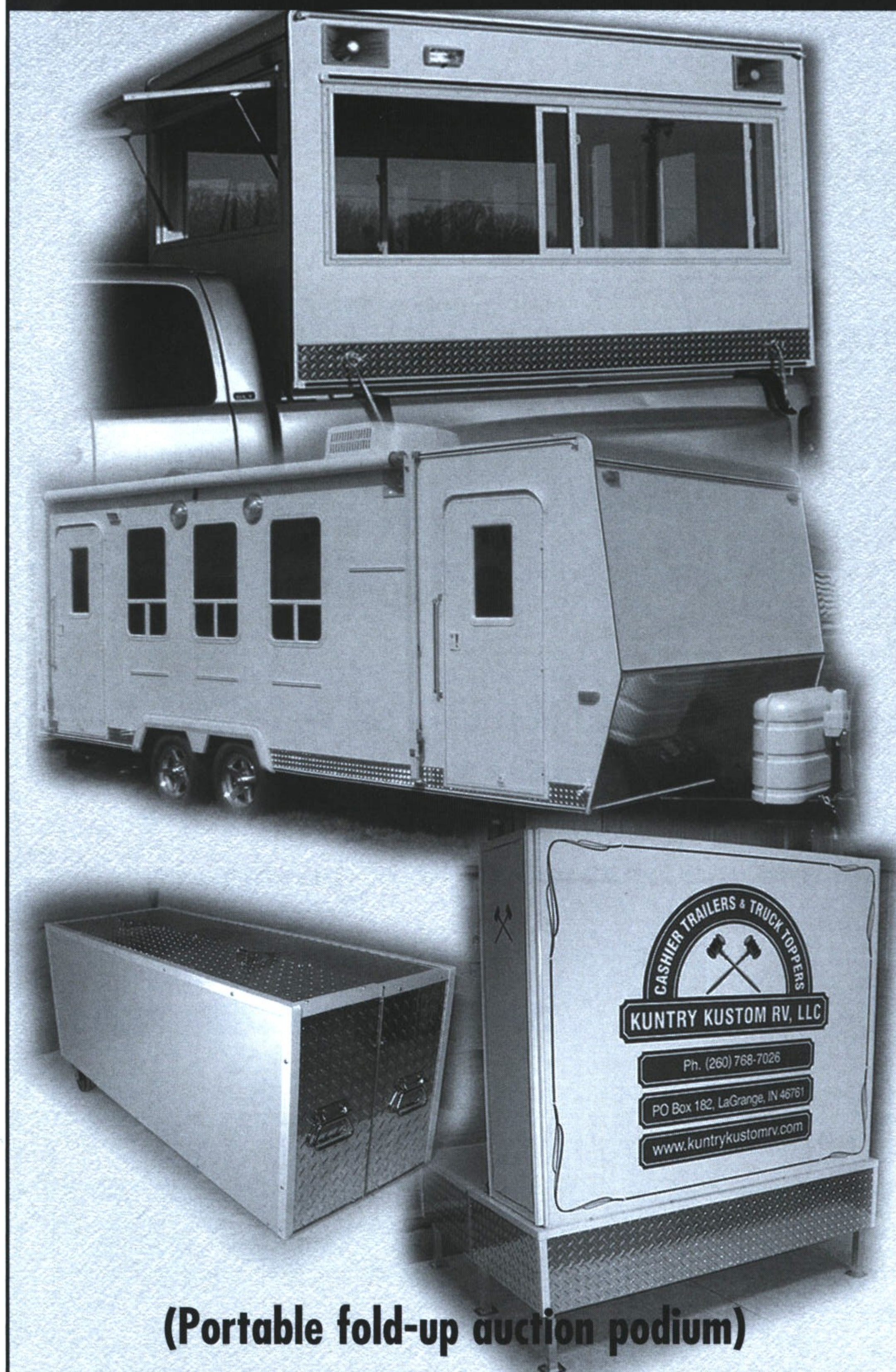
W W W . a u c t i o n f l e x . c o m

7 E Silver Springs Blvd #200
 Ocala, FL 34470



Phone: (352) 624-2791
 Fax: (352) 368-9735

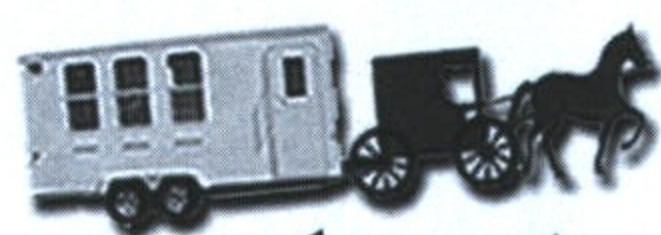
Fiberglass, Industrial, Quality Built Cashier Trailers & Auction Toppers



(Portable fold-up auction podium)

*Professionally designed and customized
to your specifications. High end quality with
professional appearance at affordable prices.*

Let our 30 years of Rv experience work for you.



www.kuntrykustomrv.com

Kuntry Kustom Rv LLC

PO BOX 182 • LAGRANGE, IN 46761

PH: 260-768-7026 FAX: 260-768-7085

WILLIS YODER, CAI MANAGER

New Frame

1-800-THE-SIGN

Out the Door in 24!

4 x 4
BASIC SIGN
Standard PVC post kit \$75

\$68.88

www.1800thesign.com
1-800-843-7446

Next day delivery available

MULTI-PAR™ Bidding System

Land Auction Coming Up?

*"It's very simple to
use and has worked
well for us."*

*Joe Wilson, CAI
NAA Past Pres.*

*The only way
to sell
multiple
lots, tracts,
and parcels!*

- Competitive Prices!
- Sell up to 120 units at once!
- Will work alongside your existing clerking software!
- FREE technical support!
- No maintenance agreement fees!
- Used by auctioneers since 1991!
- Use for farmland, subdivision lots, timber, warehouse space!
- Lightening fast speed—even for the largest auctions!

812.963.5616
www.multi-par.com

over 15 years of
multiple parcel auction experience

Auctioneer

www.auctioneers.org

The official publication of the National Auctioneers Association

APRIL 2007 VOLUME 59 NUMBER 4



30
Working with Realtors



56
Houston Livestock Auction



60
Winter Seminar spreads warmth

Features

Fun Auction becomes International Ringman Championship	46
Selling military medals.....	57
Profiting from disaster.....	64

On the cover

Many Auctioneers and their auction staff are successfully working with Realtors today, and some share their advice in this month's cover story on how to overcome Realtors' objections and misunderstandings.

Photo by Leanna Morris and Ryan Putnam
Realtors® is a registered trademark of the National Association of Realtors.
Monopoly® is a registered trademark of Hasbro, Inc.

Columns

From the President	10
Headquarters Report	13
Education	14
Member Services	15
NAF	16
Conference and Show	20
Government Relations	22
Auxiliary	24
Legal Questions	26
Technology	36
Invest in Your Future	38
Partner Profiles	41
Member Spotlight	44
In the Industry	48
Association News	50
Success Stories	62
Cybertips	72
Parting Thoughts	74

Reader Services

Mailbox	6
Education Institute Events	12
New Members	66
NAF Calendar	69
Advertiser Index	71
NAA Resources	73



Auctioneer

The official publication of the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS 66214-1900. Phone (913) 541-8084, member service line (888) 541-8084. The magazine is published at the first of the month, with 12 issues annually. *Auctioneer* is a means of exchanging ideas that will serve to promote the Auctioneer and the auction method of marketing. Periodicals Postage Rate (USPS 019-504) is paid at Shawnee Mission, KS and at an additional mailing office. POSTMASTER: Send address changes to *Auctioneer* magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright 2007 by the National Auctioneers Association. Materials may not be reproduced without permission.



NAA staff seems dedicated

Dear Ashley L. Herman (NAA's Director of Member and State Association Services),

Thank you for being so gracious and helpful when I visited NAA's headquarters in Kansas City in early February. You and all the staff I met seemed so efficient and dedicated to the auction industry and helping our Auctioneers. You have certainly brought to my attention the importance of the NAA and I intend to be a little more active in the association's programs and conferences.

Thanks again and I hope to see you again soon.

Peter Costanzo, CAI
Neptune City, NJ

Nicholls represented NAA well

Dear NAA CEO Bob Shively,

I just wanted to let you know that John Nicholls (2006 International Auctioneer Champion, men's division) did a very nice job of representing the NAA at the recent Iowa Auctioneers Association convention in Des Moines, IA.

I know you are well aware of his ability but just wanted to let you know. Too often we are all too busy to give credit and encouragement to those who deserve it. Congratulations on a fine representative.

Brent Wears, CAI, AARE, CES
Solon, IA

National Auctioneers Association 2006-2007 board of directors

President

William L. Sheridan, CAI, AARE, GPPA
(517) 676-9800, Email: bill@sheridanauctionservice.com

President-Elect

Thomas L. Williams, CAI
(918) 369-0472, tommy.williams@williamsauction.com

Vice President

Randy A. Wells, CAI, AARE, GPPA, CES
(208) 699-7474, Email: rwells@tranzon.com

Treasurer

Scott Musser, BAS
(509) 735-4278, Email: ssmusser@mbauction.com

Chairman of the Board

Dennis K. Kruse, CAI
(260) 927-9999, Email: dkkruse@skynet.net

Chief Executive Officer

Robert A. Shively, CAE
(888) 541-8084 ext.11, Email: bob@auctioneers.org

Directors

Terms Expiring 2007

W. Ronald Evans, CAI, AARE, CES
(202) 269-4831, Email: ronevanscapital@aol.com

John J. Hines, AARE
(715) 273-3377, Email: hinesauction@sbcglobal.net

Thomas M. McInnis, CAI, AARE
(910) 997-2248, Email: tom@ironhorseauction.com

W. Scott Swenson, CAI
(512) 261-3838, Email: sswenson@swensonauctioneers.com

Terms Expiring 2008

James F. Littlejohn, CAI, AARE, CES
(260) 925-2796, Email: jflittlejohn@sbcglobal.net

John Reddish, CAI
(479) 750-7217, reddishauctions@cox.net

Jeff Stokes, CAI
(253) 925-9650, Email: jeff@stokesauctiongroup.com

Jay Ziegler, CAI, AARE
(717) 533-4267, Email: info@zieglerauction.com

Terms Expiring 2009

Christie King Ray, CAI, AARE
(256) 546-5217, Email: ckingray@jpkking.com

H. John Kramer, CAI, AARE
(937) 456-1101, Email: john@kramerauctions.com

Darron J. Meares, GPPA
(864) 947-2000, Email: darron.meares@mearesauctions.com

Lance Walker, CAI, CES
(901) 384-9992, Email: lance@walkerauctions.com

Ex Officio Director

Jane Campbell-Chambliss, CAI, AARE, GPPA, CES
(410) 263-5808, Email: info@campbellauctions.com

NAA advertising notice to readers

Auctioneer accepts advertisements from a variety of sources, but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the National Auctioneers Association or *Auctioneer* of any product or service offered through the advertisement program. The NAA and *Auctioneer* encourage you to investigate companies before doing business with them.

Furthermore, *Auctioneer* is designed to provide information of general interest to Auctioneers. The reader's use of any information in this publication is voluntary and within the control and discretion of the reader.

Finally, the NAA does not mediate disagreements that may arise between buyers and advertisers.

100% Authentic.



"We have used Williams & Williams since 1994 to sell farm equipment and property throughout Colorado and Nebraska and have had very good results. They're well organized, and there is a broad range of what they can do and what they have to work with. When my family needed to sell, I told them the best way to go is to call Williams & Williams.

I recommend them because of the way they handle business. In a business partnership, I look for real honesty – for someone to tell me the way it is, not just what I want to hear... authenticity. It seems like it's getting harder and harder to get that today. But with Williams & Williams, they tell you what to expect, what to do, and what they're going to do... and that's what they do."



For generations, we have pursued our vision of more efficient, transparent and value-added real estate sales. With every buyer, seller and trader we serve, this vision is growing. Our commitment to delivering progressive solutions has transformed countless client relationships into valuable partnerships. People are seeing the marketplace in a whole new way, and the results reaffirm what we have always believed. Bigger thinking leads to bigger possibilities. A new generation of real estate services is here, and we're leading the way.

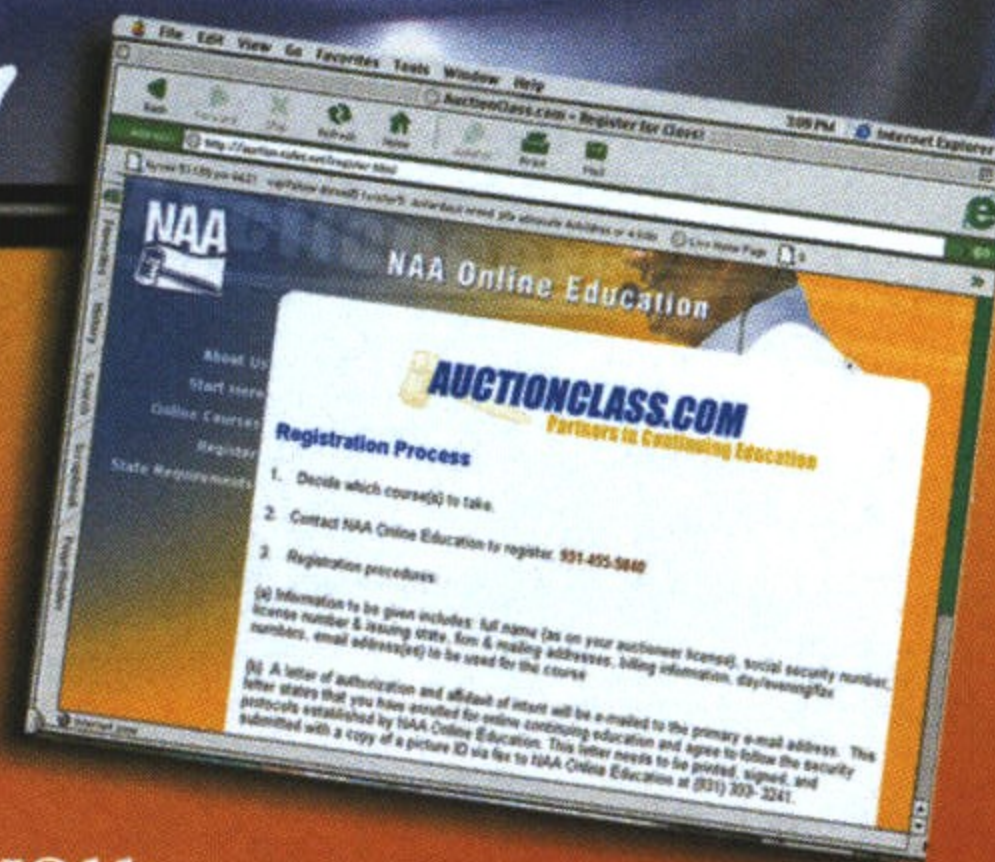
generation **W**

worldwide | worthwhile | win win | Williams & Williams

NAA ONLINE EDUCATION

Introducing

A new NAA benefit designed with busy people in mind. NAA Online Education gives you the opportunity to complete continuing education easily with your schedule in mind. Courses are accessible anytime within a 30-day period and can be accessed on the web 24 hours a day. Each online course is only \$95 for members and \$125 for non-members.



COURSES INCLUDE:

- Environmental Issues
- Marketing and Advertising for the Auctioneer
- Internet 101 Guide for Auctioneers
 - Auction Math
 - Math 201
- Auctioneering Ethics
 - Internet Strategies
- Auction Administrator
 - Auction Manager
 - Care of the Voice
 - Intro to GPPA



For more information call (931)455-5840
or visit www.auctioneers.org

NAA Online is provided in partnership with the Nashville Auction School

The National Auctioneers Association is a dynamic, harmonious, proactive organization providing progressive leadership and education for the membership, industry and consumer; the leading authoritative voice for the auction method of marketing.



National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214
Member Service Line: (888) 541-8084
Fax: (913) 894-5281
email: info@auctioneers.org
Web: www.auctioneers.org

HEADQUARTERS STAFF
(888) 541-8084 (direct extension # listed)

Administration
Chief Executive Officer
Robert A. Shively, CAE (ext. 11)
bob@auctioneers.org

Executive Services Manager
Joyce Peterson (ext. 16)
joyce@auctioneers.org

Director of Conference & Show
Carrie Stricker (ext. 14)
carrie@auctioneers.org

Accounting
Director of Accounting
Janel Lamb (ext. 12)
jlamb@auctioneers.org

Accountant
Judy Hennessy (ext. 35)
jhennessy@auctioneers.org

Accountant
Robin Lloyd (ext. 34)
rlloyd@auctioneers.org

Membership
Director of Member and State Association Services
Ashley Herman (ext. 13)
aherman@auctioneers.org

Membership Marketing Coordinator
Heather Rempe (ext. 15)
hrempe@auctioneers.org

State Association Executive Services Manager
Trisha Klosterman (ext. 32)
tklosterman@auctioneers.org

State Association Executive Services Manager
Sandra Bunten (ext. 39)
sbunten@auctioneers.org

State Association Executive Services Manager
Jennifer Lewis (ext. 22)
jlewis@auctioneers.org

State Association Executive Services Manager
Nicole Woodard (ext. 27)
nwoodard@auctioneers.org

Communications
Director of Communications
Steve Baska (ext. 18)
steve@auctioneers.org

Associate Editor/Graphic Designer
Ryan Putnam (ext. 30)
ryan@auctioneers.org

Technical and Creative Services Manager
Leanna Morris (ext. 25)
lmorris@auctioneers.org

Corporate Accounts/Advertising
Sales Account Manager
Wendy Dellinger (ext. 20)
wdellinger@auctioneers.org

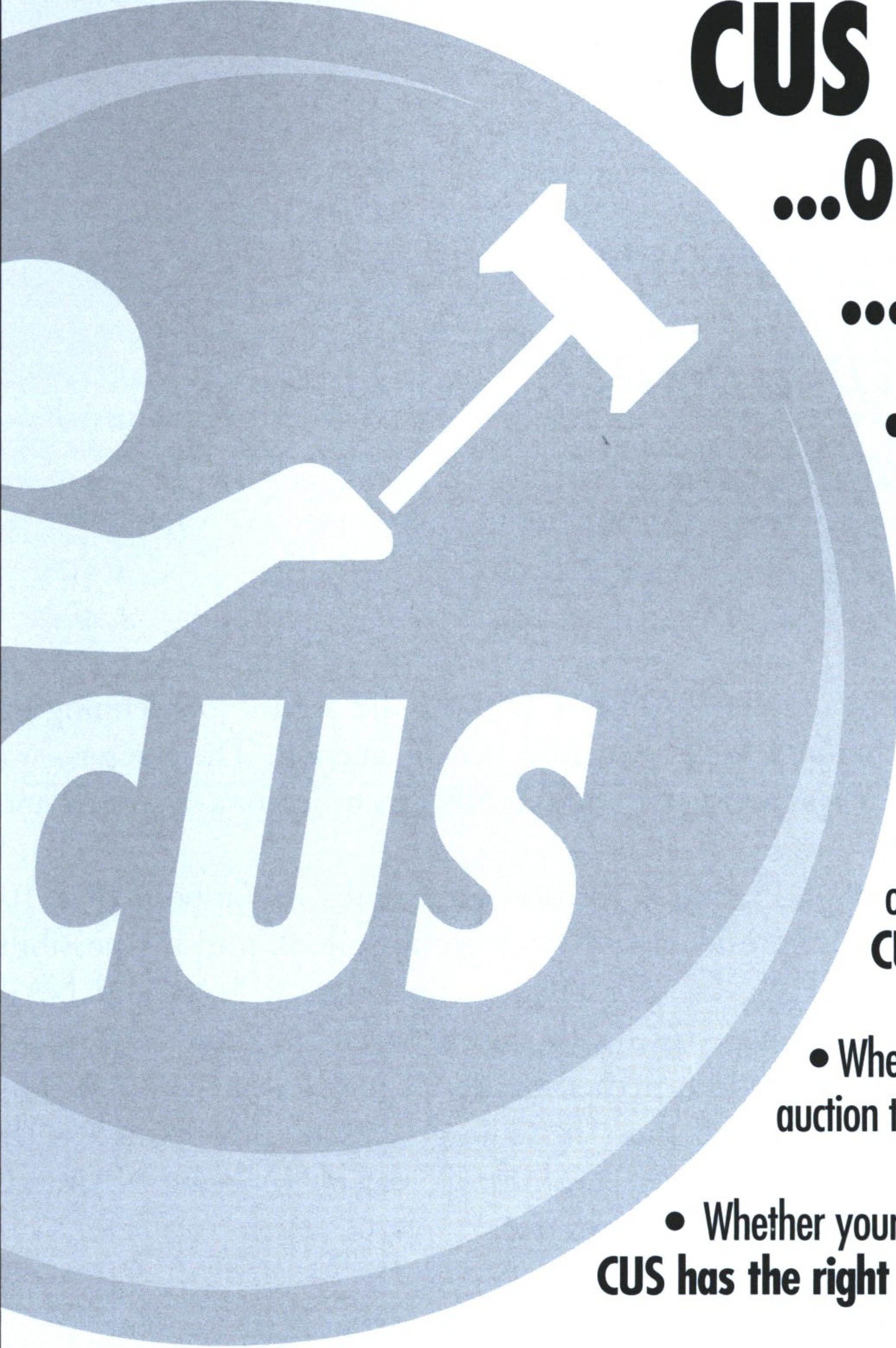
Continuing Education
Director of Education
Dr. Harlan Rimmerman (ext. 19)
hrimmerman@auctioneers.org

Education Coordinator
Pamela Bray (ext. 23)
pbray@auctioneers.org

Education Coordinator
Lois Zielinski (ext. 28)
lzielinski@auctioneers.org

NAF Director of Development
Dave Hanneman (ext. 26)
dhanneman@auctioneers.org

Auctioneer



**CUS is...Windows or DOS.
...Online or in person.
...Large auction or small.
...On the road or at home!**

The Auction Industry Software Authority

- Whether you use a single computer to run a small farm auction or a 30-user network for a large construction equipment auction, **CUS has the right system for you.**
- Whether you stay home in your own auction center or have a dozen auction teams traveling the world, **CUS has the right system for you.**
- Whether your client is the estate of John Smith or an agency of Uncle Sam, **CUS has the right system for you.**

When over 1200 auction firms use CUS every day, to sell any type of asset, in every corner of the globe, you know that **CUS has the right system for you, too!**

- Windows software with all of the features of our popular DOS system...and so much more!
- One-click upload to your online auction with pictures
- Fully integrated contact and mail management with email
- The most powerful inventory management software in the industry

CUS Business Systems

OUR CLIENTS SPEAK LOUDER THAN WORDS

1580 Sawgrass Corporate Parkway • Suite 130 • Sunrise, FL 33323
954-680-6545 • email: info@cus.com • website: www.cus.com





Realtor / Auctioneer relationship update

BY William L. Sheridan, CAI, AARE, GPPA
NAA PRESIDENT

The common thread that weaves its way throughout the auction industry is the sale of real estate by auction.

Many times as Auctioneers we do business with members of the National Association of Realtors (NAR). In some instances, Realtors bring buyers, in some instances they bring listings. We could talk until the cows come home about good or bad experiences we have had when working with Realtors. The fact is, as your president, I feel we need to recognize the input that Realtors and NAR bring to the table.

Because of the good quality of my relationship with the current NAR president I feel we have an excellent opportunity as a professional organization to establish dialogue between NAR and NAA. The sharing and exchange of ideas, research information, speakers, and education is truly in the best interest of all members of NAA.

Last July during our Conference and Show in Orlando, FL, NAR President Pat Vredevoogd Combs announced that I was appointed to the board of directors of NAR. While this was a very significant appointment, this is not the first time that a member of NAA has served on the NAR board. I know that Dean Kruse, Tom Saturley, CAI; Jim Woltz, CAI, and perhaps others have served on the NAR board of directors while they were members of NAA.

NAA, because of this fresh dialogue, went to the NAR national convention in New Orleans recently and manned a booth at their trade show. It was very ably manned by our current IAC champions Barbara Bonnette, CAI, AARE, GPPA, and John Nicholls; and by Jere Daye II, CAI, AARE, GPPA, the chairman of the AARE designation committee. Many Realtors stopped by and inquired about how to contact a good real estate auction specialist. The answer was very simple; look for the NAA branded Auctioneer.

In New Orleans President Vredevoogd Combs asked NAA to provide some fundraising leadership to NAR at their RPAC Leadership Conference in Washington D.C. We sent two of the benefit auction specialist instructors, Lance Walker, CAI,

CES; and Terri Walker, CES, who did a great job defining the techniques for a successful benefit auction. The message was once again very clear: hire an NAA member for a successful auction.

NAR President Vredevoogd Combs has appointed a 10-member president's advisory group to look into the possibility of expanding this relationship between NAA and NAR. The committee is equally split between NAR and NAA members and will be chaired by Ben Anderson of the NAR. This committee will meet in Chicago this month to discuss the expansion of the relationship between NAR and NAA. My goals for this committee are:

1. To establish an auction committee at NAR.
2. To exchange speakers from each organization at various national events each year.
3. To exchange research information about successful real estate auctions.
4. To exchange educational information.
5. To establish the AARE designation as the premier real estate auction designation for both NAA and NAR.
6. To encourage Realtors to hire NAA Auctioneers to conduct professionally managed auctions.
7. To look into the possibility of listing real estate auctions on all MLS platforms.

I realize these are very lofty and aggressive goals, but I believe the door is open for NAA members to work with Realtors if they choose. This may be a one-time opportunity for NAA to establish a professional relationship with over one million members of the National Association of Realtors. I have also created an NAA/NAR committee for NAA. This committee will implement and facilitate the ongoing relationship with the National Association of Realtors.

Bill



Affordable and Comprehensive
Healthcare Solutions For
You & Your Family
Call 1-800-292-3797



"NAA Insurance Plus Program"

A NEW cost effective way to insure you and your family

NAA is pleased to offer to its Members, the opportunity to apply for health insurance or other healthcare plans, that can meet your specific needs!

NAA is able to offer solutions that can provide you and your loved ones with the right balance of care and service based on your personal preferences, needs and budget. Please note that many of these programs would not be available to you on your own, so please call for details.

Programs Available Nationwide

Health Insurance

Benefits:

Doctor Visits
Hospital Stays
Prescription Drugs
Lab Tests
Emergency Room Visits
X-rays
Diagnostic Tests

Limited Health

Benefits:

"GUARANTEED ISSUE"
Dental
Vision
Doctor Visits
Prescription Drugs
Diabetic
Hospital Visits

Dental & Vision

Packages:

Thousands of Providers
Cleanings
X-rays
Check-Ups
Contacts
Glasses
Vision Exams

NAA Insurance Plus in partnership with Benefit Design Group

ACT NOW!

Protect yourself and your family!

**Take 5 minutes to help save
You and Your Family money**

**Payments can be made through
either Credit Card or
ACH Withdrawal.**

Call 1-800-292-3797

Speak With Your

Customer Care Consultant Today!

Identify yourself as a "NAA Team Member"

Monday-Friday 9AM - 7PM EST

All Calls Are Confidential.

**We offer a full
spectrum of printing
and mailing options
for auctioneers
nationwide.**

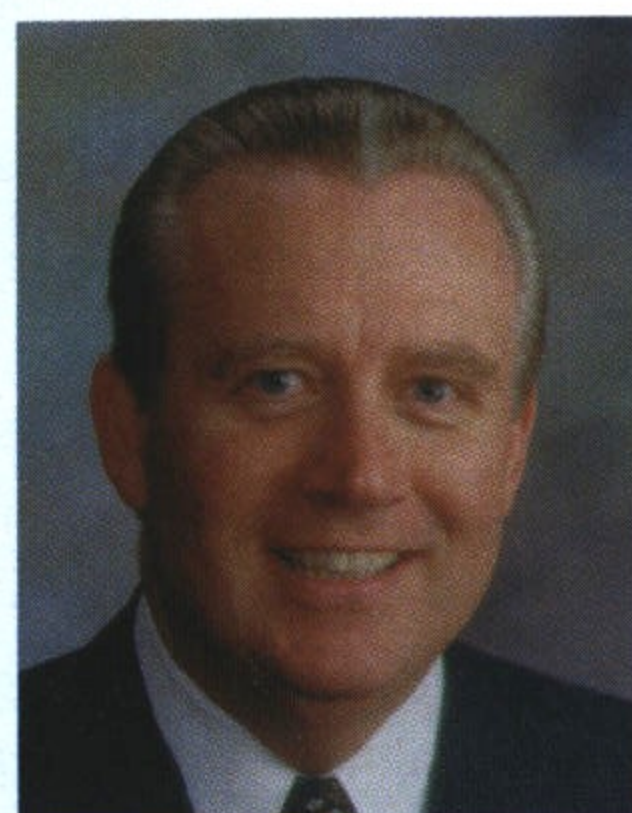


**Give us a call today
to find out how
we can best fulfill your
auction printing needs.**

800.929.2800 • Fax: 541.342.3011 • www.industrialpublishing.com

Tucson, AZ

www.auctioneers.org



Creating experience and a devoted audience

CHIEF EXECUTIVE OFFICER ROBERT A. SHIVELY, CAE, WORKS OUT OF THE NAA HEADQUARTERS IN OVERLAND PARK, KS. HE IS COMMITTED TO THE NAA AND ITS MEMBERS AND WILL KEEP YOU UPDATED ON THE ORGANIZATION'S PROGRESS.

We all have them: songs you can repeatedly play and never grow tired of; movies you own that you watch over and over again; a syndicated sitcom episode for which you know all the dialogue. Over time, such adoration earns you a well-deserved moniker reserved for the true believers: such as "Parrothead," if you frequent Jimmy Buffet concerts.

So why don't companies and organizations more easily inspire such devotion?

For example: Disney's Broadway production of "The Lion King." To me, that play was outstanding. I originally attended this live production primarily to see what the fuss was all about, and to take my wife and nieces. I have seen the complete show only once, but my wife and I now would go see it as many times as the opportunity presented itself — that's how much we enjoyed it!

While having the opportunity to see the production many times is unlikely to occur, I did accidentally stumble upon an illegally filmed, poor quality, shortened home video camera rendition on Youtube.com. But oh, what I wouldn't give for a high definition, professionally-filmed version. Disney should give it to me; or rather, sell it to me -- and to thousands of others like me. When you've paid \$200 for the best Broadway seats and \$15 for a cast album CD, you're going to be pretty willing to fork over some additional cash for anything that enables you to relive a powerful production of this nature.

It's not as if this is an either/or proposition: either I buy a DVD of the production or I attend a professional production. I doubt I'll ever see "The Lion King" on stage again. But there's a small chance that a repeated viewing of this play on DVD might just draw me back to a live theater where its magic really comes alive. Even if it doesn't, Disney doesn't lose anything by enabling my desire to relive the moment again.

We often read "pseudo-obituaries" to the cultural arts in America, but an increasing body of research and opinion (Dan Pink's "A Whole New Mind" is one excellent example) is suggesting that the right-brain attributes associated with creative endeavors are becoming increasingly valued and necessary in all avocations and professions.

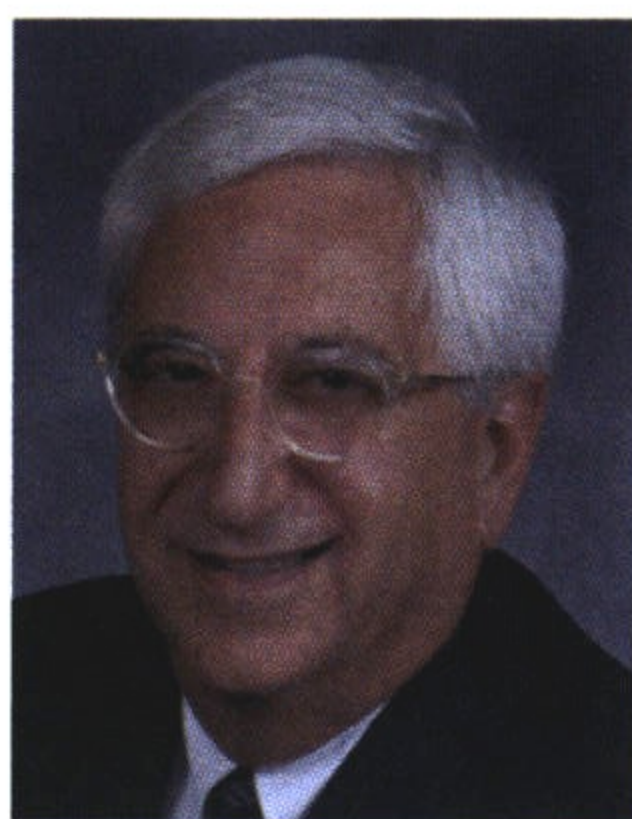
While an Andrew Lloyd Webber music ringtone might not be ideal for everyone's cellphone, it's easy to imagine a large number of people who would find it appealing. I don't think I'm too idealistic about the potential for a more devoted and expansive class of cultural consumers, if we can make consuming (and re-consuming) the culture more engaging, more pervasive, and more available.

Any organization or business (not just performing arts groups) would be wise to more intentionally cultivate consumption among its desired audiences. Make auction-goers enjoy the "experience" and want more!

