

Auctioneer

SEPTEMBER 2007

The official publication of the National Auctioneers Association

58th International *Auctioneers*

Conference & Show

JULY 16-21 SAN DIEGO

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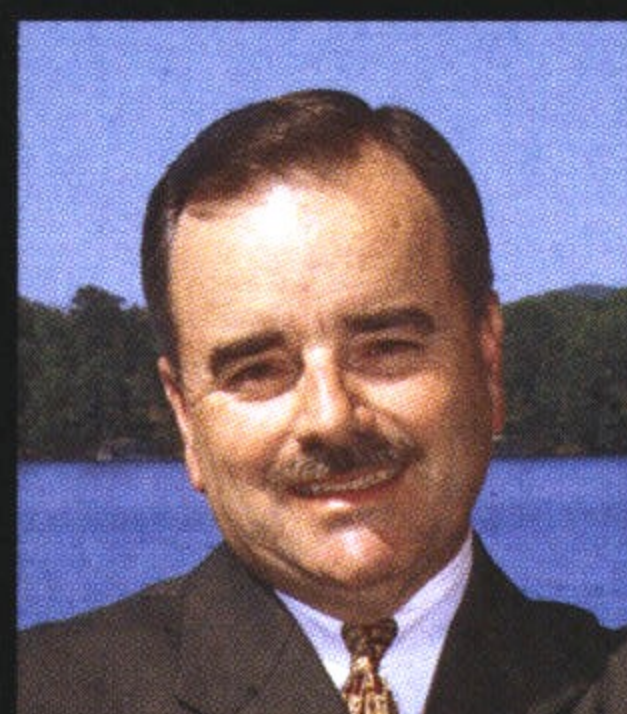
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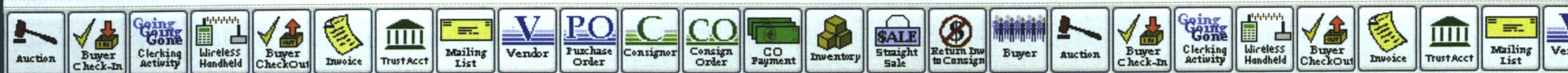
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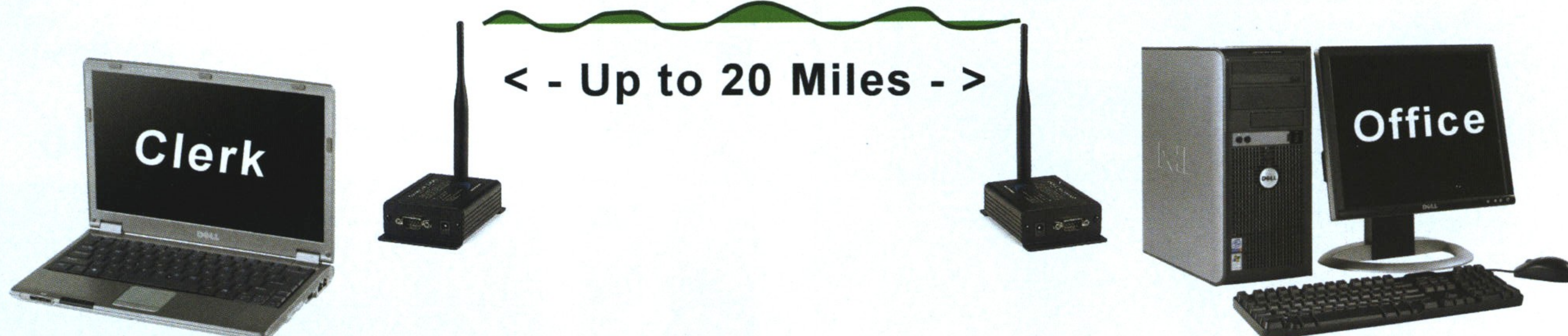
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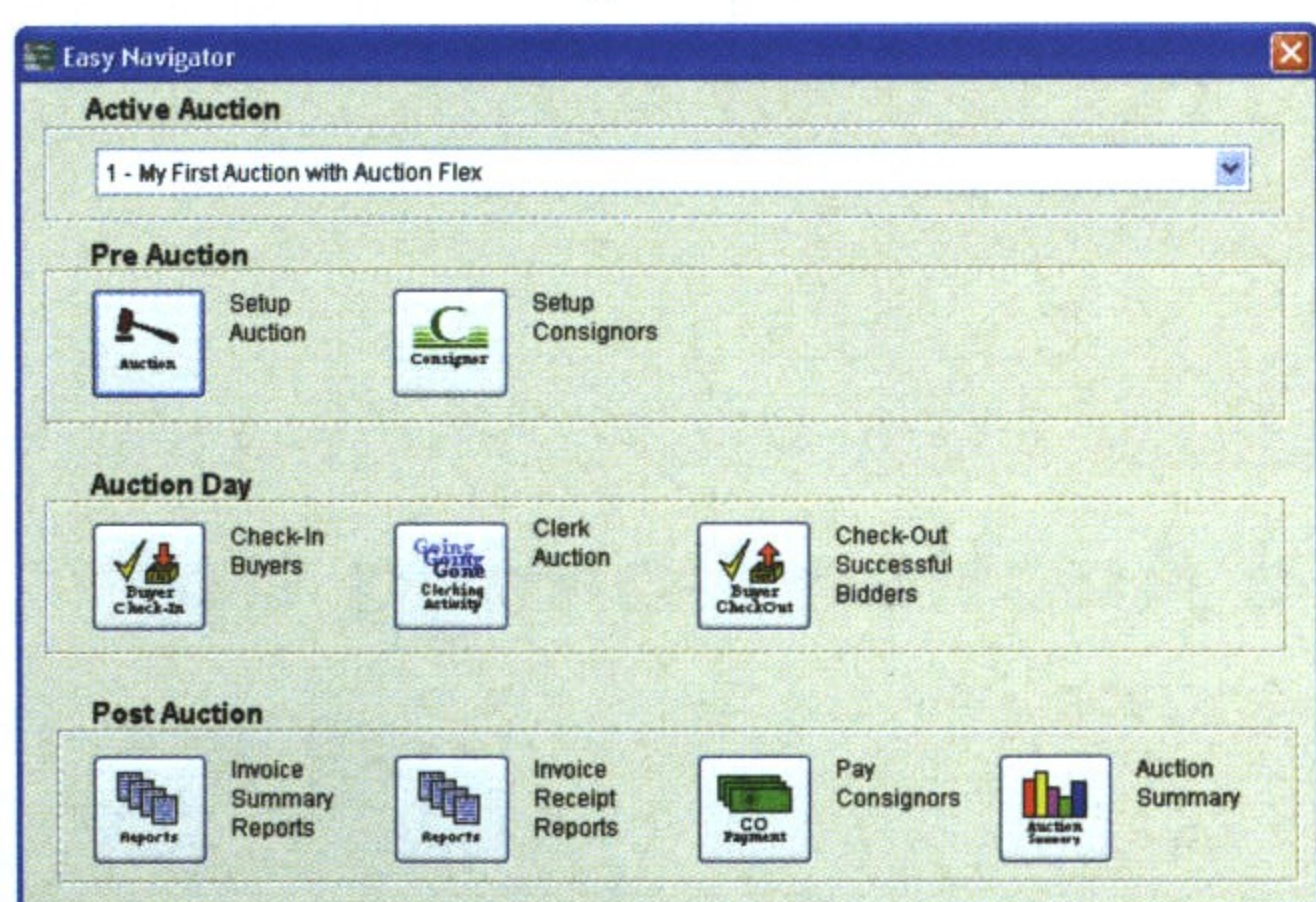


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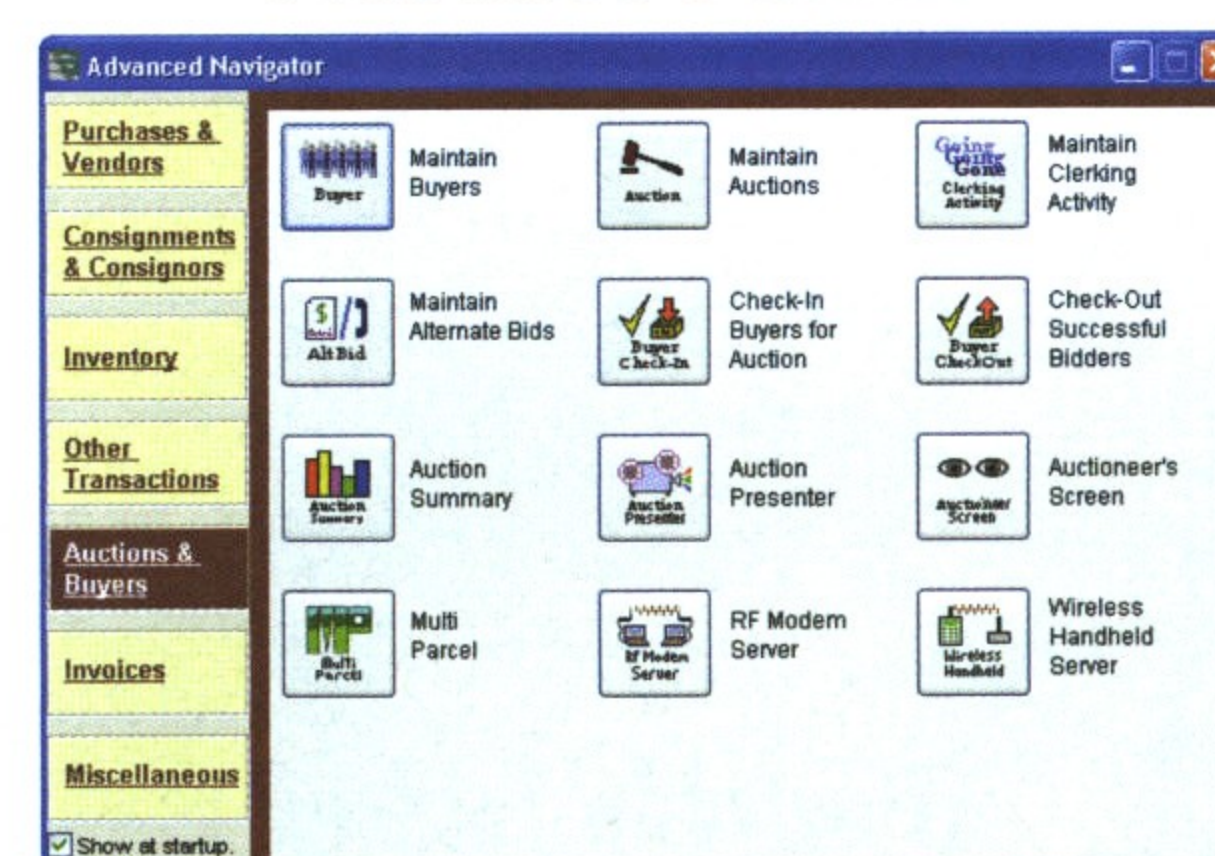
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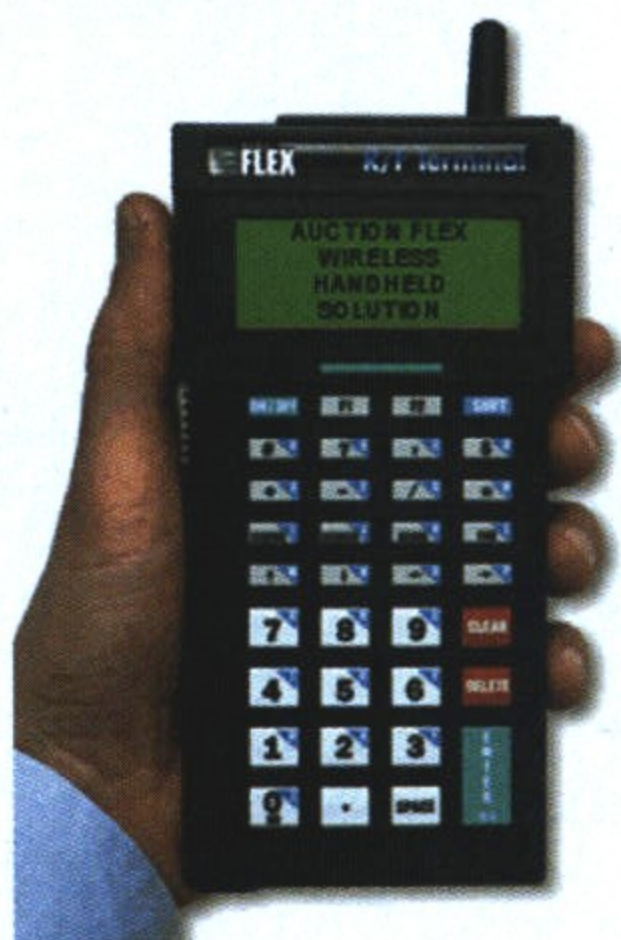
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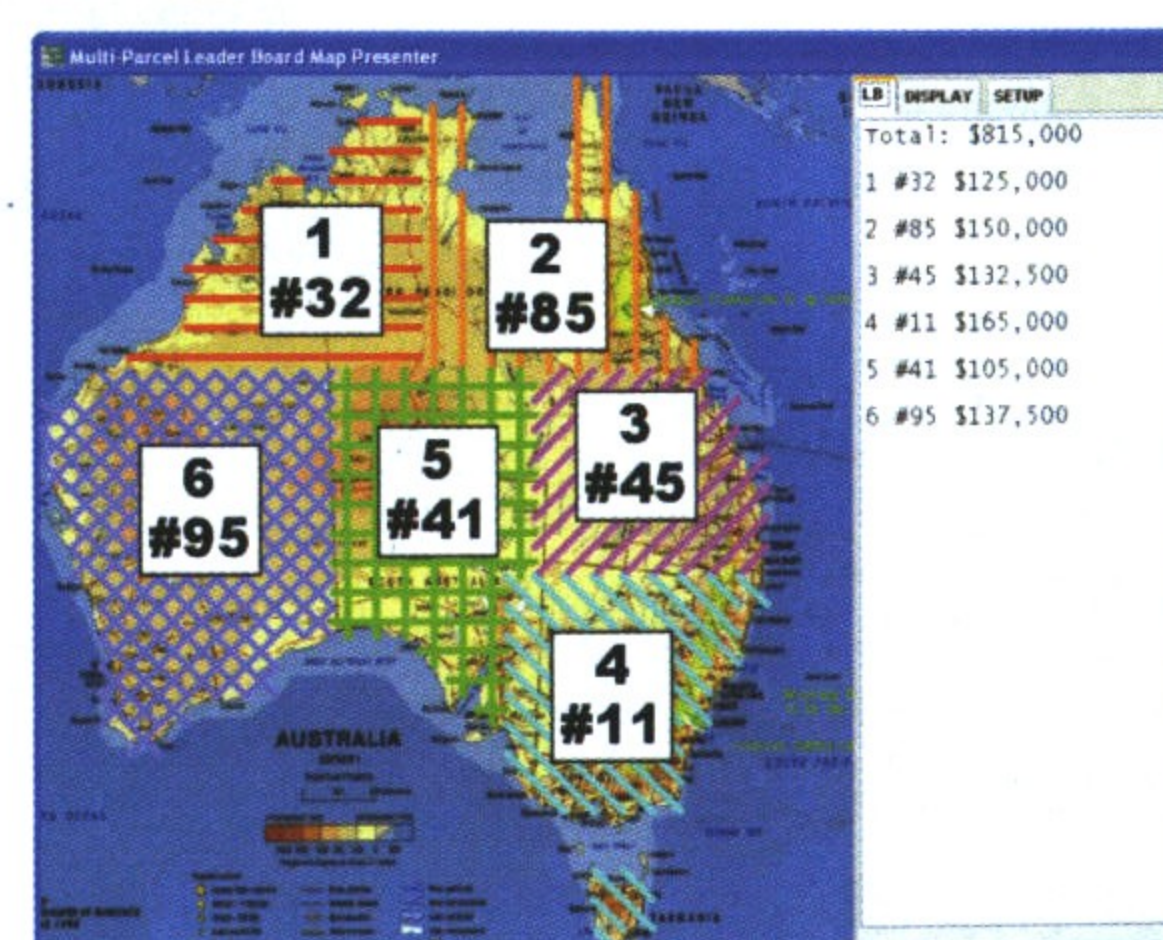


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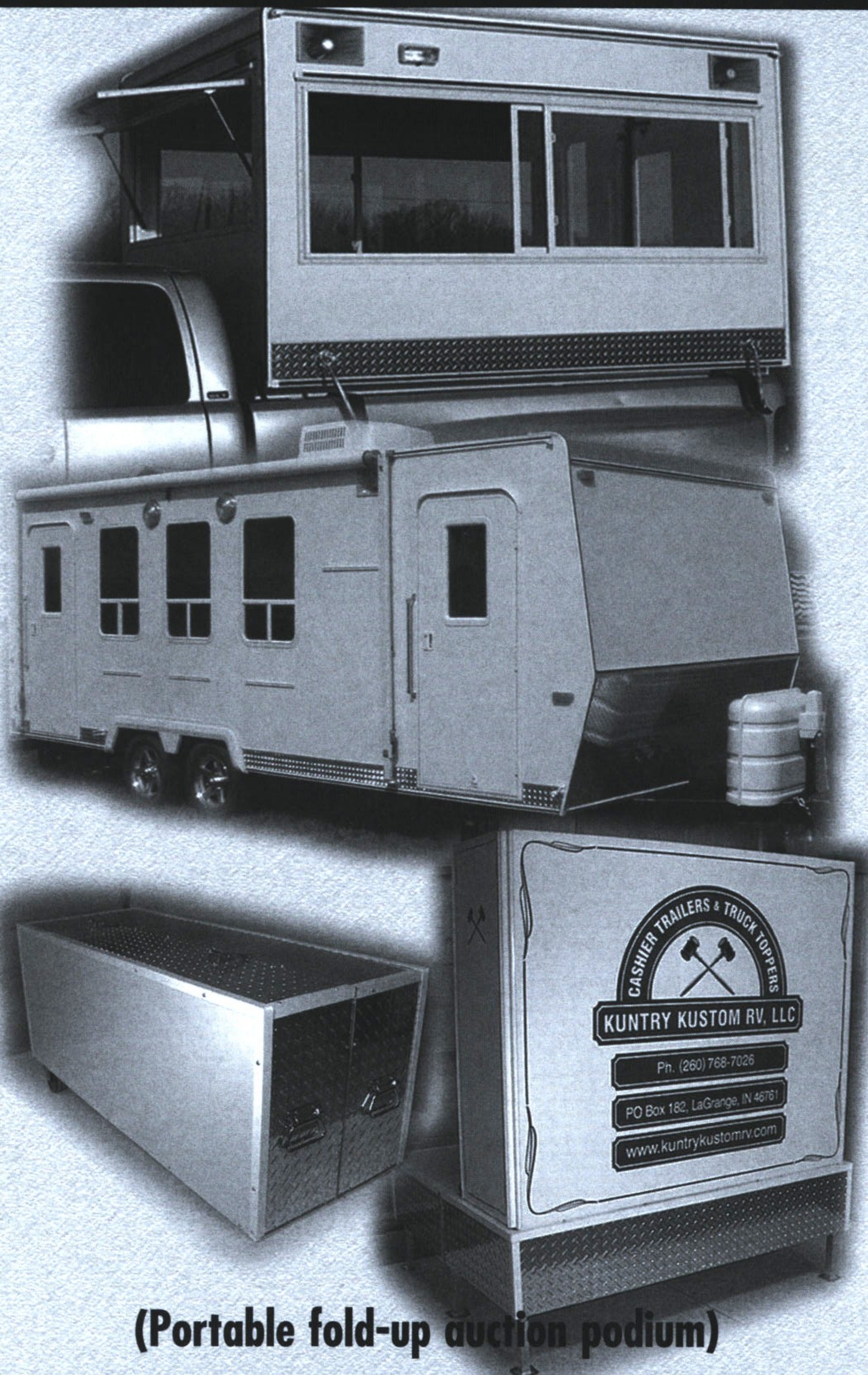
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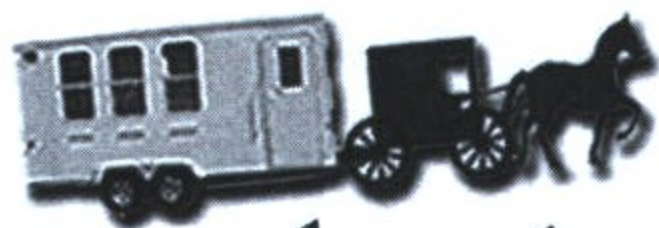
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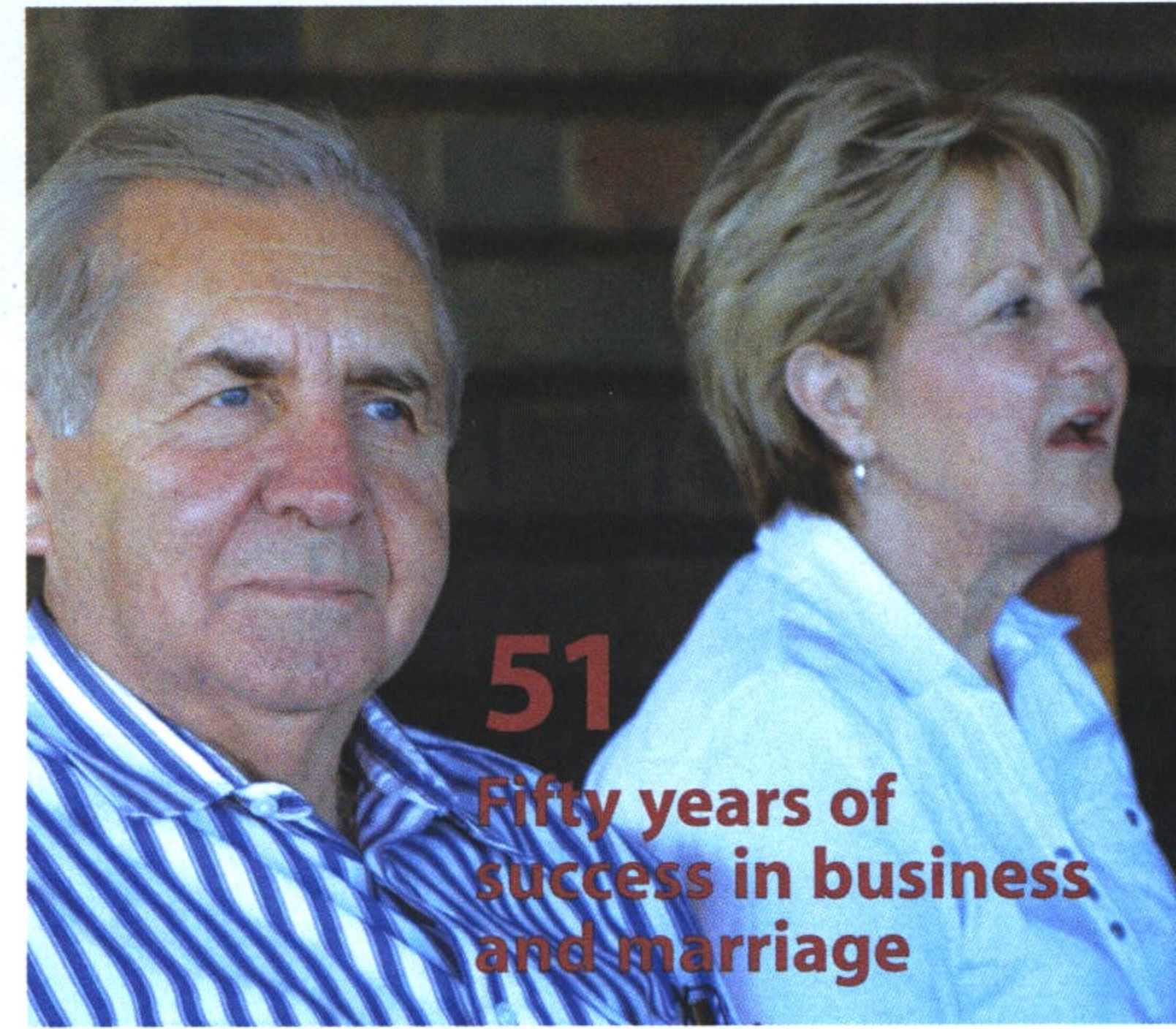
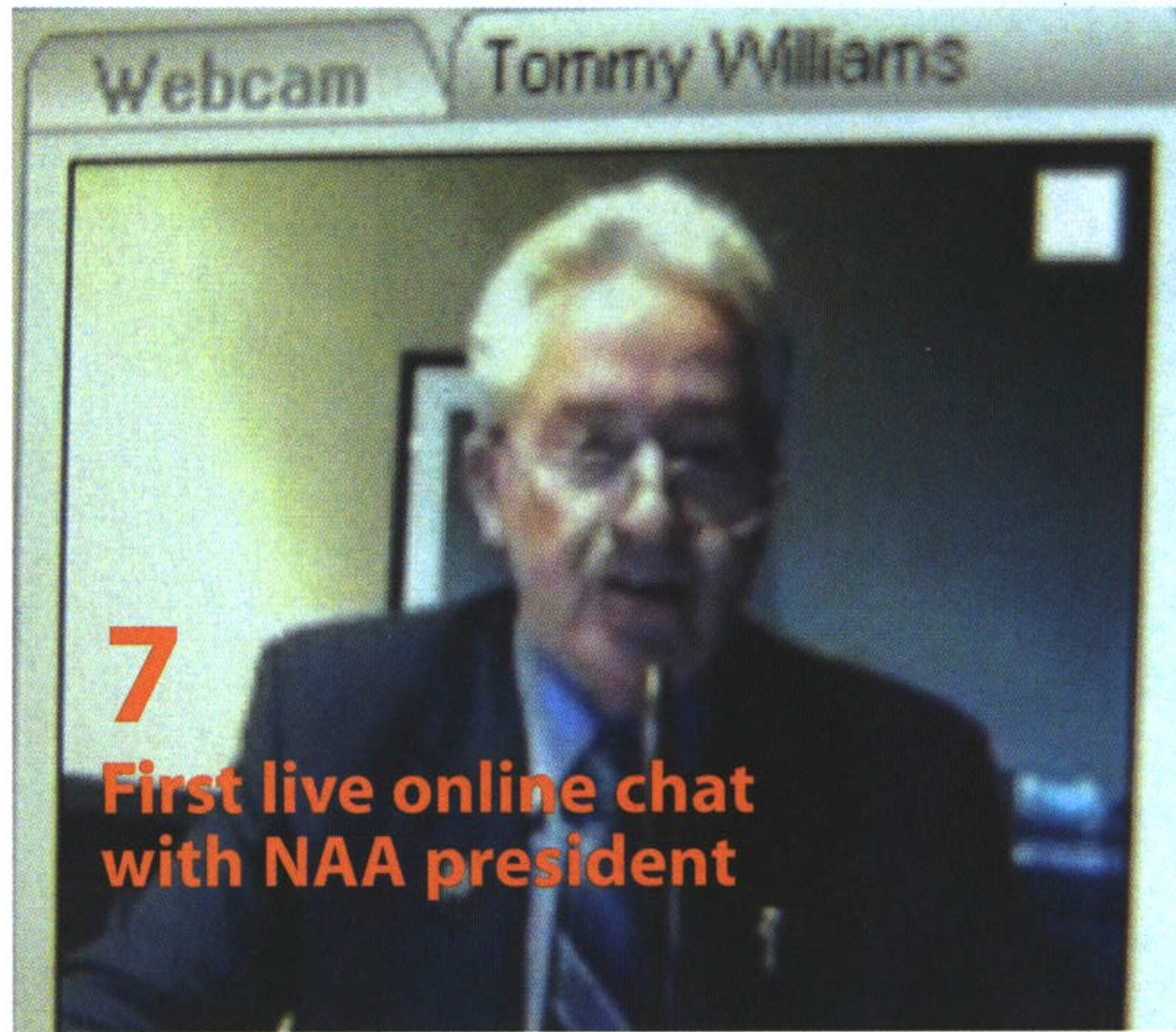
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On the cover

Individuals honored at NAA's 58th International Auctioneers Conference and Show are featured on this month's special expanded cover. About 1,500 Auctioneers from around the world attended the event.

The photos include NAA's 2007 Hall of Fame inductees, Larry Theuerer, Cookie Lockhart, and Spanky Assiter. 2007 IAC winners, Denise Shearin and Bryan Knox. International Ringman Contest winner Angie Meier. International Junior Auctioneer Championship winner Trev Moravec. Auxiliary Hall of Fame inductees Judy Marshall and Velda Fannon.

NAA President's Award of Distinction winners; Joe R. Wilson, Jane Campbell-Chambliss, Robert (Bob) Hamilton, and Pat Vredevoogd Combs. Details about all these events and individuals are in the cover story.

Cover photos by Mat Mathews, Steve Baska, Ryan Putnam, and contributors.