In what ways can your company market the excitement of your auctions to your customers, to keep your attendees thinking about coming to auctions? This column has mentioned video DVDs, music CDs, and ringtones. Many companies use lower-tech marketing ideas such as giving away calendars with company information printed clearly on the calendars; or giving away refrigerator magnets with company information on it. NAA also has a marketing tool that helps keep your company name in front of your attendees: the quarterly Auction Advantage newsletter.

Whatever formats you choose to keep your audience thinking of you, be sure to capitalize on that love of auctions that already exists among your devoted "auction fan base."

Any organization or business would be wise to more intentionally cultivate consumption among its desired audiences.



DR. HARLAN
RIMMERMAN IS
DIRECTOR OF
EDUCATION FOR
THE NATIONAL
AUCTIONEERS
ASSOCIATION

NAA EDUCATION INSTITUTE TRUSTEES

Jane Campbell-Chambliss, CAI, AARE, GPPA, CES
- *chairman*
(410) 263-5808
info@campbellauctions.com

Kurt Aumann, CAI - *vice chairman*
(217) 563-2523
kurt@aumannauctions.com

Trustees

Terms expiring 2007:

Jane Campbell-Chambliss, CAI, AARE, GPPA, CES

Mark L. Manley, CAI, AARE, GPPA, CES
(800) 323-8388
mmanley@rowellauctions.com

Terms expiring 2008:

Jere Daye II, CAI, AARE, GPPA
(800) 433-1694
jeredaye@corbydaye.com

John Dixon, CAI
(770) 425-1141
john@johndixon.com

Terms expiring 2009:

Renee Jones, CAI, CES
(940) 665-5664
renee@npsolutions.com

Jack L. Christy, CAI, GPPA, CES
(317) 784-0000
info@christys.com

Terms expiring 2010:

Scott Shuman, CAI
(217) 352-6078
scott@westchester-group.com

Kurt Aumann, CAI - *vice chairman*

NAA Board Representative

Randy A. Wells, CAI, AARE, GPPA, CES
(208) 699-7474
rwells@tranzon.com

The Professional Ringman

Last month I attended the Professional Ringman Institute in Springfield, MO. Along with 22 others, Auctioneers and non-Auctioneers, we learned the difference between a bid spotter and a professional ringman.

After two and half days of classes and practicing, I returned to my office exhausted and with a newfound respect of what it takes to be a professional ringman.

During our classroom time, we were taught the skills required to be a ringman. “Yep” doesn’t work for the professional ringman – rather it is a positive and resounding “YES” that should ring out.

We learned that just like Auctioneers, ringmen must be in good physical and mental shape and know how to breathe correctly and use their vocal cords without damaging them. We were taught about what to drink and what not to drink. Instructors taught us to be professional, not only in our appearance but in the manner we talk and work with not only buyers and sellers, but others working in the auction field. We were taught to set goals, how to find employment, and how to create and maintain a budget. We learned how to ring for real estate, personal property, autos and livestock.

Part of our instruction took place at an auto auction. One evening we watched an auction, and the next day we were back learning how to ring for the auto Auctioneer using an auto Auctioneer and having a car right there for us to sell.

Part of our instruction at the auction was developing hand signals. I never realized you could do so much with your hands to send different messages to the Auctioneer. I learned how to get buyers totally involved with the auction and how to work with them in a professional manner rather than “in their face.”

At one point, my hands were so mixed up, I was afraid of sending an obscene gesture! But after several days of practice, I was able to master the correct hand signals as well as use my hand to show bidder numbers. And just like the Auctioneer, you need to practice every day.

At PRI, they work you hard. We were on our feet for several hours a day learning how to listen to the Auctioneer, work the crowd, give the correct hand signals, and be able to do all of that time after time. Never having the experience of working an auto auction, I was amazed at the speed that was required. I compare it to playing baseball in high school as opposed to the major leagues. You need to be fast and alert!

While I was there I had the opportunity to talk to a professional ringman who had won several ringman contests, and is hired by several Auctioneers to ring for them. He told me of the opportunities he has had, traveling when and where he wants to go, and when I asked about the salary range a professional ringman can make, needless to say, I was pleasantly surprised.

The last day of the class, we had a test. Not a simple “answer a few questions test,” but a test that reflects on you becoming a professional ringman. The good news is I passed the test, but the real news is the enormous respect I now have for the professional ringman.

The Price is Right!

Don't spend an arm and a leg on health insurance

Don't spend an arm and a leg on health insurance! As a member, you have a valuable and cost saving resource at your fingertips. Let NAA's Health Insurance Program save you time and money with free quotes and affordable coverage.

Getting informed about your healthcare coverage is key and we want you to make the very best health care decision. Your NAA-endorsed insurance programs for Health Insurance, Short Term Medical, Student Medical, International Travel Medical, Term Life, Dental and Vision, Disability Income and Long Term Care are really heating up!

The NAA Health Insurance Program offers broad, competitively priced and available policies to you and any employee. Additionally, these innovative programs can be customized to fit your family or business needs. We work with many "A Excellent" rated insurance companies. This rating is vital, as it indicates the financial strength and stability of these carriers and "A" is the highest rating obtainable.

When you visit the NAA Health Insurance Program online via the link provided on the member's only section of the NAA Website, www.auctioneers.org, or by calling them for free immediate rate quotes, you will find that they encourage the insurance companies to compete for your business. As a member, NAA is working for you and that means that you will have access to better rates and more plan types than would be available through a local agent.

This program has seen a large increase in policies placed for NAA members over the last six months. A good part of the increase can be attributed to a move away from group insurance plans to the individual/family health plans which are generally about half the cost and more flexible by design. This is also proven in national studies conducted by the respected Kaiser Family Foundation.

The NAA Health Insurance Program continually monitors the insurance marketplace, insurance company plans and trends in healthcare coverage. This program contracts with only the highest rated companies to ensure that the best policies offered are the most innovative and beneficial available. You, as an NAA member, can obtain immediate and full customized quotes online, scan provide directories and even apply for coverage.

Check out what the NAA Health Insurance Program has to offer:

- **Term Life** – Plans offered can lock-in rates for up to 30 years depending on age. The NAA Health Insurance representative will work to find out what your specific needs are and then matches coverage to those things that are important to you and your family. No cookie cutter plans here!
- **Dental and Vision** – Plans offered are much broader than most. Members have the ability to buy coverage online and use it in the same day! The MultiCare card also combines prescription, alternatives (acupuncture, massage therapy, etc.) and hearing all on the same card starting as low as \$9.95 monthly.
- **Disability Income** – Your ability to earn an income may be your most important asset, protect it through one of the broadest plans available nationally.



ASHLEY HERMAN IS
NAA'S DIRECTOR OF
MEMBER AND STATE
ASSOCIATION SERVICES

Your NAA endorsed insurance programs for Health Insurance, Short Term Medical, Student Medical, International Travel Medical, Term Life, Dental and Vision, Disability Income and Long Term Care are really heating up!

continued on 65



SARA SCHOENLE IS THE
NATIONAL AUCTIONEERS
FOUNDATION ADMINISTRATOR

**NATIONAL AUCTIONEERS FOUNDATION
2006-2007 BOARD OF TRUSTEES**

Martin E. Higgenbotham, CAI - President
(863) 644-6681
auction@higgenbotham.com
(term expiring 2008)

Sara Schoenle - Administrator
(913) 541-8084 ext. 17
sara@auctioneers.org

Trustees
Term expiring 2007:
Haskel Ayers
(423) 562-4941
ayersbh@ccdi.net

J. Craig King, CAI, AARE
(256) 546-8036
craig@jpking.com

Chris Pracht, CAI, AARE, CES
(846) 226-7941
jcpracht@aol.com

Scott Musser
(509) 735-4278
ssmusser@mbauction.com

Tommy Williams, CAI
(981) 369-0472
tommy@williamsauction.com

Terms expiring 2008:
Patricia Massart, CAI, GPPA, CES
(920) 468-1113
pat@massartauctioneers.com

Chuck Bohn, CAI, GPPA - Treasurer
(303) 340-2422
cfbohn@aol.com

Terms Expiring 2009:
Rob Doyle, CAI
(845) 635-3169
hikertwo@aol.com

Terry Dunning, CAI, GPPA - Pres. Elect
(847) 741-3483
tpdunning@aol.com

John Roebuck, CAI, AARE
(901) 761-0428 ext. 111
john@roebuckauctions.com

Kip Toner - Vice President
(206) 282-9050
kip.ceo@KTBA.net

Museum curator
Lynn M. Ward
(913) 541-8084 ext. 17
lynn@auctioneers.org

National Auctioneers Foundation finishes its study tour to Australia

Monday, October 30, the group departed for Sydney. Upon arrival, the group was taken to Watson's Bay to have lunch and then onto a sightseeing orientation tour of Sydney and the famous Sydney Opera House.

Tuesday, October 31, the group experienced a full-day tour. Our first stop was a visit to the Featherdale Wildlife Park.

The group tour continued onto the Blue Mountains, named because of the blue haze caused by light rays striking dust particles and small droplets of moisture and eucalyptus oil in the atmosphere. The Blue Mountains are part of the Great Dividing Range, which runs parallel to the East Coast of Australia. The group enjoyed lunch at the Mountain Heritage Hotel located in the Blue Mountains. After lunch, the group visited other scenic delights, one being "The Three Sisters" where the group had the unique experience of interacting with an Aborigine.



Charlie Morrison along with Nellie Morales holding a baby Wallaby.



Pictured here with the Aborigine are four of NAA Past Presidents. They are, from left, Eddie Haynes; Larry Theurer; Marty Higgenbotham and Bill Gaule.

Wednesday, November 1, the group had a free morning to explore Sydney. In the afternoon the group attended a real estate auction done by Tony Fountain, who gave the group a fantastic presentation on how he conducts real estate auctions.

Thursday, November 2, the group did a morning cruise of Sydney harbor where we viewed the magnificent waterfront homes and parklands. Afternoon was free to explore.

Friday, November 3, the group met with Manager, Simon Hill at Lawson-Menzie where the group attended a General & Estate auction.

Afterwards, the group visited Christies and met with Ronan Sulich, Associate Director & Representative and Ken Jacobs for a Q & A session.



Pictured here: Centered and seated: Sara Schoenle. 1st Row, from left, are Marty Higgenbotham; Sherri Theurer; Ronan Sulich; Max Spann; Marty Martzall; Gail & Jerry Burke. 2nd Row, R-R: Larry Theurer; Ken Jacobs; Ron Evans; Bill & Marge Gaule; Cookie & Jo Lockhart; Sue & Dean Howard; Nellie Morsales; Darla & Eddie Haynes; Charlie Morrison.

Sunday, November 5, was a free day for the group to explore.

Monday, November 6, the group met at Raffan Kelaher & Thomas where the group attended an Antique and Fine Arts auction. The group was welcomed by Andrew Wright, National President, Auctioneers & Valuers Association of Australia; Phillip Thomas and James Kelaher, Directors of Raffan Kelaher & Thomas and Richard Potter, Auctioneer-Valuer-Fine Art Consultant. Mr. Wright spoke to the group about the AVAA, its membership & auction industry in Australia. Phillip and Jim gave a brief background to RK&T business. Barry Hamilton, Chartered Accountant, spoke to the group regarding the role of the insolvency practitioner in Australia. After provided refreshments and a Q & A session, members of the Australia Auctioneers & Valuers provided the group with a delicious lunch at the Coronation Club. Our day ended with a group dinner at the hotel.



From left, Phillip Thomas; James Kelaher; Marty Higgenbotham; Em Ingram-Shute; Dick Potter; Andrew Wright and Barry Hamilton.

Tuesday, November 7, the group departed back to the US.



Manager, Simon Hill, at Lawson-Menzie. Also pictured: Ron Evans; Cookie Lockhart; Max Spann; Sue Howard; Marty Higgenbotham; Nellie Morales; Gail & Jerry Burke and Paul Grefe.

In the evening, many of the tour participants went to the Sydney Opera House to see "The Pirates of Penzance", a comic opera in two acts by Arthur Sullivan.

Saturday, November 4, the group attended an on-site real estate auction done by Auctioneer Reg Murray, of Murray and Douglas. Afterwards, the group met for a Q & A session with Reg. Murray attended Missouri Auction School.



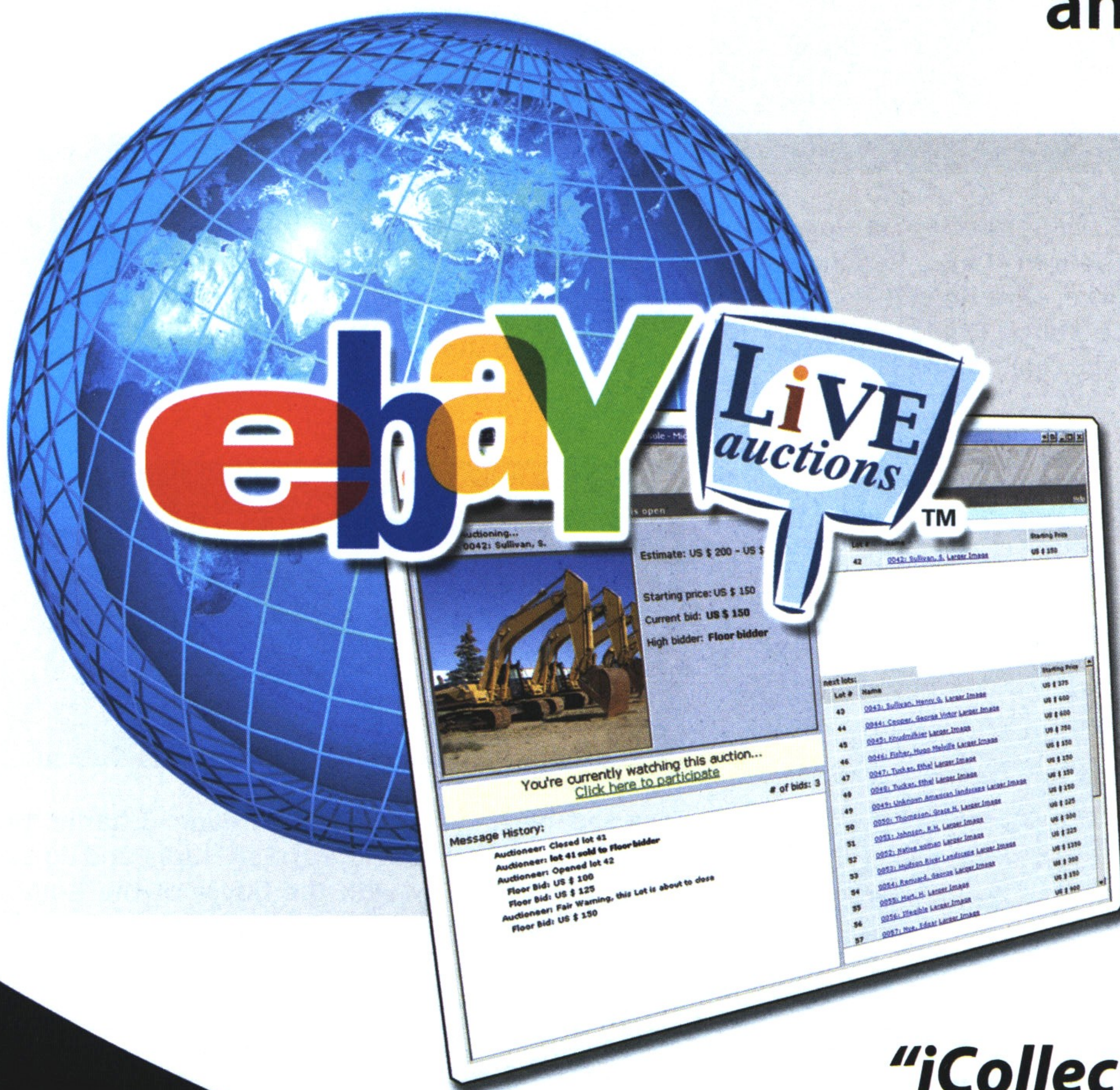
Pictured here, from left, Max Spann; Charlie Morrison; Paul Grefe; Cookie Lockhart; Gail Burke and Jo Lockhart. Center: Reg Murray with the buyer of the home. Right: Marty Higgenbotham; Bill Gaule and Ron Evans.

Right: (left row front to back): Max Spann; Dan Phelan; Darla & Eddie Haynes; Bill & Marge Gaule; Crystal & Ron Evans; Sue & Dean Howard; Kim Hagen; Jo Lockhart; Vernon Hagen. **Seated centered:** Marty Higgenbotham. **Right row, front to back:** Paul Grefe; Gail & Jerry Burke; Marty Martzall; Larry & Sherri Theurer; Cookie Lockhart; Charlie Morrison; Nellie Morales; Walt, Rocky and Hellen Driggers and Angela Higgenbotham.



Big Audience

When size matters, we deliver. With over **212 m**
eBay Live Auctions is the venue of choice
and top dollar values



The iCollector

As the only eBay
the tools, training
We are the original
platform and ex

Broadcast you

*"iCollector has done a superb
which has brought us excellent*

- Peter Sidlow, Victor

Call Us Today!

1-866-313-0123

e. Big Results.

million registered users in 33 international markets,
choice for receiving maximum exposure
for your auction goods.

ector Advantage

Live Auctions provider endorsed by the NAA, iCollector offers
ing, service and expertise to make your next auction a success.
nal eBay Live Auctions partner will a fully integrated technology
perience that's second to none.

ur next auction *live* with iCollector and see the difference!

*job at increasing our bidder base,
nt results from our online auctions"*

ian Casino Antique Auction

icollector.com

iseek.ifind.ideal





CARRIE STRICKER IS
NAA'S DIRECTOR OF
CONFERENCE AND
SHOW

Leader Board is new element in IAC Contest

If you thought incorporating an electronic scoring system into the International Auctioneer Championship (IAC) was technologically savvy, then wait until you hear what we have in store for you this year!

The IAC Committee is excited to unveil the new "IAC Leader Board" for the 2007 International Auctioneer Championship. The Leader Board is a system that will display a LIVE alphabetical listing of IAC contestants that qualify for the Finals round of the competition.

It works like this: After each IAC contestant competes in the Preliminary round,

an alphabetical list on a dedicated screen will be updated. The list will contain the names of each person who currently qualifies for the Finals. For example, if 15 men's division contestants graduate to the Finals round (based on the sliding scale) then the list will contain the names of the 15 contestants with the highest scores. As each new contestant competes and judges' scores are tallied, the Leader Board will automatically update the displayed list dropping off the lowest and keeping only the names of the top 15 contestants. Actual scores will not be displayed and names will be listed in alphabetical order only.

"The IAC Leader Board will offer a new and exciting element to the competition," said Jeff Stokes, CAI, chairman of the International Auctioneer Championship committee.

Scott Musser, vice chairman of the committee and one of the driving forces behind the technology advances in the IAC competition adds, "It's great to incorporate this new feature and take this world-class competition to a higher level."

Elect Monte Lowderman NAA Director in July 2007



I have a deep passion for and belief in the auction method of marketing.

This passion is exceeded only by my commitment to family.

**It would be an honor to serve
YOU!**

- Wife, Carrie, and son, Rhett.
- 25 years of service to the auction industry.
- Co-owner/Partner in family auction business.
- BS degree from Western IL University in 1990.
- Graduate of MO Auction School at the age of 18.
- Life member of the NAA.
- Certified Auctioneers Institute candidate.
- Member of NAA Fun Auction Committee - 3 years.
- Member of NAA Long Range Planning Committee.
- IL State Auctioneers Assoc. Board Member.
- 2006 IAC Finalist.
- Church Elder.
- Past VP National Jr. Polled Hereford Board.
- 4-H Club Congress distinction.
- National qualifier 4-H public speaking & demo. contest.
- FFA State Farmer degree.
- Member of Masonic Lodge.
- Proudly supported by the IL State Auctioneers Assoc.

"...watch your character, it's your destiny." - Monte Lowderman

SOLD ON

*great ideas
& great people*

JULY 16 – 21, 2007

TOWN AND COUNTRY RESORT
& CONVENTION CENTER

*Take Part in the Exciting Additions to the
2007 Conference & Show*

3-Day Professional
Ringmen's Institute
Training

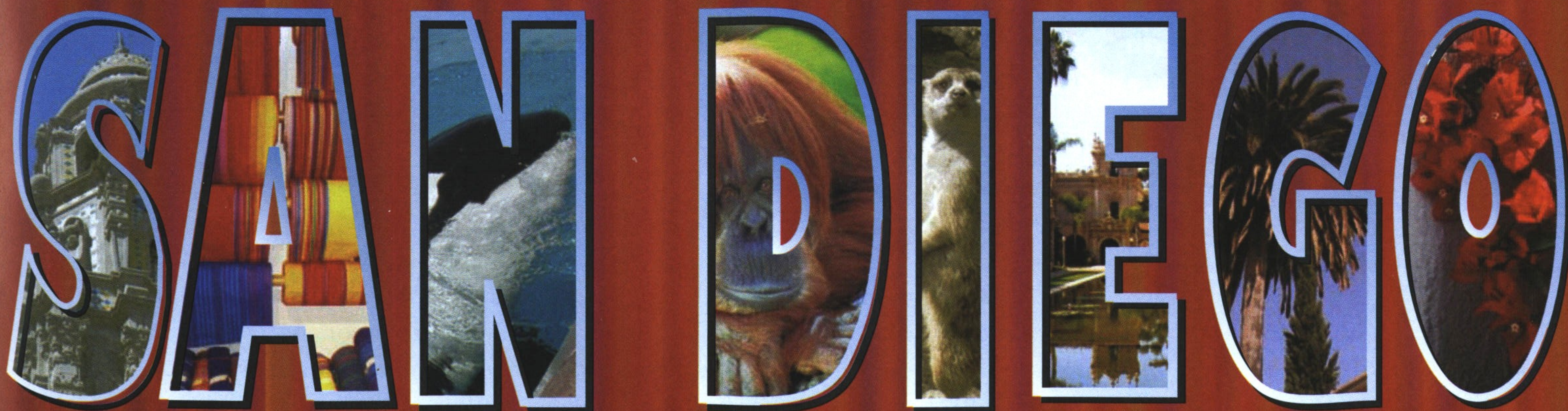
International Junior
Auctioneer
Championship

Daily lunches on the
trade show floor

International Ringman Championship
& National Auctioneers Foundation Benefit Auction

Auction School Officials Breakfast
Auxiliary Luncheon and Fun Auction
Auxiliary Seminar and Annual Meeting
CAI Celebration Breakfast
CAI Reception
Designation Courses
Education Seminars
First Timers and Mentors
Breakfast/Orientation
Fishing Tournament
Golf Championship
IAC Buffet
International Auctioneer Championship
International Junior Auctioneer
Championship
International Ringman Championship
Kids Corner Program
Leadership Institute
Lunch of Champions (IAC Champions)
NAA and NAF Annual Business Meeting
and Election
NAF Benefit Auction
NAF Children's Auction
NAF Hall of Fame/Diamond Gavel Honoree
Reception
NALLOA Education and Meeting
Opening Night Event
Opening Session
President's Gala
Roundtable Discussions
State of the Industry Breakfast / Forum and
Speaker
Trade Show
Trade Show Floor Lunches
Women Auctioneers Fellowship and Dinner

58th International Auctioneers Conference & Show



W W W . A U C T I O N E E R S . O R G



ERICA R. BROWN IS
NAA'S PUBLIC AFFAIRS
MANAGER OVERSEEING
GOVERNMENT
RELATIONS AND
PUBLIC RELATIONS

Your continued
support in
sending
messages to
your elected
officials helps
communicate our
message to them.

Keeping banks out of real estate: Update

The United States Congress started off the year with positive legislation for the auction industry. Taking a much-needed step in protecting the delicate boundary between finance and commerce, both chambers introduced legislation to keep banks out of real estate sales and management. This legislation will help ensure the real estate auction sector continues to prosper.

The NAA's call to action by issuing an Action Alert last month and your overwhelming response to it was the first important step in making this legislation become a reality in today's market. We will need your continued help in communicating this message to your Elected Officials as these bills make their way through Congress.

To better prepare you, below is some information on the current legislation, some background on the issue of banks and real estate, how it affects your business, and an outline of future action the NAA plans on taking.

Current Legislation: H.R. 111 and S. 413

H.R. 111, a bipartisan piece of legislation introduced by Rep. Paul Kanjorski (D-PA) and Rep. Ken Calvert (R-CA) was introduced on Jan. 4. H.R.111, the Community Choice in Real Estate Act prohibits financial holding companies and national banks from engaging, directly or indirectly, in real estate brokerage or real estate management activities. It clearly defines real estate brokerage and management as commercial activities and not a financial activity. Currently, the bill has 143 co-sponsors and was referred to the House Committee on Financial Services.

The Senate has the same bill in its chamber, S. 413, which was introduced by Sen. Hillary Rodham Clinton (D-NY) and Sen. Wayne Allard (R-CO) on January 26. S. 413 referred to the Committee on Banking, Housing, and Urban Affairs and is waiting to be scheduled for a hearing.

Background on Banks and Real Estate

In 1999 the Gramm-Leach-Bliley Act was passed by Congress and explicitly spelled out what functions are financial in nature and thus permissible for banks to engage in. Real estate was not listed as a permissible action.

The Federal Reserve Board and the U.S. Department of Treasury proposed rules in 2001 to expand the powers of national bank companies. The proposal included allowing national banks to engage in real estate brokerage and management. This would have reclassified their activities as "financial." Banks argued that by allowing



financial institutions to enter into the real estate brokerage business, competition would increase and give consumers more choices and a fuller range of services to select from.

How does this affect you and your business?

If banks are allowed to engage in real estate, there will be less choices for consumers and could force smaller real estate auction firms out of business, resulting in higher costs for consumers. Banks have an obligation to their shareholders and thus might put these interests above the home seller and buyer. Banks should be impartial credit providers and not be allowed to engage in all aspects of real estate.

Future Action by the NAA

The NAA will continue to monitor this legislation and inform membership of any major actions. Your continued support in sending messages to your Elected Officials helps communicate our message to them and helps them understand this issue affects many industries.

Next month, the NAA will lead a group of delegates to Capitol Hill for our first Auction Action on Capitol Hill Day. The group of delegates will be discussing this issue with each of their Members of Congress and encouraging each of them to become a co-sponsor (if they haven't already) and asking for their support to pass this legislation into law.

Please ensure that you are receiving Action Alerts from the NAA. The more people that respond to Action Alerts, the better chance we have in protecting the fastest growing sector of the auction industry.

To stay up-to-date on this issue and to monitor the status of both H.R. 111 and S. 413, visit NAA's Bill Tracking section located in the Government Relations section. Log into NAA's Member's Only section and select "Government Relations" from the left column. Once you are in the Government Relations section, select "Bill Tracking" from the top toolbar.

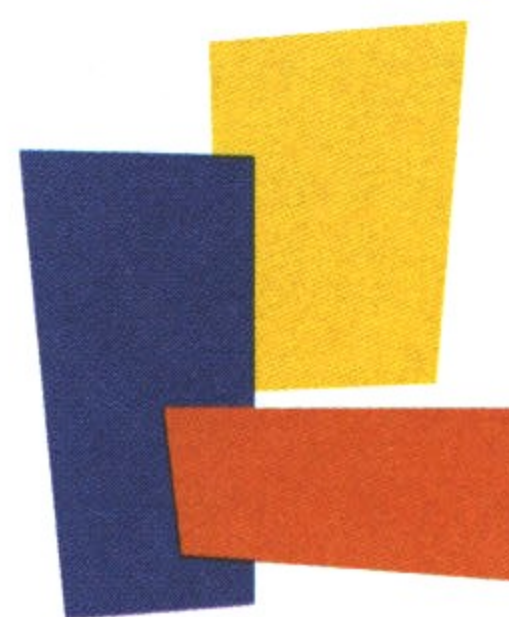
Feel the earth move under your feet



When it comes to marketing auctions, nobody's faster than Auction X-Press. Our service, quick turnaround and cutting-edge technology give you the sales brochures you need to move even the biggest items – fast.

1.800.999.6311

auctionxpress.com



AUCTION X-PRESS

DESIGN • PRINT • MAIL



NANCY MANNING AND HER HUSBAND, BOB MANNING, CAI, LIVE IN QUINLAN, TX

Toastmasters helps communication skills for today's auction firms

Many Auxiliary members are key participants in the auction business. How effective are your communications and those of your company on a day-to-day basis?

Who presents the auction proposal to the sellers and buyers? How effective are those meetings? Does everyone work together to present the best possible image of the company to the customer?

The first impressions that a prospect has of your organization may be a professionally-prepared brochures and proposals, your Power Point Presentations, DVDs, or CDs, or those first critical moments when someone answers the office telephone. What first perception do your customers get of your company?

Preparing paper and electronic media for use with customers gives your company the security of proofreading and review on multiple levels. You can be 99.9% sure that the message your customers receive from these media is clear. But, what happens when it's time to talk on the telephone or meet the clients in person? What steps can you take to have 90% assurance that the messages the customer receives are presented professionally; that the image follows the impressions delivered in the high quality media, that the client feels confident in the company representative?

Toastmasters International offers opportunities to help everyone, from the receptionist on the telephone to the CEO of the company, communicate effectively and professionally. Participation in a Toastmasters Club can help us to overcome the fear of public speaking.

I've been a member of a Toastmasters Club for almost 15 years. In my company, I've become a better presenter, a better supervisor and manager. I find that attending our club's weekly meetings provides me an opportunity to continue to grow, to see and help others grow, and to recharge and refresh myself. I encourage you to consider becoming involved with Toastmasters International, to improve yourself and your company.

Toastmasters International helps address these issues below:

- Have you ever been called for jury duty, and been asked those sudden, unexpected questions about your opinion or position on a type of crime?
- Have you ever struggled to present your company's story to a new audience? Encountered a time limit that was half of that typically permitted for the story? And then tried to adjust the presentation so that it still had the powerful, critical key points that make the difference between one response to an RFP and another?
- Have you ever been speechless when you were asked a question while attending a client meeting? Or wished that you had responded just a little differently to the tough question the prospect asked today?
- Have you ever wished that you had better listening skills? That you'd recognized the root question the prospect asked and provided a different answer, one that might have made your company win the bid, instead of another company?
- Have you ever delivered a performance appraisal for a staff member where you struggled to balance the need to point out areas for growth and improvement with some recognition of the positive contributions that a staffer has made to the company? Or,

continued on 71

NATIONAL AUCTIONEERS ASSOCIATION 2006-2007 AUXILIARY BOARD OF DIRECTORS

Sharon Huisman - President
(209) 368-1532
raschein@hotmail.com

Annette Wells - President Elect
(208) 771-0404
annette@mrauction.com

Barbara Fisher - Vice President
(954) 461-0971
benny@fisherauction.com

Ramona King - Secretary/Treasurer
(828) 684-4273 / (828) 684-6828
ramonaking@bellsouth.net

Glenda McCarter Johnson - Historian
(865) 453-8417
gmjonsn@bellsouth.net

Terms ending in 2007:
Jane Aumann
(217) 594-2825 / (217) 563-2523
jane@aumannauctions.com

Sandy Bauermeister
(260) 493-9206
bauermeister@earthlink.net

Deidre B. Rogers
(336) 789-2926 ext. 104
deidre@rogersrealty.com

Janet Shearer
(407) 847-3993
auction1@kua.net

Terms ending in 2008:
Lois Daniel
(434) 577-2971
danielauction@telpage.net

Susan Hinson
(731) 664-1159
rhinson@mindspring.com

Nancy Manning
(903) 883-0314 / (972) 881-6004
bandn@netportusa.com

Terms ending in 2009:
Lou Blocker
(843) 844-2770 / (843) 538-2276
jgbauction@lowcountry.com

Teresa Christy
(317) 885-9044 / (317) 784-0000
info@christys.com

Kim Ward
(630) 556-3648
kbward@mchsi.com



**“WHAT’S THE
BEST WAY
TO MOVE
FURNITURE?”**

SCHEDULE YOUR AD IN ANTIQUE TRADER

TIMELY AUCTION COVERAGE * DEDICATED READERSHIP * NATIONAL COVERAGE

FOR MORE DETAILS CALL AND ASK ABOUT OUR “MOVER’S PACKAGE.”

1-888-457-2873

Antique Trader.®

FAX: 715-445-4087

700 EAST STATE STREET • IOLA, WI 54990



KURT R. BACHMAN IS AN ATTORNEY AND LICENSED AUCTIONEER FROM LAGRANGE, IN. HE CAN BE REACHED AT (260) 463-4949 OR KRBACHMAN@BEERSMALLERS.COM

Advice in this column

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 the questions are designed to provide information of general interest to the public and is 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 should not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention.

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

Are auctions a retail sale?

My auction company occasionally conducts building material auctions. Some of the items sold are brand new, some are salvage, and some have a minor flaw of some kind. I have found a great location to conduct an auction, and the owner is considering allowing us to rent the building for a week and do an auction there for a flat rental fee. Her only concern is that she recently bought the building and it has a covenant against any retail business of lumber, building materials, and trusses.

This used to be an 84 Lumber building and that is the reason for these restrictions. However, my question is, are auctions considered retail?

I know we are selling to the same people as a traditional retail business, but we only do it on one day; the prices we get are not consistent to retail because they depend more on desirability, etcetera. This is a concern of the owner and I am just hoping to find a more definite answer so I can reassure her that she won't be violating her purchase contract. Please reply advising me as to the most appropriate source to answer my question.

Jared Lambrecht
Lambrecht Auction & Real Estate Co.
Walton, NY

Answer: Each state and municipality generally has a different definition for a retail business. In fact, each state usually will have more than one definition. For example, state taxation laws may define retail businesses in a general way and state or local zoning regulations may have a more specific definition. Unfortunately, these definitions can vary significantly from state to state and town to town.

I am not licensed in New York and unable to comment on the specific laws in that jurisdiction. I can, however, give you some general information about this issue. Whether your business will be considered a retail establishment will depend upon facts such as, how often you conduct sales at that location, how the products are sold, the buyers targeted by the sale, and other factors.

In instances where there is more than one available definition, such as this one, is it appropriate to examine the meaning of a word as it is generally used. Black's Law Dictionary (6th Edition) defines "retail" as "a sale for final consumption in contrast to a sale for further sale or processing (i.e. wholesale). A sale to the ultimate user."

There is a similar definition for the term retail in the Merriam-Webster's Collegiate Dictionary (10th Edition). It defines retail as "the sale of commodities or goods in small quantities to ultimate consumers." It also refers to the difference in pricing as a factor to consider: Are the goods sold "at a retailer's price" as opposed to a wholesale price? These are facts that would be considered to determine whether a business constitutes a "retail" business.

With the general information you provided, I can see both sides of the argument. Whether your business is a retail business is ultimately a legal conclusion that only a court of law can make. In order to resolve this issue, you and the property owner may want to consider filing an action for declaratory judgment. A declaratory judgment action is where a court would consider the law and the facts and declare the rights of the interested parties.

In an action for declaratory judgment, the dispute relates to the legal rights of one

continued on 71

Thank you.

More than 800 times!



April 21 is **National Auctioneers Day**, and Proxibid would like to thank our 800+ participating auctioneers for their continued business and support. Auctioneers have played a critical role in the success of live online bidding, and without you we would be just another Ebay. We are proud to be associated with the NAA and its extraordinary community of bidders and auctioneers.

proxibid®

***Want the highest hammer
Go for Gold.***



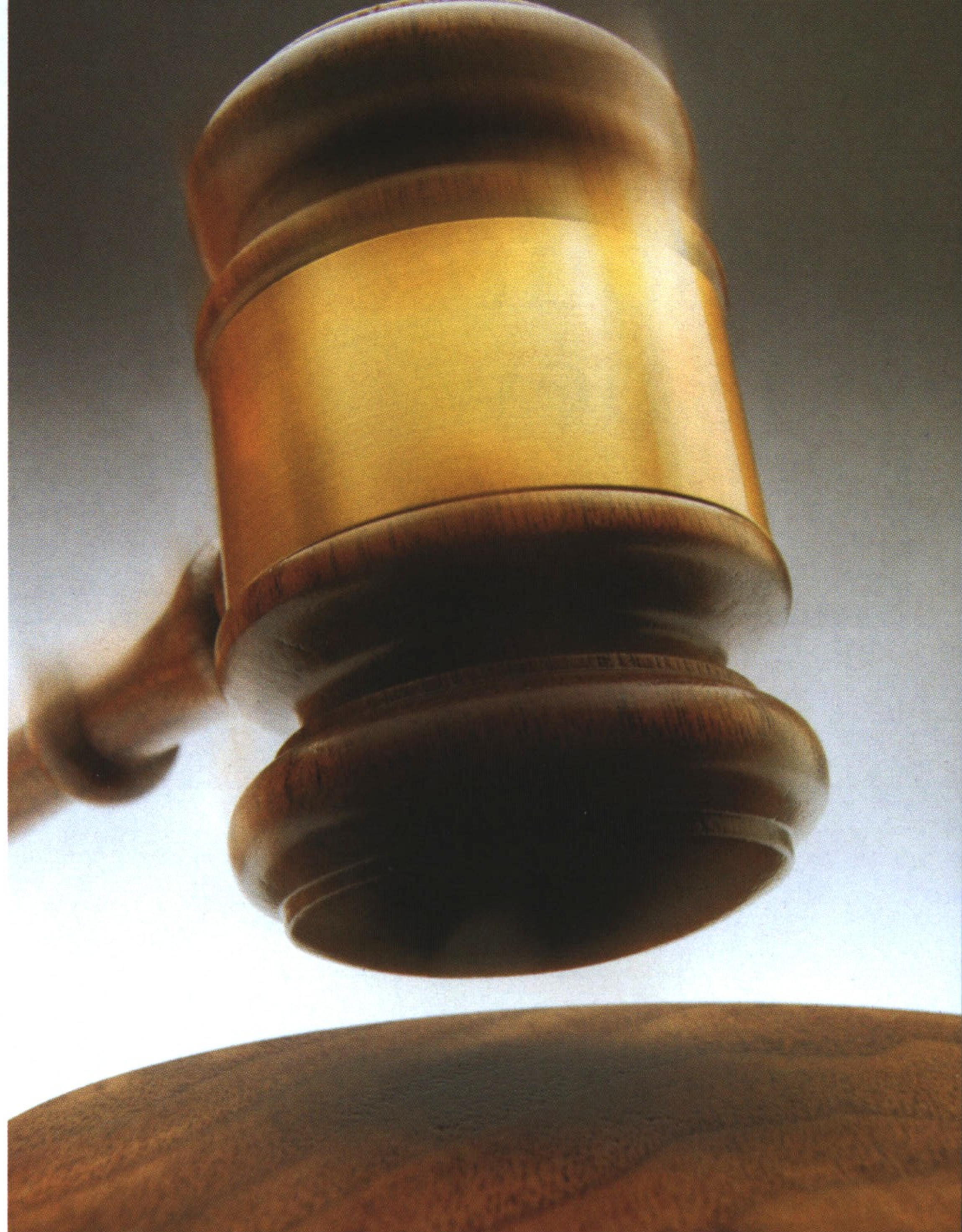
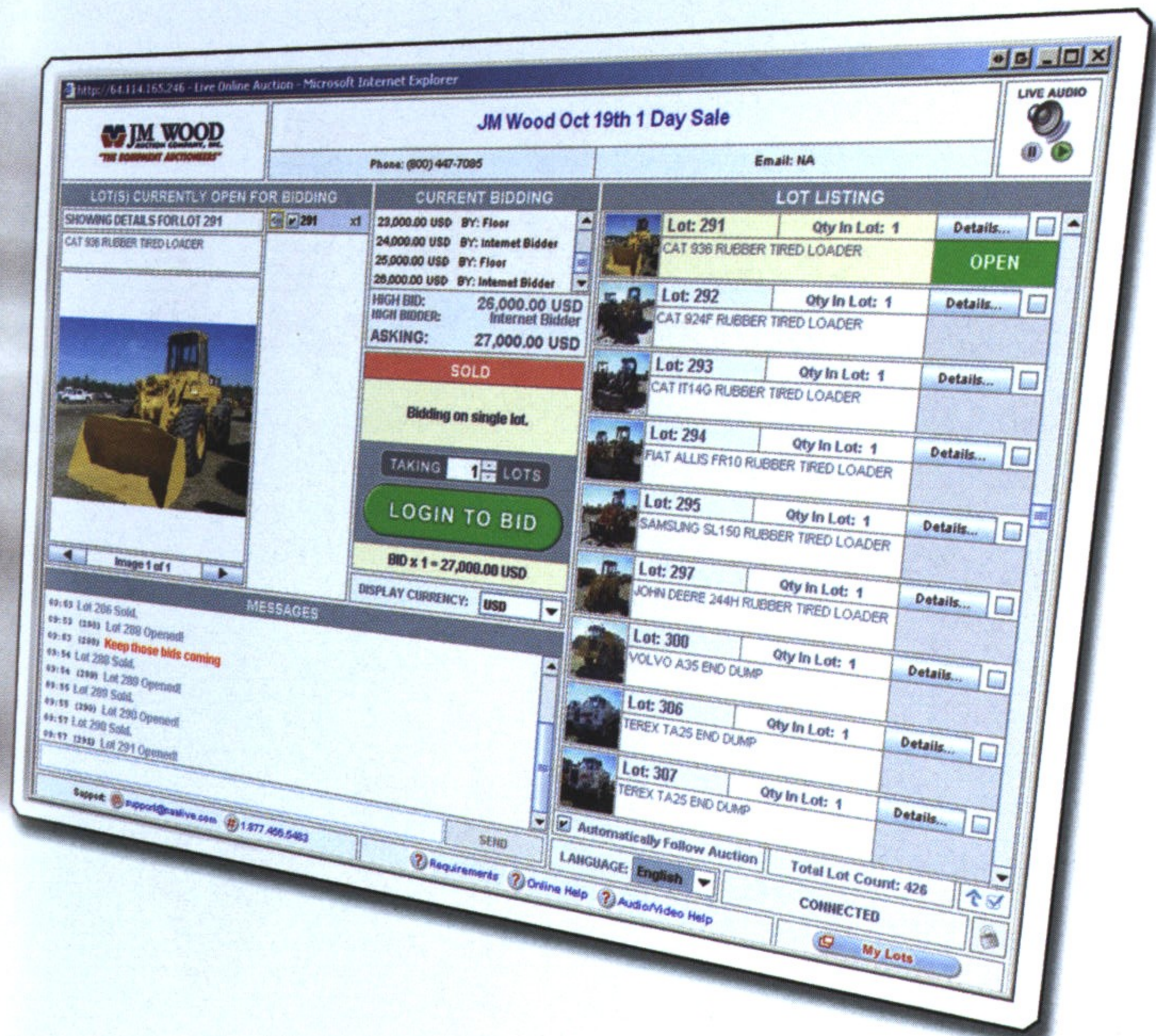
More Bidders. More Bids.

That's exactly what our exciting new service is about - delivering more bidders and higher hammer prices to every sale. Building on top of an already robust technology platform, *NAA Live Gold* goes beyond a standard online broadcasting service to give you maximum exposure for your auctions.

Contact us today to find out more!

1-877-456-LIVE
(5 4 8 3)

prices?



NAA

**ONLINE
SOLUTIONS**

Trusted, Powerful & Easy

Mining
a source
of new
business

Working with Realtors[®] successfully



A

s more Auctioneers enter the residential real estate auction niche, many know that referrals from Realtors and real estate agents can be a substantial source of new business. But how can you work with people who see you as a competitor and do not understand the auction

process?

Many Auctioneers and their auction staff are successfully working with Realtors today, and some share their advice here on how to overcome Realtors' objections and misunderstandings.

Although there are several ways to market your auction services to Realtors, the single most effective method is to speak live to a group of Realtors in their offices, taking their questions and educating them on the process, auction experts say.

"We've found the number one way to solicit Realtor cooperation is getting in their office to do a question-and-answer session," said Braden McCurdy, director of marketing and associate broker for McCurdy Auction of Wichita, KS.

His father, Auctioneer Lonny McCurdy, AARE, said "Most Realtors don't know what we do. We stress to them that we are there to assist them, not be an adversary. We answer their questions and help educate them."

Call your local Realty companies and ask to make a presentation at their weekly or monthly sales meeting of agents.

"We always come out of those presentations with at least one or two properties to evaluate for auction," said Braden McCurdy. "And those prospects keep coming for 30, 60 and 90 days after a presentation."

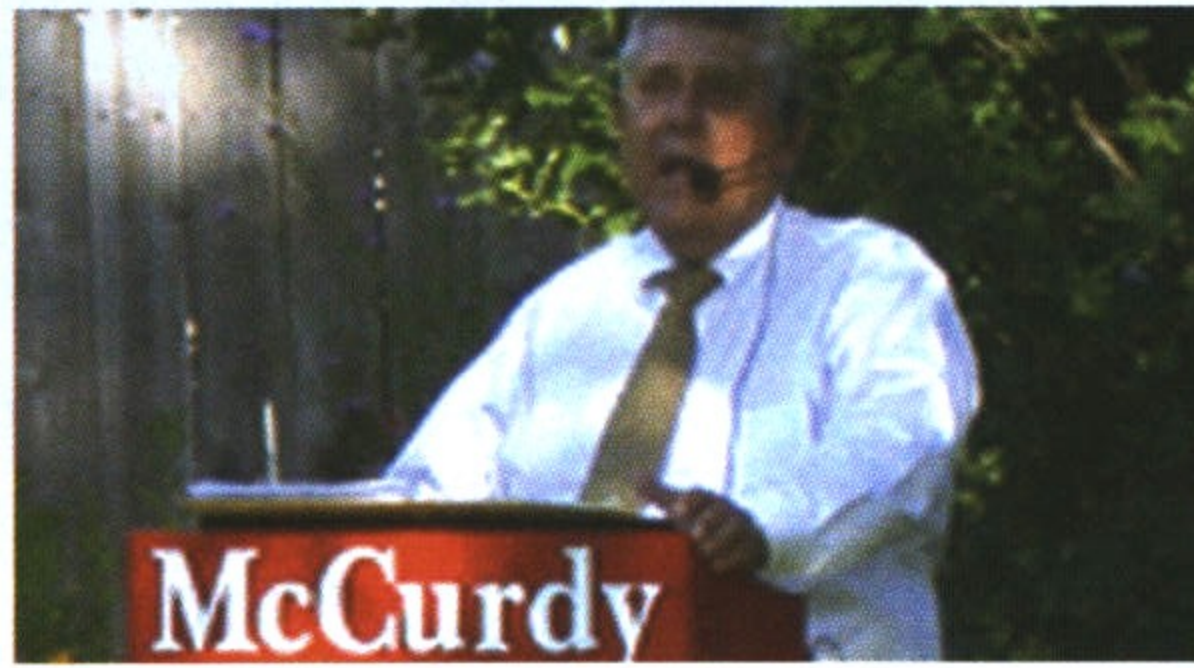
Lonny McCurdy said that 24 percent of his real estate business is through Realtor cooperation and another 12 percent from Realtor referrals.

Auctioneer Pamela Rose, CAI, AARE, of Maumee, OH said 25 percent of her residential real estate business is through referrals and alliances with Realtors. She says that percentage is probably typical of the volume that larger auction companies do with Realtors.

What should you say in a presentation?

Address the biggest objections first: Explain that the process is a win-win for everyone, especially that the Realtor can make money on a property that otherwise would not sell in a timely manner. Explain how that occurs. Explain that auctions, properly conducted, do succeed, are not for distressed property only, and do get fair market value, not somewhere far below a realistic list price.

"We also tell Realtors that we can auction salvage or distressed properties for them when they need help, and we can help when they are in a time crunch," Lonny McCurdy said. Braden McCurdy



Lonny McCurdy

"We always come out of those presentations with at least one or two properties to evaluate for auction," said Braden McCurdy.



Rose



Sonke

added that presentations also result in sometimes Realtors giving properties directly to auction.

"This happens when the Realtor is facing hurdles with financing, repairs or timing," he said.

So, mention that option to Realtors and ask for special properties that should go directly to auction.

Also tell Realtors that auctions create an "urgency to act" that is not possible in other circumstances.

Lonny McCurdy said "We tell Realtors that we do concentrated spotlight advertising greater than a conventional Realtor can create. This gains attention, and with the specific auction date, makes the prospective buyer make a decision. We recently had an auction buyer who had looked at the property in the first week it was in conventional listing, but he was not yet motivated to act. The auction moved him to a decision."

Also tell Realtors that your requirements, such as a non-refundable earnest deposit on the day of auction, motivates buyers to get financing in order. You will want to create your own checklist of discussion points that cover your own procedures.

In addition to live meetings, you can send direct mail letters to Realtors.

Auctioneer Sara Sonke, of Raleigh, NC, said recently on the NAA website discussion forum that "I'm convinced it's all about education, patience, the right attitude and slowly building a sphere of influence and trust. We go to where they are, offer continuing education classes about real estate auctions, tell them to feel free to call about a potential prospect anytime, and keep the growing network informed with a newsletter."

Pamela Rose also uses these methods and recently mentioned a specific success in a letter to Realtors.

"I recently sent a check for \$42,000 to a Realtor just for a referral," Rose said. "That's an example of how they can profit from their cooperation with Auctioneers, and I told them that in a letter."


Rose gives one strong suggestion when sending letters soliciting Realtors.

"Realtors don't like to work with people from a competing brokerage firm, which they see as competition," she said. "That's one reason why I am solely an auction company."

So, if you are allied with any particular real estate firm, consider the consequences when you approach other Realtors to solicit auction business.

A third way to market to Realtors is to place your ads in Realtor newspapers. McCurdy has done that effectively in the Wichita Area Association of Realtors' monthly newspaper (see the small copies of his ads with this story). One ad has the headline "Auction: Another Tool in Your Briefcase," and the other ad has a headline that says "Co-op Your Listing." The

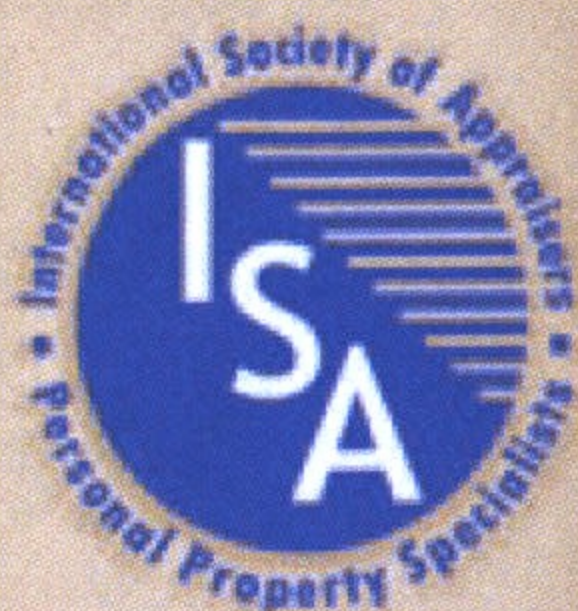
I KNOW SO MUCH ABOUT
PERSONAL PROPERTY APPRAISALS



I COULD TALK YOUR EAR OFF
AT A COCKTAIL PARTY.

I love my career so much that I could talk about the appraisal industry for hours. I am passionate about my profession and the International Society of Appraisers. My ISA credentials have provided a highly professional industry resource as well as an edge in the marketplace that I find beneficial to my continued success. If you are thinking about starting a career in the appraisal industry or you're an appraiser who is looking for credentials, I would urge you to contact the ISA. I could go on and on, but I think you'll find all of the information you need at www.isa-appraisers.org. Tell them Mary sent you.

The International Society of Appraisers
1131 SW 7th Street, Suite 105
Renton, WA 98055-1215
206-241-0359



HAVE YOU HAD YOURS APPRAISED?

latter ad includes Realtor testimonial and details about how to earn a commission.

"These ads have been effective," he said. "They get you noticed."

The top objection

Realtors tell Auctioneers their top objection is that an auction will fail, said Pamela Rose, who worked for years as a Realtor.

"Realtors have no idea how successful auctions are, or of the amount of real estate sold by auction nationally, which is where NAA's statistics are useful," she said.

(A brochure in the March issue of *Auctioneer* explained that residential real estate auctions grew by 39.2 percent in 2006 over 2005, with \$16 billion of residential real estate sold in 2006. Additional copies of this study are available from NAA).

Braden McCurdy said he addresses the concepts of failed auction, and the low price or distressed-property-only concepts, head-on in his presentations.

"We overcome those objections with auction history of like-kind properties, and we get close auction comparisons," he said.

By using clear comparisons of successful auctions, Realtors can feel more comfortable that your auction can work with their similar property.

Lonny McCurdy also tells Realtors that the best time to sell by auction is when there are many buyers. It's the only way the seller can likely receive more than the asking price. There is "no top side," he said.

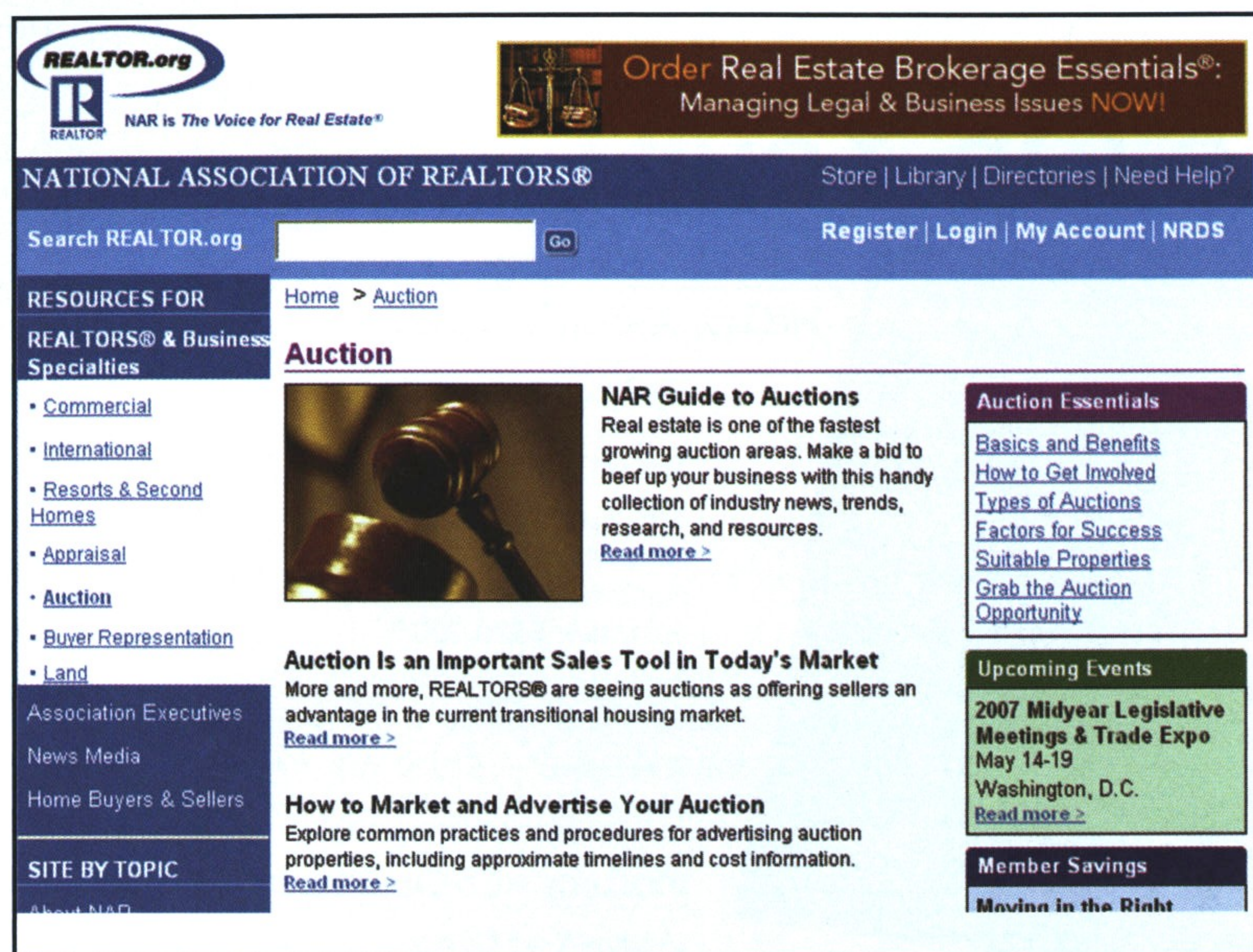
Sharing of fees and cooperative arrangements

Auctioneers are sharing fees with Realtors in several ways. One way is for Realtors to only refer at name and phone number of a potential prospect, then the Realtor can collect a small referral fee.

Another way is for the Realtor to collect a larger fee by more extensive cooperation. McCurdy calls this option his full blown Co-Op Auction. Wording on his website tells Realtors "(This option) keeps you involved in many tasks such as showings, open houses, attending the auction, assisting in contracting and assisting our closing department in coordinating the closing of the sale."

Another is for the Realtor to pre-register a bidder so, if that Realtor's bidder is the successful bidder, the Realtor receives a fee. Auctioneers are also exploring other fee and commission arrangements. Talk with mentors and veterans about possibilities.

Different Auctioneers are setting different amounts for these



Auction page from NAR website.



Call now for a free catalog
972-387-4200
 fax 972-387-2597

**"America's
 Auction
 Academy"**

Mailing: Box 803503 • Dallas, TX 75380
 4230 LBJ Freeway, Ste. 111
 Dallas, TX 75244
 Texas Workforce Commission Approved
 Mike Jones, CAI, Owner
www.texasauctionacademy.com

fees. This story does not mention exact fees used by individual Auctioneers so as to avoid any concerns about possible anti-trust implications. However, the reader can go to Auctioneers' own websites to see fees mentioned in those public postings.

Co-Op Your Listing

McCurdy Auction Service Produces Results

Traditional Listing
Days On Market: 884
Last List Price: \$739,000.00

McCurdy Auction
Auction Booked: 8/24/2006
Auction Date: 10/19/2006
Sold Price: \$620,000.00

**Cash - As-Is - Close in 30 Days
Want Action? - Think Auction!**

McCurdy's Co-Op Program

- ✓ **Saves Your Listings**
Our program automatically extends your listing agreement 90 days.
- ✓ **Generates Cash Offers**
Contracts are not contingent on financing, appraisals or lender requirements. A substantial non-refundable earnest deposit is collected from the buyer at auction.
- ✓ **Generates As-Is Offers**
Contracts are not contingent on inspections, seller does not participate in repairs.
- ✓ **Generates Quick Closings**
40% of our auctions close within 10 days, the balance are closed within 30 days.
- ✓ **Gives Your Seller The Last Word**
The seller reserves the right to accept or reject the highest bid. In the event they

Co-Op REALTOR® Testimonial:

"After two contracts fell through due to contingencies, my Seller and I decided to call McCurdy Auction. I was impressed with their professionalism, talent and dedication. When people ask, I tell them that McCurdy auctions produce great results."
- Frank Priest III - Plaza Real Estate, Inc.

McCurdy AUCTION SERVICE
SOLD Real Estate Specialists

A McCurdy ad that ran in a Realtor newspaper seeks cooperation.

Use Realtor testimonials

Using a Realtor's own words of support about successful auctions can be extremely effective in persuading other Realtors to give your service a try. Solicit their comments and then use them in letters and on your website.

Realtor Michelle Grant, of Keller Williams Hometown Partners, is quoted on McCurdy's website about their success in auctioning a home that had been on the market for months. Her photo appears next to her quote.

"The auction produced a \$320,000 as-is offer that was 95 percent of asking price," she said. "On a second occasion I had a home at auction that produced an offer of \$174,000, which was 99 percent of asking price. I would recommend McCurdy Auction Service to any Realtor or seller looking to sell a property in the least amount of time, for the most money, with the least amount of hassle."

Another quote on his site is Bud and Sarah Cornter of Keller Williams.

"We recently registered one of our investors for an auction and received a referral fee from the purchases the investor made," they said. "What a tremendous win-win for all."

Realty company in-house auction divisions

Some large realty companies have established their own in-house auction divisions. How do you compete with that?

Lonny McCurdy says "We tell Realtors that their in-house divisions don't have our level of name recognition in the community, or our years of marketing experience, or our mailing list of investors and homeowners that we have built up over years."

Pamela Rose points out that some Realty firms have hired for their auction divisions Auctioneers with little or no real estate experience.

"They think they can hire a bid caller and they can be successful at real estate, but it takes years to acquire the knowledge," she said. "So I tell Realtors to hire me because I have the tools and skills necessary. You have to know how to find buyers, know about financing and much more."

Rose adds that "I have zero fears that Realtors will get in to my profession." She says educated Auctioneers are so many years ahead of Realtors that it is wiser for Realtors to trust auctions to the professionals.

Tell how NAR is promoting auctions

Many Realtors may not even realize yet, or take fully to heart, that the National Association of Realtors is promoting auctions as a good method for Realtors to use. Tell Realtors that in direct language. Tell them to look at the "NAR Guide to Auctions" on www.realtors.org. Auctioneers should read this section also.

When you go to realtors.org, type the word "auctions" in to the search box, and this Guide to Auctions, as well as many auction story links, will appear.

A top story there says "Today's real estate professional may likely rely on auctions as an important part of their real estate practice, particularly in a transitional market. More and more, Realtors are seeing auctions as offering sellers an advantage in the current housing market."

In the forum held at the 2006 REALTORS Conference & Expo, a panel of experts told Realtors that auctions can provide an enhanced level of service for today's seller."

The story went on to quote NAR's immediate past president as saying "Many Realtors increasingly work in a full-service environment that may offer insurance, title and property management along with brokerage services. Auctions should be seen can be a part of an array of services Realtors offer to their customers and should not be seen as competition to the existing range of services provided by a traditional brokerage. Auctions keep Realtors at the center of the real estate transaction."

And Ben Anderson, chair of the NAR Auctions Committee and president of Anderson Auctions in Destin, FL, is quoted on the NAR site as saying "Auctions are a fair and speedy process of selling or buying a home. For homes that take a long time to sell, using auctions creates a sense of urgency about the property often helping to sell a property before it goes to auction."

Mention education when appropriate

If you have additional real estate education, mention that to Realtors to enhance your credibility.

For example, NAA offers the AARE designation, which stands for Accredited Auctioneer Real Estate. Whether selling residential, agricultural, commercial or industrial properties, AARE auctioneers have enhanced knowledge in all pertinent areas, such as: marketing techniques, financial/investment calculations, evaluating cash flow, holding-period analysis, tax consequences of buying and selling properties, and multi-parcel real estate auctions. The AARE auctioneer has successfully completed three classes in order to gain the designation, and must maintain it with continuing education.

Story by Steve Baska

= AUCTION =

Another Tool in Your Briefcase




As a REALTOR®, you have a strong work ethic and you sink or swim by your own efforts. As your seller's listing agent, you have a fiduciary responsibility to bring your client the most equitable and timely transaction possible for their property.

We know that you will use whatever tools are within your means to do this, you're resourceful and you get the job done. At McCurdy Auction, we feel the same way and when you Co-Op one of your listings with us, you get results.

McCurdy Auction has been selling real estate at auction for twenty-five years and during that time our efforts have proven consistently effective. We aggressively market your listing and we offer it at auction to potential buyers.

So when you're looking for an effective tool to accomplish your goal, remember McCurdy Auction, the company that "produces results."



McCurdy real estate ad in a Realtor newspaper.



- Tags, Labels & Markers
- Clerk Sheets and Forms
- Signs & Banners
- PA Systems
- Over 3,000 products



KIEFER
Auction Supply Co.

America's Largest Supplier to Auctioneers

417 W Stanton
Fergus Falls, MN 56537

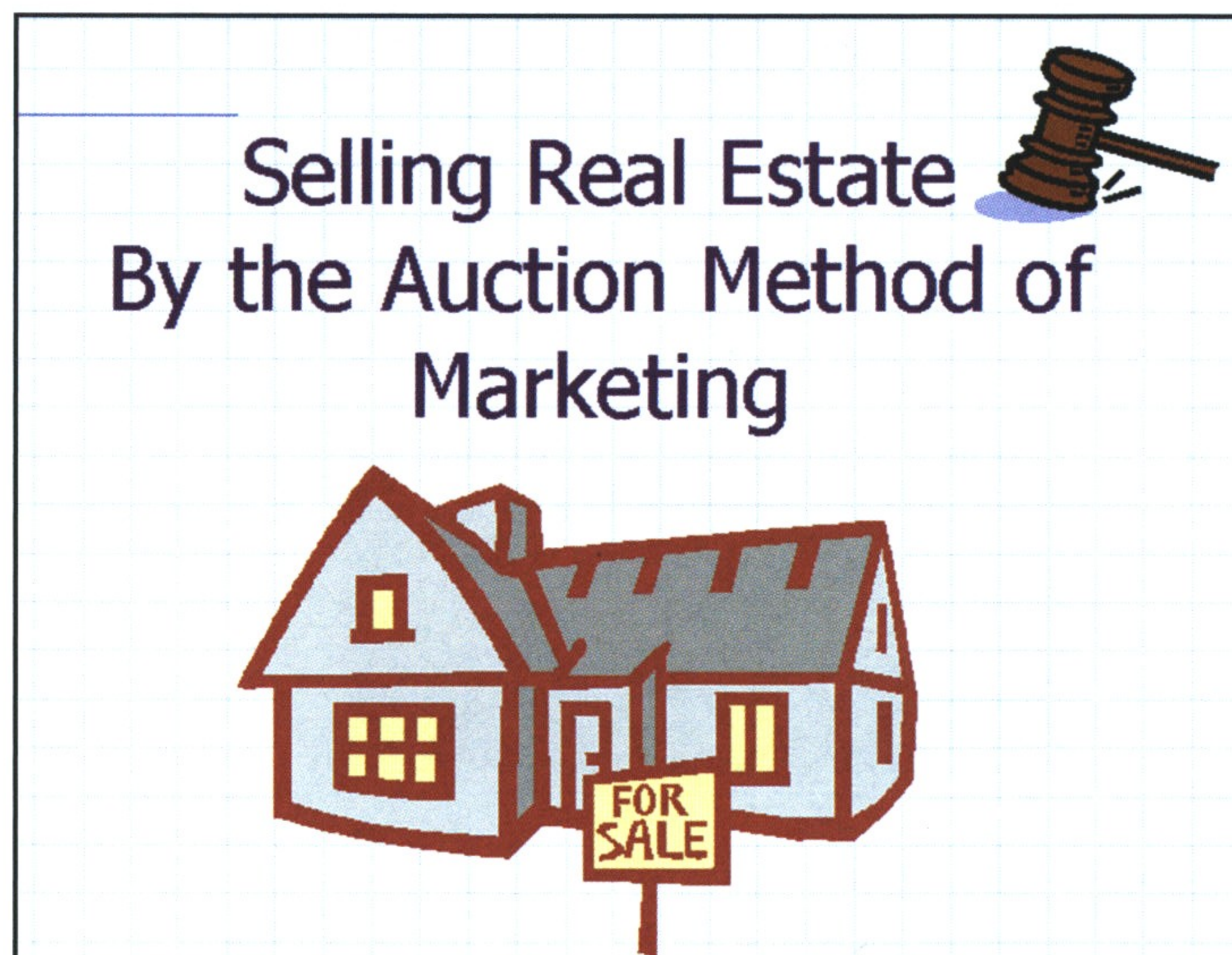
(Free Catalog)
(218) 736-7000

www.kieferauctionsupply.com

Online Features: NAA's PowerPoint Presentations are ready and easy for you to use

By Leanna Morris, NAA's Technical and Creative Services Manager

As an NAA member, you are part of an amazing network of professionals around the world who use and promote the auction method of marketing. You work hard to earn business and attract buyers to your events. Still, you are just one person, and everyone needs a little help getting the word out.