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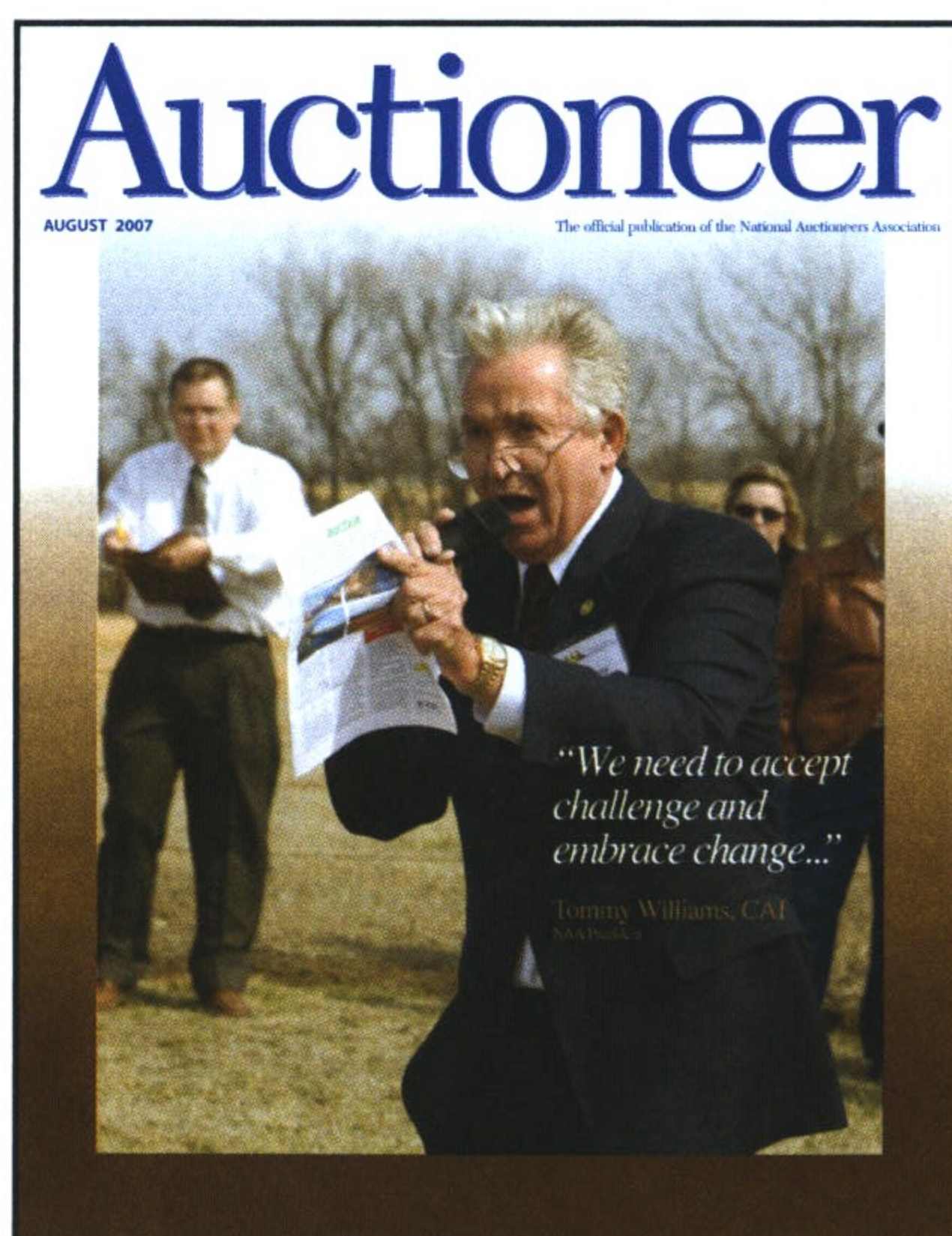
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Members embraced newcomers at conference

Dear CEO Robert Shively,

Even though the NAA annual conference in San Diego in July was my first NAA conference, I found the theme and content of the entire conference was so inspiring and educational; moreso because of the thoughtful choice of topics and speakers. Overall, the conference was a great experience...I am looking forward to the next one.

The single most important thing I took with me was the amazing manner in which NAA members embrace each other, particularly us newcomers. Maybe the size of the U.S. market makes it possible for NAA member to share information and experience without the fear of strengthening competition to their detriment.

Everyone was accessible and always willing to assist - from President William Sheridan, to President-elect Tommy Williams, CEO Bob Shively, NAA personnel and ordinary NAA members. Before the conference I had the enriching experience at the Benefit Auction Specialist course that was conducted by Lance Walker. I also found it amazing that a benefit specialist like Kip Toner also attended the entire course. For me, such commitment demonstrated the sharing culture of the NAA family. The cooperation between Lance and Kip during the course epitomized the NAA spirit.

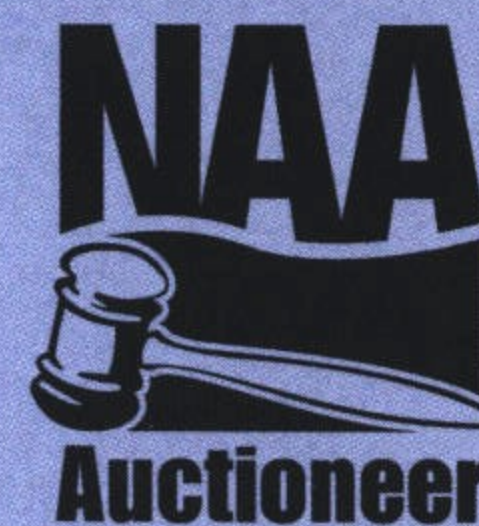
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First live online chat with NAA's president is a success

NAA members logged into a website on August 7 to pose questions to new NAA President Thomas Williams, CAI, in the association's first live online chat with a president.

Participating members' names and questions appeared written on the right side of the webpage for all to see, and Williams appeared live on a web camera in the left lower corner of the page. As he answered questions his voice was heard live by the participants.

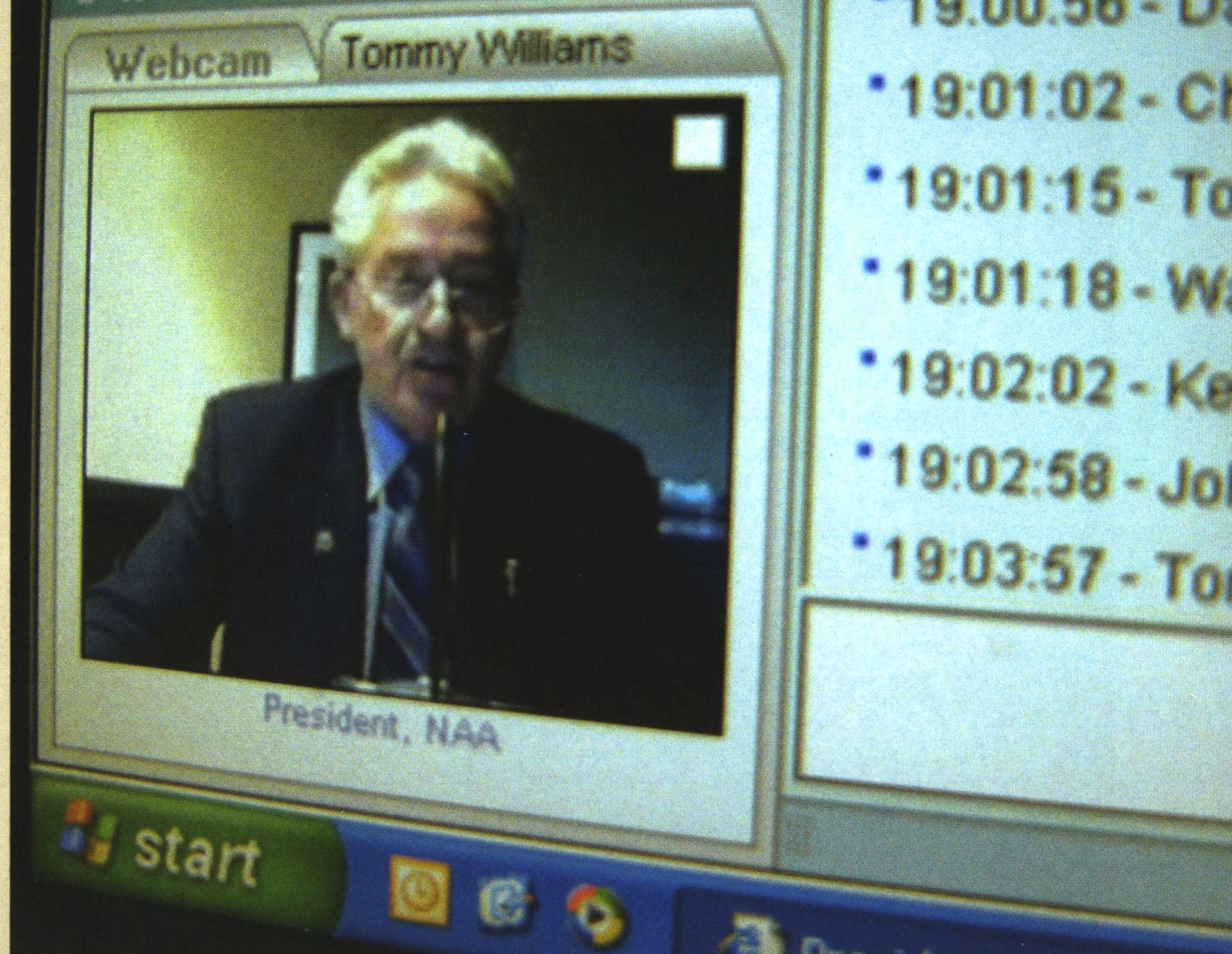
Participating member Kenny Lindsay said "I think this chat with the president is a spectacular idea and I can see this becoming a very popular feature with our membership."

Williams said after the event "I think this went very well for our first event. I am here to help you, the members, and I want to thank you for this opportunity."

This Internet chat meeting can be joined from your office or home. A computer with speakers (for the audio) is required. The dates for the next chat events are: September 4, October 2, November 6, December 4, and January 8 (the 1st falls on Tuesday so the chat was moved forward one week).

One important issue Tommy Williams wants to discuss with members is how to handle change in the auction industry. Members are encouraged to ask any questions they desire.

The following are a sampling of questions and answers from the August 7 event.



Sitting before a web camera, NAA President Tommy Williams appeared on the left bottom corner of the computer screen as members' names and questions appeared on the right side.

Question: Does the Internet help or hurt the auction industry?

Answer: The Internet will be one of the greatest helps to the auction industry ever invented. We need to be tech savvy. Everyone will use it differently. Don't be afraid of it. Auctioneers will use it in different ways.

Question: How can we get our auctions broadcast on the new Auction Network? (a cable TV network that will debut in the fall on the Internet in its first phase).

Answer: I think we need to look at this like Fox News Network or other cable networks. You would run an ad on the network to point viewers to your auctions. Also, I understand there will also be a process by which the network chooses which auctions to film and broadcast, and more details on that will be made available later.

Question: As a livestock Auctioneer, what does NAA have to offer me?

Answer: Auctioneers in any category can benefit from NAA programs like insurance, credit card usage and other things you would not have access to as an individual. Networking is perhaps the best thing has to offer.

Question: We can't post auctions on our local MLS service. Any suggestions on how we can change that?

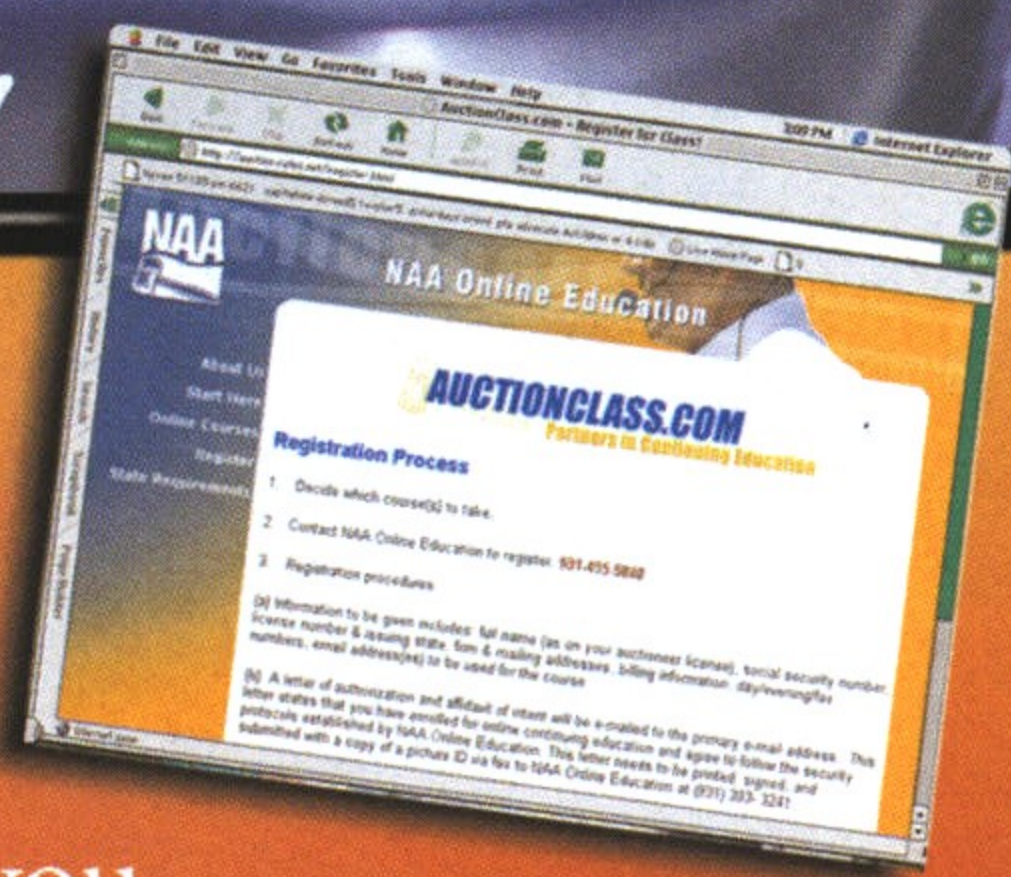
Answer: Walk in personally and have a face-to-face conversation with the person who runs the MLS. I know they want a list price for the property, but you can give a broad price range and explain that the listing is for an auction. I think most MLS system operators will find it beneficial to them to come up with a solution.

continued on 77

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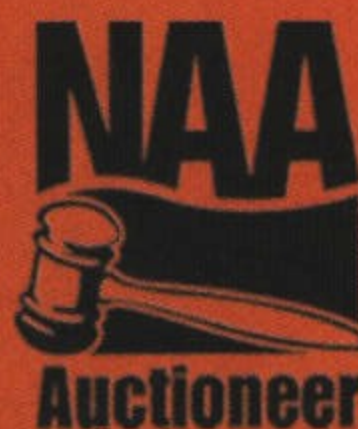
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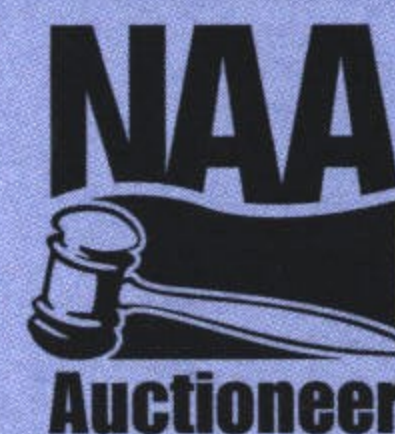
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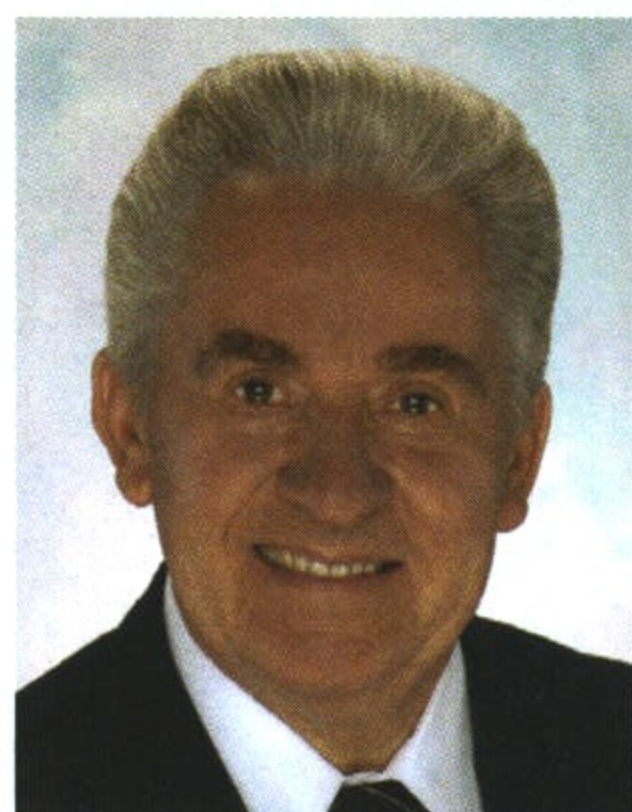
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Once you commit to attend NAA's Conference, the benefits are tremendous

BY Thomas L. Williams, CAI
NAA PRESIDENT

*"Once you attend a Conference and Show your auction life will never be the same."
-Auctioneer Marty Higgenbotham, CAI*

Marty made this statement above during his remarks at the opening of this year's NAA Conference and Show in San Diego in July. This statement made me pause and reflect, and prompted this article. I reflected on my 44-year auction career and instantly recognized the simple truth of these few words.

I joined NAA in 1963, but failed to attend Conference and Show for all the typical reasons until 20 years ago. I have never missed one since.

By anyone's standards I had a very successful, if not enviable, auction career established before that first conference. However my auction business changed radically for the better from that first conference onward. The friendships made, business contacts formulated, and endless ideas borrowed from hundreds of other successful Auctioneers not only changed my business, but also my life.

The reasons for not attending are always the same simple excuses. The excuses serve us well because they let us avoid that most serious of all human endeavors, true commitment. Once we truly commit we always rise to and accomplish the task. We will put forth the effort; do the work to make it happen. That is the scary part; we now must live up to the commitment or look in the mirror and say we failed ourselves. That is very serious, indeed.

I am going to highlight a few things you would have a clearer understanding of if you had attended. Some would simply take more money to your bottom line, some would make your auction life more enjoyable, and some of the ideas presented

could change the landscape of the auction industry as we know it today. However your biggest loss of all is the friendships not made, relationships not enhanced and thoughts exchanged in the hallways that won't happen for you.

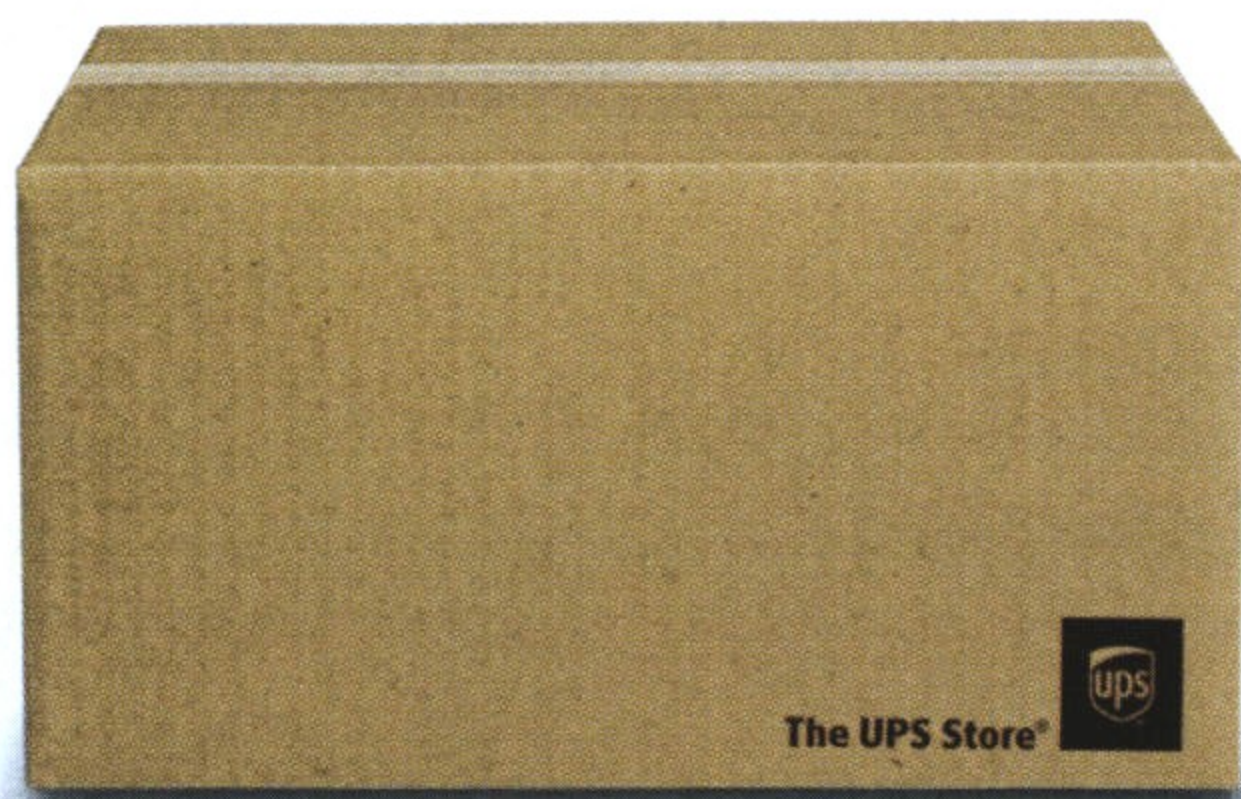
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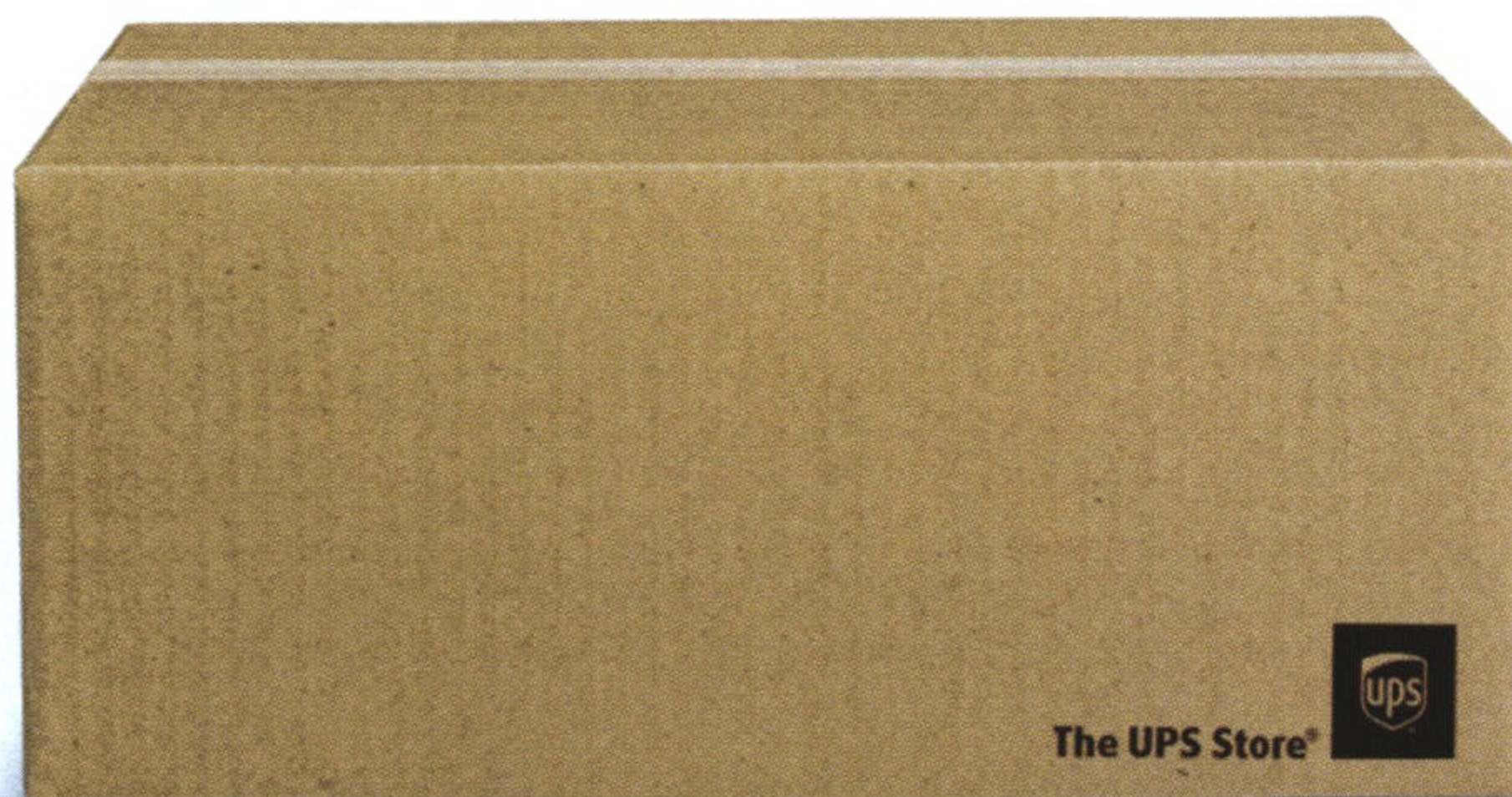
- The unveiling of the "Auction Network" and its public relations possibilities for the world of auctions staggered the imagination of everyone. Many have believed the world is clamoring for auction information and stories, the network will make it available 24/7, and world-wide.

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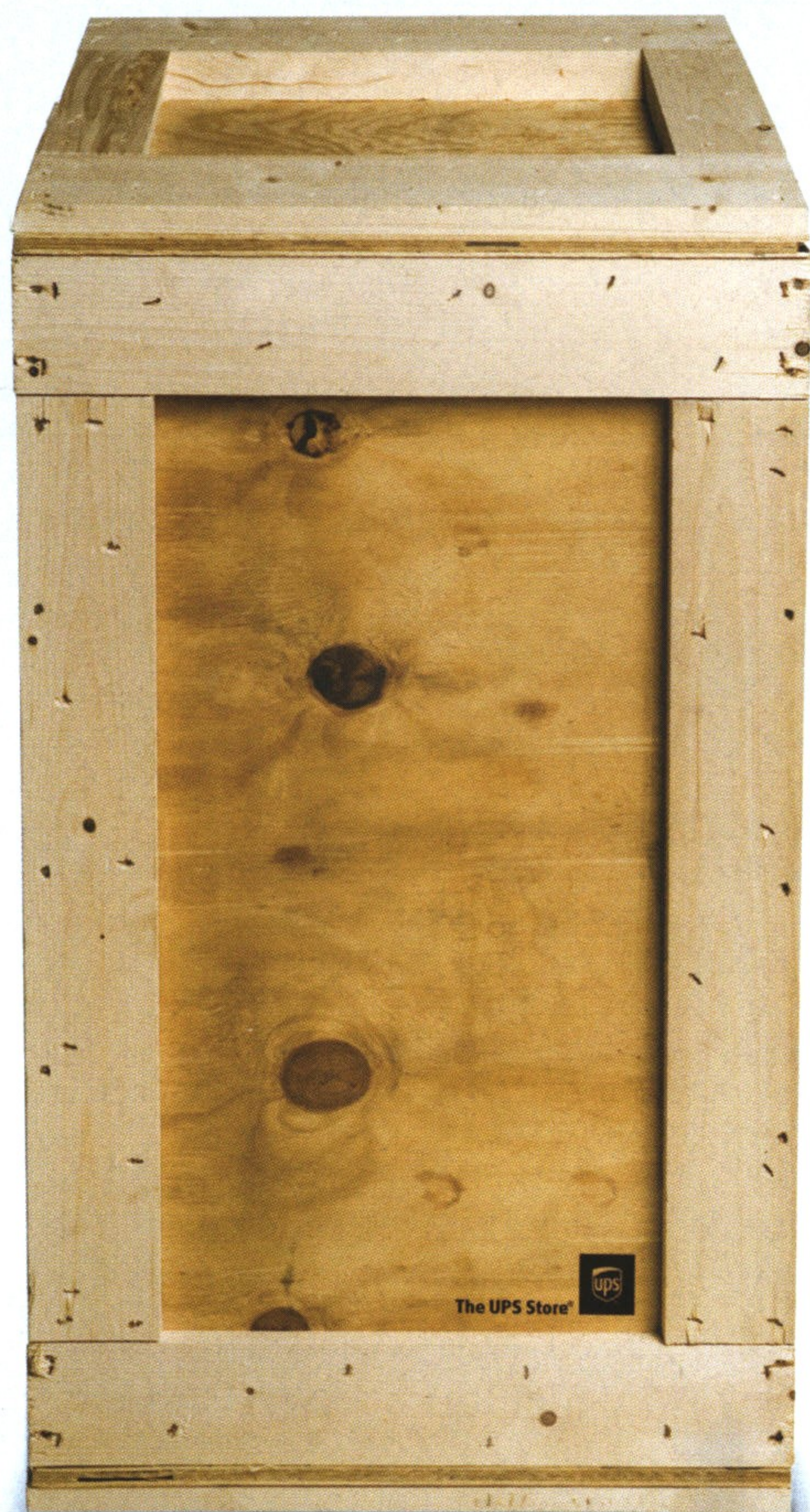
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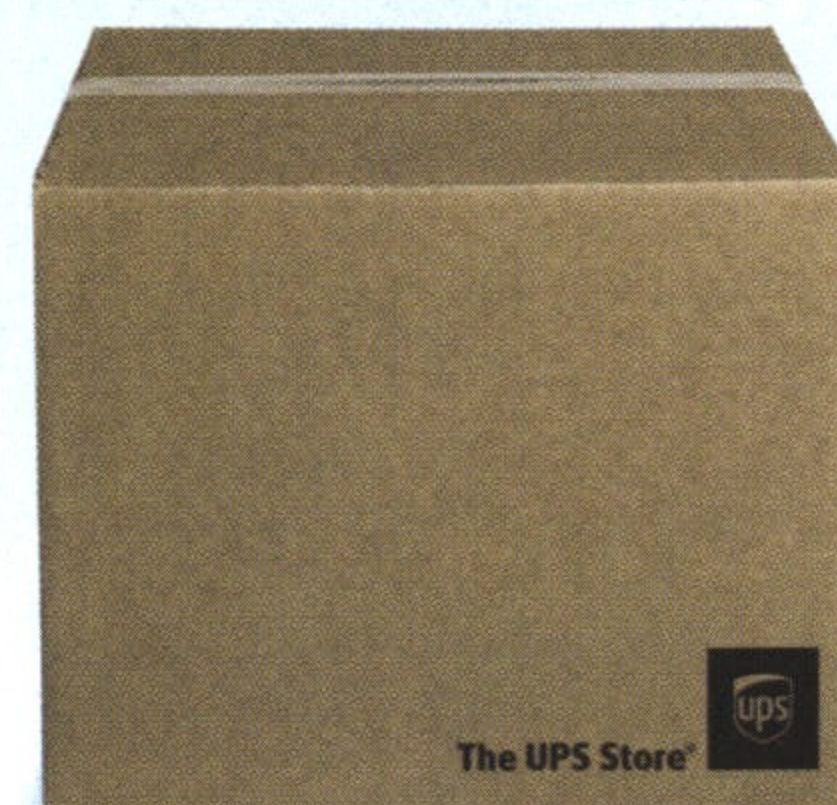


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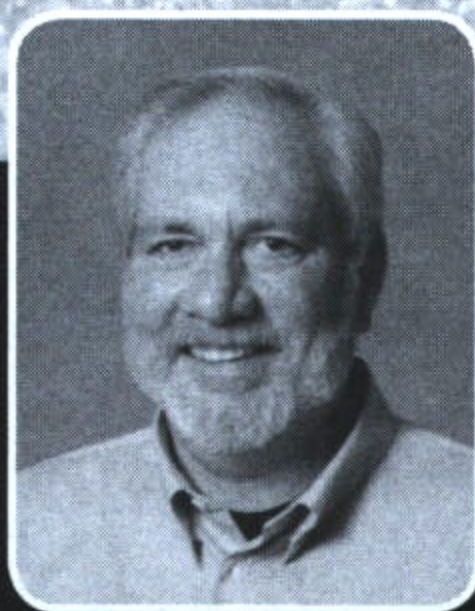
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NAA Education Institute

Listed by Event

Winter Seminar

December 9-11, 2007

Bloomington, IN

Winter Symposium

January 27-29, 2008

Lake Tahoe, NV

Designation Classes

AARE Accredited Auctioneer, Real Estate

AARE 100

November 4-5, 2007

San Antonio, TX

AARE 200

November 6-7, 2007

San Antonio, TX

AARE 300

November 8-9, 2007

San Antonio, TX

Benefit Auctioneer Specialist

October 6-9, 2007

Denver, CO

January 13-15, 2008

Columbia, SC

CES Certified Estate Specialist

October 8-10, 2007

NAA Headqtrs.

January 31-Feb. 2, 2008

Charleston, WV

CAI Certified Auctioneers Institute

March 16-21, 2008

Bloomington, IN

GPPA Graduate Personal Property Appraiser

101 Basic Appraisal Writing & Research

September 16-17, 2007

NAA Headqtrs.

December, 2007

Tucson, AZ

201 Personal Property Appraisal Valuation

September 18-19, 2007

NAA Headqtrs.

301 Antiques & Residential Contents

September 20-21, 2007

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December, 2007

Tucson, AZ

301 Manufacturing/Process Equipment

September 20-21, 2007

NAA Headqtrs.

December, 2007

Tucson, AZ

301 Construction/Agricultural Equipment

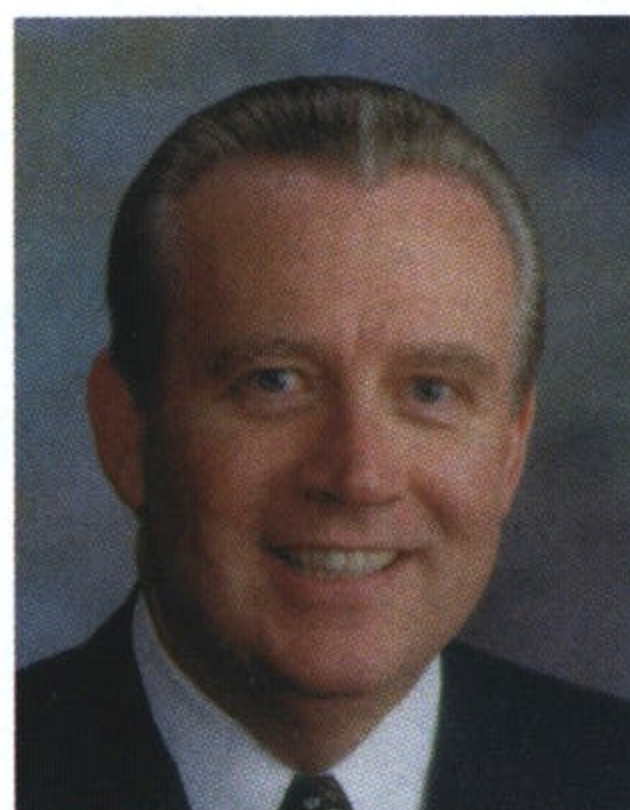
September 20-21, 2007

NAA Headqtrs.

December, 2007

Tucson, AZ

Are you interested in bringing NAA Education to your area? Call 888.541.8084, Ext. 28
Check the NAA website for changes and additions.



Creating the future

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.

Individuals and organizations generally know that focusing too much on the past can be limiting and that living in the present has many benefits. So we know how to handle past and present relatively well.

It is the future that has people befuddled. When things seem to change at such a rapid pace, a reaction of confusion isn't all that surprising.

But, while it might be very challenging to try to predict the short- or long-term future, it is not really a desirable option to make no choices, to create no plan for your future, or your business's future. Yet, this is increasingly the choice I find others making.

Many people "choose" not to make any choice because it is difficult, full of uncertainty and the possibility of making mistakes and failures. But, by choosing inaction, they float along and let other people's actions determine the way forward. These are followers, not leaders.

That reminds me how songwriter Stephen Sondheim expressed the following lyrics in the song "Move On" from the musical "Sunday in the Park with George:"

*"Stop worrying where you're going--
Move on,
If you can know where you're going
You've gone,
Just keep moving on.
I chose, and my world was shaken--
So what?
The choice may have been mistaken,
The choosing was not,
You have to move on."*

I am glad that NAA's Board of Directors has the courage to make choices and lead the association in specific directions for future success.

Last month in *Auctioneer*, NAA President Tommy Williams shared his vision for NAA and the goals that he has set for himself and the organization. He wrote that "No one knows the future; however, I think we can make intelligent calculations of what the future might hold. I feel there are two critical issues we must face individually and at NAA. How we deal with them possibly well dictate our success or failure. First and foremost we are embarking on the greatest opportunity in the history of competitive marketing. Those that adapt and understand the scope of this opportunity will prosper beyond their wildest dreams. The second is the change and innovation that is occurring in every aspect of our business and it is happening at light speed. The key is not to show fear or animosity to change or innovation, but to embrace it, rising to the challenge it presents."

What great advice! Whichever way you choose for your business, be sure to embrace change. Maybe you want to venture more into real estate or benefit auctions or other specialties. Go forth with courage!

While Tommy has only a year to build the road he has chosen for NAA, the direction he has set will have lasting implications for the association -- much like the impact our current Chairman of the Board, Bill Sheridan, did last year during his Presidency in initiatives like the relationship building with the National Association of Realtors.

President Williams is both a visionary and a builder and his enthusiasm, energy and passion for the industry, profession and especially NAA is contagious.

Don't just sit back and enjoy the ride--GET INVOLVED in NAA's future! You can be part of leading your industry, as well as your own business.



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NAA Buyer's Guide

Stop spending time searching...it's all here

Whatever you need to make your business profitable, we have it listed on the NAA Buyer's Guide. You have at your disposal, and within a few mouse clicks, the first comprehensive auction industry Buyer's Guide. We have collected information from those companies that have products and/or services with the auction industry in mind. The Buyer's Guide is a quick reference to find products/services, such as auction software, bond companies and Internet "Live" auction services as well as those companies that will help build your auction company.

- Need Health Insurance? You will find an affordable carrier here!
- Need a company to design your auction signage? You will find an appropriate vendor here.
- Looking to expand your auction audience through live Internet bidding? Check out your options under Internet Live Auction Services.
- Interested in taking credit cards as a form of payment at your auctions? See the list of companies under credit card processing.

The NAA Buyer's Guide is a comprehensive resource directory of auction industry vendors and services aimed at helping your business run more smoothly and increase revenues.

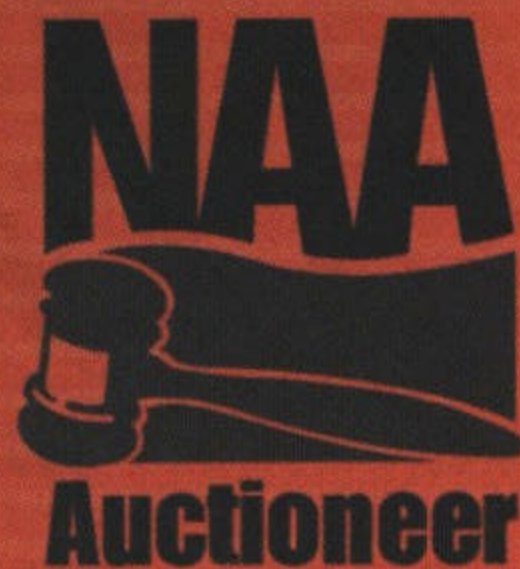
The screenshot shows the NAA (National Auctioneers Association) website. The header includes the NAA logo and the tagline "To Promote Professionalism of Auctioneers and Auctions Through Education and Technology". The main navigation menu on the left lists various services: Auction Calendar, Real Estate Auctions, Conference & Trade Show, Education & Designations, Association & Membership, News & Publications, Public Relations Center, Advertising & Promotions, Governmental Affairs & Licensing, and Affiliated Organizations. The central content area is titled "Buyer's Guide" and contains a brief introduction: "You have, at your disposal, and within a few mouse clicks, the first comprehensive auction industry Buyer's Guide. We have collected information from those companies who have developed products and/or services with the auction company in mind. The Buyer's Guide is a quick reference to finding products and companies that can help you build your auction company." Below this, there are three bullet points: "Need a company to design and host your company's web site? You'll find an appropriate vendor here.", "Looking for auction contracts? See the list of companies under Auction Supplies.", and "Looking to ease into the 21st Century with new clerking software? Check out your options under Auction Software." A paragraph follows: "While we can't offer recommendations on a specific product or company, we can point you in the right direction. The Guide contains a list of appropriate companies and their contact information. And while you've selected companies to help strengthen your hold on the market, your competition will still be struggling to figure out who the players are. What could be better than that?" The search interface includes a "Company" input field, a "Product Category" dropdown menu (currently showing "Advertising"), a "Results per Page" dropdown (set to "10"), and "Search" and "Reset" buttons.

Visit <http://www.auctioneers.org/custom/directory/buyersguide/Default.aspx> to learn more about NAA's Buyer's Guide.

The NAA Buyer's Guide is aimed at helping your business run more smoothly and increase revenues. It's like a resource center for auction professionals. It might be compared to a phone directory, but it's much more valuable because it's industry focused and provides a full description of each company's products and services along with complete company contact information. While we cannot offer recommendations on a specific product or service, we can point you in the right direction.

For your convenience, company website links are provided and easily accessible with a click of your mouse. Auctioneers can access it 24-hours-a-day online through the NAA website, www.auctioneers.org. It is just one more way that the NAA is committed to providing valuable services to its membership.

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RELATIONS AND
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Auction PAC

As we head into the 2008 election cycle, I am reminded of my early experiences in politics. As a young boy I always enjoyed a good parade. I particularly enjoyed those parades spent walking beside my grandparents and their candidates of choice.

To me, politics at that age was simple. My vote was based solely on the quality and quantity of candy I received from candidates. With miles of parades now behind me and having managed several federal and state campaigns personally, I can attest that while candy is important and even yard signs are essential, they won't win an election. The key factor in any successful campaign is simply, money.

While we would like to believe candidates can be elected without large amounts of campaign contributions, the fact remains that any under-funded campaign is a troubled campaign. Campaigns are a costly venture. The bigger the office, the bigger the price tag. Advertising, direct-mail, polling, yard signs, bumper stickers, phone banks, etc. Campaigns for Congress today cost millions of dollars and state legislative seats can cost upwards of a million dollars. To compete and win, it is essential to fundraise. Fundraising for campaigns comes in many forms, the majority come from family and friends, but more importantly from Political Action Committees (PAC).

While the term PAC may not be a familiar one, the fact is, PACs are what fuel the campaigns of this country. Everywhere you look there are PACs. Most major organizations maintain a PAC. These organizations range from labor organizations (AFL-CIO), corporations (Wal-Mart), or associations (American Bankers Association). A Political Action Committee (PAC) is an organization that uses individual donations from multiple donors to contribute to various candidates on behalf of the sponsoring organization or business.

The Auction PAC is the official political action committee of the NAA.

Donations from NAA members to the Auction PAC are contributed to federal candidates who support and advocate for the auction industry in Washington. Auction PAC proceeds also help fund NAA's annual legislative advocacy day in Washington, DC. Ultimately, the Auction PAC helps strengthen the auction industry's voice and presence when facing positive and negative legislation in the nation's Capitol.

With 33 members of the U.S. Senate and 435 members of the U.S. House of Representatives up for re-election in 2008, it is crucial that we raise sufficient funds for the Auction PAC this year and help support our friends in Washington who support auctions and hardworking people who represent the industry. Whether your contribution is \$50 or \$500, every donation helps support candidates who support Auctioneers and our important industry.

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To make a contribution to the Auction PAC, please send a check payable to: National Auctioneers Association Inc. PAC. When submitting contributions please include your name, address, city, state and employer. The maximum amount an individual can contribute to the Auction PAC is \$5,000. Cash contributions are limited to \$100. LLCs are prohibited by the Federal Election Commission from making PAC contributions if they are considered by the IRS a "corporation". LLCs filed with the IRS as a "partnership" may contribute to the Auction PAC. If you have questions about contributing to the Auction PAC, please contact me at (888) 541-8084, ext. 31.

Auxiliary awards scholarships

auxiliary

The Auxiliary to the National Auctioneers Association awarded three scholarships at the 58th International Auctioneers Conference and Show in San Diego, CA in July. The scholarships were presented to the recipients during the Auxiliary luncheon on Wednesday July 18.

Congratulations to these 2007 winners!

- **Jacqueline Bohn of Bountiful, UT** just completed her first year at the University of Utah in the Health Sciences field where she is working for a degree in Exercise Physiology. She received high academic awards in high school. She has been active in dance since the age of three. A life threatening accident in her sophomore year in high school helped her make her decision for her career. In making a complete recovery she gained the hope to assist other children to do things they could not because of a handicap thus pursuing a career in the field of orthotics and prosthesis. She is the daughter of Charles F. II and Beth Bohn and the granddaughter of Judy and Chuck Bohn.



Judy Bohn, right, accepts the scholarship check from Sandy Bauermeister on behalf of her granddaughter Jacqueline Bohn.

- **Tara Pounds of Hutchinson, KS** will be entering her first year at Missouri State University this fall. She graduated 5th in a class of 303. She says her goal is to help other people as much as she can by becoming a teacher at the elementary level for deaf and hard of hearing students. She wants to give students who are sometimes shunned by society a chance to be normal. She received many academic and music awards, has worked in church and community projects and assisted in the auction business. She is the daughter of LaVerle and Denise Pounds.

- **Deyton Rogers of Mount Airy, NC** has graduated from high school this year and will be entering the University of North Carolina at Chapel Hill in the fall. She was very active in cheerleading during her school years. She grew up in the auction business and has done nearly every-



Rogers

thing except call bids. She feels education is the key to success and to prove it she has received the National Certification for Auction Administrators from NAA. Her dreams are to make a difference in society and to share her success with others. To this end she is seeking a degree in accounting and law. She is the daughter of Mark and Deidre Rogers and the granddaughter of Bracky and Wanda Rogers.

The Auxiliary Scholarship Program began in 1993. Funding for the program comes from half of the proceeds from the Auxiliary Fun Auction that is held each year during the Auxiliary luncheon at the Conference, as well as proceeds from the sale of the prints by Joani Mangold entitled

“The Unsung Hero.” From these proceeds the NAA Auxiliary has awarded over \$55,000 in scholarship funds to our children for our future tomorrow.

The Auxiliary Scholarship Program will award three scholarships of \$2,000 each at International Auctioneers Conference and Show in Nashville, TN in 2008. To receive a packet for 2008 you must be a member of the Auxiliary to the NAA for the past continuous five years. Contact Teresa Christy auxiliary scholarship chairperson at info@christys.com. Applications will be available December 1 with a return postmarked deadline of March 15.

Congratulations to Jackie Bohn, Tara Pounds and Deyton Rogers for being the 2007 Auxiliary Scholarship winners.

BY SANDY BAUERMEISTER
AND TERESA CHRISTY.

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JOHN DIXON, CAI

2007 Conference and Show education is rated high

The challenge each year at NAA's Conference and Show is to make the education sessions better and stronger than the previous years. And, according to reviews and evaluations, the consensus seems to be that education was once again very successful at the conference held in July in San Diego, CA.

Three of the designation classes were offered before the start of the Conference. The new Benefit Auctioneer Specialist had another capacity filled class. AARE -- Accredited Auctioneer of Real Estate -- again had large numbers. The new revised GPPA -- Graduate Personal Property Appraiser -- was filled for both the 101 and 201 classes. All of these designation classes are now switching to laptop classes rather than books. Participants will be given a flash drive rather than a textbook. This will enable us to do hotlinks right to the Internet and sites that will aid in the teaching of the designation courses.

The Professional Ringman Institute (PRI) was also held before the start of Conference and Show. Taught by owner/director Brian Rigby in conjunction with the NAA Education Institute, members were able to learn how to become professional ringman.

Last year we introduced the Leadership Institute with the purpose of helping Auctioneers become strong leaders in their company or community. This year produced another strong program as Jeff Hansler and Lorna Riley presented to over 70 Auctioneers on Tuesday before the official start.

On Wednesday, another in the line of outstanding keynote presenters, Dr. Dick Ruhe had us sitting on the edge of our chairs as he spoke on how to handle change and make it work in a positive mode. Dr. Ruhe also presented at two sessions after the keynote.

Wednesday afternoon through Saturday found sessions filled and sometimes overflowing. Topics from real estate, personal property, legal issues, care of the voice, marketing, ethics and many more were covered in these timely sessions.

A new feature introduced was the NAA Learning Center. Even if you did not attend Conference and Show, you can sign up for the Learning Center to hear all the sessions as well as last year's Conference and Show, the two Real Estate seminars and the webinar on marketing with Larry Mersereau.

You can also see the International Auctioneers Championship. The NAA Learning Center also allows you to obtain Continuing Education credit by listening to many of these sessions. For more information about this outstanding bargain (\$185 for members), please call the education office at 888.541.8084, extension 19, 23 or 28.

The Conference and Show committee has been meeting as we plan the 2008 Conference and Show in Nashville, TN. If you have any ideas or suggestions for education sessions, please contact the education office. Many thanks to committee members past and present -- Marc Geyer, Lynne Zink, Terry Howe, Christie King, Darron Mears and Denise Rinaldi. We hope to see you in Nashville, July 8-12, 2008.

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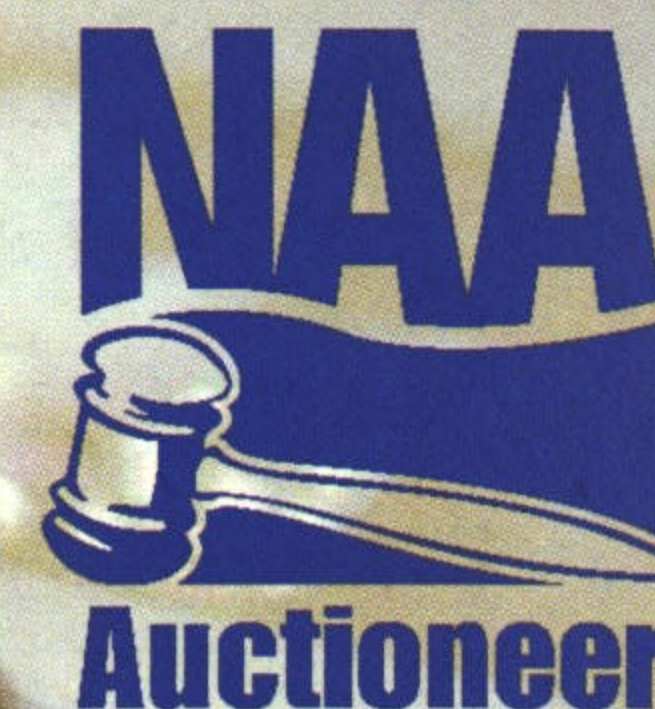
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The National Auctioneers Foundation Celebrates its Capital Campaign success at Conference & Show in San Diego.

This year's 58th International Auctioneers Conference & Show, held in San Diego, CA was an incredible event. The NAF capital campaign "Investing in Our Future" continued to culminate its active member phase and celebrated its success by hosting a special reception for all "Investing in Our Future" donors to recognize those who have aided in the development of the Foundation.

Our goal is to raise funds to (1) Expand research that can assist members in navigating the marketplace to position themselves for success, (2) Provide national public relations to promote the benefits of the auction method of marketing, (3) To preserve the rich history and tradition of auctioneering by building a state of the art interactive virtual museum that can be used as a marketing tool, (4) To help renovate the NAA headquarters.

Thanks to those NAA members who made donations to the NAF, the Foundation was able, once again, to sponsor the opening session speaker at Conference & Show, Dick Ruhe, Ph.D., a business leader and successful author.

Conference & Show attendees also had the opportunity to visit the National Auctioneers Museum's booth where they had the privilege to take a journey into the past by viewing a portion of the museum's great historical collection on display.



National Auctioneers Foundation Administrator, Sara Schoenle in the NAF booth.

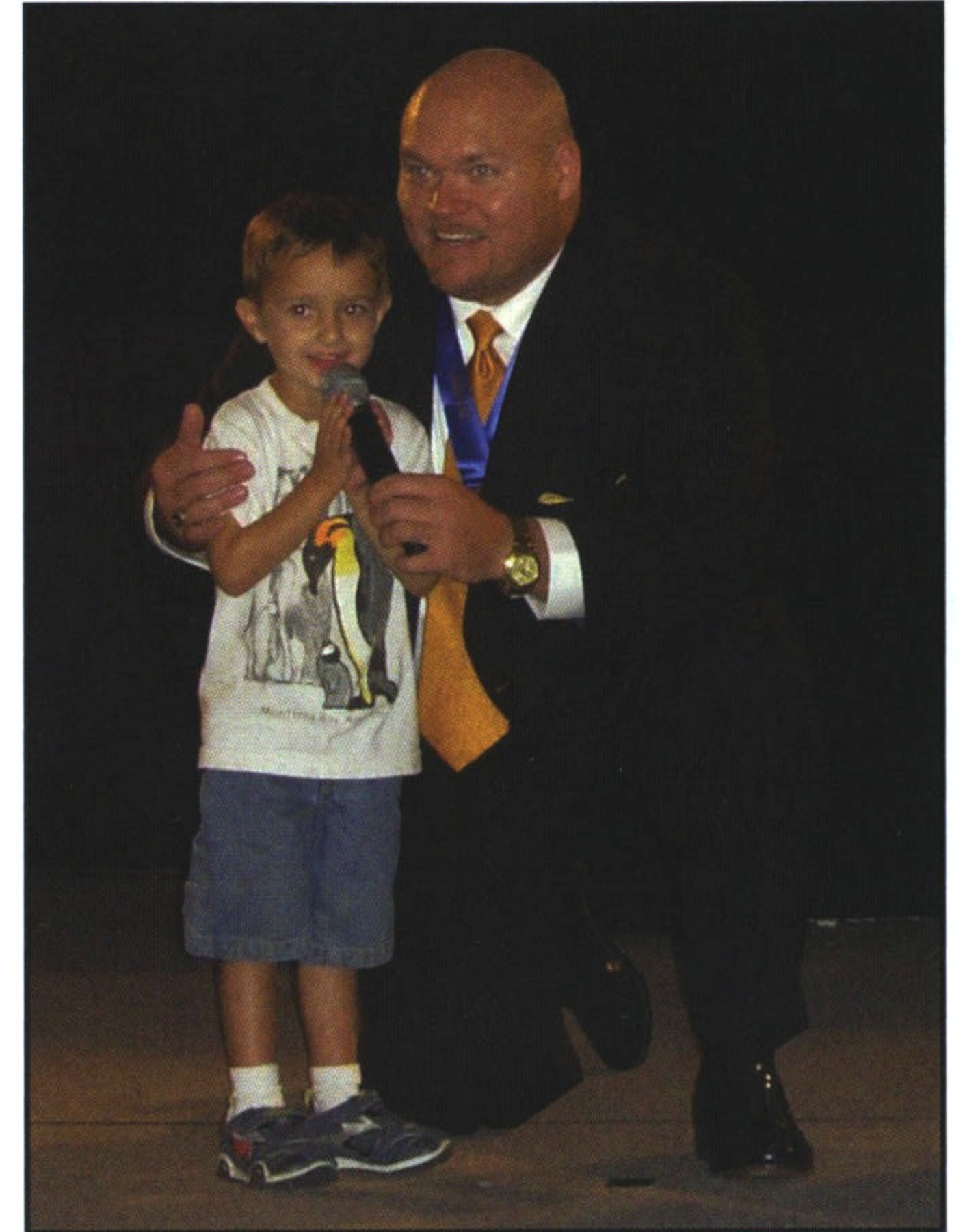
www.auctioneersfoundation.org

Children's Auction is always the highlight of the whole conference. The kids who participated in the auction were absolutely terrific. They had an opportunity to auction off items that were donated, to be a bid assistant or be a ring person. There is no doubt many of these kids will be our Auctioneers of the future.

Because of the many participants and the help from the current and past IAC champions, the Children's auction was a huge success. The auction brought in a gross total of \$1,690. Thanks also to Yoder & Frey and some of the past IAC champions for sponsoring refreshments for this event. Thanks also to Robert and Melissa Storment for providing auction items for this event.



IAC Women's Champion, Denise Shearin, CES, with participant, Shelly Holland at the NAF Children's Auction.



IAC Men's Champion, Bryan Knox, with participant Matt Huisman at the NAF Children's Auction.

I would also like to thank the NAF Board of Trustees for their hard work and enthusiasm. The board members travel at

their own expense to oversee the business of the Foundation. Pictured below are the trustees for the 2007-2008 term.



Seated, left to right, Chuck Bohn, CAI, GPPA; NAF Administrator, Sara Schoenle; Chris Pracht, CAI, AARE, CES and Marty Higgenbotham, CAI. Back row, left to right: Kip Toner, BAS; Rob Doyle, CAI, CES; Terry Dunning, CAI, GPPA; Larry Theurer, CAI, GPPA; John Roebuck, CAI, AARE; Benny Fisher, CAI and Mark Rogers, CAI, AARE. Not pictured, J. Craig King, CAI, AARE and Randy Wells, CAI, AARE, CES, GPPA.

The Foundation hosted a reception after the President's Gala for the Hall of Fame inductees, the NAA Auxiliary Hall of Fame inductees and the Diamond Gavel recipients.

The Foundation extends its sincere appreciation to J.L. Todd Auction Company for sponsoring this well attended event.

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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.

Auctioneers' duty to report sales to the state

Missouri has a new law that requires individuals and business to report sales of vehicles to the state capitol, Jefferson City, within 30 days. Do Auctioneers have any responsibility to report sales for clients?

John M. Campbell
Higginsville, MO

Answer: The duties of Auctioneers to their clients are generally defined in the contract between the seller and the Auctioneer. In addition to the contractual duties, Auctioneers also have a fiduciary duty as the agent of their clients, which requires Auctioneers to be absolutely loyal and to properly advise their clients. In some instances, state and federal law may impose further legal duties upon Auctioneers. The specific state statute in the question appears to require the seller to provide the Missouri Department of Revenue with a signed and completed Notice of Sale or Bill of Sale within 30 after the sale of a vehicle.

If the Auctioneer agrees to notify the Department of the sale of a seller's automobile, then the Auctioneer is contractually required to notify the Department on behalf of the seller. The forms, however, require the seller to make certain acknowledgements concerning the vehicle and sign the forms under penalties of perjury. Unless the Auctioneer is provided with signed forms at the time of consigning the vehicle, the Auctioneer may not have the ability to deliver signed forms to the Department. Not being able to deliver signed forms to the Department may create a problem for the Auctioneer and the seller. Rather than accepting the responsibility to provide notice on behalf of clients, Auctioneers may simply advise their clients of the procedures and timelines required by the Department. In order to effectively advise clients, Auctioneers will want to familiarize themselves with the Department's forms, deadlines and mailing address.

If an Auctioneer decides to simply advise his or her clients of the obligation to report, he or she should explain the procedures and timelines required by the Department when selling vehicles for clients. In addition, the auction contract should be amended to show that the seller is obligated to report the sale of the vehicle. The auction contract could require the seller to represent and warrant that he or she is aware of the requirement and will file the report. Additional provisions requiring the seller to indemnify and hold the Auctioneer harmless for any damages, costs and expenses incurred, as a result of the failure to report the sale, should also be considered.

Are they considered independent contractors?

I'm a licensed real estate broker and also a licensed Auctioneer. I have three licensed real estate sales agents that hold their licenses under my brokerage. They each also hold associate Auctioneer licenses under my license, mostly for the credibility of being a licensed Auctioneer that helps distinguish them from other Realtors. Are these three people still independent contractors or did they cross the line and might now be considered employees? They only sell real estate by auction and are compensated on a commission basis (similar to conventional real estate agents). I don't withhold taxes. They've signed independent contractor agreements with me.

Linda Mardi
Austin, TX

Answer: Whether the real estate agents would be considered independent contractors or employees is difficult to determine based on the contracts and licensing arrangements described. Whether an individual is considered an employee or an independent contractor, as a matter of law, is based on the facts and circumstances surrounding the working relationship between the parties.

An independent contractor is generally a person who has been engaged to complete certain work, actually performs and controls such work, uses their tools, materials and methods without significant oversight by the person engaging them to perform the work. Instead, an employee is managed and controlled by the employer and uses the employer's tools to perform their work. The fact that agents have registered their real estate licenses under a certain broker's license and also registered their associate Auctioneer licenses under the same individual's Auctioneer license is a factor that would be considered, but does not conclusively establish an employer-employee or principal-independent contractor relationship.

Although parties may enter into independent contractor agreements, such agreements describe the parties' expectations

and obligations. These agreements will be considered, but are not binding on the courts. Most courts in the United States and the Internal Revenue Service will evaluate and examine the factual relationship between the parties. In fact, the IRS has developed a multi-factor test to determine whether or not individuals are employees or independent contractors.

The emphasis of the question appears to be on the potential tax liability should these individuals be determined to be employees instead of independent contractors. The IRS has created a multi-factor analytical framework in order to determine whether a worker is an employee or an independent contractor.

First, the IRS inquires about the behavioral control of the worker. The behavioral aspects address issues such as the type of instruction given to the worker, whether the worker uses their own tools and materials. Second, the IRS inquires about the financial control of the worker. With respect to financial control, the IRS examines whether the worker was reimbursed for business expenses and the extent of the workers investment.