The NAA staff wants to help you build your business and forge new relationships with customers. With our partners, we develop features of the NAA website to help you more efficiently market your company and your auctions. One way to do that is with PowerPoint presentations.

Being a guest speaker at a civic club meeting or educational program is great exposure for your business. But, have you turned down some of these opportunities because you didn't have time to prepare a presentation or speech? Fortunately, NAA provides presentations ready for you to use.

The NAA is aware of the time crunch put upon Auctioneers like yourself and has developed a way to help members fulfill these presentation requests. Speeches focusing on various aspects of the auction industry are posted online for members' use. The speeches vary in length, but all promote the auction industry and your business.

PowerPoint presentations accompany the speeches to allow members to showcase photos, logos and other important multimedia aspects of the industry. Each speech contains notations coordinated with the presentation, letting members

Follow these steps:

To access the NAA's PowerPoint Presentations, log on to www.auctioneers.org and follow these steps.

- Enter your username and password. If you do not have a username and password, follow the instructions for a FIRST TIME USER.
- Select "PR TOOLKIT" from the menu on the left side of the screen. It will be located approximately two-thirds down the side of the page.
- Select "PRESENTATIONS" from the menu on the right side of the page.
- To save the presentations to your computer, right click on each link and click on "Save Target As"; then choose the location on your computer to save it. You will need Microsoft Word and PowerPoint to run the presentation. The number in parentheses indicates the approximate file size of each download.

know when to change screens/slides. For members who are not computer savvy or do not have the proper equipment to make a presentation, each speech can easily stand on its own without visuals. In addition, suggestions of printed materials or hand-outs are provided for many of the speeches.

While the speeches and presentations are designed for more general purposes, you can easily modify each presentation for use in a prospecting meeting with a potential customer. If you are presenting your services to a local bank's estate planning department, add the logo of the bank to your presentation. Present past successful auctions as "case studies" to illustrate what you and your company can accomplish. The Power Point presentations are yours to personalize as much as you want.

**Institute,
Bloomington, Ill**

Having a CAI professional designation is increasingly important. Designation holders have the knowledge and skills to provide the highest quality skills to all types of clients. The designation indicates to attorneys, trust officers, real estate professionals, and others that you are an astute business person with the highest professional standards. [Sign up today!](#)

[MORE INFO](#)

Presentations:

The Auctioneer/Realtor Team: Combining Forces for Success
[The Auctioneer/Realtor Team: Combining Forces for Success](#) Word Document (38k)
[The Auctioneer/Realtor Team: Combining Forces for Success](#) PDF File (36k)
[The Auctioneer/Realtor Team: Combining Forces for Success](#) PowerPoint Presentation (161k)

Buying Real Estate At Auction
[Buying Real Estate At Auction](#) Word Document (35k)
[Buying Real Estate At Auction](#) PDF File (23k)
[Buying Real Estate At Auction](#) PowerPoint Presentation (161k)


Buying At Auction
[Buying At Auction](#) Word Document (39k)
[Buying At Auction](#) PDF File (39k)
[Buying At Auction](#) PowerPoint Presentation (83k)

The NAA and Benefits of Membership
[The NAA and Benefits of Membership](#) Word Document (52k)
[The NAA and Benefits of Membership](#) PDF File (37k)
[The NAA and Benefits of Membership](#) PowerPoint Presentation (156k)

Securing a Career in the Auction Industry
[Securing a Career in the Auction Industry](#) Word Document (45k)
[Securing a Career in the Auction Industry](#) PDF File (39k)
[Securing a Career in the Auction Industry](#) PowerPoint Presentation (458k)

Auctioneering: An Industry on the Rise
[Auctioneering: An Industry on the Rise](#) Word Document (45k)
[Auctioneering: An Industry on the Rise](#) PDF File (41k)
[Auctioneering: An Industry on the Rise](#) PowerPoint Presentation (137k)

The History and Future of the Auction Industry
[History](#) Word Document (38k)
[History](#) PDF File (33k)
[History](#) PowerPoint Presentation (999k)



#1


World Wide College of Auctioneering

Mason City, Iowa

Since 1933

**"Become A Champion"
Bid Calling School**

September 17 & 18, 2007
Denver, Colorado



Paul C. Behr,
President
World Automobile
Championship

Areas Covered

- Advanced bid calling (developing that smooth rhythmic, easy to listen to chant)
- What others look for in scoring your competition
- Voice training and care
- Imaging
- Dress for success/competition style
- Get the edge others wish they had

World Champion Instructors

- John Korrey
- Rowlan Hill
- Trent Stewart (R.W.C.)
- Paul C. Behr
- Amy Assiter

"Come train with the Champions"

For More Information Call 1-800-423-5242


www.worldwidecollegeofauctioneering.com

Elect

Willie A. JOHNSON

DIRECTOR

National Auctioneers Association

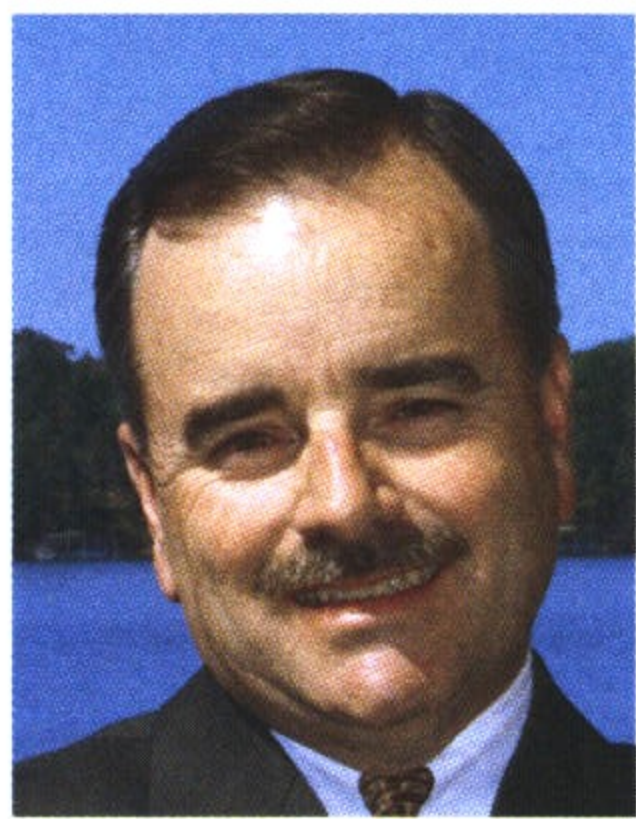


- Member of NAA for 17 years
- CAI Class III candidate
- NAA State Leadership Forum in Kansas City 2005
- Currently serving (Governor Appointed) on the North Carolina Auctioneer Licensing Board
- Past President of Auctioneers Association of North Carolina
- Graduate Mendenhall Auction School 1989
- Full time auctioneer and real estate broker 17 years
- Endorsed by Auctioneers Association of North Carolina
- Degree in Business Administration 1986
- Fraternity of Freemasonry for 38 years

VISION

- Strong and independent state associations
- Assure prestige in NAA designations
- Increase public awareness of members professionalism
- Promote designations to membership

**I would appreciate your vote
for Willie A. Johnson for NAA Director.**



JOE R. WILSON, CAI,
IS CHAIRMAN OF THE
INVESTING IN OUR
FUTURE CAMPAIGN.

Investing in Our Future

All members challenged to respond at this target level

Dear Friends,

As you know, during the 2006 International Auctioneers Conference and Show we launched a national initiative aimed at providing our members with high quality research, a national public relations campaign, a means of preserving our rich traditions, and renovating and expanding NAA headquarters to accommodate changes to the museum as well as growth of NAA's benefits and services. The effort, known as Investing in Our Future, has been a terrific success to date, raising nearly \$3 million in pledges. Today we have the opportunity to finish the good work started by our peers; so as Chairman of this national drive, I am asking for your help.

We understood from its inception, a successful drive would require the financial support from NAA members. Many have already committed their time and personal finances for the benefit of all, and we thank those members again for their leadership and generosity. At this time, I am formally challenging all NAA members to make their pledge and investment in their future.

We have established a challenge target level for individual member gifts of \$300 a year for five years; less than \$1 dollar a day, and a total pledge of \$1,500. This is neither an arbitrary number nor an assessment; rather, it is each member's "fair share" as it relates to the size of our organization and to our financial needs. Some can do more, some will do less; as NAA members, I believe everyone should do something!

When you consider the importance of NAA to you and your business, and how these programs will enhance your ability to build your business, I hope you will recognize the importance of what I am asking and make a commitment to help.

Accompanying this letter is a pledge form and a return envelope for making your gift. It will take only a few minutes to check the appropriate boxes and return your commitment to the foundation office. If everyone does their best, and pledges something, I am confident we will reach our goal.

Thank you for your time and consideration that this request deserves!

Sincerely,

A handwritten signature in dark ink, appearing to read "Joe R. Wilson". The signature is fluid and cursive, with a large, sweeping "J" and "W".

Joe Wilson, CAI, Chairman
Investing in Our Future

Sapphire Leadership Circle

\$250,000+

John Roebuck, CAI, AARE

Gold Leadership Circle \$100,000+

Martin E. Higgenbotham, CAI

Dean Kruse

J. L. Todd

Joe R. Wilson, CAI

Silver Leadership Circle \$50,000+

Antique Week

Tom "Spanky" Assiter, CAI and Amy Assiter

John "Mickey" Fowler, CAI, AARE, CES

Jim Gall, CAI

Larry Latham, CAI

C. Roger Lewis Agency, Inc., Steve & Mark Lewis

Robert A. Shively, CAE

Bronze Leadership Circle \$25,000+

Susan Doyle, CAI and Robert Doyle, CAI from Absolute Auctions & Realty, Inc.

Terry Dunning, CAI, GPPA

Sammy L. Ford, CAI

Norman Hunter, CAI and Carol Hunter, CAI

O.C. Mangold, AARE, CES and Joani Mangold, GPPA, CES

John S. Nicholls

John M. Reddish, CAI

R. Bracky Rogers, CAI, CES

B. Mark Rogers, CAI, AARE

Schrader Real Estate & Auction Co., Inc.

Scott Steffes, CAI, CES

Robert A. Stoment, CAI & Melissa Stoment

T. Joseph Tarpley, CAI
Jay E. Ziegler, CAI, AARE

Friends Circle \$10,000+

Haskel Ayers

Barbara Bonnette, CAI, AARE, GPPA

Phil Grosh & B.J. Jennings, CAI

Derek Hopkins, CAI

Dennis Jackson, CAI, AARE, CES & Jackson's Auction & Real Estate Co.

Willie A. Johnson

Monte W. Lowderman

National Auctioneers Association Auxiliary

William L. Sheridan, CAI, AARE, GPPA

Sponsor Circle \$5,000+

Frank "E" Bolton, CAI, GPPA, CES and Donna Bolton, CAI, CES, GPPA

Jeffrey D. Duncan, CAI, AARE

David E. Gilmore, CAI, AARE

Sherman Hostetter, Jr., CAI, AARE, GPPA, CES

Randy Kincaid, CAI

Kathy Kingston, CAI

H. John Kramer, CAI, AARE

William B. Kurtz, CAI

Lonny McCurdy, AARE

Darron Meares, GPPA

Jason L. Miller

Satellite ProLink, Inc.

Scott Steffes, CAI, CES

Jeff Stokes, CAI

Jo Ellen Taylor, CAI

Kip Toner

Pat Vitilio, CAI

WE TOOK THE INITIATIVE

The NAF Also Gratefully Acknowledges the following Early Donor/Investors to the Initiative:

Albert Burney, Inc.

Sanford L. Alderfer, CAI, GPPA

Kurt Aumann, CAI

Keith W. Babb, CAI, AARE, GPPA

Stephen Barr, CAI

Maggie Beckmeyer, CAI, AARE, GPPA, CES

Birdwhistell & Perry Realty & Auction

Chuck Bohn, CAI, GPPA

Randy Bregman

Jane Campbell-Chambliss, CAI, AARE, GPPA, CES

Jack L. Christy, CAI, GPPA, CES

Wallace Colbert, AARE, CES

W. Ronald Evans, CAI, AARE, CES

Mike Fisher

Fisher Auction Company

Robert G. Frey

William Z. Fox, CAI

Steve Good, AARE

Kim Hagen, CAI, AARE, CES

T. Eddie Haynes, CAI, AARE

Harold H. Helm, II, CAI, AARE

Marvin Henderson

John J. Hines, AARE

John "Pete" Horton, CAI, CES

Jasper E. Jones

Mike Jones, CAI, GPPA

Alvin Kaddatz

J. P. King Auction Co.

Ron Kirby, CAI, AARE

Dennis K. Kruse, CAI

Kevin and Keith Lambright

Jeff Levin

James F. Littlejohn, CAI, AARE, CES

Robin Marshall

Patricia Massart, CAI, GPPA, CES

Chuck McAtee, AARE

Thomas M. McInnis, CAI, AARE

Hugh B. Miller, CAI, AARE, CES

Scott Musser

Jack R. Nitz, CAI

Ohio Auctioneers Association

Chris Pracht, CAI, AARE, CES

Shane Ratliff

Carmen Reed

Pamela K. Rose, CAI, AARE

Thomas W. Rowell, CAI

Donald L. Shearer, CAI, CES, GPPA

Max E. Spann, CAI, AARE &

Max M. Spann, Jr.

W. Scott Swenson, CAI, GPPA

Larry Theurer, CAI, GPPA

TRANZON, LLC

Frank Trunzo, CAI and Wendy Trunzo

Lance Walker, CAI, CES & Terri Walker, CES

Dave Webb

Deborah A. Weidenhamer, CAI

Randy A. Wells, CAI, AARE, GPPA, CES

G. Burdette Wilber, CAI, GPPA

Williams & Williams

Wisconsin Auctioneers Association

Brad H. Wooley, CAI

The great start to this extraordinary initiative is the result of these NAA members making significant pledge commitments.

J.L. Todd Auction Co. celebrates 90 years

The J. L. Todd Auction Company was founded in 1917 by C.A. Buck Todd and celebrates its 90th anniversary this year. Todd was a well-known farmer and community leader in Rome, GA who sold farms, acreage tracts, estates and other properties at auction for 30 years.

After having a heart attack in 1947, his son, J. L. Todd, who had grown up helping in his father's business, became president of the company at age 26. Since that time, the name of J. L. Todd Auction Company has become recognized as a national leader in the auction industry. The company has sold properties in the U.S. Canada, Mexico and the Virgin Islands.

In 1997, after 50 years as president of the company, Todd named Joe Tarpley as president. Tarpley has been in the business 43 years and served NAA as director, past president of the NAF, and as president of the NAA Hall of Fame committee. He also served the Georgia Auctioneers Association as presi-



dent and a member of its Hall of Fame. He is licensed in 12 states and has real estate licenses in seven states. He and his wife June have three children and five grandchildren.

J.L. Todd, at 85, still serves as chairman of the board. He attends most local auctions, and is strong supporter of the industry and NAA. He served as a director of both NAA and NAF, and the first Georgian to be named to the NAA Hall of Fame. He was also a director of the GAA and the first member to be inducted in to its Hall of Fame when it began in 1983.

Doris Todd serves as vice president of the company. Her background in banking made her a valuable member of the team. She is past chairman of the board, president, vice president and director of NAA's Auxiliary. In 1998 she was inducted in to the Auxiliary Hall of Fame.

John L. Todd, CAI and Randy Land, CAI, serve as executive vice presidents. John L. Todd is a third generation family member of the business. He is married to Eddy Todd and they have a son.

Land, who is Doris Todd's son, has been with the company for 20 years. He is past chairman of the board, vice president and secretary/treasurer of the GAA. He is married to Amy Land and they have four sons.

The J. L. Todd Auction company handles auctions from Virginia to Texas. They have a full time staff of 18 people, including an in-house advertising agency.

PROFESSIONAL RINGMEN'S INSTITUTE
Teaching Skills to Make Every Auction a Better One

www.ProRingmen.com

When You're **SERIOUS** About Your **AUCTION CAREER**

Your Natural Sequence For Success begins with PRI

PRI Training will Improve the Results of ANY Auction

Your Instructors are Professionals

They are Champions with the Experience and Instructional Effectiveness to make this one of the most **Rewarding Training Opportunities** of your Auction Career!

Improve the Skills You Already Have

Whether you're just beginning or want to Improve your skills, **You Will Benefit** from the training you receive regardless of the type of Auctions you work!

The Professional Ringmen's Institute is Dedicated to the Training And Development of Skills used by Professional Ringmen

We offer Customized Trainings and Seminars for your Auction Teams and State Associations

"This will be one of the Best Investments of your Auction Career!"

2007 TERMS

May 10 - 12
Springfield, MO

July—NAA Annual
Conference & Show

Enroll Now!

PROFESSIONAL RINGMEN'S INSTITUTE

201 S. Marshall St., Suite C Rogersville, MO 65742

1.888.274.6477 Fax: 417.753.7654

Brian@ProRingmen.com

SERVING THE AUCTION INDUSTRY WITH A COMMITMENT TO PROFESSIONALISM & INTEGRITY

Nebraska Auctioneer celebrates 40 years in the industry



Elson

Terry Elson, of North Platte, NE, a well-known cattle and car Auctioneer, will celebrate 40 years as an Auctioneer in August 2007. He started his career at Reisch Auction School (now World Wide College of Auctioneering) in Mason City, IA in 1967 at age 10, and is believed to be the youngest student ever to attend auction school. He won the World Champion Livestock Auctioneer contest at 22.

He has sold auctions in many states and worked recently at the prestigious Barrett-Jackson Collector Car Auction in Scottsdale, AZ.

Auction Flex

Auction Flex is a powerful auction industry software solution for lotted, non-lotted and multi-parcel auctions. It has no modules. It's just great software with fanatical customer support! Our wireless handheld clerking technology has over a 10,000 foot range, 24 to 32 hour battery life and does not get washed out in direct sunlight. We offer a fully functioning free 30 day trial of our live auction software. This is not a demo. If you choose to continue with Auction Flex then we provide you with a new activation key. You keep all the data you have already entered.

In August of 2000, Brandon Harker and Curt Davis founded Sebae Data Solutions in Ocala, FL. Brandon's programming background, passion for providing intuitive software, and zeal for auctions provided the direction for the new company. Acting as a silent partner, Curt's keen business sense and previous entrepreneurial endeavors provided a solid foundation. Sebae Data Solutions had one long term goal: to provide the auction industry's best auction management software and, furthermore, to provide an unequalled level of customer service. Auction Flex® is the fruit of that labor. We pledge to our customers to keep Auction Flex on a path of continuous improvement. We have customers in nearly all of the 50 U.S. states, 7 of the 10 Canadian provinces, and in 8 different countries: Australia, Canada, Denmark, Finland, Ireland, The Netherlands, New Zealand, and the United States. We're adding more customers on a daily basis.

Contact us at sales@auctionflex.com, or by phone at (352) 624-2791 or on our website at www.auctionflex.com.

Satellite ProLink Inc.

Satellite ProLink is the Auctioneers' advertising agency. Our staff and partner companies link together to support a higher standard of industry professionalism through work with members of NAA. We are the auction marketing specialists. You get contract rates in major publications, national award winning graphic artwork for ads and brochures, corporate branded promotional items and web design.

We provide special member rates in

major publications like USA Today. Call us for a consultation. The Auction Mart section in USA Today appears each Friday and reaches more than 4.6 million affluent people. USA Today also offers regional advertising opportunities on Mondays.

Pens, mugs and clothing promote your logo and make a lasting impression for your company. Other product ideas are address books, albums stuffed animals, apons, and art prints. We can be reached at 800-510-LINK, or email info@satelliteprolink.com or visit www.satelliteprolink.com. We are based in Lakeland, FL.

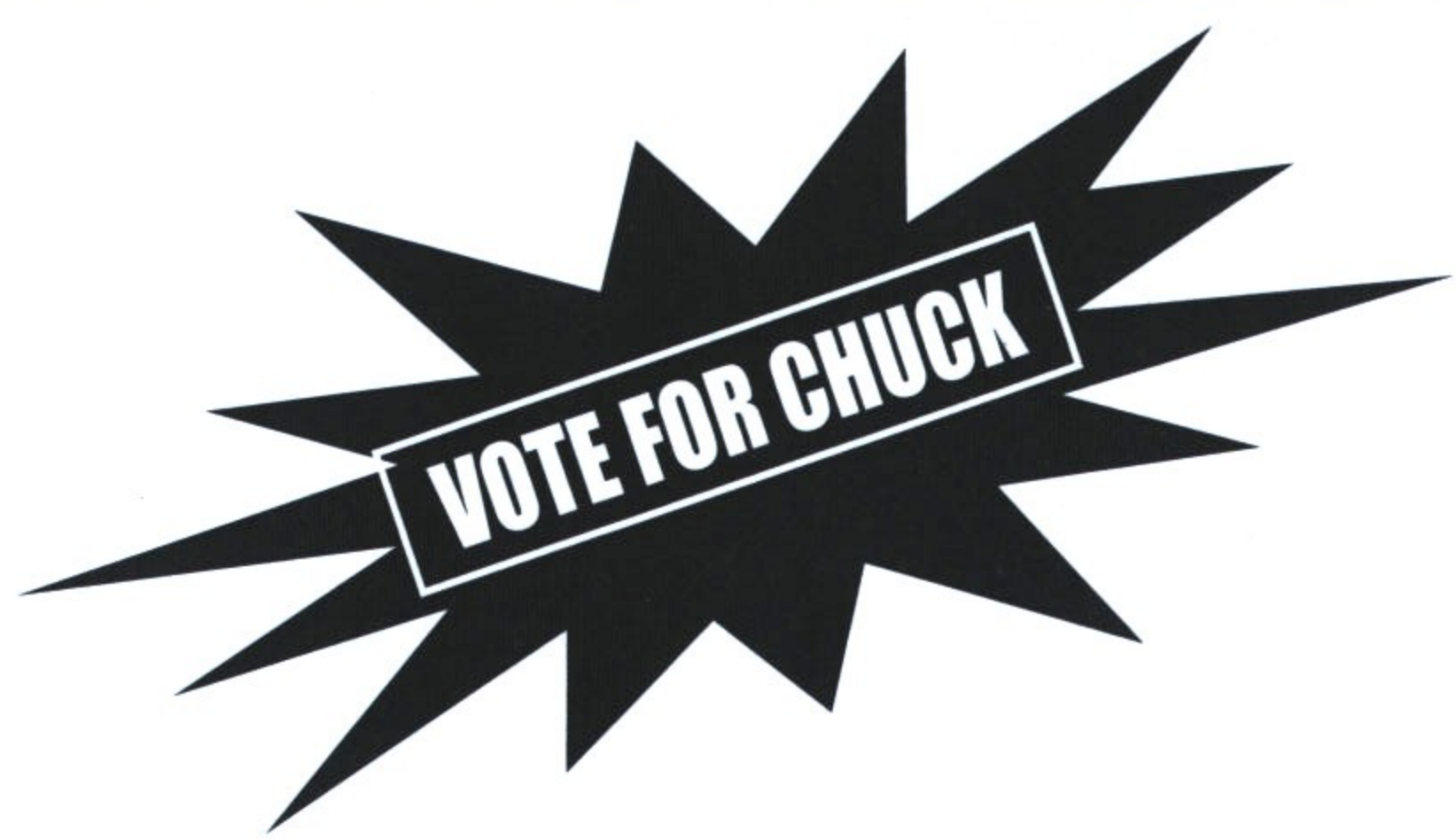
Auction X-Press

Auction X-Press, the Auctioneer's Choice, is a leading printer of auction brochures in the United States and Canada, and is recognized for its cutting edge technology in auction print design, mailing, and for its experienced and knowledgeable

continued

Chuck McAtee, AARE

For NAA Director



Chuck McAtee, AARE

For NAA Director

- Visionary in the Auction Industry
- Past President and Chairman of the Board for the California State Auctioneers Association
- 15+ years experience in the Auction Industry
- CAI Class II in '07
- Owner of Pacific Auction Exchange, Inc.

"My goal is to increase membership and involvement to the National Auctioneers Association through our Franchise Network of Strategic Partners"

staff who have more than 40 years of auction expertise.

Auction X-Press is a single source company for innovative auction marketing services in an industry where quick turnarounds, unique design, and mail list processing for accurate mailing and postage discounts are significant issues in promoting auction attendance. A new feature this year is the installation of the new KBA Rapida 105, a 10 color perfecting press that can print both sides of the sheet at once. The press can also print on lighter weight stock allowing for 12 and 16 page brochures to be mailed for under one ounce, a great cost saving for large auction booklets. A dedicated auction staff is available to provide our complete listing of auction services, including: design, high quality printing, mail list processing, mailing, market strategy, print on demand/variable printing and email marketing. Auction X-Press can direct you in areas to purchase industry specific mail lists, email database maintenance and much more!

For 20 years, the Auction X-Press team has worked with thousands of auction firms throughout the country. They take the time to understand your expectations, your budget, and your audience. They help you to be successful. Award-winning auction designers work with you to capture your vision for auction brochures that will sell products and stay within your budget. Visit our website at www.auctionxpress.com for tips on auction brochures and samples of our work. When you want the total Auction Marketing Package call Jerry Bridges at Auction X-Press, (800) 999-6311.

Industrial Publishing, Inc.

Dick Pierce invented rapid turnaround auction brochure printing in 1979 when he founded Industrial Publishing (IP). IP designs, prints and direct mails 1-, 2- and 4-color brochures, catalogs and postcards within 72 to 96 hours.

The company commands a major portion of the auction brochure market, printing 12 million brochures for over 225 clients annually. The Auction Division, headed up by Division Manager Steve Holden, produces award-winning brochures on both the state and national levels and services Auctioneers in every state of the U.S., along with Canada and Europe.

In addition to Steve, the Auction Division of IP includes Regional Sales Manager Merry Lowe and project coordinators Sandy Toney and Candy Weils. This pair of coordinators provide unparalleled customer service, while ensuring that projects run smoothly through production in order to meet the tightest of deadlines.

IP offers their Auctioneers all services required to complete their project. From custom design to printing, bindery, shipping and mailing, we have specialists in each department, all under one roof. IP uses state of the art technology along with intense quality control processes to produce the best, hardest working auction brochures in the industry.

Please visit our website at www.industrialpublishing.com. Steve Holden, Division Manager, (800) 823-9118, steveholden@industrialpublishing.com; Merry Lowe, Regional Sales Manager, (888) 431-3046, merrylowe@industrialpublishing.com; Sandy Toney, Project Coordinator, (800) 929-2800, ext. 214, sandytony@industrialpublishing.com; Candy Weils, Project Coordinator, (800) 929-2800, ext. 236, candyweils@industrialpublishing.com Yes, We Can, Can!

National Auctioneers Foundation

The National Auctioneers Foundation was formed by the NAA membership, not to exist as a separate organization but to provide its membership with an opportunity for tax deductible status for donations, to advance and enrich the auction community plus to preserve and research the history of the auction profession not only yesterday, but today and tomorrow.

The financial growth of the Foundation is largely due from donations made by NAA membership. The financial growth has enabled the Foundation to:

1. Award in excess of \$200,000 in support of the NAA Industry Research Study released in July 2004 at the annual Conference and Show.
2. Help fund and support the annual Auxiliary scholarship award in the past.
3. Sponsor the NAA Opening Session Speaker.
4. Host the Hall of Fame Reception during the NAA Conference and Show.
5. Host the annual children's auction during Conference and Show raising local, regional and national awareness of this profession. The Foundation donated approximately \$320 from the proceeds of the 2006 Children's Auction to the Orlando Ronald McDonald House.

The Foundation established a Tsunami Relief Fund to help victims from the disaster in Asia that killed more than 200,000 people and destroyed many coastal villages. 100% of the contributions received for this fund were forwarded to Habitat for Humanity. The Foundation is recognized by the Internal Revenue Service as a public charity. Consequently,

donors are provided with the maximum tax benefits allowed by law.

The Foundation plans to host a study tour to South Africa in the fall of 2008.

The Foundation maintains the National Auctioneers

Museum, formerly known as the Hall of History, which contains auction memorabilia from the early 1800s to the present. Visitors to the museum can view a broad spectrum of auctioneering artifacts, a video on the history of auctioneering, NAA and NAF history, the Hall of Fame, and more.

2007 Conference and Show Sponsors



CAI Celebration Breakfast
Satellite ProLink
www.satelliteprolink.com

1-800-THE-SIGN

Conference and Show Signage
1-800-The-Sign.com
www.800thesign.com



NAF Hall of Fame/Diamond Gavel Honoree Reception
J.L. Todd Auction Company
www.jltodd.com



CAI Reception
NAA Credit Card Program
www.auctioneers.org

First-Timers and Mentors Breakfast
Merv Hilpipre



Opening Night Event
California State Auctioneers Association
www.californiaauctioneers.org



Conference & Show Brochure
PrintWorks a Bulk Mail Plus Co.
www.bulkmailplus.com



IAC, IJAC, and IRC Competition Catalogs
Auction X-Press
www.auctionxpress.com



Opening Session
National Auctioneers Foundation
www.auctioneers.org



Conference & Show Notebook
Southdata, Inc.
www.southdata.com



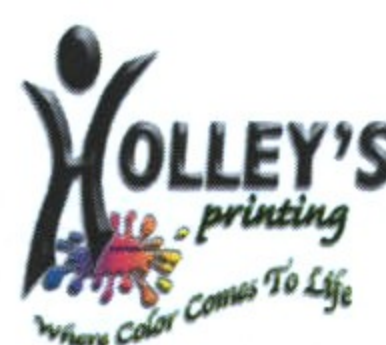
IAC, IJAC, and IRC Competition Clerking
Auction Flex
www.auctionflex.com



State of the Industry Breakfast Forum and Speaker
United Country Auction Services
www.ucauctions.com



Conference and Show Program
Industrial Publishing, Inc.
www.industrialpublishing.com



IAC Programs
Holley's Printing
www.holleysprinting.net



Trading Card Autograph Hour
Auction X-Press
www.auctionxpress.com

Auctioneer's Internet auction firm uses best aspects of live auctions to sell big volume on the Web

By Billie Shelton

Until about six years ago, Auctioneer Tom Burton spent the previous 12 years calling bids at live auctions, including selling property seized by federal law enforcement agencies. But then his company, Government Liquidation, earned an exclusive contract to sell surplus goods for the United States Department of Defense (DOD).

Now every Tuesday the DOD turns over 10,000 items for Government Liquidation to sell online. Since the items come from 209 military bases in all 50 states and Guam, selling from a website seemed the most efficient option. The company's success from that time has been remarkable, especially because it uses the methods of live auctions in its Internet auction at www.govliquidation.com.

"We've incorporated nearly all the things a live auction has into our auction marketplace," said Burton, president and COO of Government Liquidation, LLC.

Unlike the eBay model that ends bidding at an exact pre-set time, when buyers go on Burton's website to bid on everything from computers to huge trucks they find that the auction does not stop until the bids do. Specifically, bidding continues until there is a fifteen-minute quiet period after the last bid is received, ensuring the highest bid has been placed.

His website's software (which his company developed) also "is like having a live Auctioneer gauging the pace and flow of the bidding process," Burton said. "The computer mimics the Auctioneer's pause to keep the tempo up and ultimately, to allow us to achieve the highest possible return for the government and the taxpayers."

Also similar to a live auction is the integrity factor for items from Government Liquidations website.

"Small businesses depend on us as a source for materials whether they're refurbishing it or using it for business or altruistic purposes," said Burton. "The items we sell have a pedigree from a trusted source -- our government -- so you know where it's been."