In addition, the financial control also examines the extent the worker's service are available in the market place and the type of payment the worker receives, such as hourly wage or payment

continued on 78

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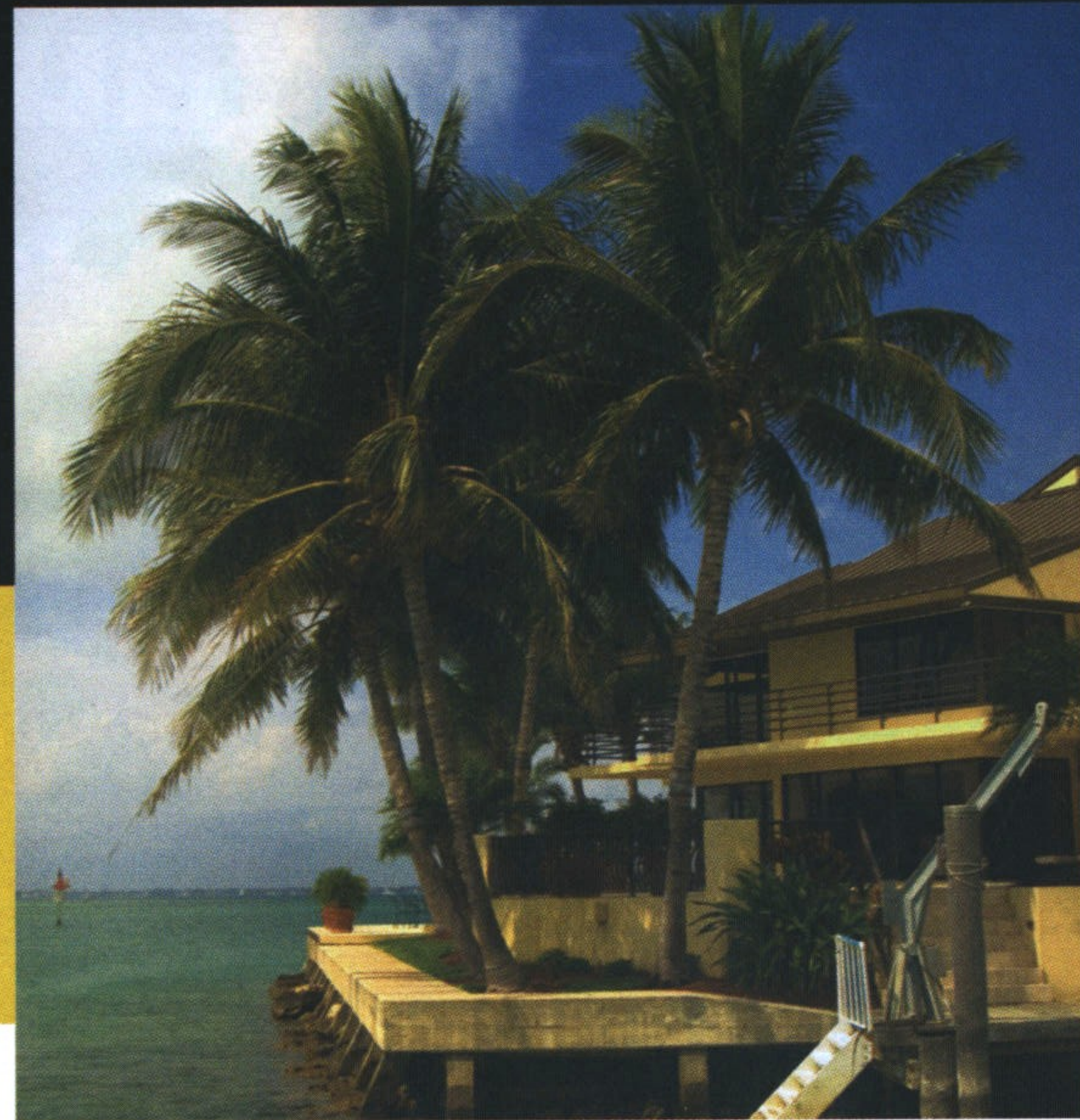
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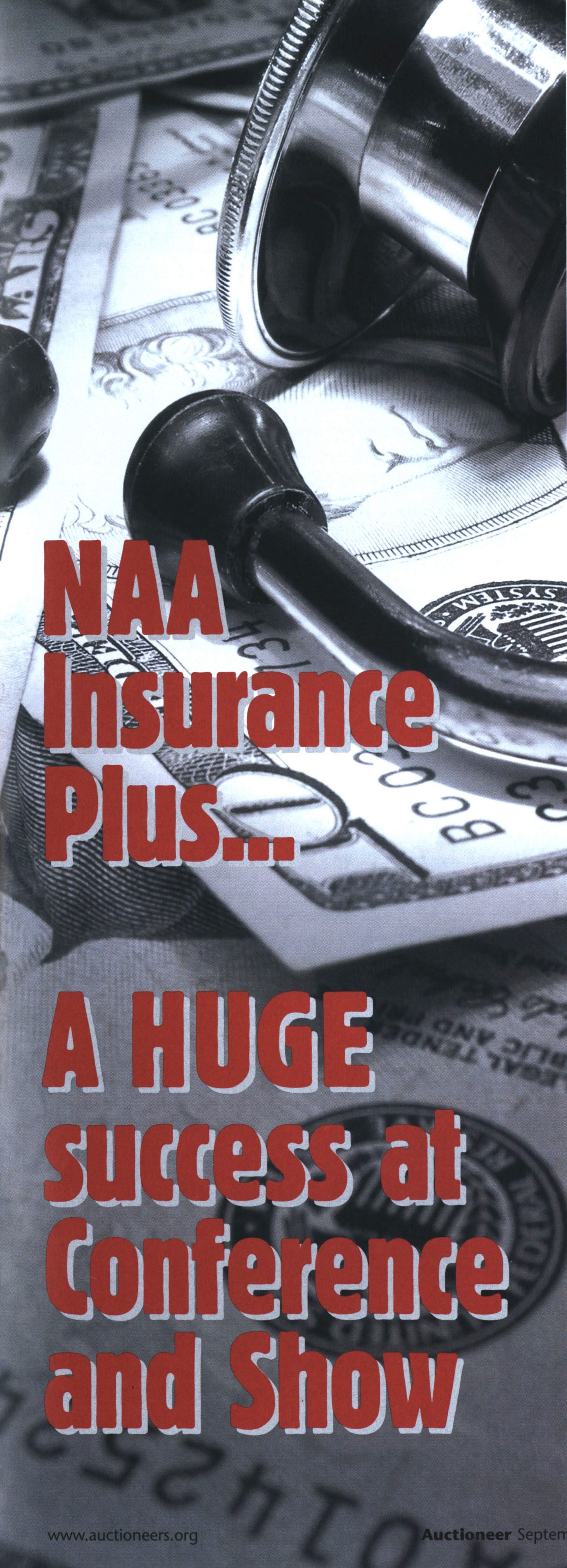
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NAA Insurance Plus...

A HUGE success at Conference and Show

Many of you got a chance to meet with our NAA Insurance Plus partners at NAA's annual Conference and Show in San Diego, CA in July. While numerous members are currently working with NAA Insurance Plus, in partnership with Benefit Design Group, for either their individual or company insurance needs, some of you may not have had the chance to check into this new and exciting program.

At Conference and Show, NAA Insurance Plus representatives spoke with hundreds of NAA members about what they were looking for to best suit their insurance needs. Health insurance was the number one concern! Most companies or individual Auctioneers either were not carrying coverage or were unhappy with their current coverage. NAA Insurance Plus has already worked with many of the NAA members across the country to assist them with this health insurance need.

If you currently have insurance, chances are that you have not evaluated your coverage in a while. Let NAA Insurance Plus do this for you! Our partner, Benefit Design Group, is not tied to any insurance carrier, and thus can find the best deal for you.

After gathering some information from you, they will work hard to find multiple plan types and carriers that fit your needs. Once the information is collected, they will review all of them with you so that you have the best plan suited for your particular needs. The NAA headquarters staff recently went through this process for its group health coverage. The staff found the process to be very helpful. We were shown new plan options that we had never seen and ended up saving money with the help of Benefit Design Group. We encourage all of you to try them.

At Conference and Show, many members were also asking about other types of coverage such as life insurance, disability insurance and long-term care insurance. While you may have life insurance on your own, chances are that you have not taken advantage of the recent decline in rates. Most policies can be improved now. NAA Insurance Plus is able to fit any Auctioneer's insurance needs.

Also, in the upcoming months, NAA Insurance Plus is excited that it will introduce a discounted bonds (for required states) and E + O (Errors and Omissions) and General Liability Program. This program will offer members discounts of up to 25 percent on these highly important coverages.

No insurance question is too big or too small. Please feel free to call NAA Insurance Plus in partnership with Benefit Design Group at (913) 754-7800, with any insurance questions. Start the process of finding improved insurance coverage for you, your family and your auction company.

NAA examines enforcement of Code of Ethics

NAA leaders are studying how to create a new policy to enforce the association's Code of Ethics.

Currently, when NAA gets complaints from the public or others about possible misconduct by an NAA member, there is no workable procedure in place to investigate and take action such as suspension or revocation of membership. NAA now refers complainants to their state boards of Auctioneer licensing or their county district attorney's office, which have staff and legal authority to investigate and prosecute business complaints.

However, NAA officials are now considering appropriate actions the association can take.

"One thing we are examining is an automatic policy in which, if there has been an action by a licensing state, or a conviction in a non-licensing state, then NAA could take automatic action such as a suspension or revocation of membership," said H. John Kramer, CAI, AARE, chairman of the new NAA Ethics Task Force committee.

Kramer said NAA would also create a policy for handling smaller grievances that have not been addressed by those outside agencies.

"Another issue, which we had a consensus on among the task force members, is that NAA will enforce auction activity only, and will not address issues of poor character or morali-

ty," Kramer said.

When associations venture outside business enforcement issues, it may open the association wide to legal liabilities and litigation.

"We do not want to put NAA in a position to be bankrupted by someone who wants to fight a Code of Ethics enforcement action," he said.

During coming months, the task force will examine the Code of Ethics for any possible changes, and will develop a "position paper" detailing NAA's official stance on the enforcement issue.

"This will be an ongoing process," Kramer said.

The issue of grievance enforcement arose recently because some members and NAA leaders have encouraged stronger enforcement of ethical issues. NAA has issued position papers on the proper conduct of absolute auctions, and the need for state regulation of businesses selling property by Internet auctions.

NAA's Code of Ethics lists the associations' expectations of member behavior toward clients, fellow Auctioneers and the public. By joining NAA, members agree to follow these guidelines and represent the industry with dignity and professionalism. An example is the first code requirement: "Members pledge to protect and promote the interest of the client."

NAA President Tommy Williams, CAI said "If we have a Code of Ethics and Standards of Practice without proper enforcement, it truly is a paper tiger. We need to demand that all our members adhere to the Code of Ethics. All the committee members on this Code of Ethics task force are headed that direction, and it will take time as we phase this in slowly, but we will make it very clear to everyone that we require members to live up to our Code of Ethics."

The task force does not currently see any need to change the Code of Ethics, which is considered quite comprehensive, Kramer said.

The Task Force committee includes Stephen D. Lewis, former NAA treasurer; Robert Hamilton, Executive Director of the North Carolina Auctioneer Licensing Board; Steve Proffitt, attorney; William Z. Fox, CAI, former chairman of NAA Education Institute; and Tom Saturley, CAI.

Story by editor Steve Baska.



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CODE OF ETHICS • National Auctioneers Association

RESPONSIBILITIES TO CLIENTS AND CUSTOMERS

- Article 1 Members pledge to protect and promote the interests of the client. This obligation of absolute fidelity to the client's interests is primary but does not relieve members of their obligation to treat all parties to the transaction fairly.
- Article 2 Members must, in conducting an auction, deal with customers in a manner exhibiting the highest standards of professionalism and respect. Members owe the customer the duties of honesty, integrity and fair dealing at all times.
- Article 3 Members should, to assure better service to the seller and to prevent misunderstandings, enter into written agreements or, at a minimum, clear oral agreements that set forth the specific terms and conditions of the engagement.
- Article 4 Members shall not accept compensation from any party, other than the client, even if permitted by law, without the full knowledge of all the parties to the transaction.
- Article 5 Members shall provide the highest level of competent service in those fields in which members are customarily engaged. This competency is attained by education, training, study, practice and experience. Competence also includes the wisdom to recognize the limitations of that knowledge and when to seek the counsel, assistance or client referral appropriate for the circumstances.
- Article 6 Members shall not undertake to provide professional services where either they members of their immediate family members of their firm, or any entity in which they have an ownership interest has presently or contemplates an interest, without first specifically disclosing such interest or contemplated interest.
- Article 7 Members shall not make a profit on expenditures made for their client without the client's prior knowledge and consent.
- Article 8 Members shall not engage in activities that constitute the unauthorized practice of law and shall recommend that legal counsel be obtained when the interest of any party to the transaction would be appropriately served.
- Article 9 Members shall keep monies coming into their possession in trust for other persons such as escrows, trust funds, client's monies and other similar items in a separate special account, in an appropriate financial institution.
- Article 10 Members shall not disclose any confidential client information without the client's specific consent except as required by appropriate legal authorities.

RESPONSIBILITIES TO THE PUBLIC

- Article 11 Members shall avoid misrepresentation or concealment of pertinent facts. There is an affirmative obligation to disclose adverse factors of which they have personal knowledge.
- Article 12 Members must be careful at all times to present a true picture in their advertising and representations to the public. Members shall ensure that all advertising includes the names and information necessary for the public to contact the auctioneer or firm responsible for conducting the auction.
- Article 13 Members must participate in continuing education programs and should keep informed on all matters affecting the auction industry and their areas of specialization.
- Article 14 Members are duty bound at all times to abide by the laws and regulations which govern the profession as well as those which, if violated, would negatively affect their ability to present to the public an image of behavior that appropriately represents the professionalism of our industry.

RESPONSIBILITIES TO THE PROFESSION

- Article 15 Members should never publicly criticize a competitor using false or deceptive information. Where an opinion of a competitor's transaction is especially requested, it should be rendered in conformity with strict professional courtesy and dignity.
- Article 16 Members should willingly share with other members the lessons learned through experience and study to better the profession, members' business practices and how the profession is perceived by society. Members shall be loyal to the NAA; this includes active participation in educational, civic and charitable endeavors.
- Article 17 Members should conduct their business affairs so as to avoid disputes with other members. In an instance where a controversy between members arises, they should seek the assistance of the NAA to arbitrate the controversy.
- Article 18 Members, having personal knowledge of an act by another member that, in their opinion, is a material violation of the ethical principles of this Code shall treat the matter in accordance with the procedures of filing a grievance.
- Article 19 Members charged with unethical practice or who are asked to present evidence in any disciplinary proceeding or investigation shall promptly and voluntarily place all pertinent facts and information before the appropriate body.

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58th International Auctioneers Conference & Show

A successful show

Nearly 1,400 Auctioneers from throughout the U.S., Canada, South Africa, New Zealand and Ireland made NAA's 58th International Auctioneers Conference and Show a success.

The conference, held in San Diego, CA offered more than 50 educational seminars, roundtable discussions, contests, marketing awards presentations, designation classes, a Town Hall-style meeting to discuss NAA issues, a trade show and many more events.

The International Auctioneer Championship (IAC) included 92 Auctioneers competing for the men's and women's IAC titles through a series of interviews and a bid-calling contest. The male and female winners each took home \$10,000 in prize money, a championship trophy and a signature ring.

New contests included the International Ringman Championship and the International Junior Auctioneer Championship. At an awards luncheon, honorees included winners in NAA's 2007 Marketing Competition, and Gavel Award recipients.

The President's Gala included a "passing of the gavel" ceremony for the new NAA president and the new NAA Auxiliary president. Also, the 2007 Hall of Fame honorees were inducted.

Keynote speaker of the opening session, business consultant Dick Ruhe, Ph.D. talked about the importance for Auctioneers and all business persons to adapt to change in their markets. His speech was sponsored by the National Auctioneers Foundation. Also speaking at the opening session was president of the National Association of Realtors, Pat Vredevoogd Combs, who said the opportunities for cooperation now between Realtors and Auctioneers is greater than ever before.

At the start of the conference, attendees enjoyed the Opening Night Event with a buffet poolside at the Town and Country Resort.



The setting of lakes and flowers around the Town and Country Resort in San Diego was ideal for the conference.



NAA members enjoyed the Opening Night event around the pool at the Town and Country Resort.

Golf and Fishing Tournaments

The 2007 NAA Golf Championship was held at the Riverwalk Golf Club in San Diego, host of the PGA tour in the 1950s and 60s. A Deep Sea Fishing Excursion was held aboard the "Premier" of the H&M Landing fleet in the Pacific Ocean.

The golf winners included:

- Top team, with lowest score of 64: Barry Baker, CAI, AARE; Kevin P. Bunte, CAI; Bob Peterson, and Bob Dann, AARE.
- Second place team, score 66: H. John Kramer, CAI, AARE; Jeffrey Hines, CAI; Jim Hofius and Shawn Terrel.
- Third place team, score 69: Mike Jones, CAI, AARE, GPPA; R. Stan Hodges, Lonnie Troutman, JR; and Jeff Cates, CAI, AARE, CES.

Longest drive winner was Rob Henke. Closest to the pin winner was Linda Welsh.

Fishing tournament winners included:

Biggest fish catch: Kevin Teets of Fairmont, WV, caught a large Yellowtail. Most fish caught: Kathy Coleman, of Alexandria, LA (and son Dylan) reeled in eight fish!



Kevin Teets, left, shows off his award winning Yellowtail.



Jeff Cates, CAI, AARE, CES, of North Kansas City, MO, readies his swing on the golf course.



The winning golf team included, from left,; Bob Dann, AARE; Bob Peterson, Kevin P. Bunte, CAI; and Barry Baker, CAI, AARE.



The runner up golf team included, from left, Jim Hofius, Shawn Terrel, CAI; H. John Kramer, CAI, AARE; and Jeffrey Hines.



Kevin Teets, left, and Kathy Coleman were the winners of the 2007 NAA Fishing Tournament.

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Steve Brose of Lampi Equipment, inset right.



Largest trade show in NAA history

With 110 booths in which vendors showed their products to Auctioneers, the trade show at Conference and Show was the largest in NAA's history.

The show in a new exhibit hall had wide aisles and drew strong attendance. Lunches were also served on the trade show floor for the first time to attendees who wish to eat lunch there. Many took advantage and enjoyed the networking in this special area.

Many company representatives found this to be one of the best trade shows they ever attended.

Dan Duffy, Chief Executive Officer of United Country Real Estate, said "I have been an exhibitor in a couple dozen trade shows over the past few years in the global technology and real estate market space in both the U.S. and Europe; and the NAA Conference and Show in San Diego for United Country Auction Services was, by far, the most effective on a personal and professional basis. The show provided an outstanding environment to connect with our Affiliate Partners and other attendees. We are looking forward to the show next year in Nashville."

Joe Petsick, COO of Proxibid, said "We had a great time at this year's Conference and Show. We were able to visit with many of our clients, as well as meet with many new NAA members. What we really find excit-

ing about our trip each year to Conference and Show is that we leave with more knowledge that we share with our customers throughout the year."

Tim Kryszak, vice president of sales for Proxibid, said "Conference and Show allows us the opportunity to showcase our expertise to the industry. This year we were able to share company milestones and technology improvements with a vast and captive audience. We enjoyed meeting with and sharing our experiences with the industry leaders in attendance at this year's show."

Dee Turner, left, of Beau Ties shows Lynne Seiffert (of Bonds Plus) some of her new collection.



Steve Watson of Infinite Creative Enterprises.



Ipha Kennedy with Britt Kennedy Signs, Inc.



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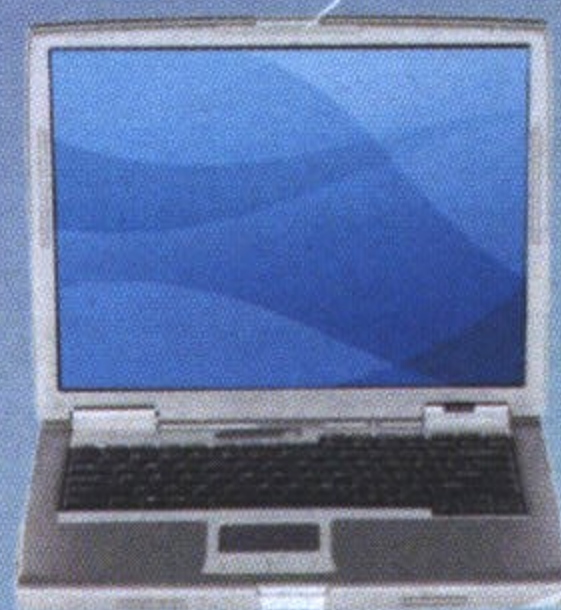
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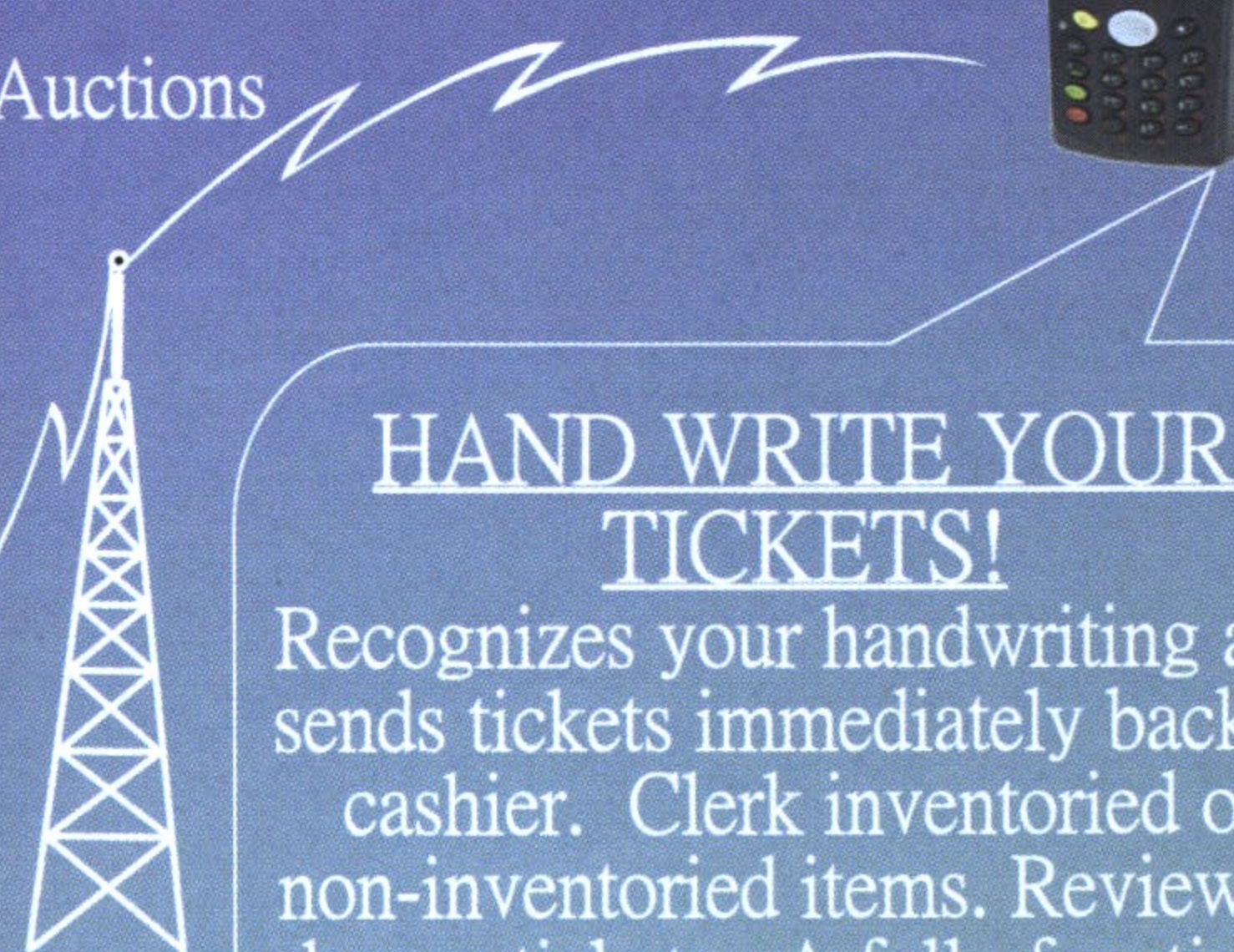
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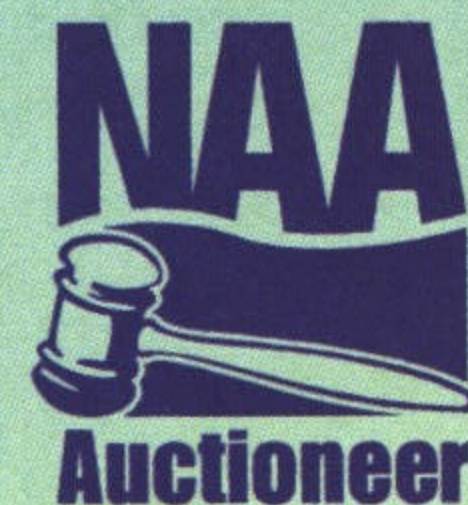
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2007 IAC contestants

The **men's finalists** were: Tim Assiter, Floydada, TX; C.D. "Butch" Booker, Colfax, WA; Rowlan Hill, Goodyear, AZ; Jerry King, CAI, Fletcher, NC; Bryan Knox, Decatur, AL; Monte Lowderman, Macomb, IL; Joseph Mast, Millersburg, OH; Paul McCartan, Spring Valley, MN; Craig Meier, Ennis, TX; Russ Moravec, David City, NE; Kevin O'Callaghan, Lincoln, CA; Troy Orr, Ypsilanto, ND; Paul Ramirez, Tucson, AZ; Kevin Teets, Fairmont, WV; Mark Younger, Maryville, MO.

The **women's** finalists were: Camille Booker, Eltopia, WA; Anita Espey, Maryville, MO; Kristine Fladeboe-Duininck, Spicer, MN; Johan Graham, Apple Valley, CA; B.J. Jennings, CAI, York Have, PA; Denise Shearin, CES, Brandywine, MD; Terri Walker, BAS, CES, Memphis, TN.

All contestants in alphabetical order:
Paul Adams, Bandy Assiter, Tim Assiter, Marti Barajas, Camille Booker, C.D. "Butch" Booker; Roy "Jay" Brewer Jr. CAI; Gwen C. Bryant, CAI, CES; Jake Cheechov, Wallace "Bruce" Colbert III, AARE, CES; Terrell Coleman, Ronald Wayne Colyer, Lee M. Danhauer, Colleen M. Dehler, Mark Drilling, Kristine Fladeboe-Duininck; Melanie G. Eifling, Casey Enlow, Anita Espey, Nick D. Fowler, Catherine "Casey" Giddings, CAI; Johan Graham, Robert Haley, Bryce Hansen, CAI; Michael Heitmann, David Helmer, GPPA, CES; Marvin A. Henderson, Doug Heuker, GPPA; Rowlan Hill, Otis "O.D." Holley, CAGA; Matthew Hostetter, CES; Sherman Hostetter, CAI, AARE, CES, GPPA; Oscar Jaramillo; B.J. Jennings, CAI; Rod Johnson, Jerry E. King, CAI; Kathy Kingston, CAI, BAS; Bryan Knox, Brian K. Kurdziolek, Tony Langdon, Saul Lerner, PHD, LLM; Andrew John Liakos, Tim Lile, Jay Litchfield, Monte Lowderman, Tasabah Malone, CAI, CES; Brent A. Markley; Amy Martin, CES, Joel "Joey" Martin; Patti Baldini-Martin, CES; Joseph M. Mast, Bobby McAdams, Paul McCartan, Brent McCall, Jane McCready, Megan McCurdy, Angie Meier; Craig D. Meier, Jason L. Miller, Matt Moravec, Russ F. Moravec, Marcus Morgan, Randy Moyer, CAI; Rick Musik, CAI, GPPA; Kevin O'Callaghan, Troy Orr, Paul Ramirez, Rusty Rhynalds, CAI; Norman H. Ropp, Karen Rose, Kevin T. Sain, Dan Samson, Denise Shearin, CES; Amberleigh Scheungrab, Mike Schultz, CAI; Darren Shumway, Robert T. Slawinski, Art Smith CES; C. Ivan Stoltzfus, CAI; Theresa E. Taylor, CAI; Kevin Teets, Richard Shawn Terrel, CAI, AARE; Sherry Truhlar, GPPA, Donna Tuttle, Jolene Jokela-Veo, Paul Yoder, Wayne Yoder, Jr, Mark Younger, Terri Walker, BAS, CES; Tom Weitbrecht, Phillip D. Wesel, David Whitley, CAI, CES; Wallace "Woody" Woodruff.



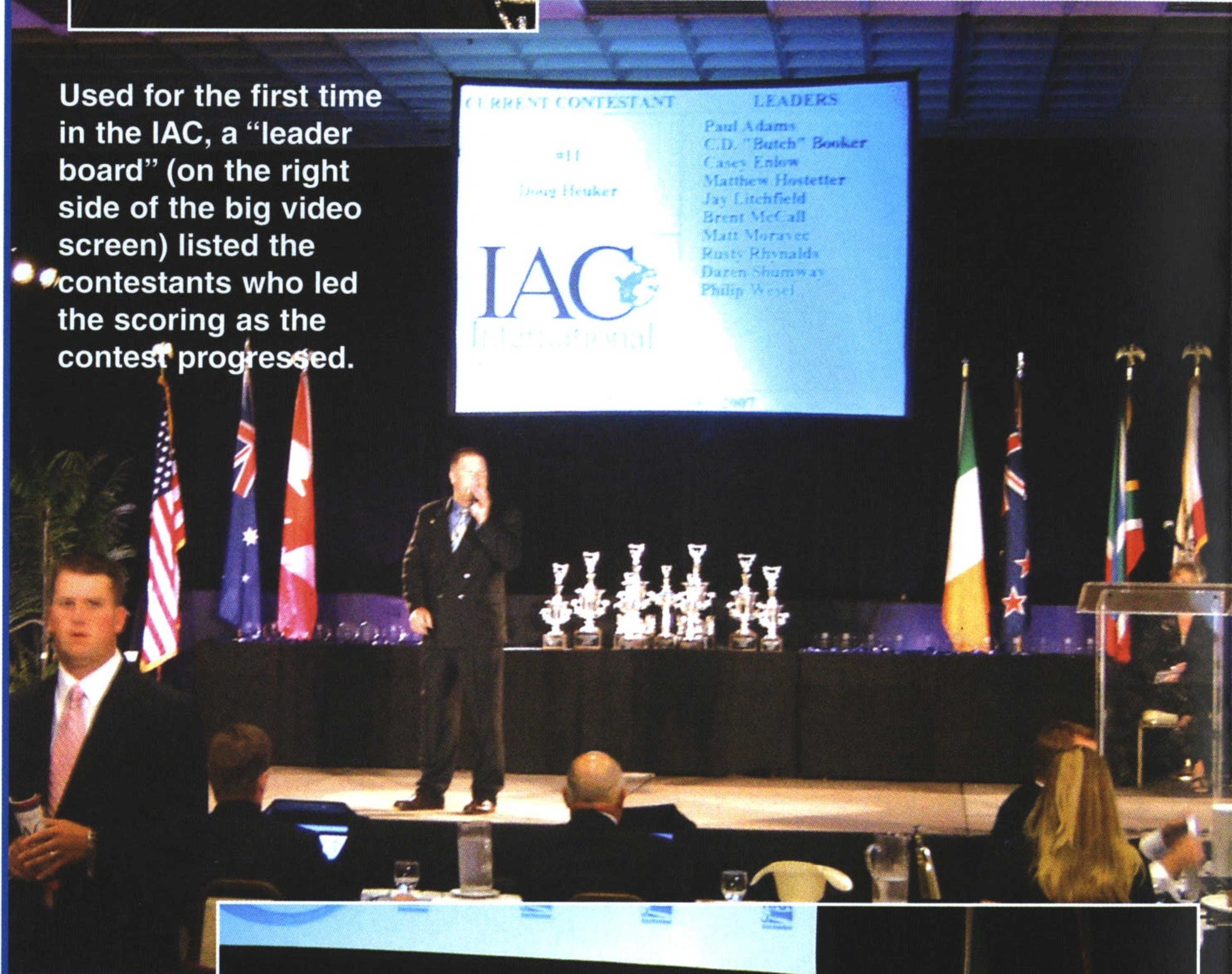
Women's division winner
Denise Shearin.

IAC champions and runners up

Men's champion: **Bryan Knox**
1st runner up: **Troy Orr**
2nd runner up: **C.D. "Butch" Booker**

Women's Champion: **Denise Shearin, CES**
1st runner up: **Terri Walker, BAS, CES**
2nd runner up: **B.J. Jennings, CAI**

Used for the first time in the IAC, a "leader board" (on the right side of the big video screen) listed the contestants who led the scoring as the contest progressed.



Men's division winner Bryan Knox holds a big copy of his winner's check.

International Auctioneer Championship

From among 92 Auctioneers, these two were judged the best in the world on their bid-calling and interview skills.

Winning the men's division IAC title was Bryan Knox, of Decatur, AL, while Denise Shearin, CES, of Brandywine, MD took the women's division IAC title. The two Auctioneers were crowned international bid-calling champions at the 2007 International Auctioneer Championship (IAC) in San Diego, CA.

"I am blessed to be part of this industry with such friendly and open people," Shearin said.

Knox said he, too, was blessed, an appropriate comment from a man who is also a Christian pastor of the Cornerstone Church in Mt. Olive, AL.

"I view myself as a full-time Auctioneer and a full-time pastor," he said. "For example, I sometimes visit a church member in the hospital and then stop nearby at the bank to talk with someone about an auction. I blend both careers."

Knox began his auction career in 1998 doing auto auctions. In 1999 he began to pursue a career in real estate auctions that has proven rewarding. He was the 2001

Alabama Bid Calling Champion. Knox said a key to his win in the IAC this year was to relax and treat it like a regular auction, focusing on clarity and good performance. He also regularly reads NAA publications to stay informed on industry and association issues, which helped him in the interview question section of the contest, he said.

Denise Shearin began her career as an Auctioneer after graduating from the Texas Auction Academy in March, 2006. She auctions real estate throughout Maryland where she lives with her fiancée and their two-year-old daughter. Denise was finalist in the 2006 IAC and placed second in the 2006 Maryland bid calling championship.

Shearin became interested in auctions after doing residential real estate investing on her own. She has worked as a contract auctioneer and is now building her own company, Tapesin Realty & Auction Solutions, LLC. She was drawn to auctions by the chant and excellent opportunities that the auction method presents to sellers, she said.

To prepare for the IAC contest, Shearin said she kept informed on NAA initiatives and news, and she focused on using the same clear and smooth chant she uses in everyday auctions.

She also looks forward to speaking to state Auctioneer associations across the country during coming months.

"I'm going to speak about three topics: negotiating with sellers in real estate auctions, and about how to act despite fear in business and in life, and how databases are used, since I have a technology background also," she said.

Shearin and Knox each won \$10,000 in cash, a championship trophy and ring. They will spend the coming year serving as ambassadors for the auction industry.

Contestants were judged on the clarity, speed and rhythm of their chant, plus their appearance, poise, body language and eye contact with the crowd. After a day-long preliminary competition, the field of 92 was narrowed to seven women and 15 men finalists who once again showcased their bid-calling skills and underwent an interview process.

The prestigious competition has been a highlight event of the International Auctioneers Association's Conference and Show for the past 20 years. The first IAC champion was Paul C. Behr, CAI, of Denver, CO in 1988. The IAC Women's Division began in 1994 and was won by Marcy Goldring-Denburn, CAI, of Farmington, IL.



From left, First runner up Troy Orr; Men's champion, Bryan Knox; 2nd runner up C.D. "Butch" Booker.



From left, First runner up Terri Walker, BAS, CES; Women's Champion Denise Shearin, CES; 2nd runner up B.J. Jennings, CAI.



All contestants in the IJAC.

Trev Moravec accepts trophy from John Nicholls, 2006 IAC winner.



International Junior Auctioneer Championship

The first International Junior Auctioneer Championship was won by Trev Moravec, 19, of David City, NE.

The IJAC was established by the NAA Board of Directors to provide a competitive setting for youth between 12 and 21.

Moravec received a \$1,000 cash prize, championship trophy, and complimentary registration into the adult division of the International Auctioneer Championship. Trev is an Auctioneer with the family business Moravec Auction Co. LLC. in David City. He also won the 2008 Nebraska Auctioneers Association Bid Calling contest at the Adams County Fair in Hastings, NE. He was one of 35 contestants from Nebraska, Kansas and Iowa and was the youngest champion at 19 years old.

Moravec is currently working two auto auctions each week: on Wednesdays as an Auctioneer in Lincoln, NE and Thursdays as a ringman in Omaha. He is also working in his family-owned auction business with his father and two brothers doing many types of sales. "I do auctioneering, clerking, everything," he said.

Moravec graduated from World Wide College of Auctioneering three years ago. He wants to continue with the family business and gain experience. He says the new IJAC contest was a great idea to give youth 12 to 21 stage experience.

"Working the Lincoln auto auction helped prepare me for the contest," he said. "I love doing the chant. The (IJAC) contest was good, and the competition was pretty tough. I hope more kids get in to it in coming years."

First runner-up was Jonathan Kraft, 20, of Hobart, IN received a \$500 cash prize. Second runner-up, Dustin Rogers, 21, of Mount Airy, NC received a cash prize of \$250. All participants received a medallion and most importantly, an invaluable experience competing against other elite junior level Auctioneers.

The competitors sold two items to the audience in each competition and were judged on their presentation, chant, voice quality, and body language.

IJAC chairman Scott Musser, BAS said "The level of talent among these junior competitors was extremely high and we should be very proud of them."

IJAC winner Trev Moravec, left, stands with Jonathan Kraft, center, first runner up, and Dustin Rogers, second runner up.



International Ringman Championship

Sixteen talented contestants made NAA's first International Ringman Championship a highlight of the conference.

NAA officials decided to create the contest to recognize the important role ringmen play in the success of auctions.

Five judges evaluated the contestants with the following criteria: Crowd interaction – 20 point; performance – 20 points; relaying bids and communication with the Auctioneer – 25 points; communication and interaction with other ringmen – 20 points; appearance and presence – 15 points, for a total of 100 points. Judges were Keith Babb, Jack Lowderman, Patti Baldini Martin, Jim Pennington and Brian Rigby.

This year's competition included auctioneer/"ringman" teams consisting of husbands and wives, fathers and sons, and competing siblings.

Winner Angie Meier of Ennis, TX is a fourth generation Auctioneer and specializes in auto auctions.

"Having grown up in the auto auction business, I have seen firsthand what it takes to run a successful auto auction company. I have been very fortunate to have seen how an Auctioneer conducts oneself, the auction ring, as well as the fiduciary responsibilities," she said.

She operates Meier Auctioneers with her husband Craig. Angie and Craig met at the 2000 International Auctioneers Conference and Show in Norfolk, VA. Angie and Craig were the recent winners of the World Automobile Auction Team. Craig was Angie's Auctioneer during the IRC competition.

The first runner-up in this year's competition was Delvin Heldermon of Sulphur, OK. DeRon Heldermon of Guthrie, OK was the second runner-up. Additional finalists in the IRC competition included: Bandy Assiter of Weatherford, TX and Santo "Sam" Grasso of Baltimore, MD.

A key promoter of the event was Brian Rigby, founder and chairman of the Professional Ringman Institute, who said the level of talent exhibited by the ringman was very high.



Winners of the ringman contest holding their trophies were, Angie Meier, center; DeRon Heldermon, second runner up, left, and Delvin Heldermon, first runner up.



Marie Labbate, of Lakeland, FL, works a bidder for a higher price during the contest.



Winner Angie Meier raises a hand high while catching a bid.



Santo "Sam" Grasso, Sr., GA, of Baltimore MD, gestures during the contest.

NAA Hall of Fame Inductees



2007 Hall of Fame inductees were, from left, Larry Theurer, Cookie Lockhart and Spanky Assiter.

Three leaders in the auction industry were honored with induction into the 2007 NAA Hall of Fame in a ceremony during the President's Gala.

Larry Theurer, Spanky Assiter and Cookie Lockhart were honored at the Saturday evening event at the Town and Country Resort & Convention Center.

Tom "Spanky" Assiter, CAI - Fulfilling a childhood dream, Spanky Assiter not only became an Auctioneer, but a legend in the industry. Since founding the Amarillo, TX-based Assiter & Assiter in 1983, Spanky has become one of the most sought after Auctioneers in the world. While his forte may be viewed as automobile auctions with 12 years of sales at the Barret Jackson Classic Car Auction and extensive work with major automobile manufacturers, his selling experience also includes livestock, antiques and real estate. Committed to the future of the auction industry, Spanky has been a role model and mentor to his fellow Auctioneers as an instructor at the World Wide College of Auctioneering, a member of the NAA's Board of Directors, and Past-President and officer of the Texas Auctioneers Association. He won the International Auctioneers Championship in 1991.

Cookie Lockhart, CAI, CES, GPPA, AARE - Known as the "The Nation's Leading Lady Auctioneer," Cookie is a pioneer of the auction industry. After completing auction school in 1963, the only woman out of a class of 126 men, Cookie joined her family's auction business, Lockhart Auction and Realty, which was established by her father, Si Lockhart, in 1932. Since becoming an auctioneer Cookie has handled thousands of auctions across the country. In recent years, Cookie has turned to real estate auctions as her specialty and has auction businesses in her hometown of Steamboat Springs, CO and Charleston, SC. Cookie can always be spotted wearing stylish Western attire, a cowboy hat, and her trademark glasses. Cookie has been a long-time advocate of the NAA and is a former member of the Board of Directors.

Larry Theurer, CAI, GPPA - An innovative leader, Larry helped lead the NAA through its growth in 2002 from 6,300 members to 7,000 members. As President of the NAA, Larry helped create new incentives and benefits for members including the expansion of the association's educational programs. Upon graduating from Reisch World Wide College of Auctioneering in 1976, Larry established Theurer Auction/Realty in Wellington, KS. Theurer became involved with the NAA in 1978 and previous designations and leadership positions held within the industry include Past President of the Kansas Auctioneers Association and the Kansas Auctioneers Association's Hall of Fame. His family business conducts a wide range of auctions including: commercial and farm equipment, farm land, antiques and collectibles, restaurant equipment, office furnishings, and trucks and trailers. He is licensed in Kansas and Oklahoma as a real estate broker and a real estate property appraiser in Kansas.

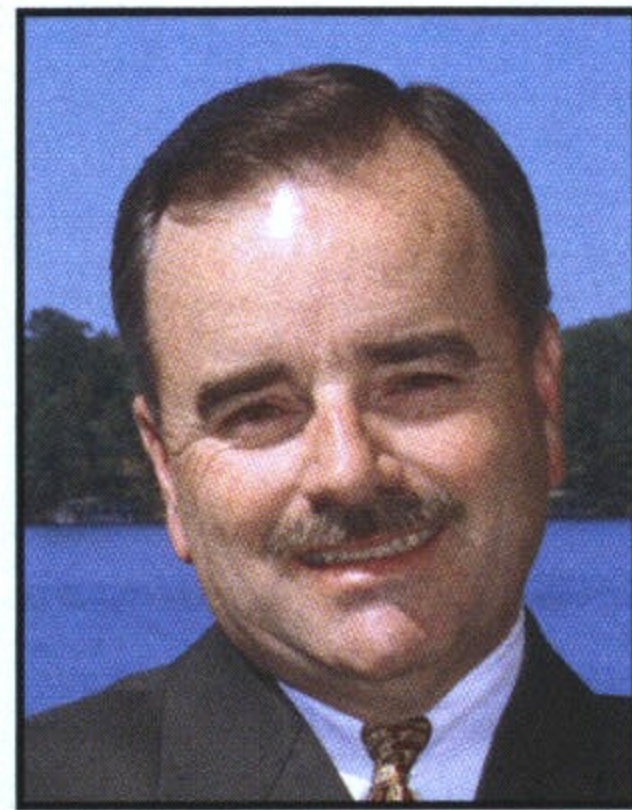
Each year NAA accepts nominations for its Hall of Fame recognition. Criteria for the recognition include: Contributions made to the auction profession, involvement with the NAA, involvement in state Auctioneers associations, and community involvement/activities.

The NAA began this revered program in 1961 to bring visibility and pay tribute to longstanding members who have made significant contributions to the auction industry. To date, more than 100 members have been inducted into the Hall of Fame.

President's Award of Distinction

NAA honored four individuals of great importance to the auction industry with the 2007 President's Award of Distinction during Conference and Show.

This year's recipients were Joe R. Wilson, Jane Campbell-Chambliss, Robert A. Hamilton, and Pat Vredevoogd Combs. The President's Award of Distinction was created by the NAA's Board of Directors in 2002 and honors business leaders whose conduct has distinguished the profession and the association in the past two years.



Wilson

Joe R. Wilson, CAI - As chairman of the "Investing in Our Future" initiative, Joe has led the National Auctioneers Foundation in raising over \$3 million to strengthen the association and the industry's future. A Past President of NAA, Joe is the president of Wilson Auctioneers in Hot Springs, AR. As President, Joe helped the organization grow by 10 percent and expanded member benefits including health insurance and expanding the organization's auction calendar. Wilson is the Past President of the Arkansas Auctioneers Association, Past President of the National Auctioneers License Law Officials Association (NALLOA), and Past Chairman of the Arkansas Auctioneers Licensing Commission.



Campbell-Chambliss

Jane Campbell-Chambliss, CAI, AARE, CES, GPPA-M - A second generation Auctioneer, Jane is past chair of the NAA's Education Institute. As a representative to the Appraisal Foundation's advisory committee, Jane has provided input from the Auctioneer/appraiser perspective to one of the most prestigious appraisal organizations in the world as more and more auctioneers turn to becoming professional appraisers. A member of the NAA and the Auctioneers Association of Maryland, Inc., she has served in all elected posts including President. A partner in the firm Robert H. Campbell & Associates, LLC, this family owned auction and appraisal business has been in operation since 1946 and has offices in Annapolis and Chestertown, MD.



Hamilton

Robert (Bob) Hamilton - As the Executive Director of the North Carolina Auctioneer Licensing Board, Bob has been a tremendous partner to the NAA. In addition to his work administering and enforcing the state of North Carolina's auction laws, Bob was a key leader in the development of the Uniform License Law which establishes standard regulations for the industry. Bob is currently the President of the National Auctioneers License Law Officials Association (NALLOA).



Vredevoogd Combs

Pat Vredevoogd Combs, ABR, CRS, GRI, PMN - As the President of National Association of REALTORS, Pat leads America's largest professional association with over 1.3 million members. Pat is the Vice President of Coldwell Bankers-AJS-Schmidt, the second largest real estate company in Michigan. Previous leadership positions include Past President of the Michigan Association of REALTORS®, President of the Women's Council of REALTORS®, and Chairman of the Michigan Real Estate Commission. Thanks in part to Pat's leadership, NAR and the NAA have developed a strong and positive relationship throughout her term as President.

Honored groups

NAA owes its success to groups such as its past presidents, Hall of Fame members and women Auctioneers, pictured here.



NAA Past Presidents.



NAA Hall of Fame members.



Women Auctioneers.

Hosts of the Conference

The California State Auctioneers Association hosted the conference in San Diego, CA and was led by president Denise Rinaldi, CAI, of Lodi, CA. She was chair of the Conference and Show host committee. Many CSAA members worked varied events throughout the conference.

The California State Auctioneers Association is an organization of Auctioneers established to promote professionalism, growth, and competency in the auction profession and to provide vision and leadership in our rapidly changing industry.

CSAA's mission is to promote the advancement of the auction method of marketing through education, networking, community involvement and

advocacy. Its vision statement is "To develop a dynamic network of professional auction industry leaders who actively support the auction method of marketing." For more information visit www.CSAA.org.



CSAA President Denise Rinaldi, CAI, spoke to the conference audience.



NAA Marketing Contest Winners

The innovative marketing efforts of Auctioneers throughout the U.S. and other countries were recognized in ceremonies during the 2007 conference.

Grand Champion winner Randy Kincaid, CAI, GPPA, was among the many who accepted their awards at a luncheon in their honor.

The annual competition draws more than 900 entries in more than 80 categories with three divisions: photography, advertising/public relations, and Auction of the Year. The categories focused on promotional pieces including newspaper and magazine advertising, member web site, television commercial, auction appraisals, business newsletter, news releases and more.



Grand Champion of the 2007 Marketing Contest, Randy Kincaid, CAI, GPPA, left, was congratulated by NAA Public Affairs Manager Chris Longly during a luncheon in San Diego.

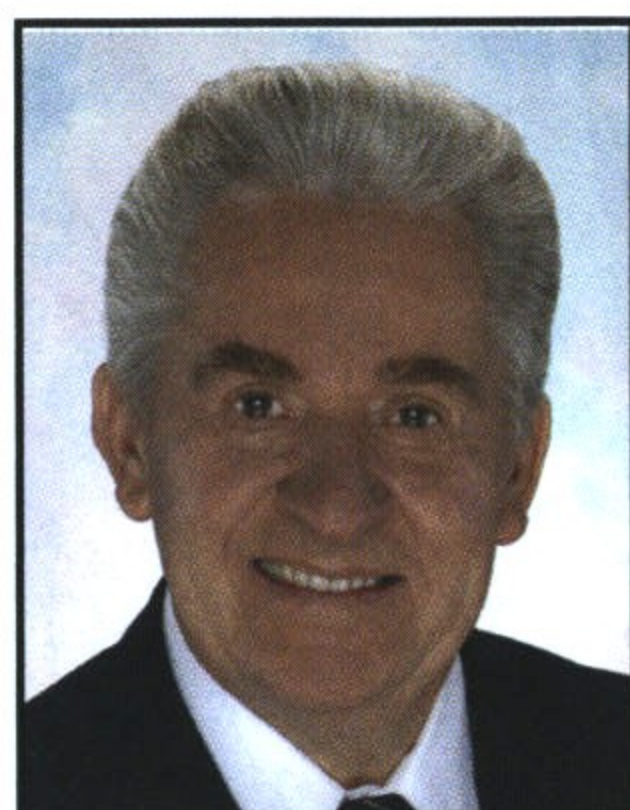


South African Alon Kowen, far left, and his team from Auction Alliance, are given marketing awards by NAA President Tommy Williams, CAI, far right.

New officers and directors

To view a list of all current board members and officers, including their bios and photos, visit www.auctioneers.org.

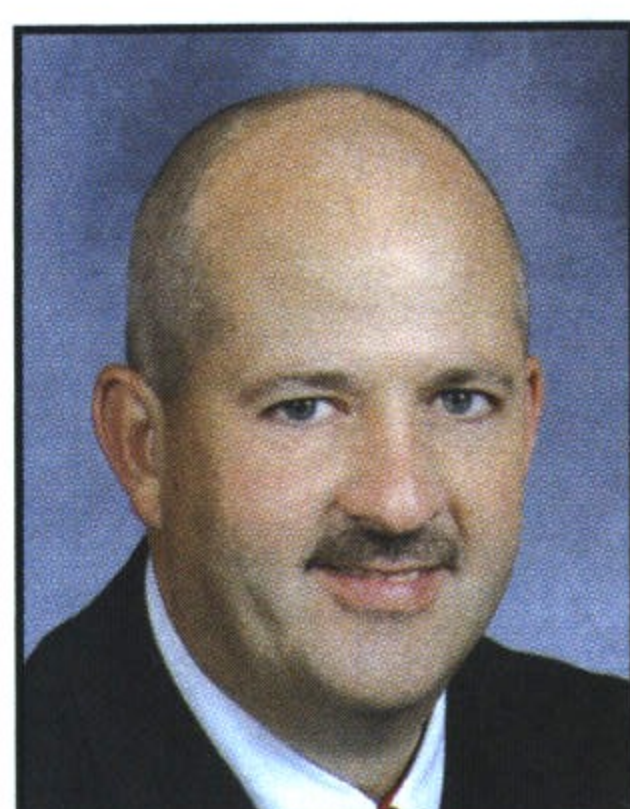
President **Thomas L. Williams, CAI**, of Tulsa, OK, has been one of America's leading Angus cattle Auctioneers for over 35 years. His company, Williams & Williams, now conducts real estate auctions throughout the nation and represents several of the nation's largest real estate investment and development companies. He is a graduate of Penn State University and Reppert's Auction School. He is a life member of his Masonic Lodge, Paul Harris Rotarian and life member American Angus Association. He served three terms on the National Auctioneers Foundation Board of Trustees. Tommy and his wife Trudy have three children and six grandchildren.



President-elect **Randy A. Wells, CAI, AARE, BAS, GPPA, CES**, of Post Falls, ID is co-owner of MR Auction, Executive Vice President and owner of Tranzon Northwest and a licensed Realtor with Exit Realty Coeur d'Alene. He has conducted well over 1600 auctions since 1985 including: estate, business liquidation, automobile, benefit and real estate auctions. His firm Realty Auction Services has specialized in real estate auctions since 1998 and in 2003 his company merged with Tranzon, a national auction firm that specializes in the sale of real estate. Randy and his wife Annette were awarded business of the year by the Post Falls Area Chamber of Commerce in 1999. He teaches several auction courses for NAA. He and Annette have two children.



Vice-President **Scott Musser, BAS**, of Kennewick, WA is Managing Partner and Technology Officer for Musser Bros. Auctioneers. Musser Bros. maintains offices in 4 northwestern states and conducts approximately 60 agricultural and commercial auctions per year. Musser and his wife

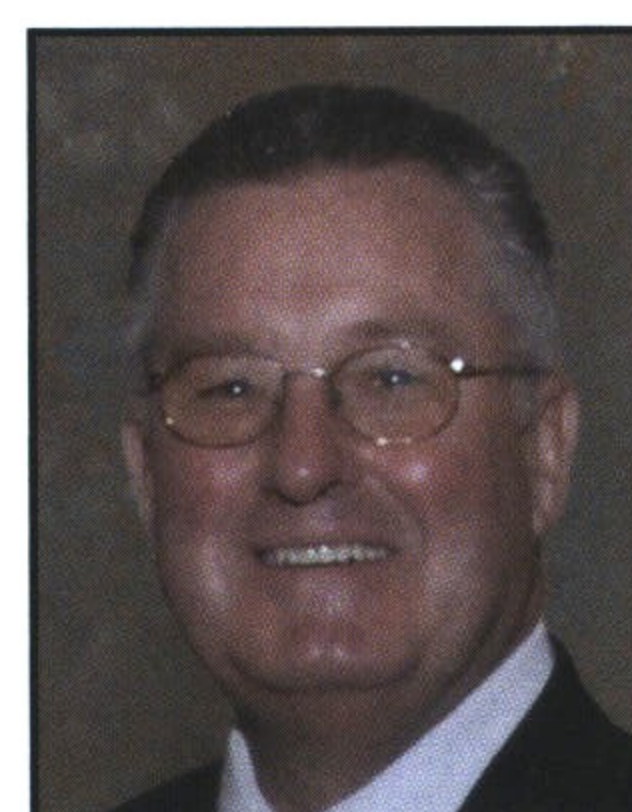


Teresa also conduct 20+ benefit auctions with their firm, CharityChant.com. Scott also provides auction services to Euro Auctions Ltd in Europe, conducting 10 auctions per year in North Ireland, Germany and England. Scott is the past president of the Washington Auctioneers Association. He was named the 2001 International Auctioneer Champion and the 2002 World All Around Champion Auctioneer. Scott and his wife, Teresa, have four children. He is an active pilot and loves checking out the latest in technology.

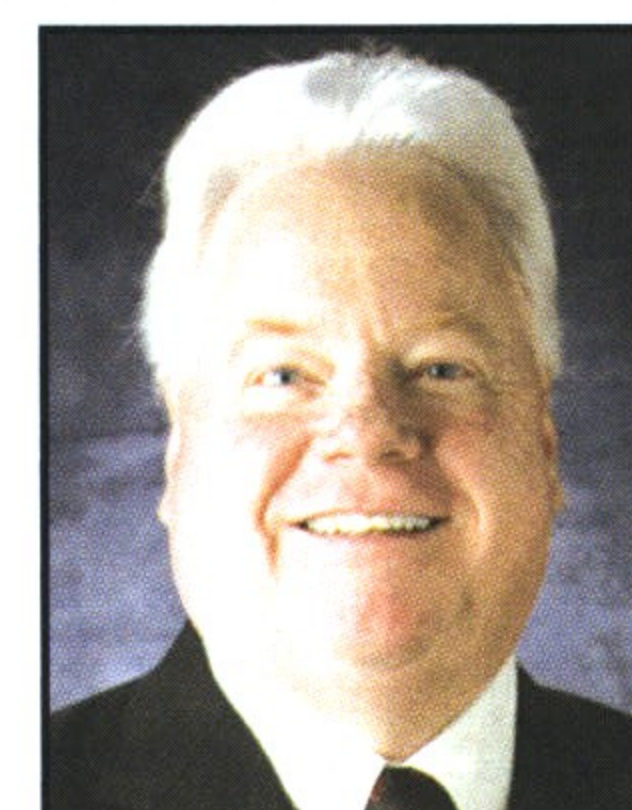
Treasurer **B. Mark Rogers, CAI, AARE** of Mt. Airy, NC is an Auctioneer-broker with Rogers Realty & Auction Co., Inc. a family business established in 1964. Mark's specialty is real estate auctions. He is a former NAA Director and serves on the NAA Long Range Planning, Finance and Executive Committees. He has also served on the Technology, Election, Membership and Auction Extravaganza committees. He is a past president of the Auctioneers Association of North Carolina and is in its Hall of Fame. He is also a Realtor, works with Habitat for Humanity and a private foundation. Mark and his wife Deidre have a son, Dustin, and a daughter, Deyton.



Director **Paul C. Behr, CAI** of Foxfield, CO is an auto auction specialist and owns World Wide College of Auctioneering. He also conducts charity auctions, real estate, livestock and collector car auctions. He is active in the Colorado and Minnesota Auctioneer associations. Paul is also a Vietnam combat veteran and has a son, Matthew.



Director **William L. Head, CAI, AARE, BAS, CES** of Flora, MS conducts auctions of real estate, business liquidations and estate sales. He is past



president of the Mississippi Auctioneers Association and conducts over 50 auctions per year. He is on the board of directors of the Make A Wish Foundation and is a Mason and Shriner. He has two children: William and Zachary.

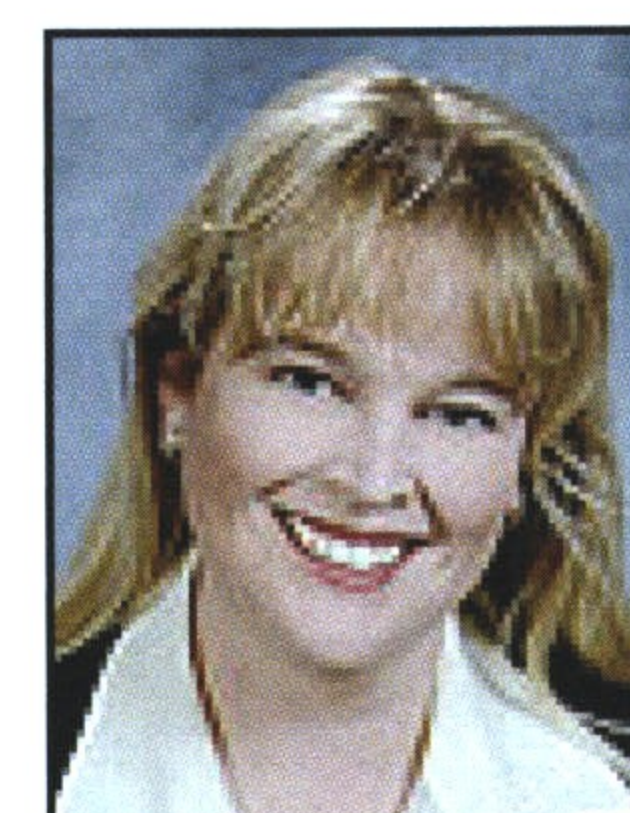
Director **Monte W. Lowderman**, of Macomb, IL began working in auctions regularly in 1981. He conducts auctions of real estate, pure-bred cattle, and runs the family-owned all-purpose auction business. He is an Auctioneer and committee member for community events and benefits, including the WIU Purple and Gold Gala and the Miss Macomb Pageant. He and his wife Carrie, have a son Rhett.



Director **Jay D. Nitz, CAI** of Fremont, NE specializes in auctions of real estate, trucks, trailers, construction equipment and business liquidations. He graduated from Missouri Auction School in 1982. He also conducts fundraising auctions and is a member of the St. Matthews Lutheran Church. He conducts 70 to 80 auctions per year. Jay and his wife Vicki have two children: Courtney and Justin.