As the only company auctioning surplus military equipment for the DOD, every week the company moves thousands of items. Previously, the government did traditional auctions itself before making the decision to privatize about six years ago. Now, the Defense Department gets 80 percent of the selling price from their surplus that's sold only from Burton's website.

It's a good deal for everyone involved. Burton says his company is getting about triple the revenue the government received when it sold its own surplus equipment. It's good for small businesses, too, whose owners account for 98 percent of Government Liquidation's

customers. They get a huge break because what they buy costs them seven percent of what the government paid.

"Our biggest success is being an incubator for small business," Burton points out. "The goal of the Department of Defense when they started this was not to edge out small business. In fact, they wanted to be sure we catered to small businesses. And we want to make sure we can meet any criteria the government has."

It seems almost any item a business needs is offered for sale to the highest bidder at this website. Surplus is often new and



Tom Burton runs the largest military auction business in the U.S.

includes much more than just old Army Jeeps and helmets. Recent lots included 67,000 eyeglass frames of the same style and size, Harley Davidson motorcycles, triple beam projectors that are in demand for home theater use, even an Audrey training robot.

Visitors can search for specific items

Visitors to the Web site can do a search for a specific item or can search a specific base in any state to find what's being offered for sale from that location. There are pictures online of everything up for auction. Just like any traditional auction, there's also an event calendar, where the sale is listed for a specific date with start and end time.

Property is up online for ten days, then goes to auction for a certain number of days or hours. Burton says most auctions close within two hours.

The company, based in Scottsdale, AZ, now has 320 employees in offices at 70 locations.

Even though Burton's success with his online auction business is thanks to technology, he sees technology as just another tool for Auctioneers.

"But Auctioneers have to have some responsibility to embrace the tools that maximize the return for their consignor," he believes.

As the consignor, the Department of Defense often has multiple items within one lot.

"A (single) lot can have 300 items. Site managers decide what will be in a lot. Items could be a 10-ton truck or a dozen computers," says Burton, adding that the company sells 14,000 lots of property per month. The web site usually attracts 4,000-6,000 winning bidders each month.

To have the successful winning bid on an item listed for sale, it's best for customers to have some familiarity with the product or how to get it. There are also vendors listed who will go onsite, inspect the property, and make a report.

"Customers need confidence in what they're buying, and we have to have credibility about what the items are," Burton said. "We put up so many photos now, though, that not many customers go to a base."

A graduate of Missouri Auction School in Kansas City, Burton, 49, grew up in Lawton, OK, where his parents had a real estate business. Burton recalls going with his dad when he worked Saturdays so he could be dropped off at Surplus City, a store that's still in business there selling used military equipment.

"I'd spend hours there wandering around looking things over," Burton recalls. "Little did I know that 40 years later I would have something to do with running the largest military

auction business in the U.S."

After graduating from Cameron University in Lawton, Burton went into real estate but has been in the government auction business since 1988.

"We did live auctions then, concentrating on merchandise in sales centers," he explains. "Buyers would come in on preview days and be there on the day of the auction standing in front of the podium. The most I ever had at an auction was 2,200 registered buyers."

Now an auction event attracts 4,000 to 6,000 bidders each month. Since Burton started his unique auction business, 63,000 people have purchased goods. And 320,000 individuals have registered on the site.

It may not be a surprise that Auctioneers are regular bidders at Government Liquidation auctions. According to Burton, 216 people who answered a recent company survey said they are Auctioneers.

"Of those, 186 indicated they have sold property in a live auction they bought from us. This is a great place to find things for live auctions," he says, "and we are also a popular place for people to buy from and resell on eBay."

The company is a primary source of purchasing for reselling, including buyers who make or supplement their living doing so. Not long ago Burton heard from a retired minister who supplements his income buying from Government Liquidation and reselling. The retiree said he bought one item for \$50 and resold it for \$3,500.

Burton and his staff have learned that buyers can be quite creative in using what they buy, like the man who purchased a 43-foot boat and renovated it. Now he pilots it on the river near his home and hosts karaoke nights on it for folks in his community.

Others have purchased blankets, sleeping bags, and mattresses, which they distribute to the homeless and others in need. Some buy medical and dental equipment to donate where it can be put to good use.

Burton is as proud of those successes as he is that 75 percent of his company's customers are repeats.

The future looks promising in the military surplus business, as Burton sees it.

"With increased deployment that's coming up and additional base closings, it would seem we'll be getting bigger," he predicts.

Freelance writer Billie Shelton has profiled many auction firms in Auctioneer. She lives in Stanhope, IA.

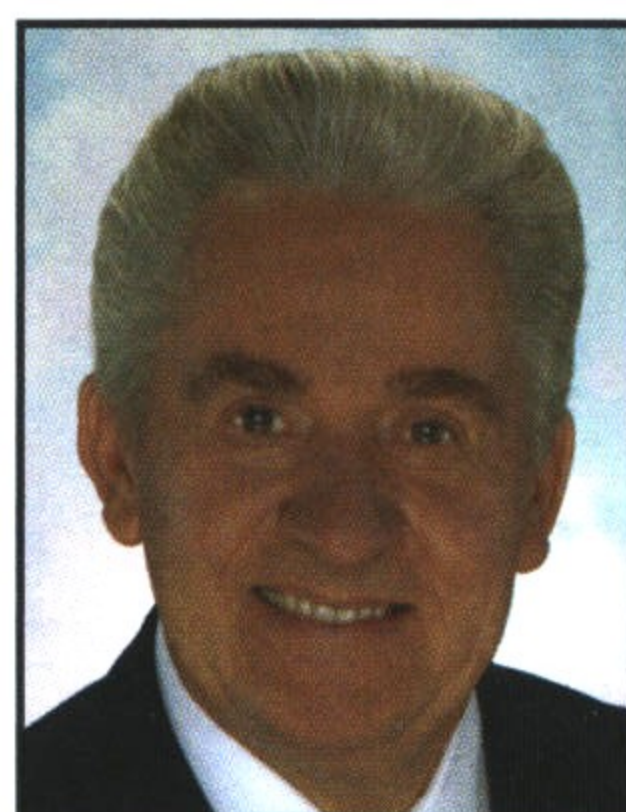
An exciting Conference change:

Fun Auction becomes International Ringman Championship (IRC) and NAF Benefit Auction

By Thomas L. Williams, CAI
Chairman, International Ringman Championship
and NAF Benefit Auction

For many attendees, the NAA Fun Auction has been one of the highlights of NAA's annual Conference and Show. However, selling items into the wee hours of the night and the frantic last minute press for items to sell has taken some of the fun out of this endeavor.

This year's event has undergone a complete makeover that we are not only anxious for you to see, but also to participate in. The Fun Auction has become the International Ringman Championship (IRC) and National Auctioneers Foundation (NAF) Benefit Auction.



Williams

Every Auctioneer would agree that their right-hand people and a vital component to any successful auction are the professional ringmen they work with. I hasten to point out that, just as in auctioneering, the ladies are equally as important in this field of endeavor as the men. Due to that recognition about women, there was much discussion about whether the new contest should carry the term "ring person," but it was felt the term "ringman" sounds better to the ear, and we retain that term with full intention that it refers to both genders.

This special event will highlight the professional ringmen of our industry in a competition similar to the International Auctioneer Contest (IAC). Each contestant will choose the Auctioneer and one associate ringman to work with. At the contestant's option, an Auctioneer and associate ringman will be provided.

There will be a panel of five judges assessing the contestant's ability in five categories of expertise: (1) Crowd Interaction (2) Relaying Bids and Communication to the Auctioneer (3) Communication and Interaction with other Ringmen (4) Performance and (5) Appearance/Presence.

The entry fee for contestants is \$250 with an entry deadline of May 31, 2007. The format for the competition will be very similar to the IAC with the preliminary division sorting the

contestants down to five finalists. The contestants will work three items in both the preliminaries and the finals.

All finalists will receive crystals honoring their accomplishments. The top three will receive trophies similar to IAC winners. In addition, the \$5,000 prize money has been folded back into the contest for the IRC Champion. The winner will also be added to the NAA speaker's bureau, which provides speakers to state association meetings.

The IRC Champion may also be highlighted and promoted as NAA's goodwill ambassadors in a professionally-produced, ready-to-air, television video about the auction industry. This video, to run on cable channels nationwide, will feature the IAC champions and others also, highlighting the live auction industry while proving both entertaining and informative to America's television audience.

Immediately following the ringman competition will be the NAF Benefit Auction. The net proceeds of both events go to our foundation to fund the many worthwhile projects they sponsor.

TWO IMPORTANT CHANGES

You need to be aware of two very important changes to this portion of the event:

- All donated items must be pre-registered by May 31, 2007. Donations received after the deadline will be used in the International Auctioneer Championship (IAC) being held on Friday, July 20, 2007. Items checked in on-site that are not pre-registered will also be used in the IAC.
- The donated item will be sold in the International Ringman Championship (IRC) unless specified for the NAF Benefit Auction on the donation form. Only a succinct amount of time will be available for the select few who want to sell their item at the NAF Benefit Auction taking place following the International Ringman Championship.

The need for this change in policy is obvious. First, we need to know how much merchandise we have to sell so it can be appropriately assigned to the different contestants. Secondly,

we need to know the number of Auctioneers desiring to sell their items as well as the total number of items. This allows for the best possible time management.

We certainly don't wish to discourage any Auctioneer or state association from donating items in support of the foundation. The National Auctioneers Foundation is the backbone of all our major funding initiatives. However we are removing the burden of people feeling obligated to bring and participate.

Remember, this is a fun event. We want it to be fun for all. The International Ringman Championship entry form and IRC donation forms are available in the Conference and Show brochure, as well as on the NAA website at www.auctioneers.org. Remember the entry deadline of May 31, 2007.

I'm looking forward to seeing everyone at the conference in July in San Diego. Let's put the most fun ever into this new exciting event.

Sincerely,
Thomas L. Williams, CAI
Chairman, International Ringman
Championship and NAF Benefit Auction

Bring Internet Bidders To Your Next Auction

Affordable, Proven Complete Unlimited Live Web Site



Live real time internet bidding
Live audio & Live video
Online silent auction system
Complete clerking software

Runs on your web site
Unlimited auctions
No per auction fees
No per auction commissions
24 hour support

ALREADY HAVE A WEB SITE?

Let LUJOHNS add the tools you need
to bring more bids for more profits.

Choose what you need now and add more
later or take it all and have the most powerful
auction web site available.

LUJOHNS ENTERPRISES

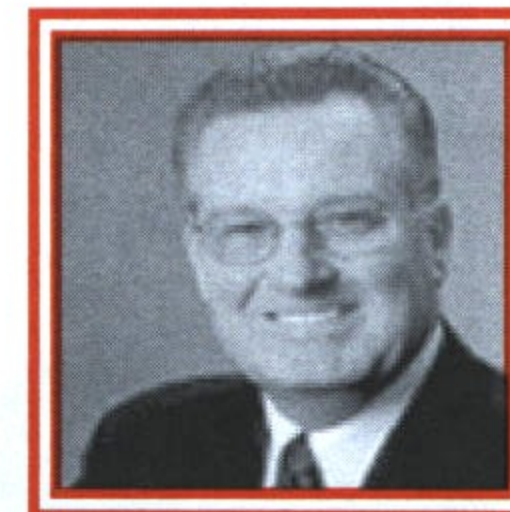
800 243-4420
413 443-2500
INFO@LUJOHNS.COM

www.BidderCentral.com



Paul C. Behr Candidate for NAA Director

If elected, I will
work hard for the
National
Auctioneers
Association and its
members, all Auctioneers and
the auctioneering profession."



PAUL C. BEHR, CAI
AUCTIONEER

**I would appreciate
your vote!**

Thank You

Change in marketing brings name change

CHAMPAIGN, IL -- Westchester's auction partner, Schrader, will now be marketed separately from Westchester Group, Inc. To reflect this change, Schrader/Westchester will now be known as Westchester Auctions, and Schrader will remain the main auction-day partner. The seamless transition to the new name will allow potential buyers and sellers to receive the same high level of service they have come to expect from Schrader/Westchester.

Schrader/Westchester, as a team, pioneered the multi-parcel auction process since adopted by most of today's auction companies. Those taking advantage of Westchester Auctions' expertise include farmers and ranchers, timber, coal and recreational land sellers and purchasers, and others.

Westchester Auctions, the Land Marketing Authority, along with Schrader Auctions, has long been known for using its innovative land marketing and auctioning techniques to bring the highest return to large land sellers. To date they have reg-

istered \$1.1 billion in land sales nationwide.

Keeping with tradition, Westchester Auctions will continue to bring more qualified buyers to large land auctions. But more than just sell, Westchester Auctions partners with and executes marketing tactics for their customers. They assess the land and the market, keeping in mind the customer's desire to sell immediately, sell for the highest price or sell to one buyer to keep the parcel intact. Armed with this information Westchester Auctions then recommends the best marketing approach, based on the customer's objectives, to give the highest return.

Working with Westchester Auctions gives customers the peace of mind that comes from knowing they have partnered with the best land marketer to maximize the sale value of their land.

Westchester Auctions, LLC, and Schrader Auctions, two leading real estate and auction marketing firms, have created the largest real estate auction partnership in the United States. Utilizing their marketing expertise and multi-parcel auction system, Westchester Auctions allows bidders to compete continuously throughout an auction, helping institutional, corporate and individual landowners achieve the highest price possible for their real estate. For more information on Westchester Auctions, visit www.westchester-auctions.com.

The Future Belongs to You

With changing trends, unlimited resources, enhanced education and growing technology, we are in a position to determine and position our industry for a very bright future.



- Integrity
- Experience
- Leadership
- Representation

Thank You for Your Support

**www.BrianRigbyAuctioneers.com
www.ProRingmen.com**

**"VOTE" BRIAN RIGBY
2007 NAA Board of Directors**

Terapeak launches research tool for eBay sellers to research sales trends in the U.K., Australia, Canada, Germany and France

VICTORIA, British Columbia -- Terapeak, a member of the eBay Developers Program and an eBay Certified Solution Provider, announced the expansion of its eBay research product line to include sales data from eBay sites in the U.K., Australia, Canada, Germany and France. Terapeak's is the first eBay research tool to offer data on eBay sales outside of the U.S.

Terapeak also announced several enhancements to its current research tool, including:

- Category Heat Map: Shows eBay sellers which categories are hottest on eBay
- Faster search speeds for dial-up connections and real time progress bar for Average Selling Price (ASP) and number of listings found
- Top Sellers by Category and detailed Seller Research: eBay sellers can now research their competition by viewing the top

sellers in any category and by viewing any seller's sales history to learn techniques that may help them improve their eBay businesses

- Time zone and currency preferences
- Educational videos: Over the shoulder learning experiences to help guide sellers through their eBay research

The above new features are included in all Terapeak Research Advantage packages, including the recently launched Research Advantage for eBay Motors Parts and Accessories. In addition to these new features, the company has made available up to two years of sales trend data viewable by category. eBay sellers can use this data to view reports indicating the best times to sell, the best listing start prices, optimal listing features and the keywords that drive the most profits, enabling them to maximize sales and expand their eBay businesses.

"Research for eBay's international markets allows eBay sellers and businesses to confidently expand into new untapped markets with a clear knowledge of how products sell in those markets," says Terapeak CEO Anthony Sukow. "We're very excited about being able to offer this data and increase our global presence online."

As a member of the eBay Developers Program, Terapeak was able to work closely with eBay to create a tool that is specifically geared towards the needs of eBay sellers. Terapeak licenses eBay Market Data, which provides access to rich historical data about what is bought and sold on eBay. Terapeak analyzes this raw data and returns customizable reports to sellers offering them the most relevant information for their eBay businesses.

Terapeak Marketplace Research has developed the most advanced research tool for analyzing eBay consumer transaction data. With over 100 million items on the site at any given time, eBay is the most reliable consumer activity index in the world. To learn more please visit www.terapeak.com or email support@terapeak.com.

Grants and loans available for businesses

The American Grants and Loans Book is now available. This publication contains valuable information with more than 1500 financial programs, subsidies, scholarships, grants and loans offered by the United States federal government.

It also includes over 700 financing programs put forth by various Foundations and Associations across the United States.

Businesses, students, individuals, municipalities, government departments, institutions, foundations and associations will find a wealth of information that will help them with their new ventures or existing projects.

The book includes: Description of grant available, Url to government website, full mailing address, phone and fax number.

The Canadian Subsidy Directory is also available for Canada. CD version: \$69.95. Printed version: \$149.95. To order call: (819) 322-7533.



Chill Out!
We've got you covered!

"SPL's attention to marketing details, timely reporting and accurate accounting allows our firm to focus on the personal relationships with our sellers and buyers rather than the mechanics of our marketing plan(s).
They save us time and that makes us money."

*David C. Hart, CAI, AARE
Executive Vice President
Chief Operating Officer
Rowell Auctions*

The Marketing Choice for Premier Real Estate Auction Firms
Complete Project Management - We Save You Time!
800-510-LINK (5465) • info@satelliteprolink.com
www.SatelliteProLink.com



Visit the 2007 Conference and Show website at www.auctioneers.org/conference/2007/index.php

NAA HEADQUARTERS

Register by June 6 to save on cost of Conference and Show

To save at least \$50 per ticket on registration costs for NAA's 58th International Auctioneers Conference and Show, be sure to register by June 6. The annual conference will be held July 16-21, in San Diego, CA. Many auction families are planning their summer vacation for this trip, where the convention offers valuable auction education, networking, new contests, a trade show and recreational opportunities in the San Diego area.

Registration forms can be downloaded from www.auctioneers.org, and are available in the official Conference and Show Brochure that was bagged with the February issue of Auctioneer and will be included again with the May issue.

A new design of the brochure will make it easier to select events you want to attend. Forms in the center of the brochure will provide everything you need to register for the show, make travel and housing arrangements, donate auction items, participate in contests, and sign up for special activities and tours.

New events to take note of in the brochure will be the Benefit Auction Specialist (BAS) designation course, the Professional Ringmen's Institute Training, First-Timers and Mentors Breakfast, the International Junior Auctioneer Championship, International Ringman Championship and the NAF Benefit Auction, and lunches served on the trade show floor. In addition to the Full, Super Saver 1, and Super Saver 2 Packages, NAA is offering the new Conference and Show on a Shoestring Budget package.

Two new contests are especially generating excitement and anticipation. The International Ringman Championship (IRC) and the International Junior Auctioneer Championship have been developed by the National Auctioneers Association as part of its new mission to involve all constituents in the competitive bidding industry.

The IRC contest will evaluate ringmen in five areas: crowd interaction; performance; communication and relaying bids to the Auctioneer; appearance/presence and communication and interaction with other ringmen.

The IRC winner will receive a \$5,000 cash prize, a trophy, a ring and may be included in a national promotional video to air on cable networks. Five finalists will be selected for the contest and will serve as the ringmen for the International Auctioneer Championship contest on Friday.

NAA will also launch a new junior-level Auctioneer contest at the conference. The junior championship will be open to youth 12 to 21. The champion will receive \$1,000, a trophy and complimentary registration into the adult section of the International Auctioneer Championship once the champion meets the minimum age requirement for the competition. NAA encourages youth to enter the auction profession and hopes this contest will spark an interest in auctioneering.

Special tour of Marine Corps Training Center

Auctioneer Paul C. Behr, a former Marine, will lead a tour of Marine Corps Recruit Depot at San Diego on July 20, 2007. See how Marines are trained to become the World's Elite Fighting Force. Behr will show tour participants the graduating ceremony, obstacle course, and the museum and store. Participants will be able to have their noon meal in the Marine Corps "chow hall."

Behr asks all Auctioneers and their families to please join us on this most enjoyable tour. Sign up on Conference and Show registration Form C.

Semper Fi, Behr says.

Special keynote speaker for NAA Conference and Show

Dr. Dick Ruhe of The Ken Blanchard Companies will be the keynote speaker for the opening session on Wednesday, July 18 at the Conference and Show. Ruhe will also hold a discussion with members during the afternoon on Wednesday entitled, "Conversation with Dick Ruhe."

Dr. Ruhe is a professional speaker and retired college professor who specializes in productivity improvement and customer service. He authored the training program, "Total Quality Leadership," which was released through The Ken Blanchard Companies. Dr. Ruhe's presentation will focus on helping members improve their work performance.



Additional chance to attend BAS this spring

NAA's Education Institute recently held its first Benefit Auctioneer Specialist classes leading to the newly-established Benefit Auctioneer Specialist designation.

The class in Seattle, WA was highly popular. In response to more member requests that the class be offered in different locations, NAA has added a class in San Antonio, TX to be held May 6-8, 2007.

This course is designed to teach the planning techniques that create successful benefit auctions. Topics will include:

- Fund raising components
- Item acquisition

- Audience development
- Contractual agreements
- Securing the client
- Public relations

To register or for more information, contact NAA Education Institute, (888) 541-8084, ext. 23 or 28.

NAA wants your news

Auctioneer magazine and its sister publication, *Auction World* newspaper, are your publications. NAA's publications department wants to get news and photographs of your successful auctions, as well as your letters and other feedback. Your news and photos can be featured in the Success Stories, Association News and other sections of our publications. The staff is usually able to print every news release and photo that is received. If you had special items that sold well, a benefit sale, a new method or product you tried that was successful, new members of your staff, or any other news you believe will

continued

HARRY MULLIS CANDIDATE, NAA DIRECTOR



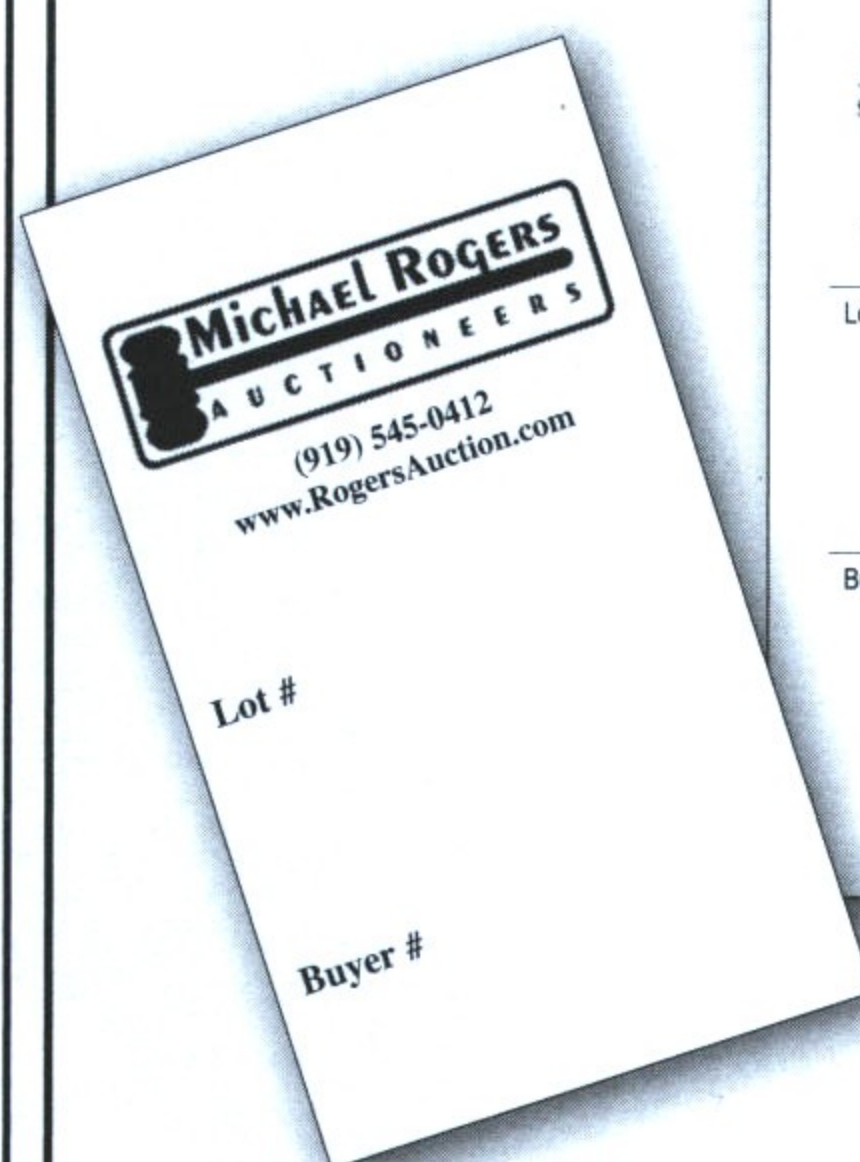
*I ask for
your vote
on July 19.*

- Auctioneer Since 1976
- Co-Owner with wife Judy of family auction company
- 19 Years NAA Member
- 5 Years NAA Membership Committee
- 10 Years Online Mentor at NAA Web Site
- Past President Auctioneer Association of NC
- Hall of Fame Auctioneers Association of NC
- 7 Years Editor of The North Carolina Auctioneer
- BS of Nuclear Engineering NC State University
- 21 Years US Army Retired Lieutenant Colonel
- 2 Tours Vietnam
- 2 1/2 Years Fulda, Germany Community Commander

Performance Printing

PERFORMANCE
PRINTING, INC.

Check out our selection of
Lot Tags & Stickers

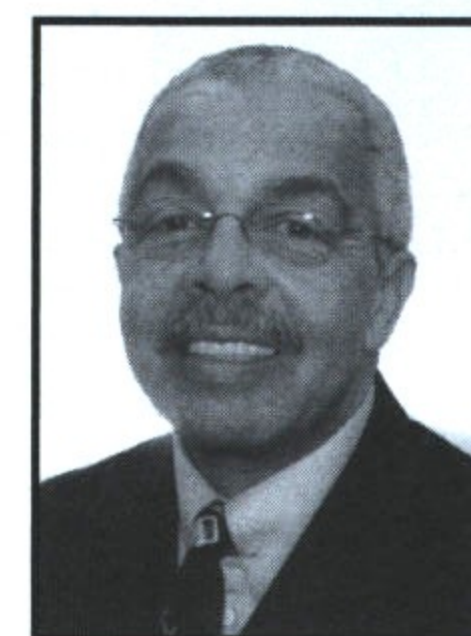


Call for a free price quote
Many sizes and styles available!

1-800-272-5548
perform@megavision.com

2916 12th Street • P.O. Box 1494
Columbus, NE 68602-1494

Ron Evans for NAA VP 2007



W. Ronald Evans, CAI (1987) -
AARE (1990)-CES (1994)
Benefit Auction Specialist
(Candidate) 2007
Life member of the
NAA since 1981
CAI Liaison Washington, D.C.
1987 - Present

Member of the Maryland Auctioneers Association
NAA Representative before Congress June 16, 1988
Chair NAA Real Estate Council 1988 - 1989
Vice Chair NAA Government Relations
& Public Affairs Com 2004 - 2005
Chair NAA Government Relations
& Public Affairs Committee
2005 - 2006
NAA Director 1987 - 1991;
2004 - 2007
Member Finance Committee
2006-2007
NAA Foundation contributor.

COMMITTED
DEDICATED
EXPERIENCED
QUALIFIED

*As a candidate for the Vice President
I would like to continue my service for
the continuation of providing leadership.*

Join Ron - visit
www.capitalcityauction.com
www.ronevansforNAAVP.com

promote your business and be of interest to NAA members, please send it by email or mail service to NAA. Email to steve@auctioneers.org, or send to Editor Steve Baska at 8880 Ballentine, Overland Park, KS. 66214.

CANADA

Theresa Taylor wins Ontario auction competition

Auctioneer Theresa Taylor recently won the Ontario (Canada) Auction Competition held at the 23rd Annual Convention of the Auctioneers Association of Ontario (AAO) in Stratford, Ontario.



Theresa Taylor was crowned Ladies Champion and Experienced Overall Champion.

The competition took the form of a real charity auction to benefit the Rotary Club of Stratford's Respite House. Nineteen Auctioneers from across Ontario competed, hailing from Sault St. Marie to South Lancaster. At the end of the day, \$10,000 was raised for the charity, and Taylor was crowned Ladies Champion and Experienced Overall Champion. She is the first female ever to

win the Experienced Overall title.

"Theresa was obviously on top of her game at the competition and the judges rewarded her for that," said Ken McGregor, Executive Director of the Auctioneers Association of Ontario.

"It is always nice to test your skills against some of the best Auctioneers in the province, and in that regard I am very pleased and excited with the results," said Taylor. "It makes sense that if you are going to have auctioneers compete, why not hold a real live auction. It was fun to compete, however the true winners of the day were Rotary and their charity."

Competitors were judged by a panel of five judges. Points were awarded for presentation, selling skills, and the clarity, speed, rhythm, and timing of the auctioneer's chant.

"Theresa is a credit to the Auction Industry", said Bill

Sheridan, CAI, AARE, GPPA, President of NAA and one of the judges of the competition. "When she took the microphone the auction came alive with enthusiasm. Her professional demeanor and the way she approached selling each item made it very clear that she was indeed a champion auctioneer and bid-caller."

Theresa Taylor operates out of South Lancaster on the outskirts of Cornwall, Ontario. She has helped to raise over \$300,000 through special charity auctions.

The Auctioneers Association of Ontario (AAO) is an association dedicated to promoting auctioneers and the auction industry in Ontario. Its members represent many segments of the auction industry and include the most respected auctioneers in Ontario.

Here are the official final results from the competition:

- Novice Champion: Greg Wheeler, Brussels
- Runner up: David Hiscox, Port Sydney
- Ladies Champion: Theresa E. Taylor, South Lancaster
- Experienced Overall Champion: Theresa E. Taylor, South Lancaster
- Runner up: Gary Jantzi, Wellesley

MISSISSIPPI

Mississippi association elects Taylor president

The Mississippi Auctioneer's Association elected Benny Taylor as president of its 2007 Board of Directors. Taylor will take over the position from William L. Head.

Taylor brings 20 years experience in Auction Marketing, Asset Evaluation and Inventory Assessment. He is actively



MAA new president Benny Taylor, right, is congratulated by William L. Head, past president.

involved in legislation concerning the auction industry as he is a board member of the Mississippi Auctioneer Commission. He is an active member of NAA, and the National Association of Realtors, the Mississippi Association of Realtors. He is a charter member of Certified Appraisers

Guild of America, a Certified Personal Property Appraiser, Licensed, Insured and Bonded Auctioneer, Licensed Broker

with the Mississippi Real Estate Commission, as well as, a consultant for various charity organizations.

Other members serving on the newly-elected 2007 Board of Directors are; Corbert D. Hollingsworth, Vice-President; Randy Harris, Director; Major Larry Sims, Director; Randall "Randy" Wingfield, Jr., Director and Megan Lehman, Executive Director. Find out more about the Mississippi Auctioneer's Association, upcoming events or how to become a member by visiting them online at www.mississippiauctioneers.org.

INDIANA

Indiana association creates Hall of History

The Indiana Auctioneers Association's Hall of History has become a reality. The IAA opened a history exhibit at the World War II Victory Museum in Auburn, IN. This is the

first time in history for the Indiana Auctioneers to have such an exhibit. The exhibit features displays of the storied history and events of auctioneering.

On Nov. 8 a busload of Auctioneers and guests left downtown Fort Wayne for the museum in Auburn. A 6 p.m. catered banquet included an opening by Jim Lestinsky and

short remarks by Harvey Lambright. Following his remarks the entire assemblage participated in the grand opening and ribbon cutting ceremony. It took Dennis Kruse, Jim Littlejohn, Jim Lestinsky and Tom Bauermeister to cut it. After touring and enjoying the Hall of History everyone could walk about and enjoy all other areas of the museum.

The IAA board at the direction of you the members has indicated a desire over the last few years to establish a vehicle to preserve the history of our great profession and more particularly the Indiana Auctioneers Association. As this ongoing project evolves an overall understanding of our roots and heritage should become more clear to all.