Ex Officio director **Renee Jones, CAI, BAS, CES** of Gainesville, TX is president of National Property Solutions, Inc. Renee is an International and State Champion Auctioneer. She is currently chairman of NAA's Education Institute. As a current member and past director of the National and Texas Auctioneers Associations, Renee promotes the Auction Method of Marketing to a broad number of industries and persons involved in asset management and disposal. Renee has managed and called some of the largest auctions in the world, working on auction projects like Enron, Fleming Foods and C-Corp.



Education Seminars and Designation Classes

A broad range of seminar topics were taught at the 2007 Conference and Show, including technology, real estate auctions, antiques and collectibles, and auction methods in South Africa.

A new seminar on professional ringman skills was taught by Brian Rigby, founder of the Professional Ringman Institute. This three-day training provided skills to become an effective ringman, including how to work with buyers, use of hand signals, and how to communicate with the Auctioneer.

To order a digital download or CD of seminars, join NAA's Learning Center. Details are on page 19 of this issue.

The NAA Education Institute also offered many designation classes, including the AARE (Accredited Auctioneer Real Estate), Benefit Auctioneer Specialist (BAS), the GPPA (Graduate Personal Property Appraiser).

Another important education format was roundtable discussions, where Auctioneers gathered to discuss one topic at each table. Real estate was a highly-popular topic among the roundtable audiences.



Brian Rigby taught the ringman seminar.



Jane Campbell Chambliss teaches a GPPA course.



CAI class of 2007 gathered at the conference.



Alon Kowen presents a seminar about South African auctions.



A roundtable discussion on "Qualifying Prospects" was led by Jerry Manning, on right in purple tie.

Auxiliary elects new directors, Inducts two into Hall of Fame

The Auxiliary to the NAA conducted officer elections, Hall of Fame inductions an annual meeting and other events during the 2007 Conference.

New President Annette Wells, of Post Falls, ID took over from outgoing President Sharon Huisman during an exchange of the gavel at the NAA President's Gala. The women emphasized that the Auxiliary is in a new era of widening its mission and the group continues to grow in membership.

New directors elected included Darla Haynes, Vicki Nitz and Terri Walker, BAS, CES. Barbara Fisher is president-elect, Diedre B. Rogers is vice president. Ramona King is secretary/treasurer. Glenda McCarter Johnson is historian.

Inducted in to the Auxiliary's Hall of Fame were Judy Marshall, of Kearney, NE; and Velda Fannon, of Pennington Gap, VA.

The Auxiliary was founded on July 13, 1951 in Decatur, IL. The Auxiliary provides camaraderie and educational opportunities for its members, and provides financial and moral support for NAA members. The bylines define the group as helping promote the interest of all Auctioneers and to assist NAA in achieving its goals.



Auxiliary Hall of Fame inductees were, Judy Marshall, left, and Velda Fannon.



The Auxiliary board of directors 2007-08.



Outgoing President Sharon Huisman spoke during the Auxiliary's business meeting.

First time attendees

Many Auctioneers and staff from across the U.S. and world were first time attendees to the NAA conference. And, a new program matched these first timers with veteran attendees who advised the newcomers on which seminars to attend and how to network effectively. Having someone to show them the ropes and meet people was highly valuable, the first-timers said. Prior to the conference the mentors and newcomers were sent each others' names, so they were able to connect verbally prior to a special breakfast at the conference where they met face-to-face.



First timers and their mentors attended a breakfast to welcome them to the conference.

First time attendee from South Africa came for the education and networking

Auctioneer Tirhani Mabunda of South Africa came a long way (over 24 hours continuous travel) to attend his first NAA conference for the education and networking opportunities.

There is no comparable high level of auction education currently available in South Africa, he said.

"NAA has done education right. The Education Institute is doing wonders!"

He also added that "I like the feeling of no competition here. It's not about holding information for yourself."

Mabunda was working for his government hiring Auctioneers to sell property when, about six years ago, he decided to become an Auctioneer. He now sells autos, livestock, real estate and personal property, as well as conducts benefit auctions.

He attended the Benefit Auctioneer Specialist classes at the conference in San Diego and learned a tremendous amount from instructor Lance Walker, he said.

"I do about 10 benefit auctions now, but I want to do them properly," he said, adding that he has not been charging for those services. "BAS taught me that the main focus really is to raise money for the client. I have also bought catalogs of benefit auctions in the U.S. to show my clients how good catalogs are done."

Mabunda said he wants to use the education process and NAA contacts to raise the auction standards in South Africa. He said the South African Auctioneers Association is not very active, with no benefits or education offered. (There is one separate auction school in the country, he said).

"I hope NAA will work with SAAA to improve it. We want to take the lead to be more professional," he said.

Mabunda, who has a bachelor's degree and an advanced degree in business administration, believes highly in education for any industry.

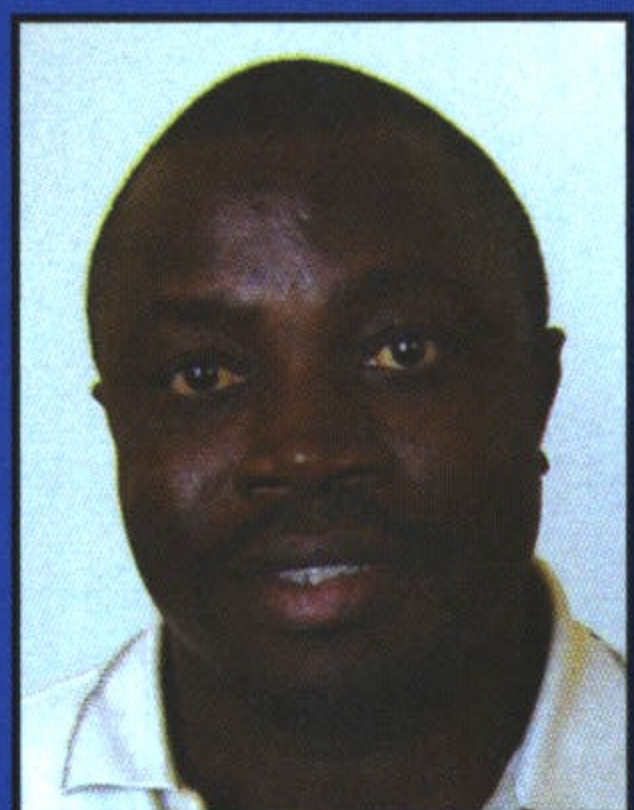
"I always believe if you do something, you should be educated in it and do it very well. If you need surgery, don't you want to go to a doctor who is well-educated and has the best practices in his field? I want my clients to have the same peace of mind, to be confident about me."

Mabunda plans to attend the AARE classes in November and begin the CAI program in March.

His start with the BAS program and networking has already yielded many tips, he said.

"(Benefit Auctioneer) Kip Toner told me that a big selling item for him in America is trips to South Africa, so he suggested I sell trips to America," Mabunda said. "That was a great idea!"

Story by editor Steve Baska. To reach Tirhani Mabunda, email him at tirhani@tirhani.co.za.



Mabunda

President's Gala

At the President's Gala on the last night of the conference, NAA's new president Thomas L. Williams, CAI made his first speech in that post after taking over from outgoing president, Bill Sheridan, CAI, AARE, GPPA.

Williams spoke about the need to embrace changes in the industry and for every Auctioneer to seek the methods to be successful and unique in his or her region and in today's auction markets.

"Every Auctioneer is unique, just as every snowflake in a snowstorm is a different shape," he said. Every Auctioneer can likely develop successful methods through experience, education, innovation and networking, he said.

"Use the benefits that NAA has to offer in helping you succeed," he said, pointing to education, conferences and networking.

Williams said that his life is an example of how dreams of auction success can come true.

With humble beginnings, he went on to become a leading Auctioneer of cattle in the United States, then expanded to great success in real estate auctions while working with his son Dean.

Williams said he and Dean sometimes disagreed on business methods, but through that process of working together, the elder Williams learned much.

"You have to be open to ideas that seem very different to you," he said. "And you may find that those are the best things you've ever tried." Williams added that he may develop a seminar on how fathers and sons can work together in the auction industry, since many family businesses face this issue.

Outgoing President Bill Sheridan said "The horizon of the auction industry has never been so bright. To be elected as president of NAA by my peers was a great honor." He said he tried to improve the branding of NAA Auctioneers and provide opportunities through NAA association with the National Association of Realtors.

Also at the Gala plaques were given to outgoing directors W. Ronald Evans, CAI, AARE, CES; John J. Hines, CAI, AARE; Thomas M. McInnis, CAI, AARE; and W. Scott Swenson, CAI, GPPA. Also honored were retiring treasurer Scott Musser, BAS; retiring chairman Dennis K. Kruse, CAI; retiring president William L. Sheridan, CAI, AARE, GPPA; and retiring Education Institute Trustees Mark Manley, CAI, AARE, CES, GPPA, and Jane Campbell Chambliss, CAI, AARE, CES, GPPA.

The Gala also featured a passing of the gavel from Auxiliary outgoing president Sharon Huisman to incoming president Annette Wells, BAS.

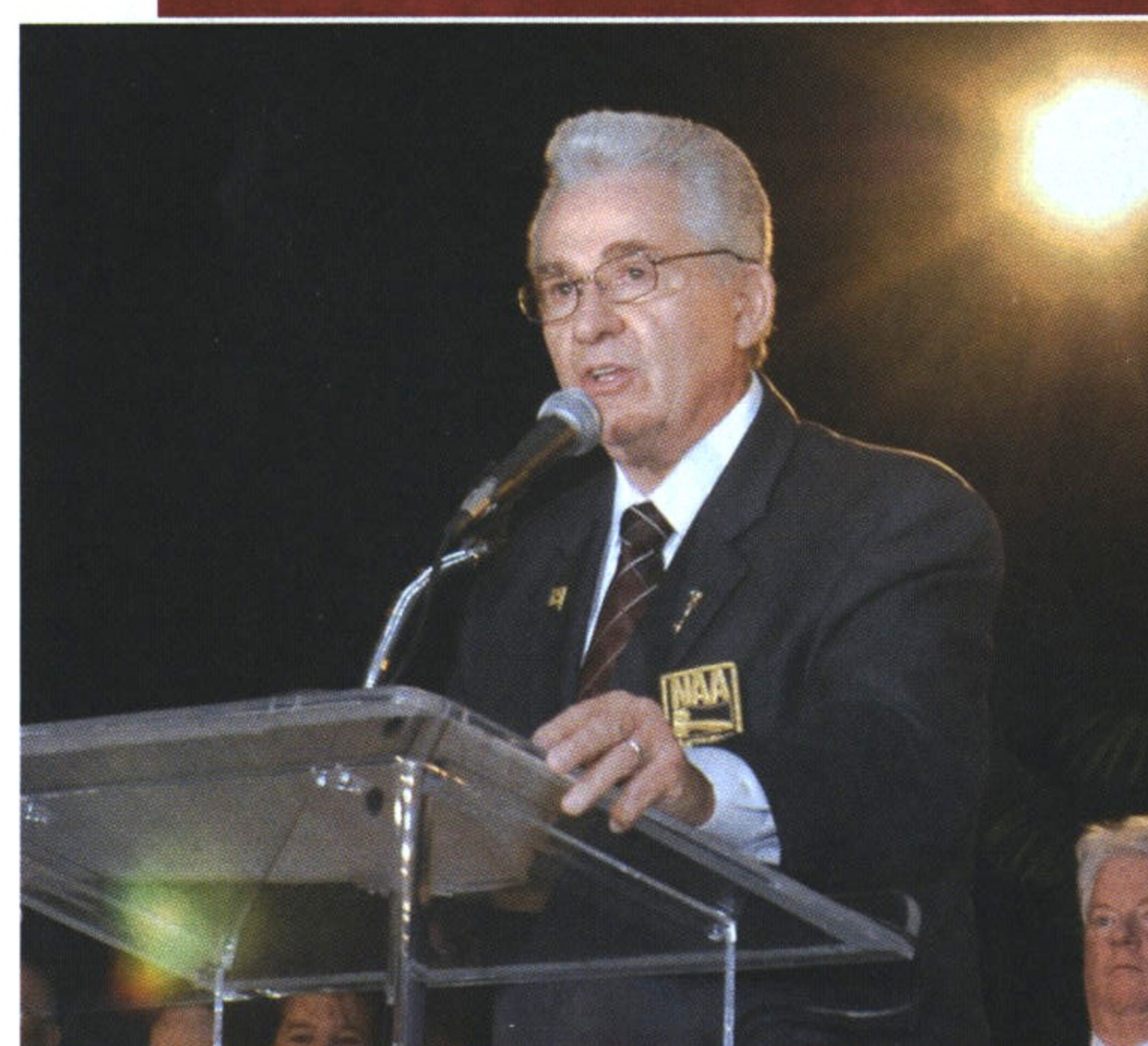
Wells and Huisman said the Auxiliary was making great strides by working with NAA on education for auction support staff, growing the membership of the Auxiliary and establishing a new website.



New president Thomas L. Williams, left, was congratulated by outgoing president William L. Sheridan.



New Auxiliary president Annette Wells, left, is congratulated by outgoing president Sharon Huisman.

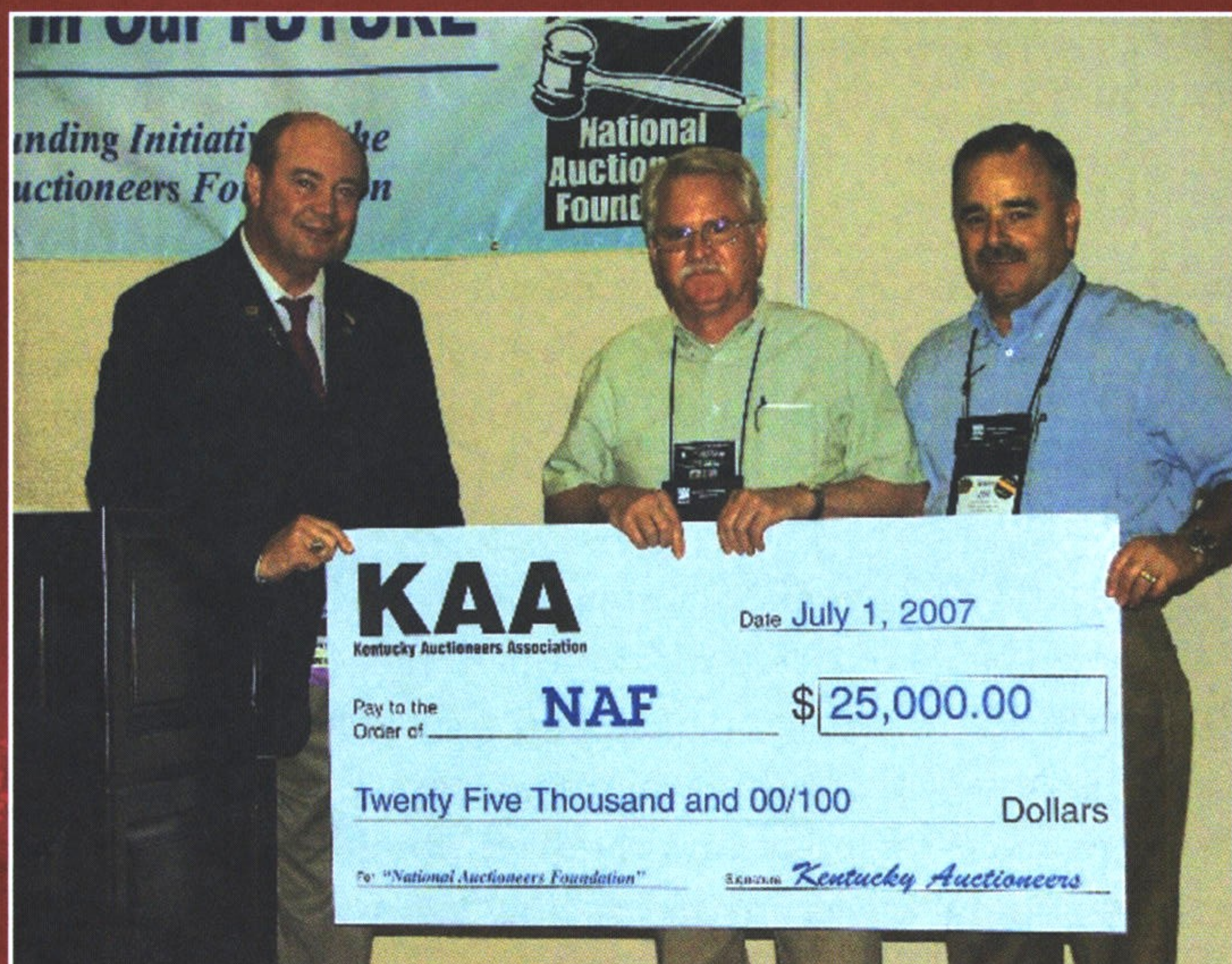


President Thomas L. Williams gave his acceptance speech.

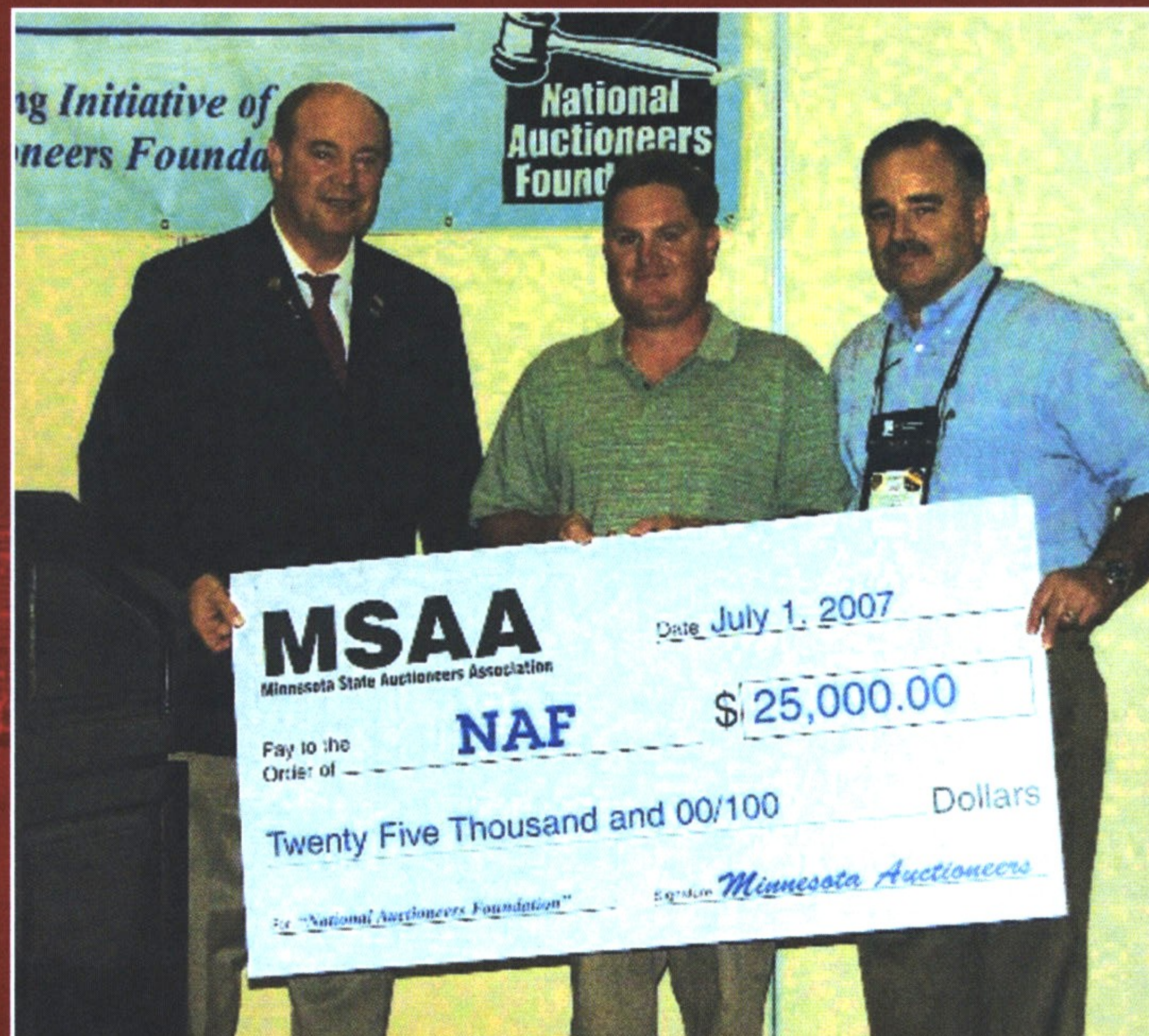
National Auctioneer Foundation events

The National Auctioneers Foundation sponsored several events at the conference including one to honor donors to the "Invest in Our Future" campaign. Representatives of the Minnesota, Ohio and Kentucky Auctioneer associations presented checks to the NAF for the campaign, which helps sponsor industry statistics research, public relations efforts, NAA headquarters renovation and other programs.

NAF also sponsored a reception for the NAA Hall of Fame inductees and Diamond Gavel honorees.



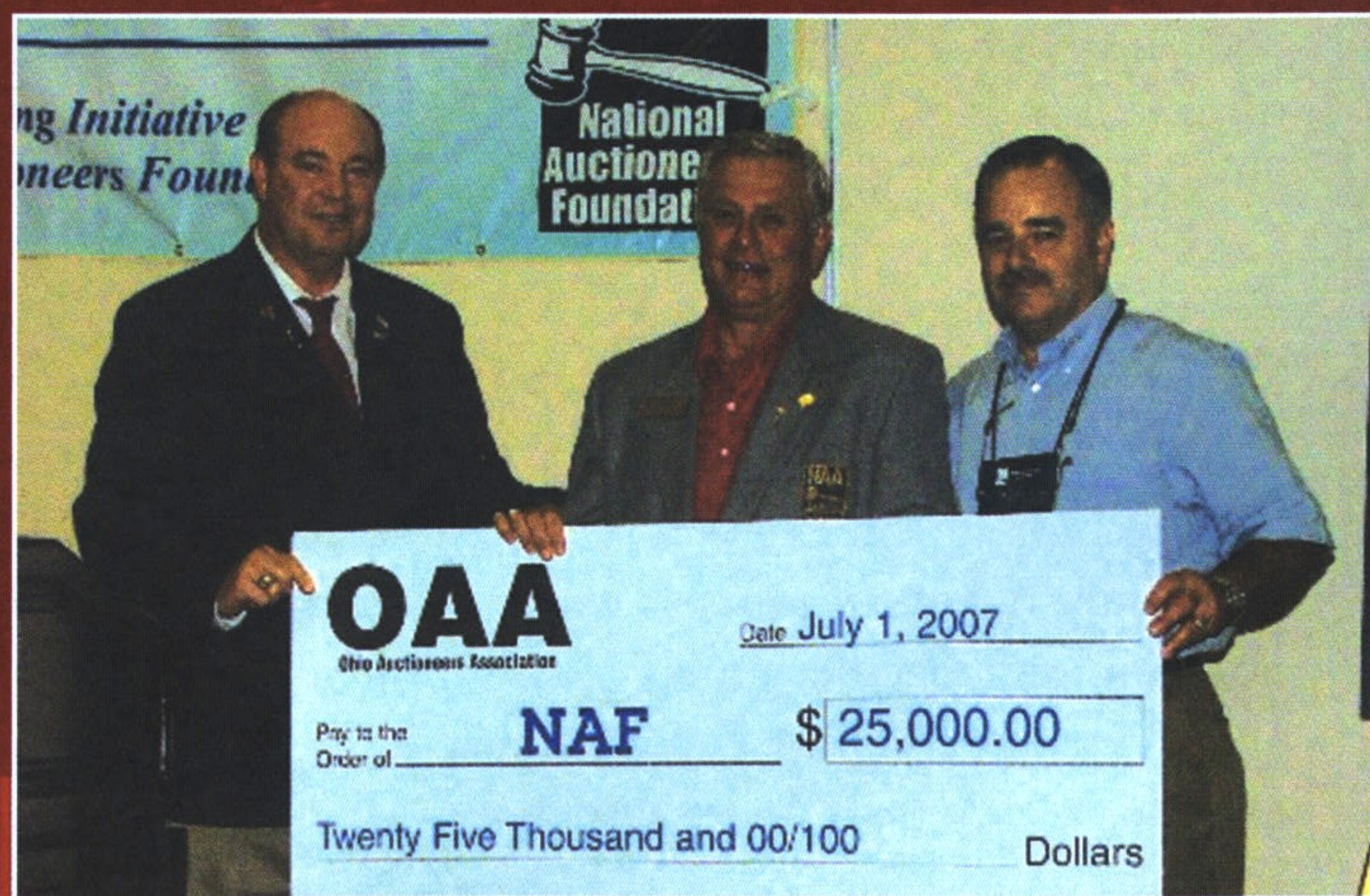
Kentucky Association check to NAF.



Minnesota Association check to NAF.



NAF Hall of Fame Diamond Gavel Reception.



Ohio Association check to NAF.

Conference and Show comments from attendees

TV anchor enjoyed meeting Auctioneers

We had a lot of positive feedback on the interview segment (with IAC contestants). I personally had a very positive experience attending all the events and meeting so many wonderful people.

I also wanted to offer myself as a resource in case you would ever need one. An insider's perspective may be helpful at times, and I wanted you to know I would be happy to help if I ever can.

-Bill Menish, TV news anchor,
NBC affiliate KNSD in San Diego
(and new NAA member!)

Trade Show exhibitor had great interest

I just wanted to congratulate you on pulling together a great Conference and Show. I've been getting wonderful feedback and it sounds like this was the best show yet! Everyone here is very excited and is already looking forward to next year's show. Can you do me a favor and let me know when you start planning for next year? I want to make sure we're on top of booth space selection, hotel reservations, etc.

Congratulations, again! I know it's a lot of work to manage a large event and everyone here has rave reviews!

-Dana Kaufman
Director of Marketing
Proxibid

South African members: "Conference was exceptional"

Thank you once again Bob to you and your awesome team for another exceptional conference, lifelong friendships, connections and more unforgettable memories! Take care and all the best;

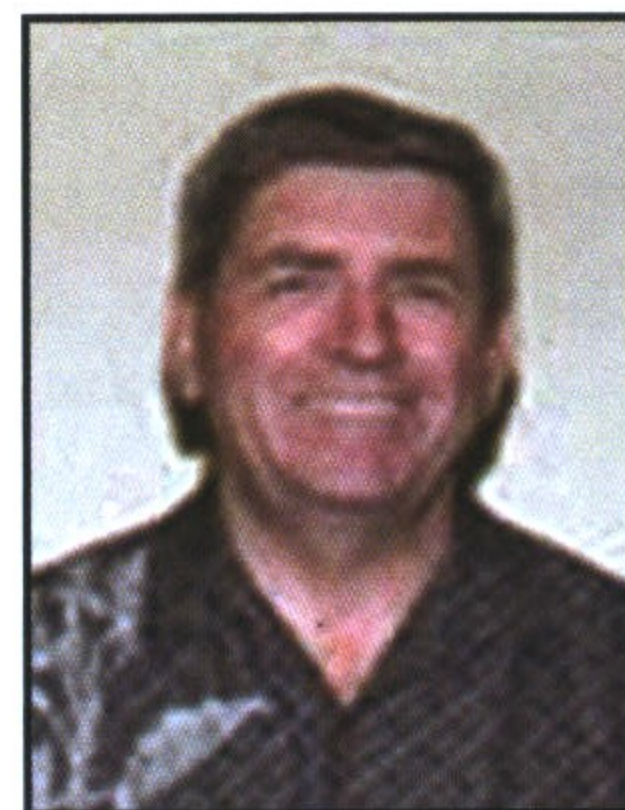
-Kim Faclier
Auction Alliance, South Africa

Thanks for all you and your team did for us, AGAIN !!! You truly surround yourself with awesome people, who not only put together an absolutely brilliant conference and show, but also know how to make us South African's feel special. We truly appreciate it!

-Alon Kowen
Auction Alliance, South Africa

Seminar on Hispanics is "best in 30 years"

Kelly McDonald's (Conference speaker about serving Hispanics at auction) presentation in San Diego was one of the best seminars I have been to over the last 30 years



Van Gordon

or so. We were in the personal property auction business for over 30 years but sold to a firm from New Zealand in 2004. When we sold we were primarily selling used automobiles at "public auction" and had very few Hispanic buyers at our auction center (located some 20 miles south of Portland, Oregon) in Canby, Oregon. We are located in an area that has always been dependent on migrant workers to harvest

the various products that are grown here and shipped world wide. I knew there were customers in that group of folks but for years thought that we would possibly lose our regular buyers if we had too many "Mexicans" at our auctions.

Around 1997 we hired a couple of Mexican nationals with green cards to detail cars and maintain our facility. I needed to learn a little Spanish and they learned English from us. Any of them that wanted to learn English would come to work an hour early and we would teach them what we could. I was amazed at how fast they learned to speak English and would be able to identify tools and products that we routinely sold for our customers. The point of this note is to tell you what we did to gain the trust of these people and sell cars to them.

We were required to attach "as-is" statements to all of the units in Spanish and we went further with all of the normal documents were translated to Spanish. We converted all of the "terms and conditions" to Spanish and had a CD produced where a young woman read the terms and conditions word for word. We also had Lupe and Eduardo interpret down on the auction floor during the auction and encourage bidding. When we sold out, over 30% of our sales were to people who spoke no or very limited English.

We did lose some, (local attendees) but didn't seem to miss them very much. Indecently, we had as many as 10 Mexicans working for us at the peak in 2004 and they wanted to be identified as "Mexican Nationals" or just "Mexicans." Is there a problem with this moniker?

-Steve Van Gordon , CAI, GPPA, AARE
Canby, OR

Gavel Club 2007

The National Auctioneers Association's Gavel Competition (for recruiting new members) is comprised of NAA board members, NAA members at large and also auction schools. The 2007 competition winners, honored at Conference and Show in July, proved the program had another successful year, with many new members recruited.