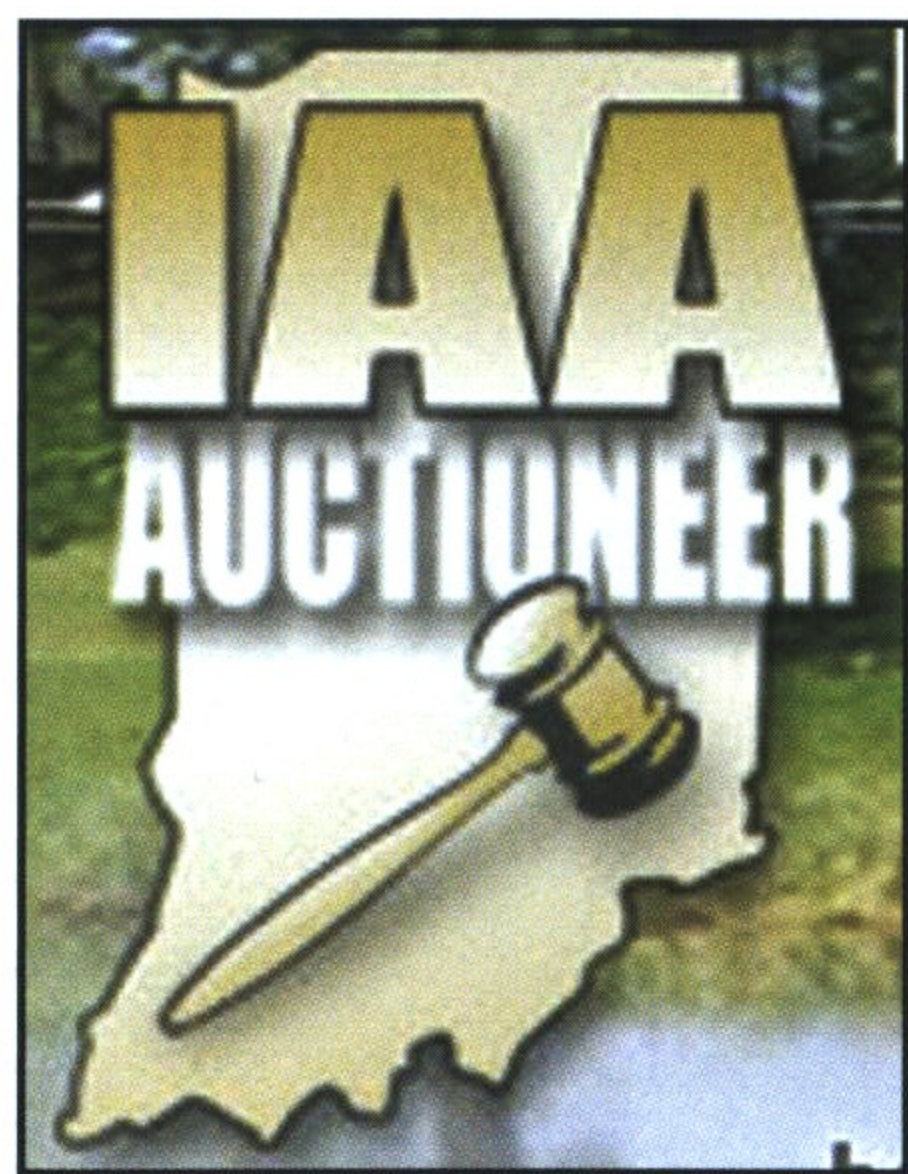
Initially, as Auctioneers take ownership of the rich auction heritage we enjoy in the Midwest it becomes clear that Indiana Auctioneers have played a significant role in the development of our profession. The IAA was established in

1949. Only by understanding our past and studying our history can we determine our position today and hopefully where we need to be in the future.

IAA also hopes to establish a Foundation for the IAA. This would allow for greater latitude in giving to and supporting the association. The creation of an IAA Foundation has been brought before the board of directors and hopefully can be another member benefit. The Hall of History would be under the auspices of the foundation created and would offer endless opportunities and possibilities to expand the scope and mission of the IAA.

The IAA is on a quest for donated items and asks Auctioneers to search their archives to locate such findings such as articles, photographs, sale bills, and any other item of historical significance that would enhance the museum. Anyone with photographs that illustrate the auctioneer industry from the early 1900s until the present time is asked to contact Jim Lestinsky at (219) 362-2814 or e-mail Jim@LestinskyAuctions.com.

continued



To be the Best...Learn from the Best!

DELIVERING VALUE...

Reppert's delivers value from over 80 years of experience and a diverse team of 30 instructors. We share that experience with you during 120 hours of educational training.

Our track record over the years is impressive... educating people to become successful auctioneers by some of the most established successful auctioneers in the business. When you're serious about your future and want the best, call on Reppert.

Classes held at Kruse Auction Park, Auburn, Indiana, April, August, October and December.



SCHOOL OF AUCTIONEERING

www.reppertschool.com 260-927-9999

PO Box 6, Auburn, IN 46706 Dennis Kruse, President

IOWA

Iowa association elects new officers

The Iowa Auctioneers Association elected new officers during its convention in February. New officers included: President Jeff Hoyer of Hillsboro; President Elect Bob Humpel of Fort Atkins; Vice President Carl Jackson of Johnston; Chairman of the Board Ed Shover of Anamosa; and directors – Scott Martin of Mission Valley; Larry Crow, of Guthrie Center, and Tim Meyer of Wayland.

The Hall of Fame inductee was Bob Crittenden, of Afton. Man of the Year was Eddie Pickett, of Stewartsville, MO. Special speakers were John Nicholls, the 206 IAC mens champion, and Paul McLaughlin, legal counsel for the IAA.

About 140 people attended the convention. There were 31 contestants in the bid calling contest, of which 20 advanced to the Iowa Star Fair contest finals.



From left at the Meares auction were Darron Meares, GPPA, a member of the NAA board of directors; Loree Jon Jones, Larry Meares, CAI, GPPA and David Meares.



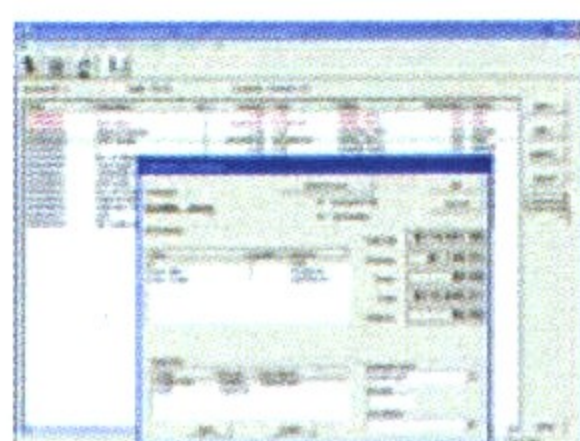
CLEARLY- the emerging provider of auction software solutions!

“SIMPLIFYING YOUR AUCTION PROCESS DOESN'T HAVE TO COST YOU THOUSANDS”!!

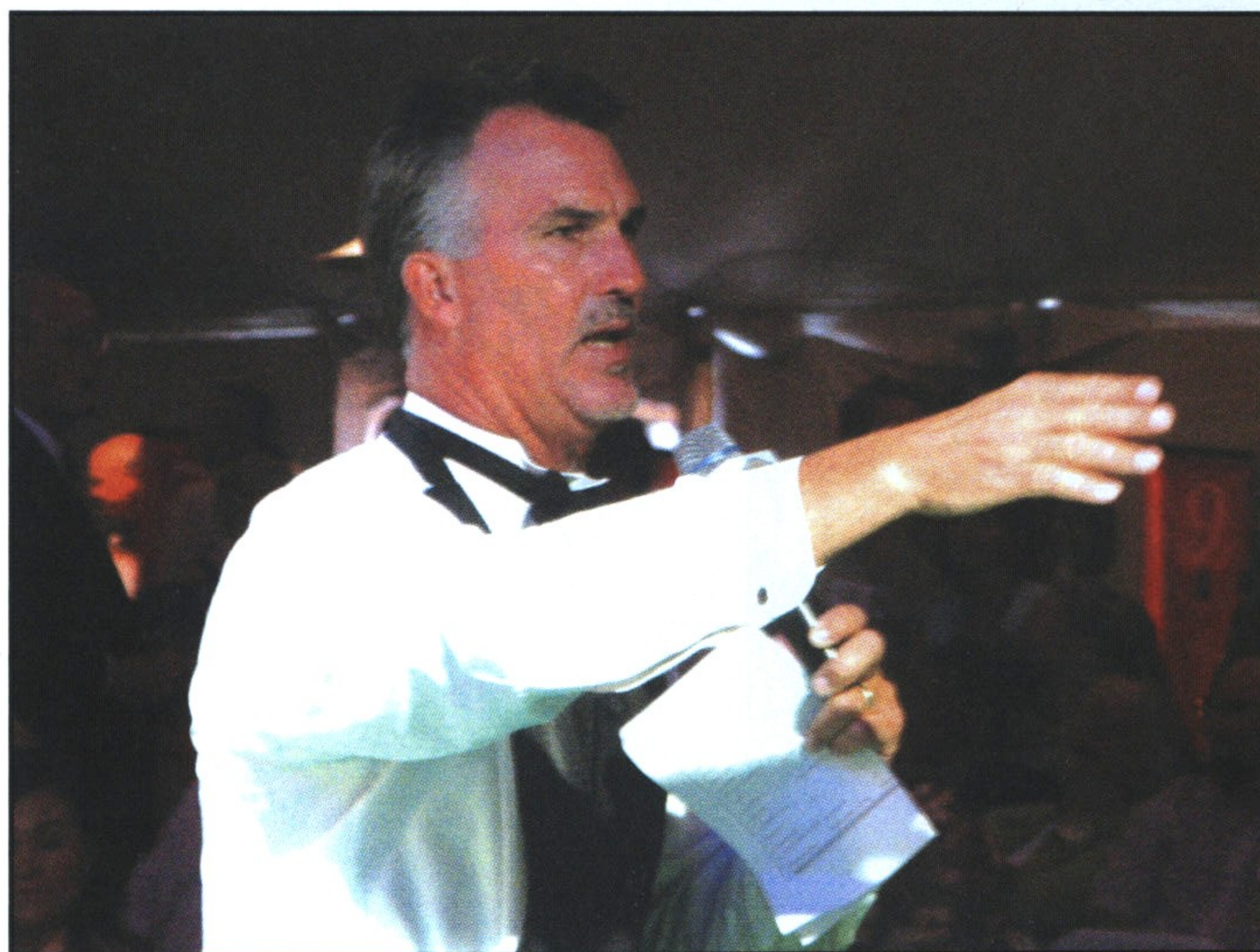
A TASS software solution is everything you need to track your auctions electronically and economically. The flexibility of TASS is unique in that you can adapt the program so many different ways. Electronic clerking? No problem! Faster check-in and out for your bidders? No problem! Instant settlement to your clients? No problem! A free 30-day trial version is just a download away! And get this... FREE training!

- *User Friendly/Windows based
- *Manage multiple auction
- *Instant calculation of sales totals

- *Automated email capability
- *Wireless or LAN ready
- *Bad check database



For more information, go to www.tass-software.com
Or call 866-609-3994



David Meares sells at Bi-Lo Charity Classic auction

SOUTH CAROLINA

Meares Auction Group charity auction hits record

Greenville, SC -- The Meares Auction Group conducted the 3rd annual Bi-Lo Charity Classic fundraising auction at the Hartness Estate in Greenville, SC. The company raised \$248,000 in the live auction, the highest grossing auction since inception.

Items sold at the auction included a Mini Cooper, Hummer H3, Ford Fusion, Ford F-150 pickup truck, NFL Pro Bowl package, Several Sea-Doo watercrafts, Ford Mustang, trips to the Bondurant driving school, Squaw Creek at Lake Tahoe ski

trip and a golf excursion to St Andrews with the CEO of Bi-Lo, Dean Cohagen.

The auction and accompanying golf tournament raised over \$3 million for charities and schools located in the upstate of South Carolina and western North Carolina. Among the featured guests was Loree Jon Jones, WPBA Tour Champion, who donated one of her signature billiards tables to be auctioned. The golf tournament has grown to the point where it is now played on over 20 golf courses in the upstate of South Carolina on golf day.

The Meares Auction Group, with six NAA Auctioneers, is located in the upstate of South Carolina. The Group sells personal property Estates, Real Estates, bankruptcies and business liquidations throughout South Carolina. In addition, Meares Auction Group fund raising coordinator and NAA Board member Darron Meares, GPPA, works with charities and organizations in the upstate of South Carolina to assist in their fund raising efforts. Meares mainly works with groups that have children as their focus, these include: March of Dimes, Ronald McDonald House, Pendleton Place Children's Home, Meyer Center for Special Children and the South Carolina Governor's School for Arts and Humanities.



This recent class of Continental Auctioneer School included students from around the country. The school, located in Mankato, MN, is run by Rich Haas. He also runs the Auction School of Real Estate, a division of Continental Auctioneer Schools..

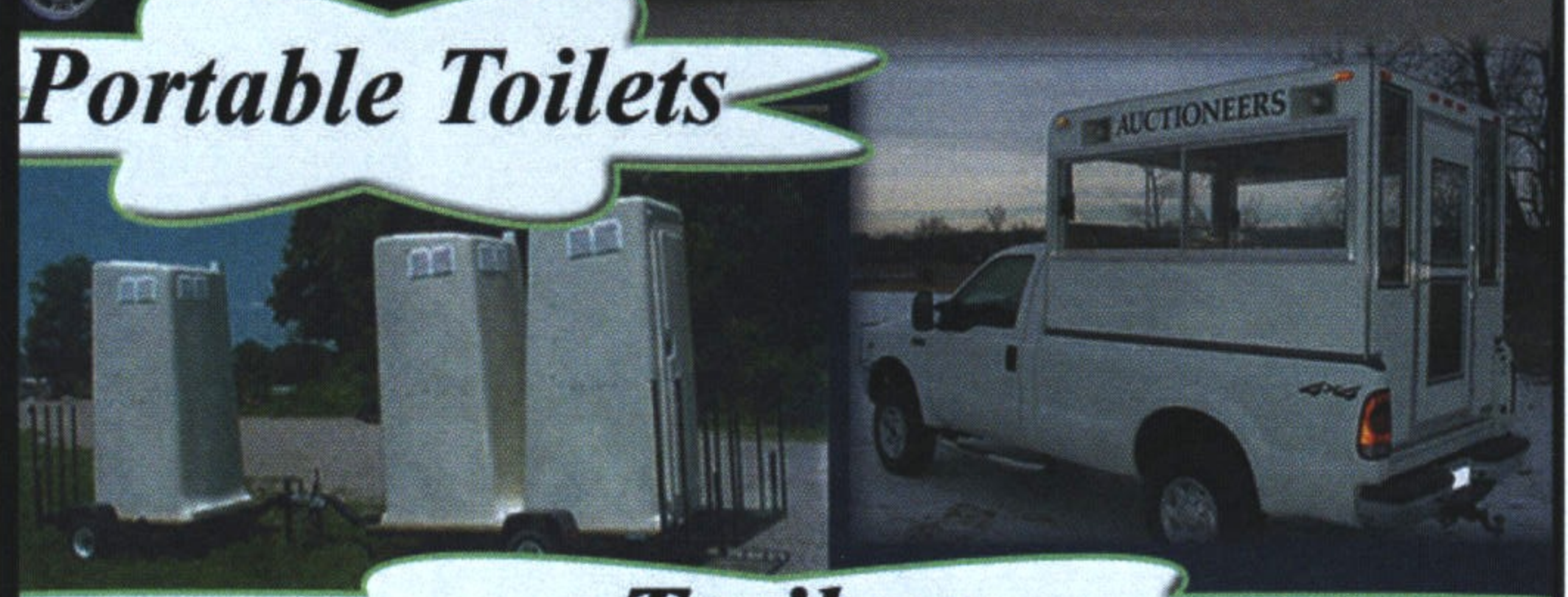
NAA INVITES ALL AUCTION SCHOOLS to send photos and any news of their graduating classes, auctions or any special activities for publication by NAA. Send to editor Steve Baska at steve@auctioneers.org, or by mail to him at NAA, 8880 Ballentine, Overland Park, KS. 66214.

LAMPI Equipment, Inc.

Toppers



Portable Toilets



Trailers

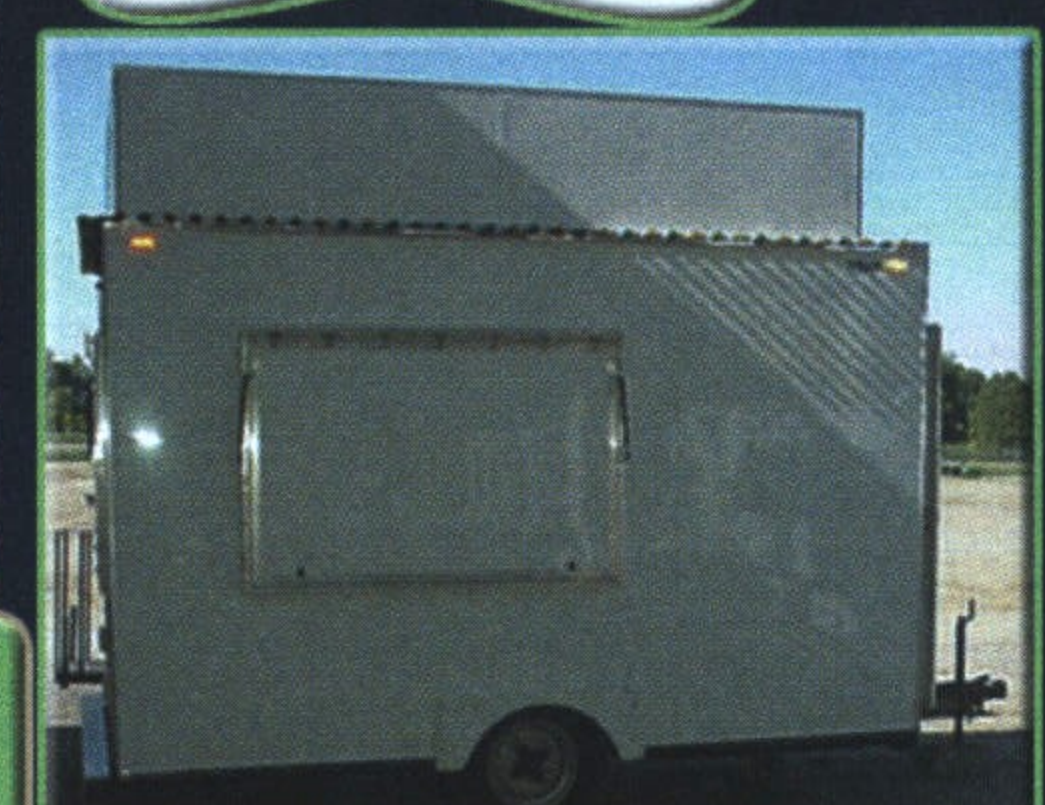
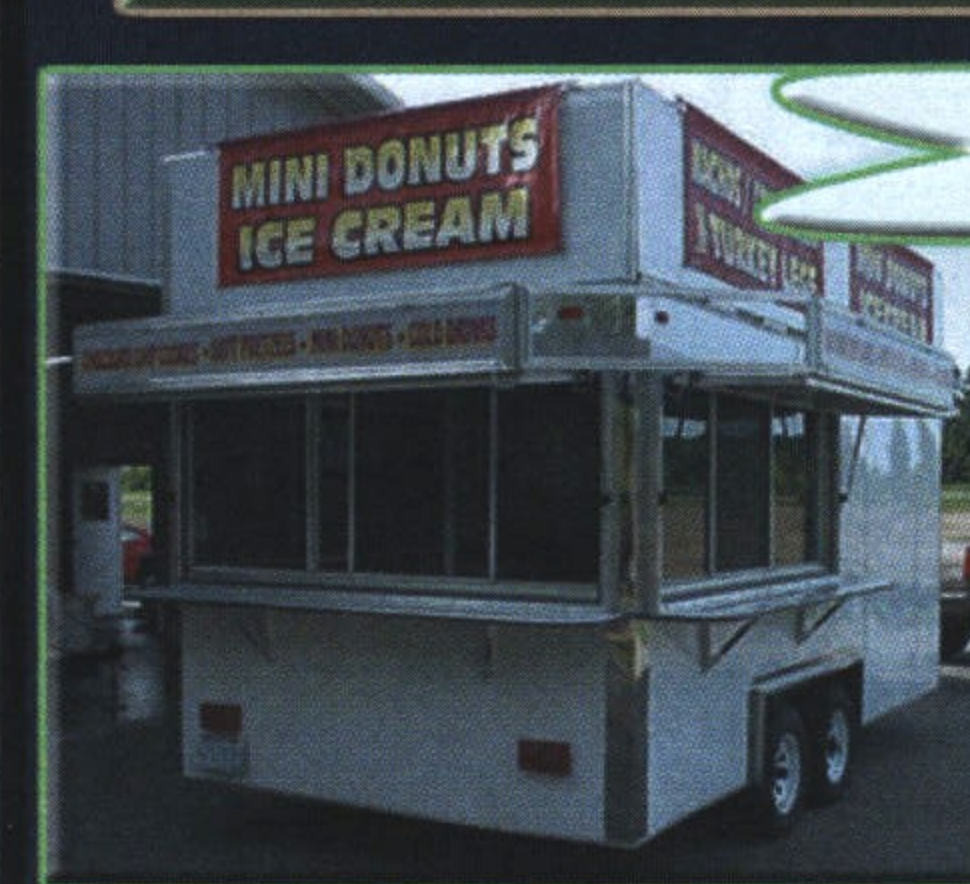
Your Customized Cashier Trailer



Send us Your Floor Plans Today for a Free Quote!



Concession Trailers



On The Web:

WWW.LAMPIEQUIP.COM



9094 64th St. NW
Annandale, MN 55302

Tele: (320)274-5875
1-877-225-5526

Fax: (320)274-5869

Equip@lampiauction.com

Houston livestock auction is a special experience



By Dr. Harlan Rimmerman,
NAA's Director of Education

I have been to small livestock auctions and rodeos, but nothing like the Houston Livestock Show and Rodeo. For the past 75 years, Houston has been putting on one of the largest shows in the United States. Held at Reliant Park, you need a map and time schedule to be able to see everything that was going on.

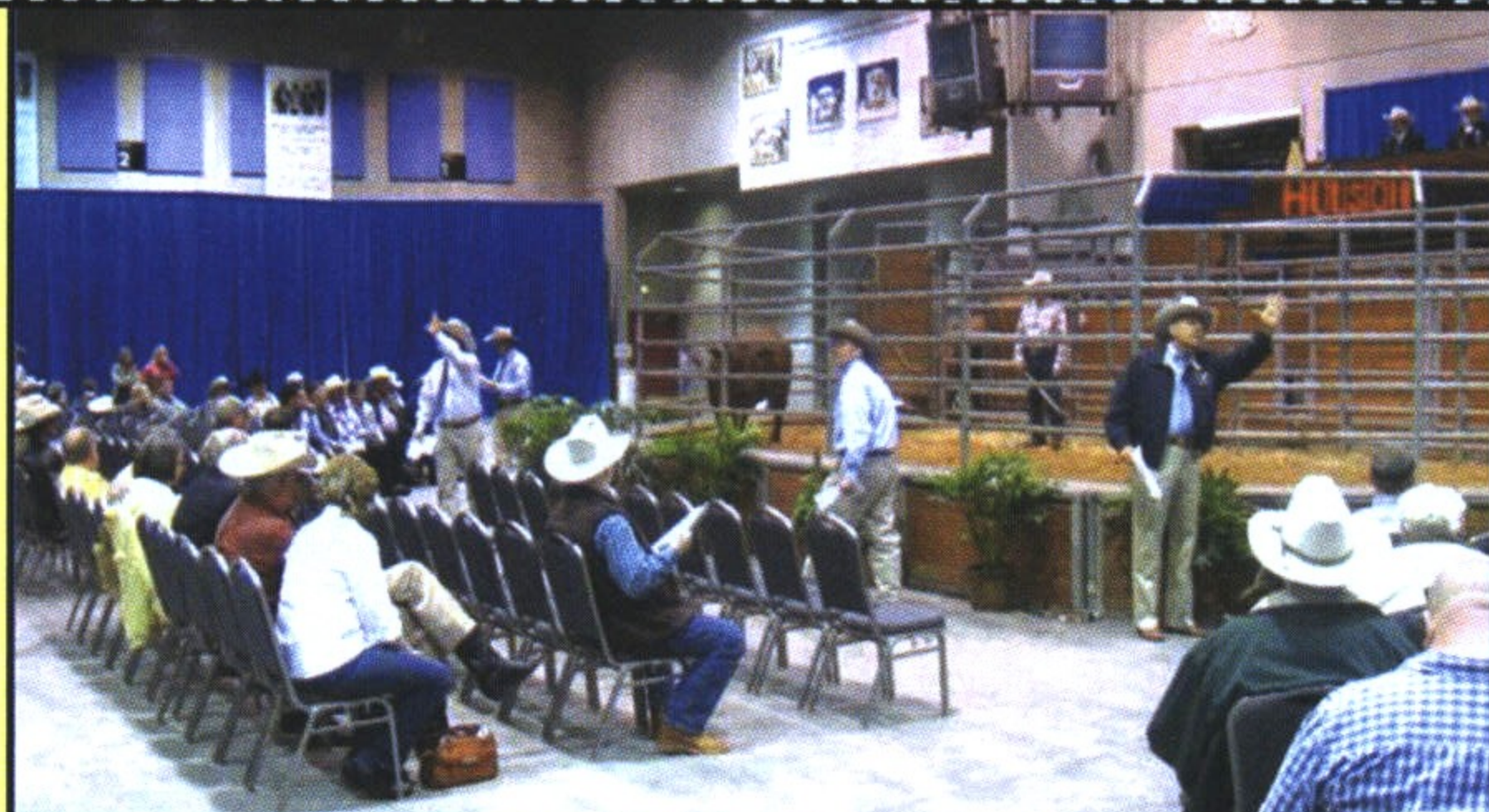
This event lasts for three weeks and attracts hundreds of thousands from all over the United States and many foreign countries.

The first event I headed for (once I found it) was the Beefmaster Cattle Auction. There was good sized crowd in the arena as three ringmen worked the crowd as the bidders spent thousands of dollars buying their choices. The Auctioneer kept things moving at a fast pace.

That afternoon I went to the Limousin Cattle Auction. I had just learned about this breed while attending the Professional Ringman Institute recently and was anxious to see in person what this breed looked like. Arriving about 20 minutes before the auction started, I had an opportunity to talk to Auctioneer Ron Cunningham. He was very knowledgeable about this breed and had done many auctions throughout the United States. Again, the auction was fast and furious as the opening bull brought \$10,000.

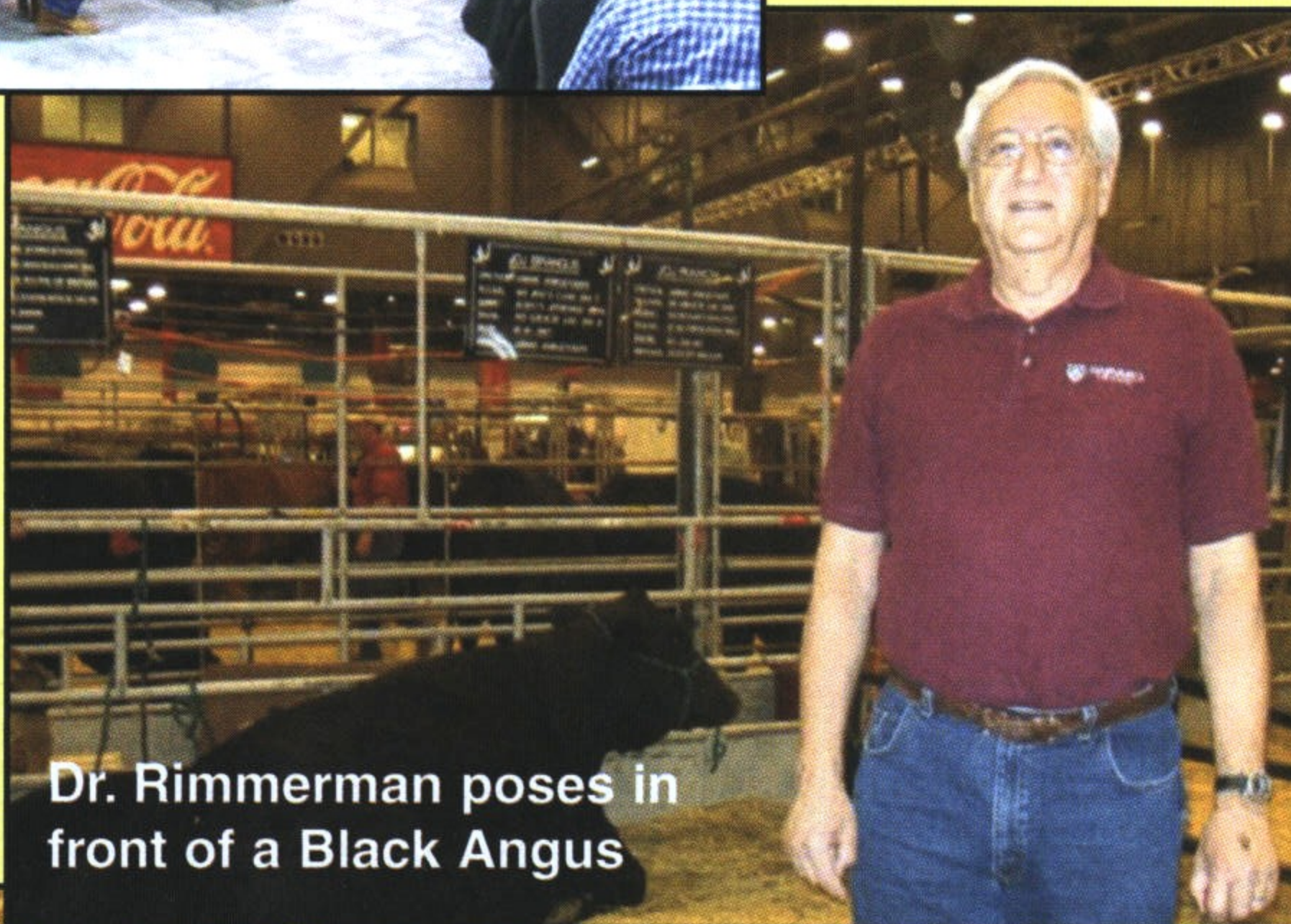
The Houston Livestock Show is an experience I can highly recommend. The rodeo is one of the nation's best, the musical talents are high caliber, the livestock are in pens that you can walk right by the animals, talk to their owners, and get any questions answered that you might have.

In true Texas style, there were more vendors than I had ever seen assembled in one location. You could buy any type of rodeo or western wear, get your boots shined at over 100 different locations, have all the BBQ, Mexican or any other type of food you would want, participate in the carnival rides and games and see more animals in one location that you can imagine. I had a great time in Houston and would recommend this experience to anyone.



Above: The auction was held at the Reliant Center in Houston.

Above: Bids taken during auction.



Dr. Rimmerman poses in front of a Black Angus



Many vendors displayed products.

New "Stolen Valor Act" creates disagreement about legality of selling military medals; causes auction cancellations



(By Eric C. Rodenberg. Reprinted with permission from *AntiqueWeek*).

A new federal law designed to preserve the integrity of hard-earned war medals and decorations has created chaos within the collecting field of militaria.

Auction house owners are confused by the law also, causing some to cancel auctions.

Many collectors, dealers and historians believe the Stolen Valor Act, signed into law on Dec. 21, makes it illegal to sell, purchase or even advertise any military decoration or medal. Others in the field believe the new law changes nothing. They cite a paragraph in the new law which states: "except when authorized under regulations made pursuant to law," which refers to collector's protection under the Code of Federal Regulations.

Congressional lawmakers tried to craft the law to stop imposters from posing as military veterans and heroes, including when imposters wear uniforms and medals they purchase. But the language in the law is unclear, and some of the top military collectors and dealers in the country are viewing the new law at face value and not taking any chances.

"We were planning a big sale in the Louisville (Ky.) area, in conjunction with a big military convention they're having there, but we canceled it," said Jeffrey B. Floyd, who is part owner of one of the country's top militaria auction houses, FPJ Inc. "There's just too many questions and we decided we didn't want to be a test case. We're just not comfortable with this sword hanging over our heads."

The Chicago auction house, which sells at auction more medals and decorations than any other company in the world, conducts four sales a year, generally averaging more than \$1 million in annual sales.

Although Floyd has been in contact with both legislative

and enforcement representatives, he said it is too early to act until the murky language of the bill is cleared up. He hopes to have a sale in May.

"There's nobody supporting the imposters," he says. "But the way it is written it takes in everything that is on the uni-

form. In the larger picture, history is more important than going after imposters. Sure we'd like to see the medals stay in the family, but quite frankly more often than not the families are more interested in a \$20 bill. As far as museums, you won't find much interest there for Uncle Harry's Purple Heart. It's the collectors who care more about the recipients, and the medals, than anyone else."

On the other hand, Manion's International Auction House recently published a legal opinion, concluding: "This legal opinion affirmed that collectors of medals are protected by the CFR, and will not be affected by the Stolen Valor Act." The legal opinion was based on research done by Manion's during the last two months, according to John P. Conway, vice president of sales and marketing at the company. The research consisted of

interviews with both lawmakers and enforcement representatives, he said.

Nonetheless, emotions at the Feb. 22-25 Shows of Show were somewhat heightened by a feeling of expectancy.

"I think everybody thought that if the FBI was going to do anything, they were going to do it at this show," Conway said. At the very least, though, Conway agreed that the legislation is confusing.

"When it makes the reference to the CFR, that's where it

"We were planning a big sale in the Louisville (Ky.) area, in conjunction with a big military convention they're having there, but we canceled it," said Jeffrey B. Floyd, auction house owner.

continued

breaks down for everybody," he said. "Your average collector doesn't know what the CFR is ... it does get complicated."

That said, Conway, believes the show served as something of a benchmark for future federal action – or inaction.

"We believe we're in compliance, selling these items," he said. "Everybody we have spoken to has basically been giving us the same information. That's our take on it. Our feeling is that as high profile as we are, and the way that the show transpired over the weekend, that there is nothing to worry about."

Although comfortable with their position, other collectors at the Show of Shows were not. Controversy and confusion still abounded.

The show's sponsor, the Ohio Valley Military Society Inc., passed out fliers and posted notices at the main gate reading, "recent passage of the Stolen Valor Act makes it illegal to: solicit for sale, sell attempt to purchase, mail ... any decoration or medal authorized by Congress for the Armed Forces of the United States ... Until further clarification from federal authorities regarding this law, the Ohio Valley Military Society Inc., encourages all dealers, members and public attendees to abide by this law as it now stands."