Members at large

Mike Jones, CAI, GPPA	35	Richard Houghton, CAI	1
Paul Behr, CAI	10	Frank Imholte, CAI, AARE, CES	1
Forrest Mendenhall, CAI, AARE	9	Stephen Karbelk, CAI, AARE	1
Susan Doyle, CAI	8	O.C. Mangold, AARE, CES	1
Rhessa Deriso	2	George Martin	1
Chuck McAtee, AARE	2	Daniel Mastin	1
Tom Thornton	2	Larry Meares, CAI, GPPA	1
David Arwood	1	Jeffrey Messer, CAI, GPPA, CES	1
Kurt Aumann, CAI	1	Jim Pennington	1
Ronald Coale, GPPA	1	Bernie Pleasants	1
Harold Dodd	1	Alfred Robinson	1
Craig Dreiling	1	B. Mark Rogers, CAI, AARE	1
Jerry Ellis	1	Roger Sanders	1
Judd Graffe	1	Cammy Theurer McComb	1
Gordon Greene	1	Mark Vail	1
Mike Grigg, AARE	1	Jerry Wallace, CAI, AARE, CES	1
Floyd Harrison	1	Richard Werner	1

Board of directors

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Mark Manley, CAI, AARE, GPPA, CES	10
Thomas Williams, CAI	8
Darron Meares, GPPA	7
Christie King, CAI, AARE	1
James Littlejohn, CAI, AARE, CES	1
Randy Wells, CAI, AARE, BAS, CES, GPPA	1

Auction Schools

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Yankee School of Auctioneering	11
Nashville Auction School, LLC	10
Western College of Auctioneering	9
North Georgia School of Auctioneering	4
Southeastern School of Auctioneering	4
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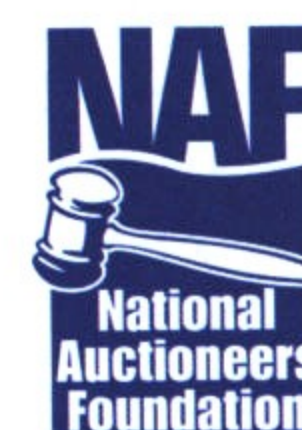
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Henderson Auctions

50 years of success in business and marriage for top auction specialist

Heavy equipment specialist Auctioneer Marvin Henderson, of Livingston, LA celebrated 50 years in the industry and in marriage earlier this year.

Henderson, 70, graduated from Reppert School of Auctioneering in spring 1957 and was married June 15 of that year to Audrey. Together they built a new auction company that today grosses \$15 million to \$20 million at each auction with sales of construction equipment and industrial equipment, making it one of the most successful auction firms in the country.

Marvin's daughter Janet Cagley said their success seems especially significant now because, back in 1957, Marvin's new father-in-law said Marvin should "focus on getting a real job." But Marvin had a passion and talent for the auction business. He started doing general merchandise auctions and traveled the southeast doing car auctions for other auction firms. Not growing up in an auction family did not stop this high-energy entrepreneur from developing his own business.

Heavy equipment became a part of his auction business and he kept growing its volume. Marvin was one of four Auctioneers in North America in the 1970s and 80s to pioneer the construction equipment auction specialty, and today he may be the only one of those four who is still calling his own auctions, Cagley said.

"He is our main Auctioneer today," said Cagley, who now runs daily operations of Henderson Auctions with her brother, Jeff. Their sister, Julie Henderson Duffy, is a nurse. Julie's husband Corey works in the family auction business.

Marvin was a pioneer in other ways also. He was instrumen-



Marvin and Audrey Henderson

tal in getting a law passed in Louisiana to allow the state's Department of Transportation to sell equipment by auction. He was a charter member of the Louisiana Auctioneers Association, and a founder of the Louisiana Auctioneer Licensing Board. He also was on his local school board for 10 years and remains active in his church and political groups.

He also has been an important supporter of NAA and recently pledged \$50,000 to the "Investing in Our Future" campaign that funds vital programs and projects. Marvin says he decided on that figure because he made \$1,000 on his very first auction, and so he multiplied that by his 50 years in business to date.

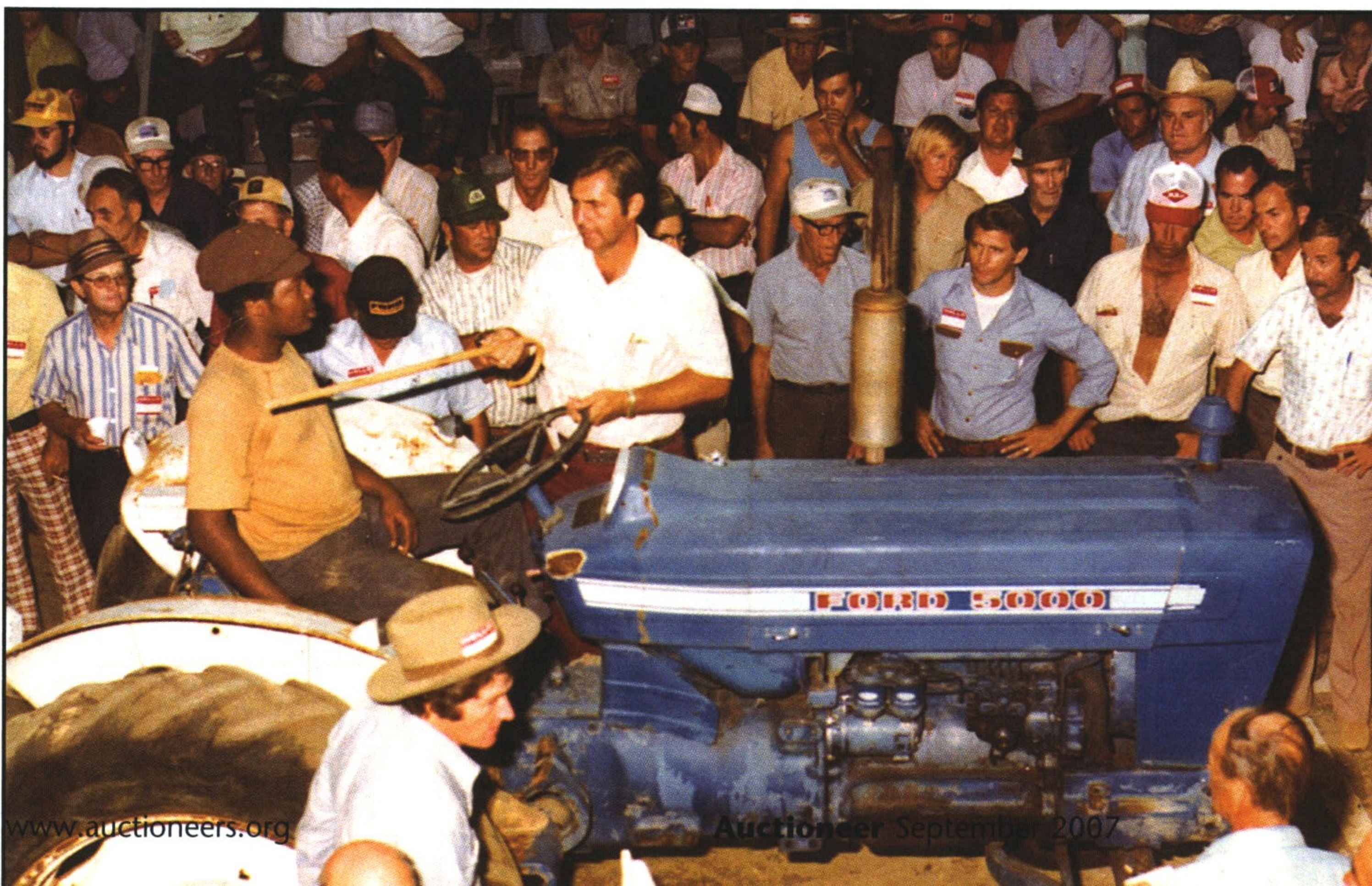
His daughter explains why he has been so successful.

"He's not a showman, but more a master of his auction crowd. He knows the value of what he is selling and he gets top dollar for his clients. He is very people oriented and treats everyone the same," Cagley said.

Audrey has been a steady force by Marvin's side in business and life.

"She did the clerking, running the

continued



Marvin (holding cane) sells in his early years.

office and getting brochures out,” said Cagley. “She continues working now on auction days. She has always been the detail person that dad needed because he is such a high energy person.”

Marvin and Audrey enjoyed a special trip last spring to South Africa with several other members of NAA. Four Auctioneers also on that trip said Marvin was a special part of that event.

Spanky Assiter, CAI, said “I had never met Marvin before, but he was so helpful with advice he shared about his business during that trip. I learned many things and appreciated his generosity of sharing knowledge.”

John Nicholls said of Marvin “You could see the love he has for this profession and his love for his wife, for his children and grandchildren. He and Audrey are such genuine people.”

Nicholls added that he was impressed to learn that Marvin used to fly around the country while in demand as a heavy equipment auctioneer for varied firms. It was on one of these trips that he survived the crash of a small airplane.

“He told us that by the grace of God he is still here,” Nicholls said.

Barbara Bonnette, CAI, AARE, GPPA, who was also on the trip and has known Marvin for many years, said “I have had the opportunity to partner on several endeavors with him. More than anything I know, he loves his profession. You can see it in his eyes when he is on the podium selling for hours on end.”

Bonnette added that “Walking around his auction, it is contagious to see the rapport he has with his customers, knowing them by name, treating them like family. Marvin has taught me a lot about this end of the industry. He is always willing to share his knowledge. There has never been a time that I have picked up the phone to call him that he didn’t answer immediately and tell me what I needed to know.

And she joked that “Traveling through Africa with him, I know he packs too many suit cases. I know Marvin never



Henderson sells at a recent auction.

meets a stranger. He is warm, outgoing and is never short of a joke to tell.”

NAA President Tommy Williams, CAI, who was on the South Africa trip said “Marvin brought an unbelievable wealth of knowledge about auctions to that trip, and told stories to everyone, including the South Africans. He thrives on storytelling and we all enjoyed it.”



Heavy equipment outside the 50-acre Henderson auction facility.

Williams added that “We enjoyed talking with Audrey also and can tell that she is an important part of the success for Marvin.”

Henderson Auctions’ facility today covers 50 acres. It includes a large pavilion for customer seating for drive-through auctions, concession and rest room facilities, customer registration and lounge area, large equipment make-ready, including a mechanics’ shop, welding and metal working, cleaning, sandblasting and painting areas.

With some of their grandchildren interested in becoming Auctioneers and joining the family business, the future looks bright for Henderson Auctions.

Story by editor Steve Baska.



Auctioneers’ group on their trip to South Africa.



NAA issues a Position Paper urging regulation of Internet auction business

NAA publishes, on the following pages, a paper outlining the association's position that businesses selling property by Internet auctions should be licensed and regulated, just as traditional Auctioneers are regulated by their state governments for the protection of the public.

The NAA contends that Internet auctions include many of the same elements as onsite auctions and, therefore should be regulated.

Many state legislatures have recently debated the issue of Internet auction regulation, and some have chosen to exempt this business sector from regulation.

"We have seen Louisiana and Maine pass laws exempting Internet Auctioneers from regulation, and there are similar bills pending in New Hampshire and Pennsylvania this year," said NAA Public Affairs Director Chris Longly, who tracks the legislation. "Illinois, on the other hand, passed legislation enforcing these regulations. The NAA feels it is time to make our position known.

Many Auctioneers are aware that eBay officials have opposed regulations by states, contending that eBay sales are not auctions. However, Longly says, this is not solely an eBay issue.

"This is a consumer safety issue. There are hundreds of Internet auction sites out there today, many behaving in unscrupulous ways. These regulations, if enacted, safeguard consumers and protect the image of the auction industry," he said.

The NAA position paper states that 33 states currently require Auctioneers to be licensed by their states. NAA urges Internet Auctioneers to have training, pay in to a recovery fund for the public, and register with their state government as a means of accountability for who and where the Auctioneer does business.

NAA does not recommend a specific type or amount of auction education. Details can be debated and discussed by each state legislature considering legislation reducing and increasing regulations for Internet auction businesses.

Internet auction fraud crimes are among the most prevalent types of Internet fraud today. The lack of regulation contributes to this problem, and the NAA urges states to help reduce this problem by enacting laws requiring Internet auctions businesses to register with state regulators.

The Knoxville, TN News Sentinel recently quoted an eBay spokesman as saying that small businesses conducting eBay

auctions "are not auctioneers, and therefore applying auction regulations to them is no different than it would be applying them to anybody doing business in Tennessee," said Hani Durzy of the California-based eBay.

The Tennessee law requires storefront businesses that assist eBay sellers with marketing, pricing and shipping their wares to get a state auctioneering license.

Part of the licensing requirement is a four-day course that teaches various aspects of the traditional auction business. Total cost, including course tuition and the licensing fee, is about \$525.

But advocates for online auction business say the industry is already self-regulated through the marketplace, and pushing laws intended to regulate traditional auctions could hurt small businesses.

Ina Steiner, editor of Auctionbytes.com, a news Web site that exclusively covers the online auction industry, said some view laws like Tennessee's as a first step toward regulating the approximately 30,000 or so registered merchants who sell on eBay.

But, Bobby Colson, a longtime Nashville Auctioneer and member of the Tennessee Auctioneering Commission, said in the story that state regulations provide an avenue for the public if an auction business acts in bad faith, said. The requirements also lend integrity to the industry, which relies on consumer confidence, he said.

"I think it's just something that needs to be regulated," Colson said. "We want to protect the public and the industry."

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**Official Statement of the
National Auctioneers Association
Concerning the Licensing of
Businesses that Sell Property via
Internet Auctions**



NATIONAL AUCTIONEERS ASSOCIATION
8880 Ballentine
Overland Park, KS 66214

I. Introduction and Statement of Purpose

The National Auctioneers Association (“NAA”) is a professional organization for practicing auctioneers, their associates, and auction businesses. The NAA was founded in 1948 and continues to grow. Today, it has approximately 6,000 members. The NAA promotes the auction method of marketing and strives to enhance the professionalism of its practitioners. The mission of the NAA is “[t]o promote, increase and build the trustworthiness of the competitive bidding method of marketing, including: live, Internet, and sealed bids auctions[.]”

The NAA has been asked its opinion on the licensing of auctioneers who conduct Internet auctions. Auctioneer licensing has become prevalent over the past thirty years as a consumer protection issue. Currently thirty-three states, and the District of Columbia, require a license before an auctioneer can lawfully conduct auctions within the state. In addition, twelve states do not require a state license, but permit municipalities and political subdivisions to impose licensing requirements and regulations for auctioneers and the auction industry. Only the remaining five states do not generally impose any licensing requirements.¹

Technology is moving quickly and reshaping the auction industry as well as many other industries. The convergence of technology and auctioneers has lead to blurring what once was very defined and certain. Where a transaction occurs, where payment occurs, where the “sale” takes place have all become issues in Internet auctions. An auctioneer may be in one state, the buyer in another, and the property in yet another. The NAA recognizes there are regulatory and enforcement issues that still need to be determined. Despite these issues, Internet auctions continue to be a growing method of selling for auctioneers.

Individuals who sell property via Internet auctions provide the same services that licensed auctioneers provide to their customers. These services include, placing the property on the Internet for sale, marketing the sale, collecting the proceeds from the buyer, delivering the goods to the buyer, and remitting the proceeds to the seller after payment of a fee or commission. There is no reason that these Internet auctions should not be licensed and regulated in the same manner as an auctioneer since they are essentially providing the same service to the public. The use of incremental price advances and a time certain ending

¹ The states which currently do not impose any licensing requirement at the state or municipal levels are: (1) Alaska, (2) California, (3) Oregon, (4) Utah, and (5) Wyoming.

of the sale would make the sale an auction the same as any other auction.

Unlicensed and unregulated Internet auction companies pose a risk to consumers and should be held to the same standards as the auction profession. Auctioneers should not be held to a different standard simply because of the vehicle used to conduct the sale, regardless of how they are identified.

II. Internet Auctions.

The word auction comes from the root word “auctio” which literally means “increase.” The NAA Code of Ethics defines an auction as “[a] method of selling property in a public forum through open and competitive bidding.” In the Uniform Auction and Auctioneer Licensing Act (“UAALA”) the term “auction” is defined as “the public sale of real or personal property, or both, in which the sale price of the property offered is increased by competitive bids until the highest bidder becomes the purchaser.” UAALA § 1-104(c). Competitive bidding is an essential element of any auction sale.

An Internet auction, where the final purchase price is determined by competitive bidding, is an auction. The fact that the sale takes place online, instead of being sold in person at a live auction, does not change the nature of the sale. Both sales use the competitive bidding process. Internet auctions where an individual is selling goods or property on behalf of another is, by definition, an auction and should be regulated.

The term “auctioneer” is defined by the NAA Code of Ethics as “[t]he person (or firm) whom the seller engages to direct, conduct, or be responsible for a sale by auction. This person may or may not actually call or cry the auction.” UAALA defines an auctioneer as “an individual who engages in, or who by advertising or otherwise holds himself out as being available to engage in, the calling for, the recognition of, and the acceptance of competitive bids for the purchase of goods or real estate at an auction or otherwise engaging in the business of auctioneering.” UAALA § 1-104(d).

Most Internet auction sites specialize in person-to-person sales where individual sellers sell their goods or property directly to consumers. In these auctions, the seller – not the site – has the merchandise and the site usually will not take responsibility for any problems that may arise between buyer and sellers. Many sellers set a time limit on bidding and, in some cases, establish a “reserve price” – the lowest possible price the seller will accept for an item. When the bidding

closes at the scheduled time, the item is sold to the highest bidder. If no one bids at or above the reserve price, the auction closes without the item being sold. An Internet auction is an auction and the seller is responsible for conducting the sale. In other words, the seller is acting as the auctioneer.

The NAA is not suggesting that these regulations should apply to individuals who sell their own goods on-line. The NAA is only concerned with individuals who act as auctioneers as a service for the public in return for the payment of a fee. When an individual or business sells property on behalf of a third-party, the seller, in exchange for the payment of a fee, the applicable licensing requirements should apply and the sale should be regulated as an auction. This would include, for example, individuals and businesses who take goods on consignment from a third-party for sale via an Internet auction website for a fee or commission.

III. The Prevalence of Fraud Perpetrated Via Internet Auctions.

Internet auction fraud is a significant problem across the United States of America. Internet auctions are a haven for criminals and unscrupulous individuals. It is easy for sellers to list any item on-line for sale, even when the seller does not intend to sell, or even own, the goods or property.

In 2000, a national database for Internet fraud and crime was established as a partnership between the Federal Bureau of Investigation and the National White Collar Crime Center. This database is to serve as a means to receive and process Internet related criminal complaints. This organization was originally known as the Internet Fraud Complaint Center ("IFCC"). In December 2003, its name was changed to Internet Crime Complaint Center ("IC³") to better reflect the character of complaints received. IC³ publishes an annual report on complaints received and referred by it to law enforcement and regulatory agencies for appropriate action. To date, it has published annual reports for 2001 to 2006.²

The complaints received by IC³ are processed and made accessible to federal, state, and local law enforcement to support active investigations, trend analysis, and public outreach and awareness efforts. IC³ refers complaints involving Internet related crimes to federal,

² A copy of the "IC³ 2006 Internet Crime Report" is attached for your review. The IC³ Report analyzes data about cyber-crimes that took place between January 1, 2006 and December 31, 2006.

state, and local law enforcement agencies around the country for further consideration. Between 2001 and 2006, Internet auction fraud was by far the most reported offense, as a percentage of the total referred complaints.

Chart 1 compares the percentage of complaints categorized as Internet auction fraud with other frauds between the years 2001 and 2006. While it appears that Internet auction fraud complaints were smaller than the other frauds in 2001 and 2002, in actuality, the percentage of complaints was significant. The other frauds category consists of the top five categories of complaints, excluding Internet auction fraud. The top five categories of other complaints changed a little each year, but consist of the following categories: (1) non-delivery of merchandise and/or payment; (2) Nigerian letter fraud; (3) credit/debit card fraud; (4) confidence fraud; (5) investment fraud; (6) business fraud; (7) identity theft; (8) check fraud; and (9) computer fraud. In fact, Internet auction fraud was the number one complaint for each year between 2001 and 2006. Plus, Chart 1 clearly shows that Internet auction fraud crimes exceeded the total complaints for the other top five categories between 2003 and 2006.

CHART 1.

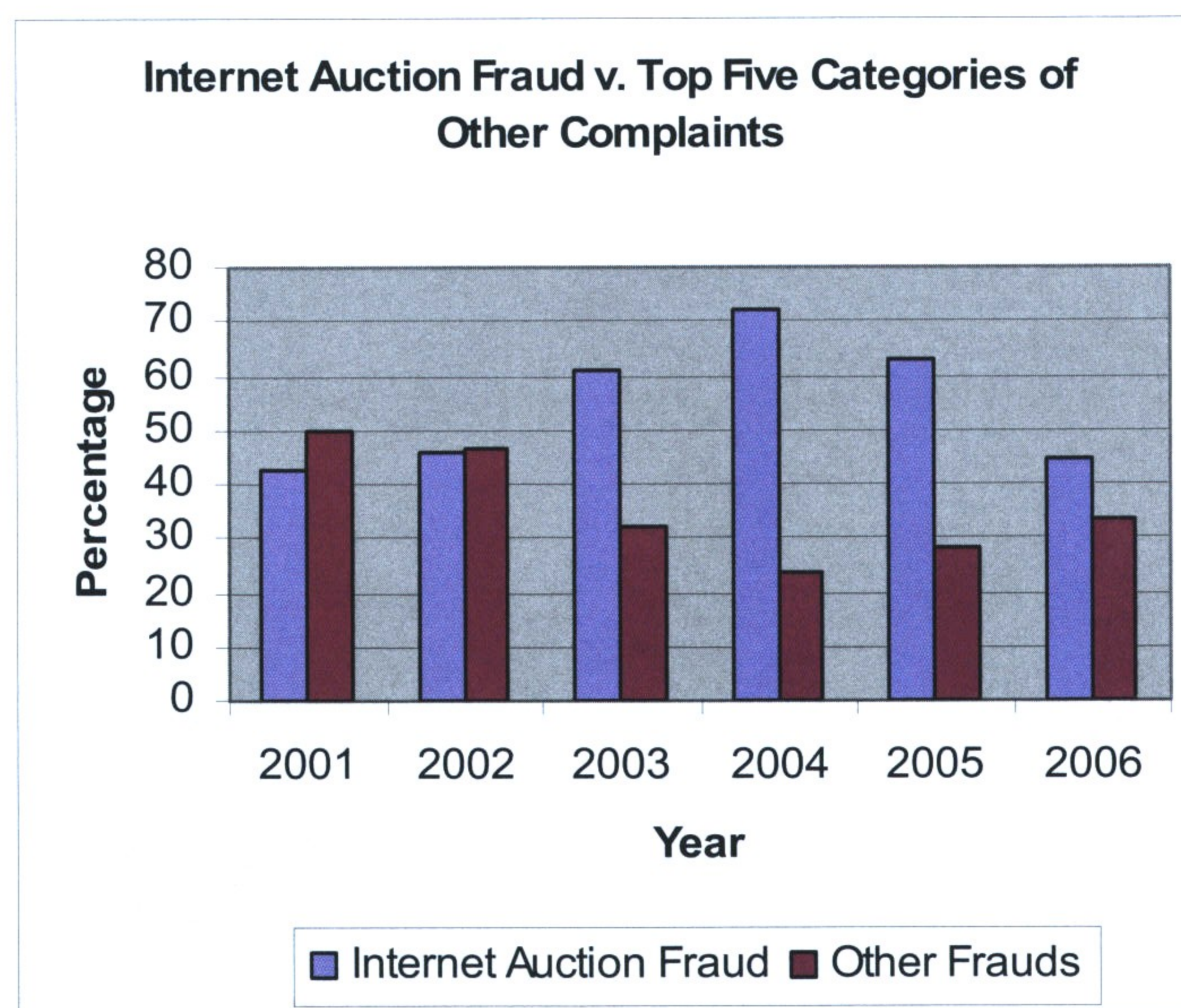


Table 1.

Year	Internet Auction Fraud	Other Frauds
2001	42.8 %	50.0 %
2002	46.1 %	46.8 %
2003	61.0 %	31.9 %
2004	72.1 %	23.5 %
2005	62.7 %	28.0 %
2006	44.9 %	33.7 %

Chart 2 compares the median monetary loss for victims of Internet auction fraud between 2001 and 2006. Since the average of the losses suffered by victims would be sensitive to a small number of extremely high or extremely low loss complaints, IC³ determined the median monetary loss. The median is a more accurate method to use for the representation of the data. The median represents the 50th percentile, or mid-point, of the loss due to Internet auction fraud.

In addition, Chart 2 and Table 2 show that between 2004 and 2006 there has been an exponential increase of the median monetary loss caused by Internet auction fraud. In 2004, the median loss was \$200.00. By 2006, however, the median monetary loss for victims of Internet auction fraud increased to \$602.50, which is more than three times the median loss in 2004. The 2006 median monetary loss for Internet auction fraud is significantly higher than it has been over the previous years.

CHART 2.

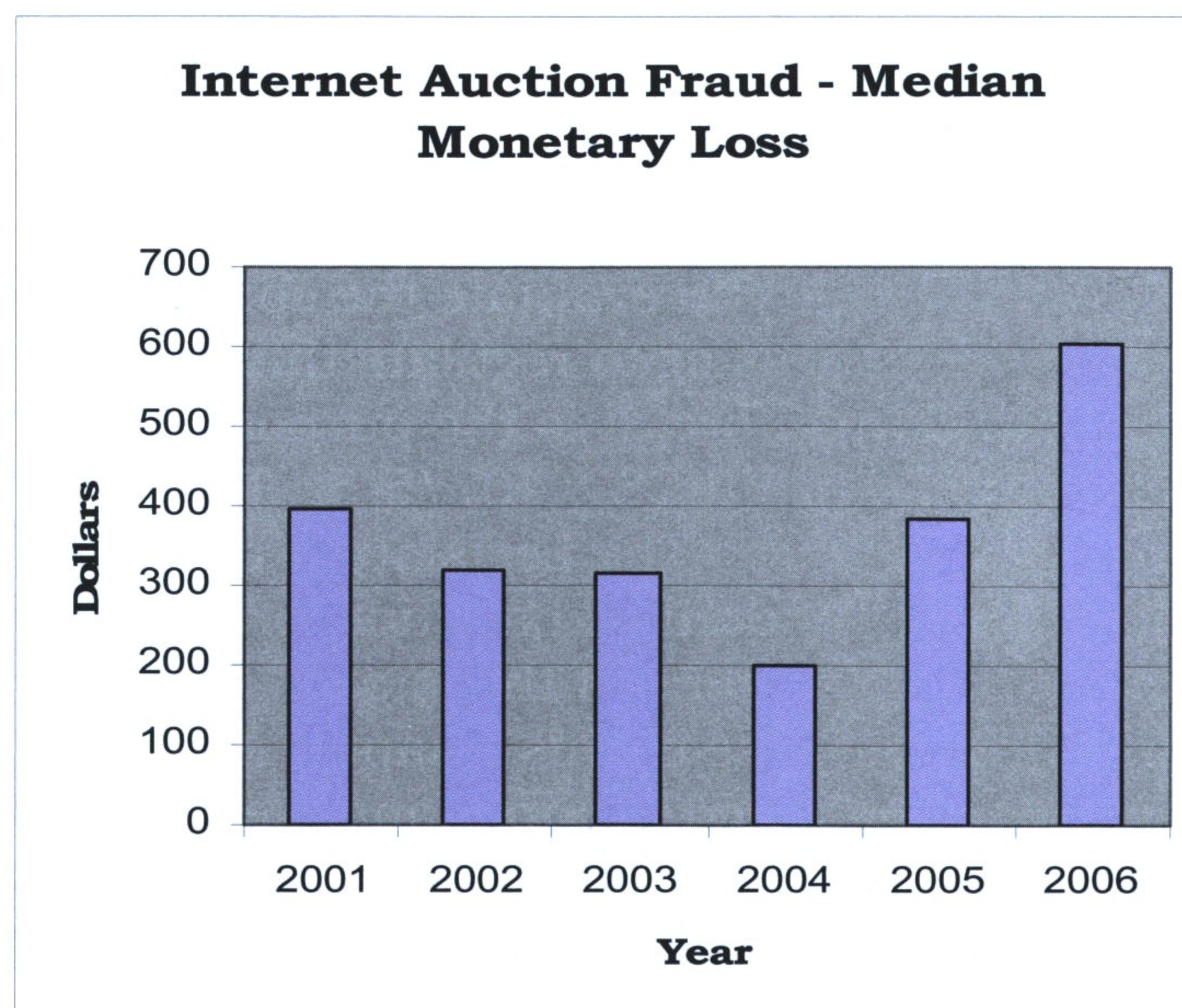


TABLE 2.

Year	Median Monetary Loss
2001	\$395.00
2002	\$320.00
2003	\$314.00
2004	\$200.00
2005	\$385.00
2006	\$602.50

In addition to the Internet auction fraud crimes reported to IC³, the Federal Trade Commission (FTC) receives thousand of fraud complaints each year. Among the thousands of complaints, those dealing with Internet auction fraud consistently rank near the top of the list. The FTC maintains the Consumer Sentinel database, similar to the IC³ database, for sharing information with law enforcement agencies and education.

IV. Imposing a Licensing Requirement on Individuals and Businesses Who Sell Real or Personal Property via Internet Auctions as a Service for a Third Party.

The primary purpose of Internet licensing laws is for protection of the public. The provisions of state law from several jurisdictions confirm and validate this purpose. For example, the Illinois General Assembly explained its legislative intent in the statutory provisions imposing the auctioneer licensing requirements. It provides: "The General Assembly finds that Illinois does not have the ability, without legislation, to enter into reciprocal agreements with other states to allow residents of Illinois to practice auctioneering in other states." 225 ILCS § 407/5-5. It further explains: "This body further finds that, without legislation, Illinois does not have the ability to evaluate the competency of persons engaged in the auction business or to regulate this business for the protection of the public. Therefore, it is the purpose of this Act to license and regulate auctioneers." 225 ILCS § 407/5-5. The Louisiana Code has a similar provision. It provides: "The Legislature of Louisiana declares that requiring the licensure of qualified auctioneers and auction houses is in the best interest of the citizens of this state." LSA-R.S. 37:3101(A). It further explains: "The purpose of this Chapter is to require qualifying criteria in a presently unregulated occupational field in which unqualified, irresponsible, or unscrupulous individuals may injure the public." LSA-R.S. 37:3101(B). See also N.J.S.A. § 40:52-1 (permitting municipalities to "make such regulations as the governing body of the

municipality shall deem necessary, to protect the public against fraud at public auction sales”).