But dealers at the show continued to put the American medals in question in full view with price tags. Several of the medals were being sold; however, dealers were not interested in speaking directly to the AntiqueWeek about sales, or having photos taken of their inventory.

"No one's running scared, at least not until the big hand of the law comes out," said collector Darrell English, who was at the show. "Some of the guys are saying 'the hell with the law.' If they want to come and arrest me, how big of a prison do they think they can build to keep us all locked up."

"But, there's a backlash," he continued. "If someone in power thinks they can arrest a dealer and snatch them off before God and CNN, the rest of them will run for cover. It's like going into a kitchen at night, turning on the light and watching all the cockroaches scatter."


Groups working to change the law

Dealer organizations, such as The Orders and Medals Society of America – which represents 1,700 members – are working to get the law's language changed. OMSA president Dean S. Veremakis said it was initially a good bill, designed to curtail activities of bogus military heroes who bought, wore



SOLD II®

Auctioneer of the Month



Dick Heatwole

Harrisonburg, VA


For three generations, the Heatwole's have been a leading full service auction firm. Dick's father, George R. Heatwole, started the business in 1939, and Dick's son, Rick, has now been with the business for over 15 years.

The Heatwole's conduct about 100 personal property and real estate auctions per year. The firm acts as liquidation agent for several banks, the US SBA, and is frequently engaged for bankruptcy auctions. The firm is licensed in 6 states and does auctions both on-site and in its own auction facility.

Dick and Rick are both members of the NAA and the Virginia Auctioneers Association, where Dick is a past president. Dick holds a CAI designation and Rick is a CES.

We are proud to say that the Heatwole's have been SOLD II clients for many years, and in their own words: *"We have completed over 1000 auctions with SOLD II without a hitch."*

Learn more about the Heatwole Auction Team at
www.soldii.com



SOLD II®

the leader in auction software since 1982

Email: info@soldii.com Call: 800-487-6532

OUR LATEST INNOVATION: **SOLDII.NET**

Now with Fully Integrated Credit Card Processing

Bonds & Insurance

Competitive Prices

Unbeatable Service



E.R. MUNRO

COMPANY

since 1885

Licensed in 50 states. Call today for same-day service on apprentice auctioneer, auctioneer, auction house and auction company bonds.

866-313-0429

Have an insurance need? Ask for Greg at ext. 157.

phone: 412-281-0673 • fax: 412-281-6195 • bonds@ermunro.com



Member National Auctioneers Association
and Member Pennsylvania Auctioneers Association

and displayed decorations for their own personal gain. It was just poorly written, he said.

"The result is there is so much confusion," he said. "They can say that the law hasn't changed - that the collector, historian and archivist is protected, but that's not how the law is worded. And that's the bottom line."

The Stolen Valor Act was first introduced by Rep. John Salazar (D-Colorado) as a response to the large number of fake military heroes in the United States.

The act found its namesake in the book, *Stolen Valor* by B.G. Burkett and Glenna Whitley in which the authors exposed a huge number of bogus military heroes who passed off faked military heroics after purchasing – and wearing – unearned military decorations.

Numerous calls to Salazar's office by AntiqueWeek were not returned.

"The intent of the law was good," Veremakis said. "But they didn't contact the right people for input. They didn't contact the Department of Defense, the various services departments, and the Institute of Heraldry. The result was all this confusion you see."

Veremakis said he has been attempting to contact law mak-

ers for more than a year now, even writing to the White House. He has received no response from Salazar or any other lawmaker.

Jeff Shrader, owner of Advance Guard Militaria, is calling for an amendment to the Stolen Valor Act. He estimated he had 700-800 signors for a petition calling for immediate action.

"... we the undersigned call upon Congress to introduce an amendment to this legislation clarifying that the enhanced penalties for imposters should stand, but restrictions on the legal commercial trade of historic artifacts among law-abiding private citizens must be lifted immediately," the petition concluded.

"What is interesting is that people are saying, 'hey, everything is OK,' Shrader said. "But do you want to be the one to find out ... we've had our lawyers look at this thing and the strict interpretations are that you cannot legally sell anything on a uniform.

"The thing that is so funny about this thing is, how can Congress overlook this angle. I really don't think they read these things before passing them into law. Everybody out there is acutely aware that there are tons of these ill-written laws. It's just that this time, we're the ones getting burned."

CALL THE AUTHORITIES!

For more than 40 years, Hudson and Marshall, Inc.
has been *America's Auction Authority*.



National Marketing Center
Atlanta, Georgia
1-800-841-9400

Southwest Office
Dallas, Texas
1-800-441-9401

Visit our web sites at **www.hudsonmarshall.com**
or **www.hudsonandmarshall.com**

NAA Winter Seminar spreads warmth and knowledge

By Harlan Rimmerman, NAA's Director of Education

Auctioneers, their families, and exhibitors gathered in the warmth of Tucson, AZ from February 11-14 for NAA's annual Winter Seminar. Staring off with a golf tournament Sunday morning and a reception that evening, the rest of the time was spent listening, learning and working with outstanding presenters.

Monday started off with a key note from a favorite presenter, attorney Steve Proffitt who provided some excellent legal advice. Steve's presentations are always informative and entertaining. After breakfast the group moved to the meeting room for a day with Larry Mersereau. Larry gave those in attendance many new ideas about how to effectively market their business. He provided excellent ideas and also critiqued some advertisements that several of the Auctioneers had brought with them.

That evening, those in attendance got fired up for the Fun Auction. The competition was hot and heavy as Auctioneers were trying to outbid each other for one of the many donated items.

The Tuesday session featured Robert Morris, Jr., who presented new information about technology. Learning about the latest and greatest, Robert showed how to use technology to help grow auction businesses.

Wednesday morning's session featured a panel consisting of Auctioneers and commercial vendors who do online auctions. Robert Morris served as the moderator of the discussion. The questions and answers were flying and the group wanted to continue rather than stop. Much of the discussion continued as the participants stopped for lunch before leaving Tucson.



Five panelists answer questions about online auctions.

Many thanks go to all the vendors. Their participation added much to the seminar.

Exhibitors at the trade show included 1-800-The-Sign.com, Auction Anything.com, Auction X-Press, CUS Business Systems, Global Auction Solution, Industrial Publishing, NAA Credit Card Program, National Association of Jewelry Appraisers, Satellite ProLink,

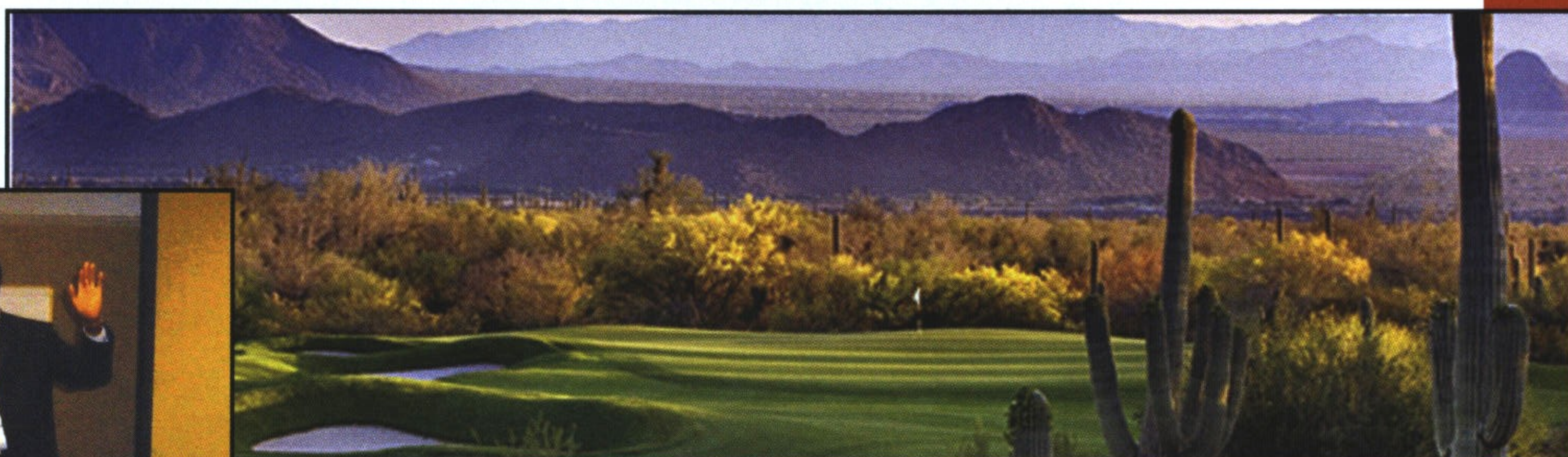
Inc., and SouthData, Inc.

Sponsors of the seminar were 1-800-The-Sign.com, NAA Credit Card Program, Satellite ProLink, Inc., and SouthData, Inc.

Attendees in Tucson also had the opportunity to see the Saguaro National Park, the Desert Museum and Biosphere 2.



Robert Morris Jr. teaches about technology.



Gallery at Dove Mountain golf course, in Tucson.



Attendees enjoy a banquet meal.



Larry Mersereau, standing, taught about marketing.

Dallas-Ft. Worth International Airport holds largest online auction in its history and keeps bidding open as long as bids received

On February 6, 2007 Dallas Ft. Worth International Airport completed its latest online auction of surplus items with a record-setting performance in terms of dollars earned and web-hits generated. The month-long auction produced almost \$1.8 million in earnings for the airport, while producing in excess of 18 million page views on the auction web site, www.renebates.com.

And, the auctions extended as long as the lots were receiving bids, instead of stopping at a pre-set time in the typical online auction format.

"We are extremely pleased with the outcome of the online auction," said Jeff Fegan, CEO of DFW. "The Internet-based method of selling our surplus items has proven to be very popular with buyers, as you can see from our outstanding sales figures. We're receiving a great return and a lot of positive feedback for making these items available online."

The online auction sold more than 2100 lots of merchandise, including surplus vehicles, heavy equipment and a wide range of surplus materials used in the construction of International Terminal D and the Skylink automated people mover system. The auction also included portable buildings, office equipment and a variety of audio-visual items in prime condition.

"The airport is always looking for new revenue streams in order to offset the costs that tenant airlines have to bear," said John Wesley White, vice president of procurement at DFW. "The online auction is a very effective way of allowing DFW to recover costs associated with surplus materials, which in turn allows DFW to be even more competitive in the global airport marketplace."

The online auction was DFW's fifth such auction in the past four years.

"There was some extremely spirited bidding competition out there in the final days," said White. "The auctions extended as long as the lots were receiving bids at least every five minutes, and that allowed the Airport to benefit even more from the final bidding."

Over the last five days of the auction, the host web site recorded well over three quarters of a million hits on each day.

The item drawing the auction's highest price was a portable

office building, which fetched a total of \$45,100. Surplus vehicles and construction equipment also proved to be very popular with bidders. Buyers were from around North Texas, across the country and from bidders in 22 countries, including faraway locales such as Norway, Samoa, Ivory Coast and Pakistan.

The Airport began online auctions as a pilot program in 2003, with 70 lots of merchandise netting \$50,000. Each proceeding auction has set a new record, with the most recent auction in 2006 generating more than \$500,000 in sales and over five million hits to the host Web site.

DFW International Airport is halfway between the cities of Dallas and Fort Worth, TX, and is the world's third busiest, offering nearly 1,900 flights per day and serving 60 million passengers a year. It's website is www.dfairport.com.

Jack Hines of World Wide College of Auctioneering raises \$1,040 for St. Jude Children's hospital

Jack Hines, an NAA director and 40-year instructor at the World Wide College of Auctioneering, sent two St. Jude's quilts across the auction block at the students' auction held on Friday, February 16. Two quilts were sold by Jack and former WWCA owner, Gordon Taylor of Mason City, IA, for a total of \$1,005. The first two were purchased, returned and then sold again. Jack had a cap in the car with him which he sold for \$35 bringing the total to \$1,040.

Kevin McPherson of Rapid City, SD, one of the students, purchased a quilt for \$275 and donated it back. Chuck Boyd, a cattle buyer from Mason City and visitor, paid \$270 for a quilt and also donated it back. The other two were sold to students for \$260 and \$200 respectively.

Jack and his son, Jeff Hines, owners of Hines Auction Service, Inc., also held an auction the last week in March where they donated the net amount of commissions from that auction.

Russian paintings are a hit at Julia's winter auction

In one of its most successful winter auctions to date, the firm of James D. Julia, Inc. played to a packed house of active bidders all three days in February of its antiques and art auction. Consisting of an outstanding array of fine American and European art, early furniture, historical items, folk art, silver, and other accessories, this massive offering coupled with Julia's trademark global marketing strategy resulted in strong prices across the board.

Consisting of nearly 1,600 lots, Julia's three-day event grossed a whopping \$2.4 Million against a total low estimate of items sold of \$1.7 Million. Company president Jim Julia said "It takes a concerted effort to first obtain the great merchandise, and then to properly market it. Ours is one of the most aggressive marketing programs in the industry and the efforts of Bill Gage (sale coordinator) and his support staff made this sale the success it was."

Highlights included two works by turn of the century Russian artist Ivan Fedorovich Choultse. His brilliant and masterfully realistic winter scenes showing hilly landscapes covered in fresh, thick blankets of snow caught the eye of many a bidder. It was an unrelenting bidding battle that started with over 20 phone bidders, but as the bids got progressively higher, the number of contenders slowly dwindled, finally coming down to two. "Jour d' Hiver Pres de Davos" and "Soir d'Hiver" ultimately sold to the same bidder who was willing to pay \$106,950 and \$103,500.

Joining these was a wonderful selection of celebrated artists including those of the Rockport-Gloucester school, who are renowned for their delightful depictions of seaside settings and Northeastern Americana.

When William Staples Drown's "Fort San Marco, Sea Wall St. Augustine, Fla" hit the block, Julia announced that no other piece in the auction received as many inquiries as it had. This oil on board scene portraying a sea wall abutting a tranquil ocean with two small boats brought more than thirteen times its esti-

mate to sell for \$26,450.

The amazing variety of other American art included a fine oil on canvas scene by J. Alden Weir. A marvelous work by Edward Potthast finished up at \$23,000. Jane Peterson's stylistic ceremonial scene showing a procession of people in fancy dress descending a grand stairway more than doubled its estimate of to sell for \$20,700.

Session II also contained a generous variety of art. Nautical did well and was highlighted by a wonderful oil on canvas portrait by James Bard, the 19th Century's sovereign of ship portraits. Joining the vast array of quality goods was a fantastic pageant of antique American furniture, mirrors, and accessories. Session II concentrated on early American furniture while Session III focused on the Victorian Era.

For more information, contact their offices at (207) 453-7125. James D. Julia, Inc., P.O. Box 830, Dept. PR, Fairfield, ME 04937. E-mail: jjulia@jamesdjulia.com.



www.SatelliteProLink.com

Market your Auction
with powerful coordinated
Print & Web Packages!

AWARD WINNING!

Print Ad Placement!
Newspapers, Magazines,
Brochures & More...
Ask about your special
NAA Member rates!

Web Ad Placement!
Search Engines, Emails,
unique vendors & More...
All customized to
target your Market!

The Marketing Choice for Premier Real Estate Auction Firms
Complete Project Management - We Save You Time!
800-510-LINK (5465) • info@satelliteprolink.com

Profiting from disaster: How to ethically make money in a crisis

By Maurice Ramirez

When a disaster strikes, whether it be a hurricane, earthquake, flood, terrorist attack, or some other devastating event, many businesses are eager to volunteer and assist those in need. Unfortunately, the resources that are brought in on a volunteer and donation basis typically run out much sooner than expected. And very often, those businesses who gladly gave their time and resources to those in need feel guilty charging for additional services, so they pack up and leave the area, proud of their good deed, yet leaving those in the disaster area with few recovery options.

An example of this is what happened in Port Charlotte, FL after hurricane Charley. A large number of contractors went to the area, donating services, supplies, and other things needed to rebuild the community. The residents of Port Charlotte didn't want the contractors to leave and would have paid the contractors their normal rate to stay and finish the disaster recovery efforts. But the contractors there on a volunteer basis felt guilty taking money from disaster victims. Now, two years later, many Port Charlotte residents are still seeking reputable contractors to help them. It's an unfortunate situation that doesn't have to happen.

So does that mean it's possible to profit from a disaster situation and not feel guilty? Yes, those businesses that are able to come into a community after a disaster strikes and offer a needed product or service can profit fairly and ethically.

Two ethical ways to make money after a disaster.

1. Discounted Services. This is the most common scenario, and just as the name implies, it means that you offer your products and/or services to the community at a discounted rate. Realize, though, that no one in the community asked for the discount (although none will turn the discount down either). Often, the business owner gives the discount because he or she has some level of altruism and is willing to make the self sacrifice.

2. Full Price. In this scenario, you come into the community and bid a fair market price for a product or service, roughly equivalent to what other companies would charge during non-disaster times. Because it's fair market price, people are more than happy to pay it. This is completely moral and ethical. Unfortunately, few businesses make the transition to full fare after starting out as a volunteer, but if you really want to grow your business and profit from disaster, this is the way to go.

From Free to Fee

So how does a business make the transition from a volunteer to a paid consultant or contractor? Here are some suggestions:

- Be upfront. State how long you can offer your products or services for free. Explain that your company can only afford to volunteer for two weeks. Very often, at that point, they'll ask you to bid the remainder of the work.

Then you can offer a fair market bid. If you get a "yes," then why would you not stay? You're already there, and now you're making money. If they say "no," then they're taking responsibility for their own recovery. At that point, you can go home and tend to your business, knowing that you've done a good deed.

- When your community does its disaster relief plans (before a disaster hits), put your company on the list of businesses available to aid in the recovery efforts. Businesses can work with their local communities to be "first-called" in the event that a disaster strikes. In some cases, a business (let's say a hospital, for example) may contract with a service provider (such as a roofing contractor) and pay a retainer fee so that in the event of a disaster, that contractor will put the hospital at the front of the list. In return, that contractor gets the bid for the other work the hospital needs done. The contractor is happy to give that deal because it guarantees them business. This is completely ethical. In fact, it's a win-win solution. The business gets the repairs they need done and contractor has guaranteed work.

The bottom line is that businesses need to understand the different ways they can help, and they need to get over the stigma of profiting from disaster. Realize that the people receiving your products or services don't mind paying fairly for them.

Author Dr. Maurice A. Ramirez co-founded Disaster Life Support of North America, Inc., to provide Disaster Preparation, Planning, Response and Recovery education nationally. He is a Senior Physician-Federal Medical Officer in the Department of Homeland Security. Cited in 24 textbooks with numerous published articles, Dr. Ramirez is co-creator of C5RITICAL and author of Mastery Against Adversity. For more information visit: www.mauricearamirez.com.

• **Long Term Care insurance (LTCi)** – If you are in the 45-50 age group and above, you may be thinking about checking into LTCi coverage. LTCi pays for the help you may require to feed, cloth and take care of your daily needs. With the cost for care averaging \$4,000 per month and more for complete care, any savings will quickly evaporate. Why not let an insurance company pay for these services? Statistics show that most of us will require some form of care in our lives, this coverage's simply shifts the burden of paying for those items to the company. Secure your financial future through LTCi plans designed to cover you, or your loved ones, either at home, or through nursing home care.

We know the time and effort involved when finding the health care insurance policy. Don't wait to take advantage of this great member benefit, because it will help you save time and money. For more information on NAA's Health Insurance Program, please contact the NAA Membership department at (888) 541-8084 ext. 15, or PRO Insurance Managers at (877) 225 – 5764.

Find out why your peers trust the NAA Health Insurance Program to help them find comprehensive healthcare coverage quickly and easily.

NAA members discuss the Health Insurance Program:

“NAA's program saves us thousands of dollars a year in insurance costs compared to the program we had before. We insure seven staff members with the program. Health insurance for your staff is a big expense, so you have to look for the best value, and NAA's program has saved us a lot of money. And, Rich Fuchs (the PRO Insurance manager) has been great on handling our questions. He is very professional and explains things very well. We've been very pleased.”

---Pat and Rich Ranft, Beloit Auction Co., Beloit, WI.

“I think the options are good in NAA's Health Insurance Program. You can pick the deductible that is right for you. Most Auctioneers have small businesses, and they know how to work with our companies. Having a good insurance plan gives auction families peace of mind.”

---Jere Day II, CAI, AARE, GPPA, of Houma, LA.

CANDIDATE FOR BOARD OF DIRECTORS OF THE NATIONAL AUCTIONEERS ASSOCIATION



Jay D. Nitz, CAI

- Wife Vicki & Twins Courtney & Justin
- President & CEO – Jack Nitz & Associates, Inc.
- Born into the Auction Business
- Life Member of NAA
- Graduate Missouri Auction School – 1982
- Graduate CAI – 1988
- Chairman of 2006 NAA Election Committee
- Served on Election Committee under A. Barry Cole, CAI for 12 Years.
- Served on NAA Auction Extravaganza 2004 to 2006
- Seminar Presenter for 1995 Conference & Show in Niagara Falls, NY.
- Served on Nebraska Auctioneers Association Board of Directors
- Endorsed by the Nebraska Auctioneers Association
- Served on Committee to Establish the NAA GPPA Appraisal Designation Program (1 of 5 Auctioneers from around Country)
- Member of St. Matthews Lutheran Church in Cedar Bluffs, NE. (Also served on Finance Committee for Church for 2 Years)
- Fremont Area Habitat for Humanity Auctioneer for past 15 Years
- Ducks Unlimited & Pheasants Forever
- Nebraska 4-H Foundation Board of Trustees Member 1999 – 2005
- 4-H Leader for 5 Years
- Saunders County 4-H Council Member in 2003 – 2006
- Conduct Many Local Charity Auctions Local Area

I would be Honored to Serve You with your Vote of Confidence in San Diego – 2007!

ANTIQUES FROM BRITAIN & EUROPE

**\$1.50 to the £1 = is what I'm offering on the exchange rate.
The banks rate is more like \$1.90 to a £1 maybe higher.**

Goodfellow antiques needs to stay in business which is exporting antiques, so we are offering all customers an exchange rate of a dollar fifty to the British pound. Prices are less now than they were ten years ago. We want you to make money. To stay afloat in the export trade, to continue to create business I'm saying to all of you auctioneers and dealers out there:

If for any reason any item of furniture selected for you in the load isn't up to your expectations - I will refund your money.

We have been in this business for 38 years. Our customers will tell you themselves what they think of the quality and of the expert packing of clean pre 2nd world war Edwardian & Victorian 200 items of furniture.

The load is insured; you can select from pictures; your shipment takes five weeks to arrive at your door; we assist you with a broker at the port of entry, delivery is to your warehouse and you pay the freight only when your shipment is in the USA. No agent's fees, no packing charges, just straight honest deals.

Order your next 40ft. container of antiques and pay only \$1.50 to the sterling pound. Take a good look at our new web site pictures of the varied selection you would have on your own container costing out from only \$12,000 for profitable antiques, not reproduction and a money back guarantee. Select your own personal load now at:

www.Goodfellowantiques.com

Email me at g.goodfellow@btinternet.com

Phone: 011 44 1745 870 699

mobile: 011 44 0777 5748009

ALABAMA

Dustin Taylor
908 Leyland Ct., Albertville, AL 35950
(256) 894-0008,

ARKANSAS

Megan Long
7512 Terry Lynn Drive, Benton, AR 72019
(501) 860-4268, (501) 776-1595
meganelizabethlong@yahoo.com

ARIZONA

Thomas Hedges
Mesa Auction & Furniture Inc.
157 E. Broadway Rd., Mesa, AZ 85210
(480) 964-3942, mesaauction@cox.net

John Waitas
Zycon Appraisal Service
2614 Avenida Colibri, Bullhead City, AZ 86442
(928) 758-7329, zyconappraisal@yahoo.com

CALIFORNIA

Jacquelyn Dobens
SoCal Autioneers
2502 Artesia, Redondo Beach, CA 90278
(310) 798-8700x375, (507) 357-5709
jacquidobens@yahoo.com

Don Earl
5621 Spring Creek Way, Elk Grove, CA 95758
(916) 662-2914, (209) 554-4310
donearlbroker@yahoo.com

David Rutgers
Starboard TCN
33 New Montgomery Ste 1230
San Francisco, CA 94105
(415) 517-2852, (415) 956-2003
David@starboardnet.com

Joseph Siedel
Bar None Auction
8311 Siena Ave., Sacramento, CA 95828
(916) 383-2000, (916) 383-6865
barnone@barnoneauction.com

COLORADO

Michael Sharp
Sharp & Associates Auctions LLC
9858 E Mexico Ave #1016, Denver, CO 80247
(720) 317-3895, sharpauctioneers@aol.com

WASHINGTON D.C.

Endea Thibodeaux
Auction2Sell
2312 18th Street NE, Washington, DC 20018
(240) 382-6653, (202) 832-8277
auction2sell@gmail.com

FLORIDA

Troy Ayers
Premier Real Estate Auctions
463 Pepperwood Court
Marco Island, FL 34145, (239) 394-2507,
hharvey@platinumlandandfinance.com

Jena Baker
Jena's Antiques & Art
56 San Marco Ave., Saint Augustine, FL 32084
(904) 823-3456, jenasantiques@hotmail.com

Elisa Ball
505 Oyster Bay Drive
Ormond Beach, FL 32174
(386) 569-5407, ekb2001@aol.com
Peter Balogh
6061 SW 195 Ave., Fort Lauderdale, FL 33332
(954) 709-5440, peter@boomingflorida.com

Carla Bonten
Carla Bonten Realty
28119 Tamberine Ct #1421
Bonita Springs, FL 34135
(239) 825-9495, cebonten@worldnetatt.net

Penne Cobb
PSC Realty Options
2045 Ivygail Dr. E., Jacksonville, FL 32225
(904) 424-4400, (904) 224-5714
penniecobb@aol.com
www.pscrealtyoptions.com

Craig Debitetto
203 8th Street, St. Augustine, FL 32080
(904) 347-4308,

Michael Grady
107 Peterson Ct., Holly Hill, FL 32117
(386) 679-7154,
admin@daytonabeachinvestments.com

Merle Haight
P.O. Box 295, Ocklawaha, FL 32179
(352) 572-7467, twoguysthatbuy@aol.com

Janet Harding
Florida Auctions, Inc. & Seegott Realty, Inc.
1165 SW 27 Street, Palm City, FL 34990
(772) 341-3475, (772) 919-7228
janetharding@adelphia.net
www.flaliv.com

Tiffany Hare
100 Spring Garden Rd., Sebring, FL 33870
(863) 381-5616, tlhare@earthlink.net

Timothy Hughes
12478 Fairway Ave., Brooksville, FL 34613
(352) 279-2953, hughes7889@yahoo.com

Dina Lafferty
10017 Country Brook Rd.
Boca Raton, FL 33428
(561) 716-7184, (561) 477-7540
dinalafferty@bellsouth.net

Barbara Mason
Powerhouse Auctions
503 Pinehill St., Eustis, FL 32726
(352) 408-7722,

Joseph Salsone
1726 Split Fork Drive, Oldsmar, FL 34677
(727) 452-2300, kcavins@knology.net

Daniel Sedwick
Po Box 1964, Winter Park, FL 32790
(407) 975-3325, (407) 975-3327
info@sedwickcoins.com
www.sedwickcoins.com

Leslie Sessoms
P.O. Box 470323, Celebration, FL 34747
(407) 432-6791, hob1ls@yahoo.com

GEORGIA

Craig Arcos
A & A Antiques
15 Kinzie Ave., Savannah, GA 31404
(912) 234-6561, dolfansav@aol.com

Joe Kaney
164 Hogan Drive
Warrenton, GA 30828
(706) 465-1470, mrstatjk@aol.com

Jeffrey Raines
Po Box 454, Statesboro, GA 30459
(912) 531-0284, (912) 489-2584
tiredout@frontiernet.net

Russell Taulbee
9005 Oakfield Drive, Statesboro, GA 30461
(912) 687-4693, (912) 489-2584

IOWA

Larry Patton
143 Greenfield Pkwy, Des Moines, IA 50320
(515) 229-9401, dream2big04@yahoo.com

Jodi Sweeney
Sweeney Auction Service
739 7th Ave SE, Waukon, IA 52172
(563) 568-2464, (563) 568-2509
jsweeney@uni.edu
www.sweeneyauctions@earthlink.net

IDAHO

Keith Munns
8279 S 400 W
Rexburg, ID 83440, (208) 356-3372,

ILLINOIS

Josh Hickey
1143 Steward, Steward, IL 60553
(815) 739-1030, (815) 627-9578
hickey460@yahoo.com

KANSAS

Kurt Woodward
TASS - Total Auction Software Solutions
502 E 7th, Augusta, KS 67010
(316) 775-0999, (316) 775-0993
kurt@tass-software.com
www.tass-software.com

KENTUCKY

William McCann
McCann & McCann, LLC
3272 Dorchester Place, Lexington, KY 40503
(859) 299-9946, b.mccann@insightbb.com

David Neville
2940 Washburn Rd., Pleasureville, KY 40057
(502) 330-3027 cell, dneville@neville.net

LOUISIANA

Scott Chapman
Grand Ole Auction
1101 Estate Landry Rd., Lafayette, LA 70506
(337) 296-3384, (337) 289-6573
emeraldmd@hotmail.com

David Scheuermann
#1 Monte Carlo Drive, Kenner, LA 70065
(504) 469-9933, (504) 469-4664
dhsmarketing@yahoo.com

Jerald Womack
3101 Old Sterlington Rd., Monroe, LA 71203
(318) 343-6060, (318) 343-9370

MASSACHUSETTS

Frances Rahaim
384 Montague City Rd.
Montague City, MA 01376
(413) 885-8888, (413) 773-0330
frahaim@earthlink.net
www.1stchoiceauctions.net

Frank Russo
4 Longbow Circle, Lynnfield, MA 1940
(617) 437-1002, (617) 437-0202
coachfrank73@hotmail.com

MAINE

Pamela Brooks
Houston - Brooks Auctioneers
P.O. Box 99 22 S. Horseback Rd.
Burnham, ME 4922
(207) 948-2214, (207) 948-5925

MICHIGAN

Todd Respecki
Respecki Auction Company
P.O. Box 6455, Traverse City, MI 49696
(231) 933-6370, auctionear@charter.net

Joshua Sanford
1341 Westchester, Westland, MI 48186
(734) 968-0618,

MINNESOTA

Gregg Halonen
24254 726 Avenue, Dassel, MN 55325
(320) 260-6841, gregghalonen@yahoo.com

Nick Hedlund
NM-Auctions.com
1598 Chelsea St., Saint Paul, MN 55108
(651) 808-5819, nick@mn-auctions.com

Ellen Kosmoski
6017 Halifax Ave. So., Edina, MN 55424
(952) 926-4621, ekosmoski9@msn.com

Patricia Krause
Midwest Asset Recovery, LLC
1312 1/2 7th St. NW Ste 200
Rochester, MN 55901
(507) 319-0098, (507) 285-1104
krause.patricia@mayo.edu

Ronald Krause
Midwest Asset Recovery, LLC
1312 1/2 7th Street NW Ste 200
Rochester, MN 55901, (507) 319-0098,
midwest_asset_recovery_llc@hotmail.com

Bradford Maitland
United Country-Milaca Real Estate
410 Central Av. S., Milaca, MN 56353
(320) 983-3550, (320) 983-6096
ucmilaca@citlink.net
www.unitedcountry.com

Jim Petersen
3338 Todd Rd SW, Prior Lake, MN 55372
(952) 440-7093, (952) 440-7635
mastercraftjim@frontiernet.net

David Popilek
Mountain Man Auctions
P.O. Box 694, Hibbing, MN 55746
(218) 969-6968, (218) 263-3223
susiesellshomes4u@yahoo.com

Susan Rosett-Popilek
Mountain Man Auctions
P.O. Box 694, Hibbing, MN 55746
(218) 969-6968, (218) 263-3223
susiesellshomes4u@yahoo.com
www.mountainmanauctions.com

MISSOURI

Timothy Rader
Missouri Real Estate Auctioneers
2386 Golden Gate Dr., Imperial, MO 63052
(314) 436-8660, (636) 467-9095
morealestateauctioneers@yahoo.com

Scott Shoemaker
RE/MAX Truman Lake
5 NE 91 Road
Clinton, MO 64735
(660) 885-2201, (660) 885-2208
scottshoemaker@earthlink.net

MISSISSIPPI

Reginald Bass
P.O. Box 837
Long Beach, MS 39560
(228) 868-3028,
glbass68@bellsouth.net

MONTANA

Robert McDowell
P. O. Box 3746
Butte, MT 0
(406) 490-8279,
rmiin529rm@msn.com

NORTH CAROLINA

Scott Harris
Harris Realty and Auction
1325 N Second Ave
Sanford, NC 27330
(919) 745-3286, (919) 742-5305
harrisscott@earthlink.net
http: www.jerryharrisrealty.com

Robert Jackson
Metrolina Development Corp.
P.O. Box 1177, Harrisburg, NC 28075
(704) 979-3333 x 202, (704) 979-3388
joe@metrolinadevelopment.corp

Joseph Johnson
7805 Snow Rd., Greensboro, NC 27409
(336) 337-3069, (336) 218-5008
budj@netscape.com

James McBrayer
McBrayer Chrysler Dodge Jeep
825 Lakebay Rd., Vass, NC 28394
(910) 944-7115, (910) 944-7239
mikemcbrayer@nc.rr.com

Rickie McFalls
5393 Penrel Rd., Tryon, NC 28782
(828) 894-3378,

Matthew Price
Blue Hound Auctions
5917 Waterworn Court
Fuquay Varina, NC 27526
(919) 723-1782, matt.price@ebids.com
www.ebbids.com

Jason Walter
Carolina Land Realty
3106 Sweeten Creek Rd Ste B
Asheville, NC 28803
(864) 630-2222, (864) 752-1316
jason@carolinalandrealty.com

Richard Whittington
256 Oakwoods Ln., Wilkesboro, NC 28697
(336) 957-6106, (336) 232-1478
dickwhittington4@aol.com

NEBRASKA

John Fillingham
30096 Fillingham Drive, Morrill, NE 69358
(308) 631-5396, nipfillingham@yahoo.com

Tyler Fillingham
30096 Fillingham Drive
Morrill, NE 69358, (308) 641-4279,
tuckfillingham@hotmail.com

new members

NEW JERSEY

Anthony Zagarella
Academy Auctioneers
3 Rose Hill Court, Marlton, NJ 8053
(856) 596-4551, (856) 489-6232
pirateat36@aol.com

NEVADA

Robert Hawks
Robert C Hawks Appraisal Services
368 Greeley Ct., Henderson, NV 89014
(702) 234-0740, roberthawksisa@mac.com

Dennis Pelham
205 Desert Rose Drive, Sparks, NV 89441
(775) 250-3290,
dmpelham8082@sbcglobal.net

NEW YORK

David Epstein
Legacies/American Coin Vault
P.O. Box 878, Valley Stream, NY 11582
(800) 891-6424, (516) 596-3099
acv878@attg.net

OKLAHOMA

Shawn Bailey
Super Auctions
5415 South Ross, Oklahoma City, OK 73119
(714) 535-7000, (714) 894-3701
kim@superauctions.com

Tammy Duckwall
Duckwall & Co, Inc.
P.O. Box 580187, Tulsa, OK 74158
(918) 836-3611, (918) 838-1004
duckwall@duckwallauctions.com
www.dciauction.com

Allen Entz
United Country Entz Auction & Realty
905 North Blake Street, Hydro, OK 73048
(405) 929-9650, (405) 663-2099
allenentz@hotmail.com
www.rogerentzauction.com

Norman Grant
Grant Auctions
Rt 2 Box 236-A, Idabel, OK 74745
(580) 208-2848, neg4020@sbcglobal.net

Delvin Heldermon
Heldermon Sales Company Inc.
Rt 2 Box 145, Sulphur, OK 73086
(405) 205-1116, (580) 622-5754
DelvinHeldermon@hotmail.com

Charles O'Hara
Gregg Pickens Auction Co.
P.O. Box 2112, Stillwater, OK 74076
(405) 714-0175, (405) 533-2600
ohara@hotmail.com, www.greggpickens.com

OREGON

Michael Abbott
Abbott Auction Services
13790 Forest Service Road
Camp Sherman, OR 97730
(541) 595-6755, mike and stefani@msn.com

PENNSYLVANIA

John Atanasio
Art World Television LLC
2805 Brookhaven Dr.
Morrisville, PA 19067
(908) 265-7681,

Ellen Miller
Cordier Antiques
2151 Market St.
Camp Hill, PA 17011
(717) 731-8662
emiller@cordierantiques.com

SOUTH CAROLINA

Deborah Broadway
645 Holland Lane,
Camden, SC 29020
(803) 432-4956
(803) 432-0636
stokes6471@bellsouth.net

Karen Graham
Sperry Van Ness/Commercial Properties, LLC
1250 Fairmont Ave.
Mount Pleasant, SC 29464
(843) 881-9898 ext. 200,
(843) 881-7532
southernresidentialproperties@comcast.net

John Henry III
John T. Henry Auction
2748 Cultra Rd., Conway, SC 29526
(843) 907-1492, (843) 365-2072
jthenry@sccost.net
www.johnthenryauction.com

Gerard Thibodeaux
Stick Realty Services
117 Duck Pond Road
Columbia, SC 29223
(837) 362-525, stick@kahndevelopment.com
www.stickrealty.com

William Vaughan
110 Tanager Circle
Greer, SC 29650
(864) 236-5376
whvaughan@charter.net

TENNESSEE

Patrick Greer
1528 Lews Ct., Murfreesboro, TN 37128
(931) 703-6563, daddydaddy1@hotmail.com

Lacey LaFuze
191 Mulberry Lane, Cleveland, TN 37312
(423) 505-1353, lynee0214@aol.com

David J. Richardson
Richardson Real Estate
P.O. Box 908, Linden, TN 37096
(931) 589-2455, (913) 589-3951
jarrod@richardsonresales.com

Terry Rucci
Prudential Auctioneers
3173 S Church St.
Murfreesboro, TN 37127
(615) 278-1700, (615) 278-1705
trucci@realtracs.com

TEXAS

William Barnett
WBSI
P.O. Box 1504, Needville, TX 77461
(281) 546-9997, (832) 201-7680
wb@wbisi.com, www.wbisi.com

Robert DiPretore
8215 Kopman, Houston, TX 77061
(713) 906-0479, dipretore@hotmail.com

Caleb Edwards
P.O. Box 52501
Midland, TX 79710, (432) 967-1305,
cegigem@yahoo.com

Jennifer Haley-Faucon
ABC Restaurant Equipment
P.O. Box 2627, Rowlett, TX 75030
(214) 607-4424, (214) 607-4644
jennifer_faucon@hotmail.com

Paul Hatfield
13440 Challaburton Drive
Farmers Branch, TX 75234
(214) 675-4304, hattrickpsh@gmail.com

Travis Kaddatz
Kaddatz Auctioneering
P.O. Box 152, Mertens, TX 76666
(254) 205-2710,
travis-kaddatz@yahoo.com

Morgane Montgomery
2316 CR R
Lamesa, TX 79331, (806) 759-3057,
mulechey@yahoo.com

Joe Webb
Webb Auctions
P.O. Box 375, Childress, TX 79201
(940) 585-7484,
joe@webbauctions.com
www.webbauctions.com

Landon Womack
P.O. Box 914, Mount Vernon, TX 75457
(903) 348-5184,

AnnMarie Zetelski
Park West Gallery
150 Golf View Drive.
Montgomery, TX 77356
(713) 501-0487, (936) 488-6105
zetelski@consolidated.net

VIRGINIA

Brett Brumbaugh
6242 Sedgewick Drive
Roanoke, VA 24018
(540) 343-3627,
mbcb1@cox.net

James Crittenden
14975 General Puller Hwy
Hardyville, VA 23070
(804) 776-7595,
tcritndn@aol.com

Dennis DeLappe
2023 Bishop Creek Rd
Lynch Station, VA 24571
(434) 369-4653, (434) 832-1175
ddelappe@helloworld.com

Bernard Mayton
9724 Paragon Drive
Richmond, VA 23228

Danny Niblett
8940 Miller Lane
Vienna, VA 22182
(703) 475-4497,
dcniblett@aol.com

Micah Torrence
Torrence, Read, & Forehand Auctions
2508 Langhorne Rd
Lynchburg, VA 24501
(434) 610-3182,
micah@trfauctions.com
trfauctions.com

Grover Wilson
Wilson Auction Co.
27388 Mine Run Rd
Rhoadesville, VA 22542
(540) 854-7289, (540) 854-5301
tony@tonysusedparts.com

Thomas Wine
6382 Blacksburg Rd
Troutville, VA 24175
(540) 966-4216,
winedogcrazy5@aol.com

Washington
Lourdes Beck
Charles W Beck Enterprises
5730-A Ruddell Rd SE
Lacey, WA 98503
(360) 455-8229, (360) 491-0642
cwbk@earthlink.net

Mark Harman
3099 Edgewood Lane
Bellingham, WA 98226
(360) 223-5589,
rmharm@aol.com

Colin Murphy
James G. Murphy Co.
18226 68th Avenue NE
Kenmore, WA 98028
(425) 486-1246
(425) 483-8242
cmurphy187@gmail.com
www.murphyauction.com

WISCONSIN

MaryJane Daniels
Re\max Universal
4027 S. Business Drive
Sheboygan, WI 53081
(920) 946-4401
maryjanedaniels@remax.net

West Virginia
Donald Harrison
145 Main Avenue
Nitro, WV 25143
(304) 395-1908, wharrisons@charter.net

CANADA

Donny Lee
Danbury Sales
4122 Bathurst
Toronto, ON 0
(416) 630-5241, (416) 630-6260
dlee@danburysales.com

SOUTH AFRICA

Robert Whiteley
Realnet Holdings
151 Nicolson Street
Brooklyn, Pretoria, Gauteng 181
27124604605, 27124603173
rob@realnet.co.za
www.realnet.co.za

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Upcoming state association events...

April 29: New Hampshire Auctioneers Assoc., Hillsboro, NH
 May 20-21: Massachusetts Auctioneers Assoc., Braintree, MA
 June 1-3: Nebraska Auctioneers Assoc., Omaha, NE
 June 3-4: Arizona Auctioneers Assoc., Mesa, AZ
 June 7-10: South Dakota Auctioneers Assoc., Rapid City, SD
 June 10-12: Alabama Auctioneers Assoc., Gulf Shores, AL
 June 14-17: Texas Auctioneers Assoc., Corpus Christi, TX

AUCTION INDUSTRY RESEARCH STUDY

The National Auctioneers Foundation has been proud to help fund the groundbreaking Auction Industry Research Study, which was commissioned by NAA and conducted by MORPACE International and Harris Interactive.



The results identified the gross revenue sales in each auction category, providing statistics for the media and Auctioneers to show how vital the auction method of marketing is to the U.S. economy. NAF provided \$200,000 in initial funding for this study and helps fund quarterly updates.

THIS PROJECT POSITIONS NAA AS THE LEADING SPOKESMAN WORLDWIDE FOR THE AUCTION INDUSTRY

Visit your NAA Merchandise Center

For assistance or to place an order call 866-331-0112

Keychain
A7012

Leather Briefcase #7011

Sandwich Bill Hat

A4009

Mini Gavels

Kensington Writing Pad 2008

To place an order call 866-331-0112 or
 Log on at www.auctioneers.org
 and look for us in the Members Only Area!

A6015 (M)
& A6016 (W)

protect your interests

NAA Auction Action on CAPITOL HILL

This is your opportunity to educate
all elected officials about the

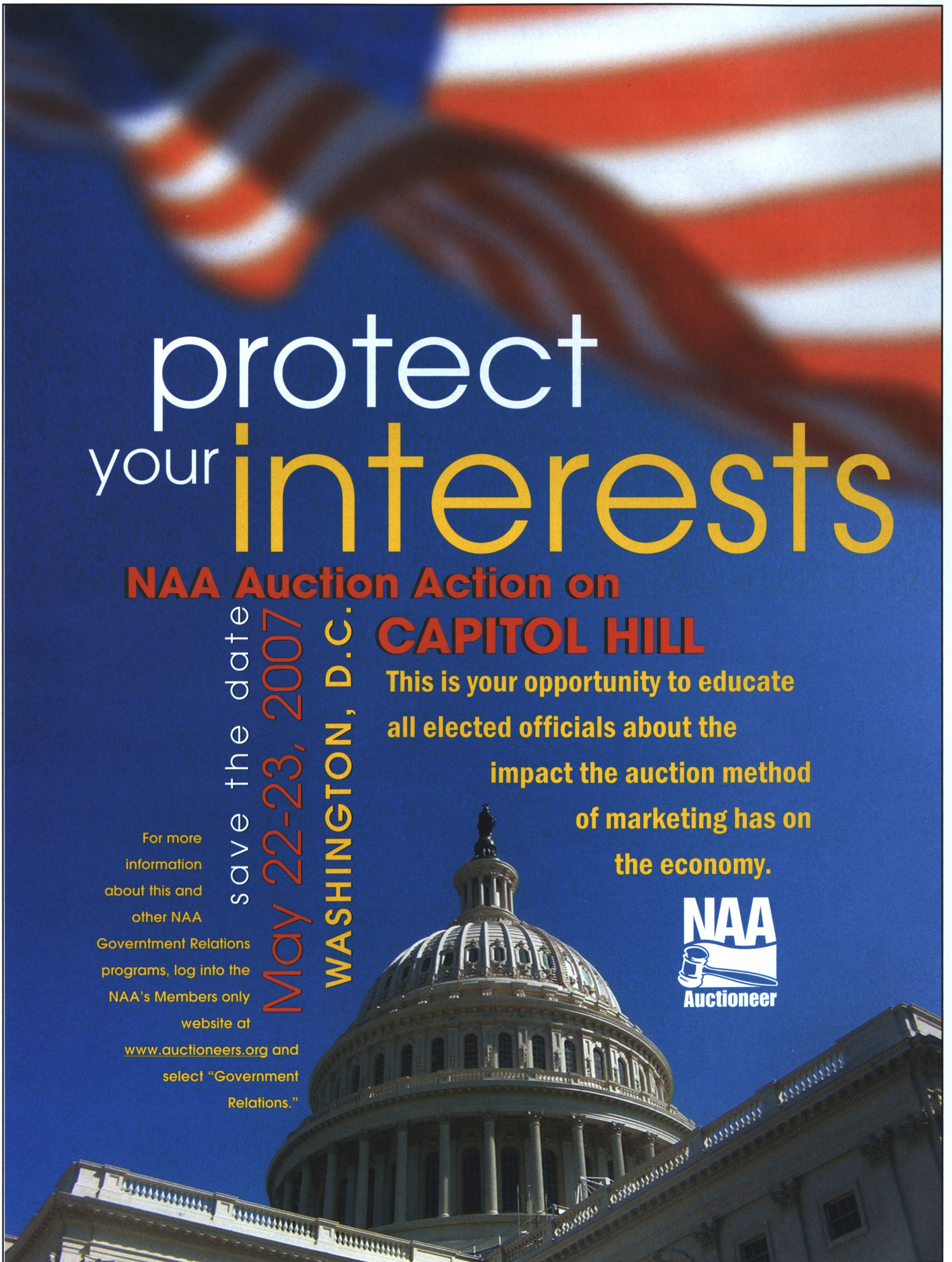
impact the auction method
of marketing has on
the economy.



For more
information
about this and
other NAA
Government Relations
programs, log into the
NAA's Members only
website at

www.auctioneers.org and
select "Government
Relations."

save the date
May 22-23, 2007
WASHINGTON, D.C.



Thank you to our advertisers

1-800 The-Sign.com	4
Amplivox Sound Systems	Inside Front Cover
Antique Trader/Krause Publications	25
Auction Flex	3
Auction Services	74
Auction X-Press	23
Behr, Paul C.	47
Bidz.com	Inside Back Cover
CUS Business Systems	9
E. R. Munro	58
Evans, Ron	51
Goodfellows	65
Hudson & Marshall, Inc.	59
Industrial Publishing	12
International Society of Appraisers	32
Johnson, Willie	37
Kiefer Auction Supply Co.	35
Kuntry Kustom RV	4
Lampi Auction Equipment	55
Lowderman, Monte	20
LuJohns Enterprises/Bidder Central.com	47
McAtee, Chuck	41
Mendenhall School of Auctioneering	Inside Front Cover
Mullis, Harry	51
Nitz, Jay	65
Multi Par Bidding System	4
Performance Printing, Inc.	51
Professional Ringmen's Institute	40
Proxibid	27
Reppert School of Auctioneering	53
Rigby, Brian	48
Satellite ProLink Inc.	49, 63
Soldii / Proven Software	58
TASS	54
Texas Auction Academy	33
United Country Auction Services	Back Cover
Williams & Williams	7
World Wide College of Auctioneering	37

Legal questions, continued from 26

or both parties. In other words, there is not always a claim for some type of monetary damages. A declaratory judgment action would allow the court to consider your business and the restrictive covenant to determine whether your business would violate the restrictive covenant, before entering into a long-term lease of the building.

Unless you are planning to enter into a long-term lease or a series of short-term leases, you may simply want to contact the prior owner to determine whether there is any objection to the use of the building for auctions. Another alternative may be to enter into a short-term lease. It appears that your lease may be only for a week or on a week to week term. If anyone claims that you are violating the restrictive covenant, you can simply provide notice to the owner of your intent to terminate the lease and walk away from the property.

Auxiliary, continued from 24

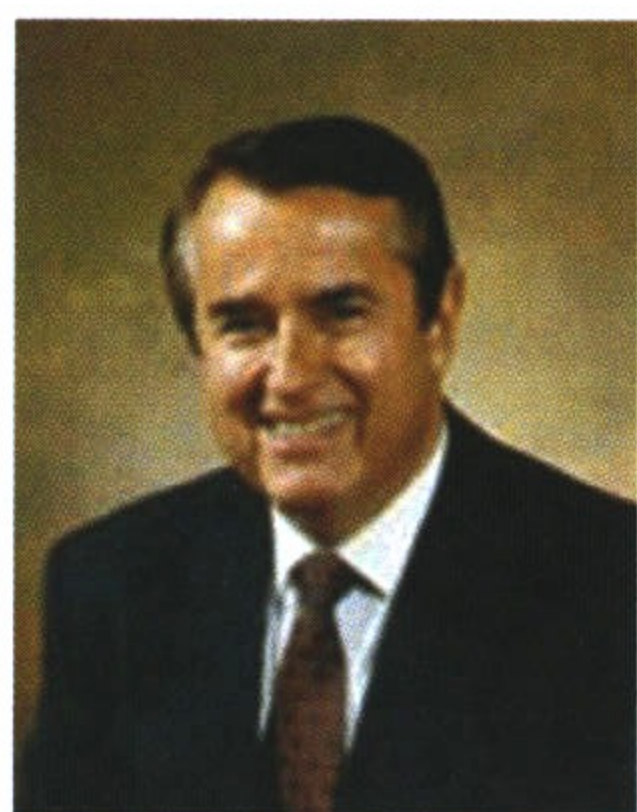
maybe, worse yet, have you had to document performance deficiencies and lay the foundation for terminating an employee whose performance is completely unacceptable to the company?

Membership and active participation in a Toastmasters International Club could help you with all of these questions. Each meeting offers members an opportunity to listen to prepared speeches. Prepared speeches have time limits, time limits that force speakers to recognize just how much material it takes for a five to seven-minute speech, as well as just how short that time really is. For every prepared speech, another club member provides an oral evaluation, pointing out strengths that are already evident for the speaker, as well as areas and tactics for improving the presentation. There's also a segment to rehearse responses to those sudden unexpected questions.

Typically, a club assigns one person to plan those questions and to select two or more attendees at the meeting to hear the question for the first time during the meeting and provide a 1-2 minute response within 30 seconds of hearing it. Many clubs meet weekly, providing frequent, regular opportunities to practice all the skills I've mentioned.

Founded in 1924, Toastmasters International today includes over 200,000 members worldwide, with over 10,500 clubs in some 90 countries. Visit www.toastmasters.org to learn more and to locate clubs available in your area.

Improving communication skills for yourself and your company could be the characteristic that differentiates your organization from others. It just might help you land that next "big deal."



JOHN PECKHAM IS THE EXECUTIVE DIRECTOR FOR THE REAL ESTATE CYBERSPACE SOCIETY. IN THIS COLUMN IN *AUCTIONEER*, HE PROVIDES TIPS FOR USING TECHNOLOGY IN THE BUSINESS WORLD.

INTERNET TRICKS AND GREAT PLACES

TRICK #1: CONTRACTOR STRESS PREVENTION KIT

www.angieslist.com

Need a contractor to fix a cabinet, to replace glass, anything around or in the house? This site comes with a modest fee, but if you've ever gone through the stress of hiring a contractor, you should find this site invaluable.

The contractors are rated by those who have hired them. Most ratings are brutally honest. Each review includes detailed information about the type of work done, the cost of the job and grades for responsiveness, quality, punctuality and professionalism. There are also vignettes describing the details of the experience with the contractor, often laudatory, but sometimes hostile.

This web resource can save you a ton of grief the next time you need work done around the house.

TRICK #2: GET THE DISCOUNTS YOU DESERVE

www.dealmine.com

You may not know this, but everyday there are discounts galore available to you that you probably pass up. These folks track over 30 discount programs and there's a good chance you belong to some of them, whether you know it or not.

If you belong to AAA, AARP, American Express, VISA, Delta SkyMiles, American AAdvantage or many more listed there, you can go to this site, enter the product you want to purchase and get price comparisons covering discounts available to you. For example, bet you didn't know that AAA members get a 10 percent discount on all purchases at Target.

GREAT PLACE #1: WHAT IN BLAZES IS THAT FILE?

<http://filext.com/index.php>

Ever receive an email with a file that won't open? Want to find out what program to use to open the file? Here's the place to find out.

You can also get a lot more information on the file type than you will ever use. All the good basic information is there along with links to the program vendor where there is sometimes a free evaluation copy available. You can also often find a way to view the file contents that bypasses the required program. A bit techie, but valuable when you need help fast.

GREAT PLACE #2: CHECK THAT DEALER FIRST

www.dealerrater.com

Stop by this great place before you buy a car or have one repaired. With this information you can go in armed with the experience of previous customers. Customers visit this site and rate the dealer on a scale of 1, as lowest, to 5 as highest. Each dealer is rated on customer service, quality of work, friendliness, overall experience and price. The most enlightening evaluations are the customers' vignettes describing their experiences doing business with the dealer.

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at www.REcyber.com/reintelligence/cybertips.htm. Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at bostonjack@earthlink.net. The Society's worldwide web office is open 24 hours a day at www.REcyber.com. Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at www.REcyber.com/reintelligence/cybertips.html. StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2007. RECS.

NAA Resources

NAA Membership and Meetings

For meeting registration, membership applications, and changes to your membership record, contact the **NAA Member Service Department** by phone: 913-541-8084 or 888-541-8084, ext. 15; fax: 913-894-5281; or e-mail: info@auctioneers.org.

PROGRAMS

St. Jude and NAA Partnership

NAA members have raised nearly \$4 million to help children since 1999. Opportunities for members to participate vary from donating a percent of auction proceeds to holding a "special" fundraising auction for St. Jude Children's Research Hospital.

International Auctioneer Championship

NAA hosts the largest bid-calling championship in the world each July during the annual Conference and Show. Participants can register beginning in February through the Conference and Show registration process. This contest has both a men's and women's division and awards a \$10,000 cash prize, a trophy and ring. A promotional video will also be aired nationwide and feature the winners.

International Junior Auctioneer Championship

The NAA's youngest Auctioneers compete in a bid calling contest in front of a live audience each July during the annual Conference and Show. Open to youth age 12 to 21, the IJAC Champion will win \$1000, a trophy and complimentary registration into the adult division of the International Auctioneer Championship once the winner meets the minimum age requirement for the IAC.

International Ringman Championship

Professional Ringman to be featured in NAA's Ringman Competition. Ringman play a vital role and have significant impact on the success of an auction. NAA is eager to recognize their efforts and reward them for a job well done. A trophy, a \$5000 cash prize and a championship ring will go to the champion of the IRC, sponsored by the Professional Ringman's Institute. A promotional video will also be aired nationwide and feature the winner.

National Auctioneers Day

On the third Saturday in April, National Auctioneers Day is designated to recognize the creative efforts of Auctioneers and the benefits of the auction method of marketing. For more information about National Auctioneers Day see the March issue of *Auctioneer*.

NAA Marketing Competition

NAA has developed a special awards program to recognize the creative efforts of Auctioneers. The award presentations take place during the annual Conference and Show in July. Call for entries along with the rules and regulations are included in the Conference and Show brochure that is sent with the February magazine. This was formerly called the Photography, Advertising and Auction of the Year contest.

President's Award of Distinction

The President's Award of Distinction is awarded to an Auctioneer for his or her contributions to the industry and profession. This prestigious award is given during the annual Conference and Show in July. The NAA President, along with the NAA board of directors, make this selection.

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, GPPA and CES. Visit www.auctioneers.org to learn more about NAA's business-boosting programs, or e-mail us: education@auctioneers.org. Phone: 888-541-8084 (extension 23 and 28).

Online Education

Earn continuing education credits by taking auction-related classes at home. NAA Online, in partnership with the Nashville Auction School, provides six classes, with more planned in the future. Price is \$95 for NAA members. For details call 931-455-5840.

SERVICES

Auction Calendar

Members are allowed to post their auctions on the NAA Auction Calendar on its web site—www.auctioneers.org. NAA's site receives over 4 million hits per month and increases the exposure of member auctions.

NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases. Cashless Commerce now has a very low rate of 1.67 percent available to all NAA members. Call Cardmaster Solutions at 866-324-2273.

Discount Advertising Rates

Reach the buyers with Important Publications. Use your exclusive auction advertising programs. Your NAA membership entitles you to discounted advertising rates with *USA TODAY*, *Wall Street Journal*, *Investor's Business Daily*, and *The Network of City Business Journals*. For more information call 800-510-5465.

Discussion Forum

Allows members to share information online in a quick and easy manner. Any question that you have pertaining to the auction profession can be easily addressed by other members of the association. Check this frequently, as many topics are discussed on this forum. Call NAA Web Services at 913-541-8084 or 888-541-8084 ext. 25 or log on to www.auctioneers.org for more information or to sign up.

Access NAA Online

NAA's Web site, www.auctioneers.org, Provides fast and convenient access to people, practices, ideas, and resources. Your member account allows you to connect online with colleagues and stay in touch with what is happening in the industry and profession. NAA's Web site is innovative and easy to navigate.

Free Web Site Development & Hosting

Members can individualize information about themselves and their company as well as post all of their auctions. This free web site development also includes free web hosting service. To take advantage of this service log on to www.auctioneers.org. With \$75 domain name registration.

Government Relations

The Government Relations program tracks federal and state legislation impacting the auction industry and notifies you to take action on issues when appropriate. Through the Auction Action Network (AAN), you have the opportunity to sign up to become a member of NAA's government relations network to present a united voice on issues affecting the profession.

Health Insurance - NAA Insurance Plus Program

NAA is able to offer solutions that can provide you and your loved ones with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! Affordable and comprehensive healthcare solutions for you and your family. Act now by calling (800) 292-3797!

NAALive.com

NAALive.com provides members live web casts of on-site auctions, allowing you to attract bidders worldwide for \$125 fee & a 1.5% commission for items sold. To take advantage of this service by login on to www.NAALive.com or call 877-456-LIVE.

Office Products and Supplies

Purchase office products and supplies that you use every day in your business with discounts up to 80% off current retail. Call toll free to order your catalog. Next day shipping of order is free. To take advantage of this service log on to www.auctioneers.org or call 866-606-4601, ext. 318.

Prescription Drug Program

Program is free to members, families and employees and provides a discount pharmacy card that provides overall savings of more than 20 percent. Call 888-541-8084, ext. 15; fax: 913-894-5281; or e-mail: info@auctioneers.org for your pharmacy card today. Help line 888-229-5383.

State License Laws Guide

Guide covering principal requirements in each jurisdiction to assist members with questions on individual state requirements. Log on to the members only section of www.auctioneers.org for more information.

Travel Services

The lowest available member rates for travel—Guaranteed! NAA Travel handles all of the annual Conference and Show and Winter Seminar arrangements. This service is free and can be used for all your business

or pleasure travel needs. Call NAA Travel at 877-363-9378.

PRODUCTS

Audio CDs

Audio CDs of the recorded NAA Educational Conference sessions can be purchased by e-mail: craigm@cmcg.com or calling 800-747-8069; fax: 818-957-0876. For a complete listing of available sessions, log on to www.auctioneers.org.

Books

This comprehensive 92-page legal guide, *Waiting for the Hammer to Fall*, A General Overview of Auction Law by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 888-541-8084, ext. 28; fax: 913-894-5281; or e-mail: info@auctioneers.org.

Membership Directory

This directory provides an up-to-date listing of all members and their contact information. This is updated annually and is published and sent to all members in April. For up to the minute membership directory, log on to www.auctioneers.org.

Merchandise

NAA provides a great selection of apparel and miscellaneous promotional items that members can purchase at very attractive prices. Log on to www.auctioneers.org for available products or 866-331-0112.

Newsletter

Have the four-page Auction Advantage newsletter sent to a list of your customers four times a year for only 45 cents per mailing per customer. The newsletter is customized with your photo and company contact information. NAA creates and mails the newsletter. For details call 913-541-8084, ext. 15.

Opportunity Kit

To request an *Auctioneer* or *Auction World* Opportunity Kit, please call 913-541-8084 or 888-541-8084, ext. 20; fax: 913-894-5281; or e-mail: wdellinger@auctioneers.org. To learn more about the benefits of advertising please call 913-541-8084 ext. 20.

Buyers Guide

We have collected information from those companies who have developed products and/or services with the auction company in mind.

Customer Survey Card

NAA provides to you customer survey cards, which you can give to customers at your auction to get their feedback with 17 questions like "How did you learn about this auction?" The results can be used to improve your business. Send the cards to NAA and get a detailed report back. An order form can be downloaded from the NAA website, or call member services at 888-541-8084, ext. 15.



The Reno Auction School was housed in this sturdy brick building and was represented by men in formal attire.

Next Month:

The May issue of *Auctioneer* will feature a cover story about ringmen and a section with profiles of each candidate seeking election this July for an NAA officer position or a seat on the

board of directors.

The cover story will tell about the increasing role of professional ringmen today and how they bring more money and professional reputation to auctions that employ them. This coverage in *Auctioneer* is in keeping with NAA mission to serve all persons in the competitive bidding industry, including ringmen and auction company staffs. This education and focus helps Auctioneers and the entire industry.

Candidates seeking election to NAA offices will be elected during NAA's 58th International Auctioneers Conference and Show in July. Each candidate answered seven questions posed by an NAA committee. Their answers, biographies and photographs will be featured in a section of the May magazine to enable readers to evaluate the goals and experience of each candidate prior to the election.

Add NAA email to your address book

Don't miss out on the regular emails that NAA sends to all members regarding association programs, seminars, notification of deaths of members and other timely news. To ensure that you receive the emails that the NAA sends, please add our email address, naamemberservices@auctioneers.org, to your address book, or your "trusted or approved sender list." In the Outlook software program, the address book is under the "Tools" menu option or under the "To" button when you are composing an email. In Outlook 2003 and AOL 9, images from any sender who is not listed in your address book or approved sender list will not be shown. Add our email address will also aid in making sure our emails get to you and not lost in spam-filters.

AuctionServices.com

EMPOWERING
THE AUCTION INDUSTRY

**We provide
the products,
tools and
services
that will
power your
company in
the digital age.**

NAL Newsletters
Custom Scripting
Custom Web Design
Automated Product Lists
Multiple Hosting Packages
Automated Auction Calendar
Featured Email/Auction Marketing
TOTAL Email Management Software

☎ 540.345.9811

✉ info@auctionservices.com

Auctioneers Join The NAL
<http://nationalauctionlist.com/subscribe/>

FREE!

SELL TO US. BUY FROM US

- THE LARGEST INTERACTIVE ONLINE JEWELRY AUCTION HOUSE IN THE WORLD
- MORE THAN 5 MILLION SATISFIED CUSTOMERS ALL OVER THE WORLD
- OVER 50,000 UNIQUE ITEMS TO CHOOSE FROM READY TO SHIP
- ALL AUCTIONS START AT \$1 NO RESERVE 24/7, 365 DAYS A YEAR
- WE BUY DIRECTLY FROM MANUFACTURERS AND SELL STRAIGHT TO THE CONSUMER

SELL TO US, WE'LL PAY YOU MORE !

BUYERS ON DUTY 24/7

CALL: 310-280-7341

EMAIL: WHOLESALE@BIDZ.COM



YOU DON'T NEED A BIGGER GAVEL. JUST A BIGGER NETWORK.



If you want to put more bang in your business, call United Country Auction Services. We're the only national full service auction franchise, with over 3,500 professionals in more than 600 offices across the United States. Recognized by the Wall Street Journal as one of the top 1% of all franchise systems, and by ABC News as the experts in rural real estate, United Country has what it takes to help you make the most of every auction opportunity:



- Nationwide referral network, delivering more than \$80 million of auction referrals to our franchisees this year alone
- Industry-leading Web site, with over 800,000 visitors and 21 million page views per month
- Industry's best national buyer database, featuring more than 300,000 profiled names
- National and local advertising of your auctions and capabilities
- Comprehensive marketing services to assist you on the "must-win" proposals
- No-fee buyer leads from the home office
- Auction planning and execution expertise provided by nationally renowned industry leaders, including past and current presidents, chairmen, directors and committee members of the National Auctioneers Association
- Support staff of more than 80 professionals with experience in all business disciplines
- Proven operating systems, auctioneer training, leading technology and field support
- Strong national brand with more than 80 years experience bringing buyers and sellers of real estate together

WHEN YOU'RE READY TO GROW YOUR AUCTION BUSINESS,
PUT UNITED COUNTRY AUCTION SERVICES TO WORK FOR YOU.



FIND YOUR FREEDOM

800-444-5044

**United
Country®**
Auction Services