Imposing licensing requirements on individuals and business who conduct Internet auctions will reduce fraud and help protect consumers. The licensing requirements adopted by state law establish minimum standards to ensure that auctioneers and auction firms will have a certain amount of knowledge, skills, competence, and training. UAALA §§ 2-103, 2-203. In addition, as part of the licensing procedures, individuals and businesses are required to provide documentation and information about the business. *Id.* The disclosure of information to a regulatory body will discourage fraudulent and improper conduct. Furthermore, licensing laws generally require the posting of a bond or participation in a recovery fund for the protection of consumers. UAALA § 6-101 *et seq.* If an individual is harmed by fraudulent or criminal actions, the victim can assert a claim against the bond or recovery fund. In this manner, the harm to an individual or business is minimized. Finally, licensing regulations generally prohibit fraudulent conduct and provide disciplinary procedures. UAALA § 5-101. These procedures permit the regulatory body to fine, reprimand, suspend, and otherwise discipline auctioneers for improper conduct. UAALA § 5-103. For offenses of a serious nature, the license can be even be revoked.

V. Conclusion.

There are sound policy reasons for requiring a license for individuals and businesses who conduct Internet auctions. An individual who conducts an Internet auction is, by definition, an auctioneer. As an auctioneer, he or she should be required to obtain an auctioneer's license. More importantly, imposing licensing requirements on individuals and businesses who conduct Internet auctions will help reduce fraud and protect consumers. The data from both IC³ and the FTC show that Internet fraud complaints are significant. For IC³, Internet auction fraud was the number one complaint each year between 2001 and 2006. For the FTC, complaints relating to Internet auctions consistently rank near the top of the list. In addition, the median monetary loss for victims of Internet auction fraud has increased significantly over the years. In fact, between 2004 and 2006 the median monetary loss for victims of Internet auction fraud increased over 300 percent. (See Chart 2.)

Furthermore, there is no reason that these Internet auctions should not be licensed and regulated in the same manner as an auctioneer since they are essentially providing the same service to the public. For these reasons, the NAA respectfully recommends states to

impose licensing requirements on Internet auctions in order to protect the consumers and the public. States should license and regulate Internet auctions in the same or similar manner as it does the traditional auctioneer and auction industry.

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SOUTH DAKOTA EVENT PHOTOS



Fox Brothers - from left to right: John Fox and his wife, Jean and Clara Mae Fox with husband, Darwin, enjoy the evening's activities that saw John and Darwin inducted into the South Dakota Auctioneers Association Hall of Fame.



At left, Wayne Bessman, Madison, presents new SDAA President, Carl Schwab, Andover, with a briefcase in honor of Wayne's late brother, Warren. Each year the incoming president is presented with the briefcase to use during their year as head of the SDAA.

SOUTH DAKOTA

South Dakota group celebrates 45th convention

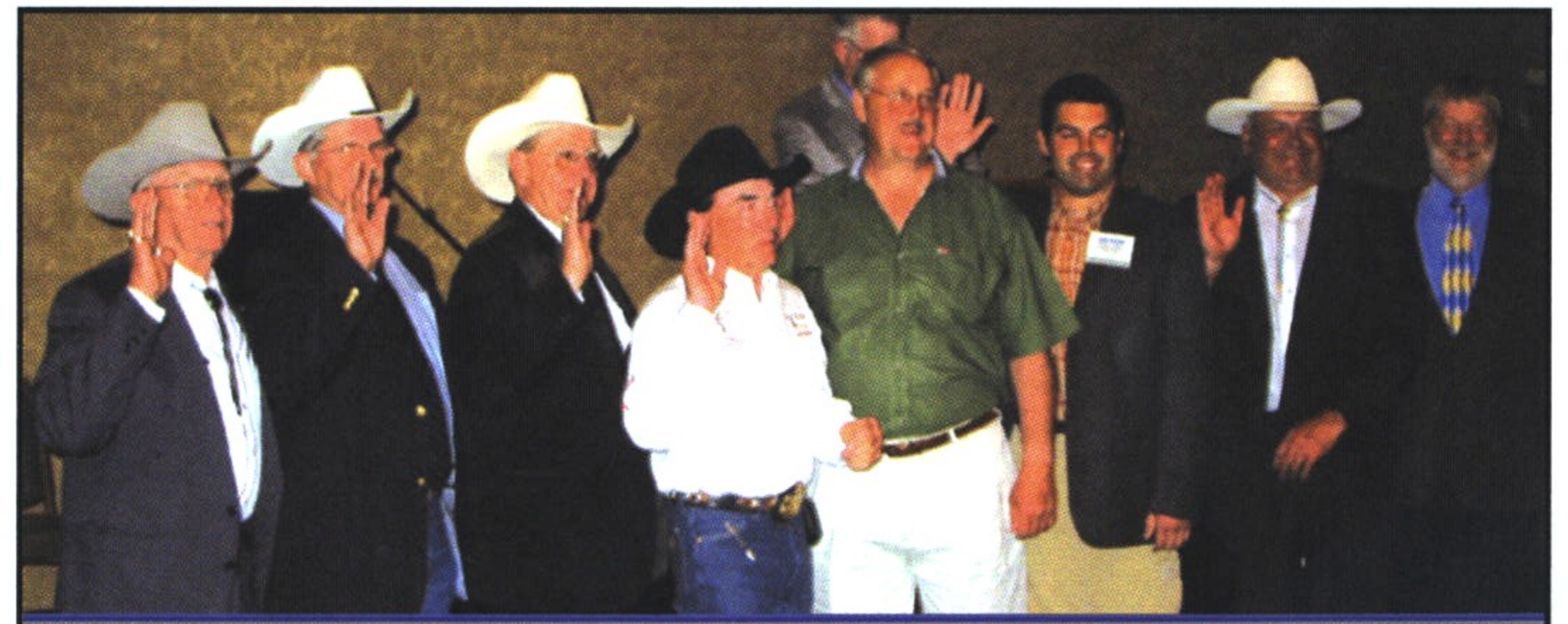
The South Dakota Auctioneers Association (SDAA) recently held its 45th Annual Convention in Rapid City, SD. Over 100 Auctioneers from across the state attended the three day meeting.

The purpose of the annual convention is to gather members together for educational opportunities and to promote and celebrate the auction industry.

This year's lineup included sessions presented by Judy Scully



Val Lockett, right, Wessington Springs, was the winner of the first annual "People's Choice Auctioneer" during the South Dakota Auctioneer Association Convention Fun Auction. Then SDAA President, Jeff Storm, Custer, presented Lockett with the award.



The SDAA Board of Directors for 2007-2008 is, left to right, Rich Krogstad, Spearfish, vice president; Riley Waltman, Box Elder, director; Bill Eckert, Okaton, director; Dale Nauman, Gettysburg, director; Randy Owen, Watertown, director; Ryan Wieman, Marion, director; Terry Haiar, Alexandria, president-elect and Carl Schwab, Andover, president. Not pictured is Dan Clark, Winner, director.

of the Scully Group in Rapid City. Judy presented information on Errors and Omissions Insurance. Les Kor, with Western Dakota Tech updated the attendees on computer technology and how it can be used to enhance and augment their auction business. Jeff Loomis with Grass Roots Adventures conducting a session on basic GPS and Land

continued

Navigation techniques.

Additionally, NAA President-elect Randy Wells, of Post Falls, ID, spent the weekend with the South Dakota group and led the group through a seminar titled "It's Your Attitude, Dude," in which he covered a variety of topics dealing with customer service and the auction industry.

Throughout the weekend there were a variety of programs for the ladies, including a tour and lunch at Prairie Berry Winery in Hill City. A Fun Auction on Friday night let the Auctioneers showcase their talents and raise money for the association while garnering lots of laughs and plenty of photo opportunities. A new award was presented this year, the People's Choice Auctioneer. The inaugural winner was Val Luckett, Luckett Auction Service, Wessington Springs.

During the annual meeting of the SDAA, a number of items were discussed, including information about the SDAA's support of the National Auctioneers Association and its various projects; the Bid Calling Contest and concurrent South Dakota 4-H Foundation Auction and allocation of funds for various activities of the SDAA.

Election of directors and officers was the final item on the agenda for the business meeting. Carl Schwab, Andover, was elected to the office of president; Terry Haiar, Alexandria, will serve as president-elect and Rich Krogstad, Spearfish, will be the vice-president. Directors for the upcoming year include: Dan Clark, Winner; Dale Nauman, Gettysburg; Bill Eckert, Okaton; Randy Owen, Watertown; Ryan Wieman, Marion and Riley Waltman, Box Elder. Outgoing president, Jeff Storm, was commended for his service to the association.

The highlight of the banquet was the induction of new members into the South Dakota Auctioneers Association Hall of Fame. Inductees are selected by their peers based on their service to and promotion of the auction industry, longevity in the industry and service to the organization. Inductees for 2007 included John Fox of Iroquois, and Darwin Fox of DeSmet. These two brothers, doing business as Fox Auction Service, have been working in the auction industry since they graduated from the Reisch School of Auctioneering in Mason

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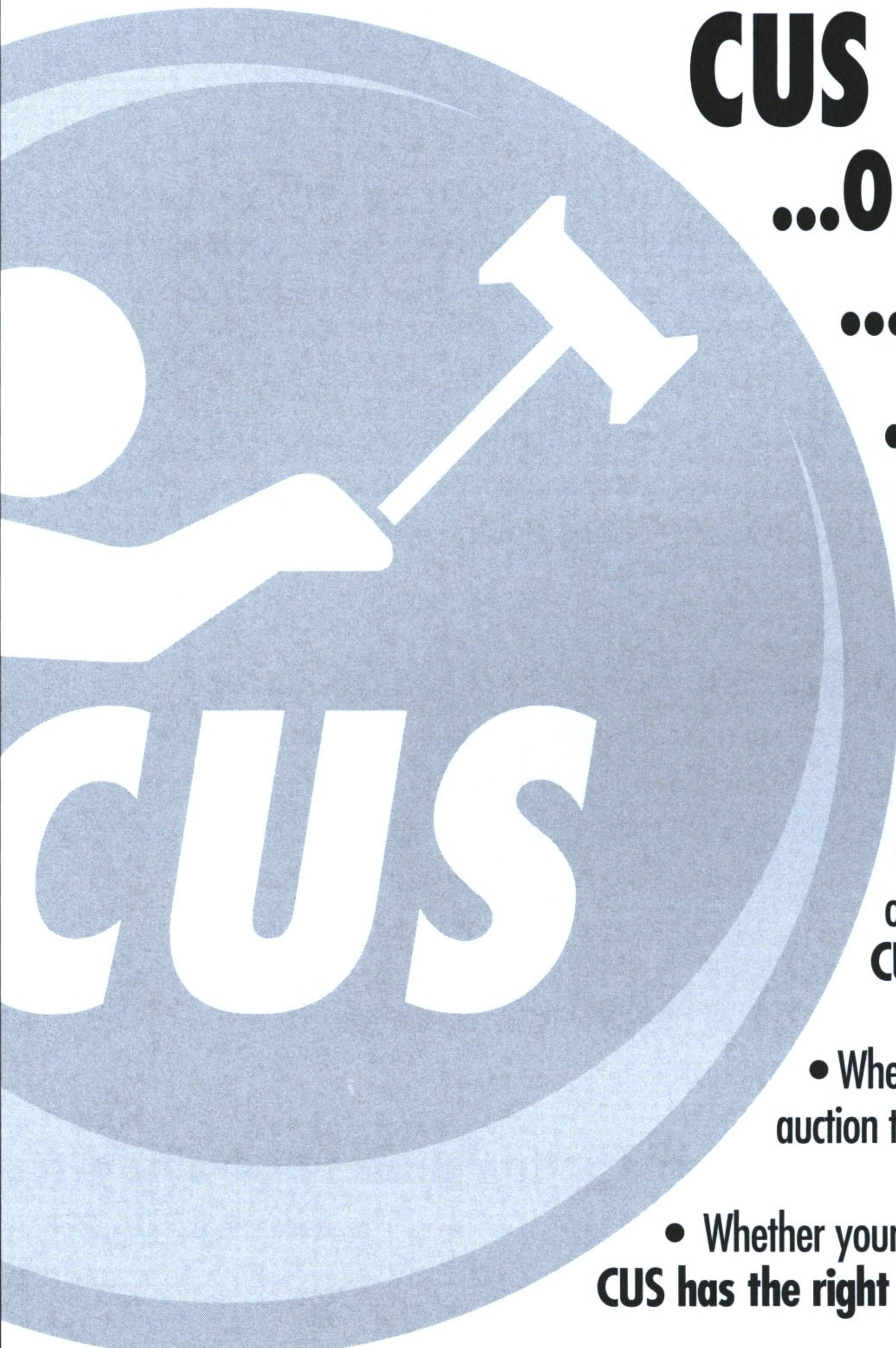
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Barry Baker, left, with Ohio State football coach Jim Tressel.

Ohio Auctioneer raises nearly \$500,000

On July 30, Barry Baker Auctioneer of Xenia, Ohio did a benefit Auction for Columbus Ronald McDonald House Charities. Co-Hosts of the Auction were Ohio State Football coach Jim Tressel and Previous College and Pro Basketball player Bill Hosket. The charity had a golf outing followed by a dinner, silent auction and live auction at the new Corazon Club in Dublin. The event raised approximately \$500,000 for the charity.

Anderson Auction team helps raise \$80,900 for scholarships

Destin, FL -- The Georgia Food Industry Association hosted a fundraising auction event on July 20 in the Magnolia Ballroom of the Baytowne Conference Center at the Sandestin Resort. The live auction, themed as a Margaritaville happening, raised almost \$90,000 for the GFIA's education foundation scholarship program. The foundation awards scholarships to students in the industry.

Auctioneer Chris Camp and the staff of Destin's Anderson Auctions, Inc. donated their time and went to work on a lively crowd to raise scholarship funds. Auction items included airline tickets, trips, a private dinner for eight, an ad in the Atlanta Journal Constitution and a new Jeep Sahara. More than 750 attendees were treated to a gourmet buffet dinner and a live band from the Atlanta area.

The airline tickets to the destination of choice and a trip to New York brought a total of \$6,800. Two ads in the Atlanta Constitution brought a total of \$50,000. Dinner for eight

with wine tasting sold for \$2,100 and included the services of Chef Jon, an Atlanta area favorite, as the personal chef. The last item sold was a Jeep Sahara valued at \$25,000. It was auctioned for \$22,000.

The Georgia Food Industry Association has awarded more than \$700,000 in scholarships since the program's inception. Contributors to the evening's activities included Coca Cola, Pepsi, Budweiser, Coors, Publix and Kroger.

Auctioneer Pauley helps St. Jude

On April 27, Eddie Pauley, owner and Auctioneer of Regency Real Estate and Auction Company conducted an estate sale with proceeds benefiting the St. Jude's Children's Research Hospital in Memphis, TN. The Gary Lloyd Croy Estate sale in Princeton, WV had 279 registered bidders and raised \$444,401 for the hospital. Imogene Farley Hale, Croy's sister, served as the executrix of the estate.

Jackson's art auction draws 844 bidders

CEDAR FALLS, IA.-- Bidding reached record levels producing total sales of over \$3 million at Jackson's International July 17th and 18th auction in Cedar Falls, IA.

"Our advertising was quite extensive both here in the states and overseas. It seems obvious that the main factors contributing to the strong European and Asian presence which in turn resulted in record breaking prices at this auction were our intense marketing campaign and of course the high quality and variety of merchandise," said President and CEO James L. Jackson.

The auction featured items from various collections and estates, most notably from the Cyrus and Mildred Churchill estate, Rock Island, IL and the Donald Chester Bernstein estate, St. Louis, MO. Both the Churchill's and Don Bernstein were lifelong collectors and world travelers and while they never knew each other, their taste in antiques and art was amazingly similar in many ways. Both collections featured fine examples of Russian works, Asian works and European works.

The auction attracted 844 bidders representing 47 states and 33 countries. Session one opened with European paintings and bronzes beginning with an oil sketch by Dutch artist Isaac Israels that sold for \$141,600 including 18% buyers premium. That was followed by a rather charming little oil on panel interior scene by Armando G. Menocal measuring 14" x 10"

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Members' help is requested

Focus group suggests ways to increase NAA members' response to statistics survey

The National Auctioneers Association industry growth study will begin its fifth year in 2008. A priority of the organization's leadership and research partners is to improve the membership response to both the quarterly and year-end surveys. All NAA members receive an email invitation to participate in these surveys.

The industry growth study was first initiated in early 2004, when research partner MORPACE International interviewed 1,338 Auctioneers. This broad cross-section included both NAA and non-NAA members. Based on information collected, MORPACE was able to project total industry-wide sales, and provide sales revenue estimates for major auction specialties.

The study also allowed MORPACE to estimate the percent of total industry sales attributable to NAA members. In subsequent quarterly updates, MORPACE has used this ratio to estimate growth in industry-wide revenue, using only NAA members' sales information.

Confidence in most research studies is bolstered when a large number of respondents participate. This is particularly applicable in the auction industry where a great deal of diversity exists in both Auctioneer operation size and type of goods sold.

For year-end 2007 results, another comprehensive research study will be conducted that includes both NAA and non-NAA members. At the recent International Auctioneers Conference and Show in San Diego, MORPACE conducted a number of discussion groups to determine how to improve NAA member participation in this study. Speculation differed on why response rates were not higher.

Since small operations constitute a high percentage of NAA's membership, it was suggested that these companies might not be aware of how their revenue compares to the same quarter of the prior year. Timing of the survey invitation was also mentioned as an issue. Members may have good intentions to participate in the survey, but the email invitation may arrive when Auctioneers are too busy to complete the task.

Retired and contract Auctioneers receive email invitations, but have no information to share, according to one discussion group attendee. Response rates might not be perceived as low, if these two categories are considered. The discussion groups also surmised that members may not understand the survey's importance, and don't place a high priority on responding to the email presentation.

Discussion group participants were asked for specific suggestions to improve online survey responses. Several of the comments related to format changes including altering the invitation's subject line to better highlight the industry growth survey. Participants thought that including interesting facts from prior studies or providing a link to earlier reports might prompt greater participation. This information might include testimonials from fellow Auctioneers on how survey results were used as a company marketing tool.

One member suggested expanding the response options by including a copy of the survey as a "tear-out" in the Auctioneer. Members could either fax or mail the results back. Several participants mentioned that response rates could improve if NAA consistently promoted the importance of the survey through its various publications. An emphasis on how the survey results and exposure in the media assisted NAA members could also increase participation.

Based on these comments from discussion group participants, NAA is devising ways to highlight the online invitation to capture members' interest. We'll try to share with members the extensive media attention these annual and quarterly results on industry growth receive, and how this exposure and the report information benefits the individual Auctioneer.

We will also make a point to be more diligent about informing members why their participation is so important. A large response rate is critical because it increases confidence in the results, and also provides the opportunity to explore activity within major auction specialty areas.

When the email invitation to participate in the 3rd Quarter Survey is sent, you will notice format changes suggested by the discussion groups. Please take some time to review the invitation and complete the survey. Reliable results about the growth of our industry are valuable to the media, the public, and of course, the NAA membership.

NAA is devising ways to highlight the online invitation to capture members' interest.

LiveAuctioneers launches new service

On August 29 LiveAuctioneers.com launched the industry's most sophisticated streaming audio and visual technology, bringing the complete auction experience to bidders by enabling them to see and hear live auctions on their desktops in real time. eBay's 230 million users worldwide can meet Auctioneers face-to-face with this technology.

The Internet has broken down geographic barriers, allowing the auction industry to flourish, but online bidders have often been left in the dark -- until now.

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Clients include: Sotheby's, Phillips de Pury, Skinner, David Rago Auctions, John Moran Auctioneers, Cowan's, Garth's,

Neal Auction Company, Dumouchelles, Jackson's International, Alderfer Auction and many more of the finest auction houses in the world.

Auction Sentry Deluxe Wins 2007 Peoples Choice Award

Auction Sentry Software joined the ranks of Microsoft, Adobe and Corel it was awarded a 2007 Peoples Choice Award at the Software Industry Conference in Denver, Colorado. Their flagship software product Auction Sentry Deluxe was voted "Best Vertical Market Program or Utility". Users cast votes for the Peoples Choice Awards on web sites as CNet, PC World and Tucows.

Auction Sentry Deluxe makes it easier than ever to find, track

and win the auctions you want to win on eBay. Auction Sentry Deluxe will track all of your eBay auctions for you and place your bid just before the auction closes giving you the best chance of winning - while you are away from your computer.

Auction Sentry Deluxe will place your bid for you over your Internet connection just before the auction closes, giving you the last shot at the item you want to win and avoiding a "bidding war" that often starts when you bid early. This practice is called "sniping" and is the best way to win auctions at the lowest price. Auction Sentry Deluxe will synchronize your PC's internal clock with eBay's to ensure that your bids are placed exactly when you want them.

Auction Sentry Deluxe tracks all of your auctions for you displaying up-to-the-minute information on each auction you are watching. Auction Sentry Deluxe will alert you whenever there is activity on any of the auctions you tell it to watch. If the program has been minimized it will pop up and display a



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screen notifying you of the change. You can add auctions to watch one at a time or have Auction Sentry Deluxe sweep eBay and add all your auctions at once. The software's intuitive easy to use interface takes just minutes to master. Your auctions are organized and displayed in a color-coded grid to indicate whether you are the current high bidder, have been out-bid or have a snipe bid waiting to be placed. Details at www.Auction-Sentry.com.

New PayPal service allows buyers to pay later

PayPal, an eBay company, is now offering consumers online the service PayPal Pay Later, which allows merchants to offer promotional financing. Buyers that choose the promotional offer can defer payments for purchases on participating merchant web sites, allowing them to shop now and pay later.

The PayPal Pay Later service allows online merchants to offer a transactional credit account with flexible financing options to buyers at check out – even if a buyer doesn't have a PayPal account. Financing options, such as no payments for 90 days, give merchants new and powerful ways to market to online shoppers.

Financing options and deferred payments have been proven to deliver increased sales and higher selling prices for merchants. According to a study conducted by Northstar Research Partners commissioned by PayPal, 56 percent of PayPal users are more likely to purchase from a retail site if a PayPal deferred payment option is available.

"PayPal Pay Later makes offering PayPal even more attractive to merchants because it gives them yet another way to drive sales," said Stephanie Tilenius, vice president and general manager of PayPal Merchant Services. "And consumers get instant purchasing power because they can buy when they

want and pay for it later - all with the peace of mind that they don't have to share credit card information over the Web."

The PayPal Pay Later service is issued by GE Money Bank, one of the world's leading providers of consumer credit.

"Smart, money managing consumers will find deferred payments to be an extremely easy way to buy what they really need or want now and plan out their payments in a way that best fits with their budget," said Margaret Keane, president and chief executive officer, GE Money - Retail Consumer Finance. "The new program is a great option for a total purchase of \$50 to \$1,500, and we anticipate it will be a popular choice for larger ticket transactions and holiday shopping."

PayPal's new deferred payment option is currently available to consumers and select merchants in the U.S. More information about the company can be found at <https://www.paypal.com>.



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Established in 2001, the SDAA Hall of Fame now includes 20 members who have all contributed greatly to the auction industry in South Dakota.

The 46th Annual SDAA Convention will be held June 5, 6 and 7, 2008 in Aberdeen, SD.

For more information about the South Dakota Auctioneers Association, contact them at (605) 923-4316 or visit their web site at: www.sdaa.net.

NAA HEADQUARTERS

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 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.

NAA establishes *Auctioneer* magazine Editorial Board

A new committee has been established to suggest improvements to *Auctioneer*.

This new editorial board includes chairman Stephen Karbelk, CAI, AARE, of Fairfax, VA; member Rob Doyle, CAI, of Pleasant Valley, NY; and member Deb Weidenhamer, CAI, of Phoenix, AZ. They will confer on a monthly conference call on ideas to improve all aspects of the magazine. NAA members are also invited to submit input. Email your ideas to editor Steve Baska at steve@auctioneers.org. *Auctioneer* seeks to serve NAA members by publishing stories that help members improve their business operations and profitability, identify trends in the auction industry, and explain association-related news, events and issues.

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Leading four generations in today's workplace

By Anne Houlihan

Managing and motivating a diverse workforce can certainly be challenging. As more people from the youngest generation enter the workforce and work alongside the most senior employees, many managers are learning that a one-size-fits-all management style simply does not exist.

The four generations now working side-by-side bring unique viewpoints to the table and let generation specific values guide their daily actions. Consider the following guidelines.

1. Identify these four generations and their traits

The first step to reducing conflict caused by generational differences is to know which generation each of your employees fall into. The four generations are:

- The Veterans, born between 1922 and 1946
- The Baby Boomers, born between 1946 and 1964
- Generation X, born between 1964 and 1980
- The Millennials born between 1980 and 2000.

Realize that each of these four generations grew up experiencing significantly different events that have shaped their values and their perception of work. For example, the Veterans went through World War II and grew up with a strict regimen. As such, quality, respect, and authority are important to them.

Baby Boomers embraced the value of having to sacrifice to get ahead. All that sacrifice makes them very loyal. Generation X were the latchkey children who watched their Boomer parents forge a new workplace. They were also the first generation to grow up with technology. As such, this generation cares more about productivity and less about the number of hours spent on the job. Millennials are a generation entrenched in technology. They are the consummate multitaskers and bore easily.

2. Draw on the strengths of each generation.

Once you know which of your employees fall into the various generation groups, you can help them understand each other so they can focus on each other's strengths. Current research indicates that the majority of conflicts arise from the value differences of the age groups rather than the actual age difference itself. So it's more about "my values are the right ones and yours are not." For example, Veterans may think the "young kids" in the workplace are lazy, while the Millennials or Generation X'ers may think the Veterans and even Baby Boomers are too rigid. However, if all the generations are open-minded, they can learn much from each other.

3. Adapt your management style for each generation.

Leading four different generations often requires you to have four different management styles. For example, a Baby Boomer manager was managing a Millennial employee. Every day at 5 p.m. the employee finished his work for the day, shut down his computer, and headed home. Even though the employee was scheduled to leave work at 5 pm, and there were

no major projects or deadlines looming, the manager wanted to write up the employee for not staying later. The real problem was that the Baby Boomer manager valued long hours on the job, while the Millennial employee valued life balance. The point is that you can't manage according to your value system. Rather, you need to manage according to the employee's value system.

4. Accept what you cannot change.

No matter how hard you try, you cannot change the generations. Instead, acknowledge the validity of each generation's values and change how you motivate the different generations. That is, incorporate different motivational techniques into your management style. Find out what each person wants as a motivational incentive. Ask your employees what they find motivating and then offer that incentive.

Author Anne Houlihan is President of Satori Seal, where she tripled revenues in one year and increased profits 140% with her innovative budgeting and leadership techniques. For more information on her speaking and consulting, go to www.goldenkeyleadership.com or call (951) 235-5405.

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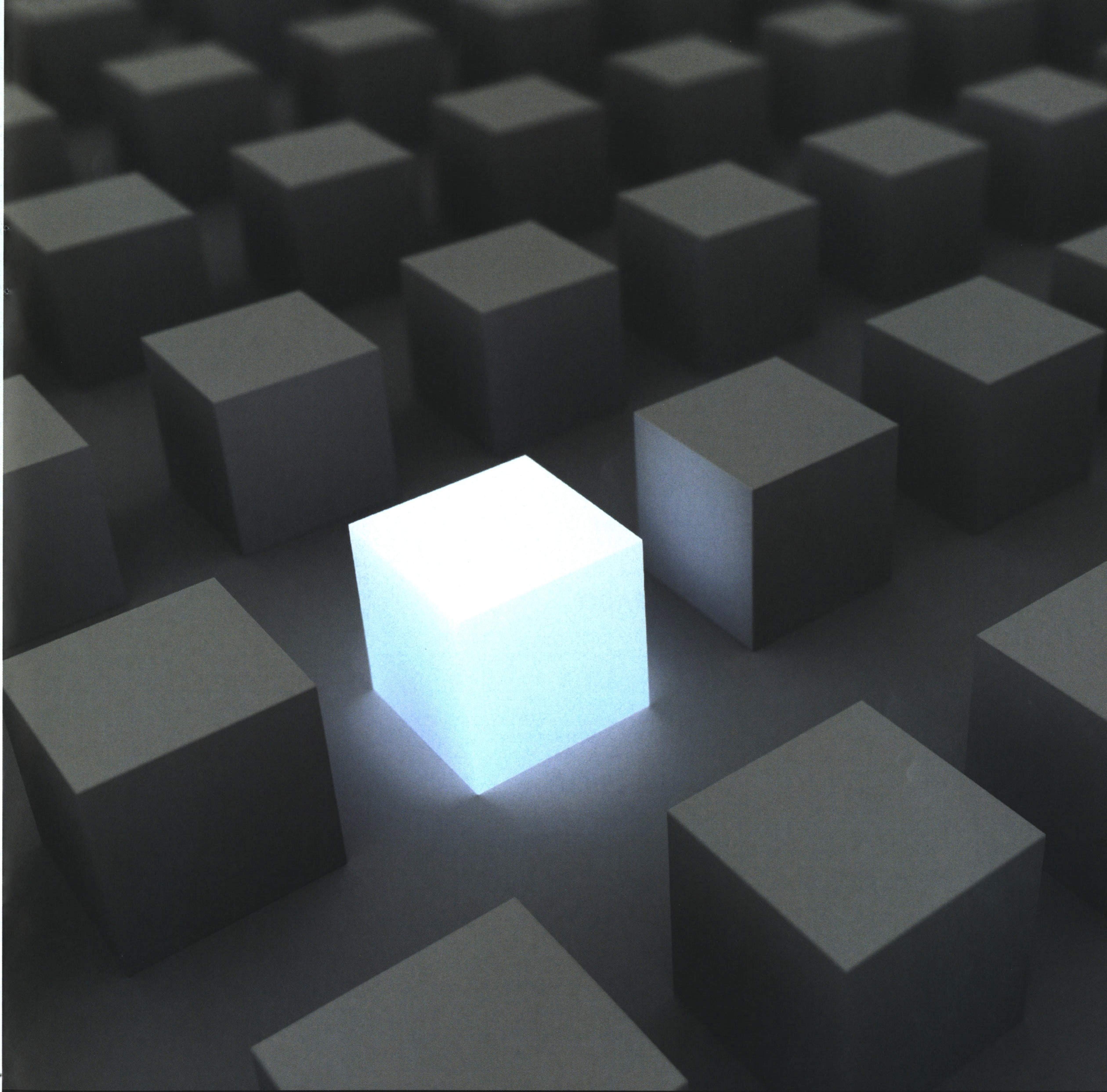


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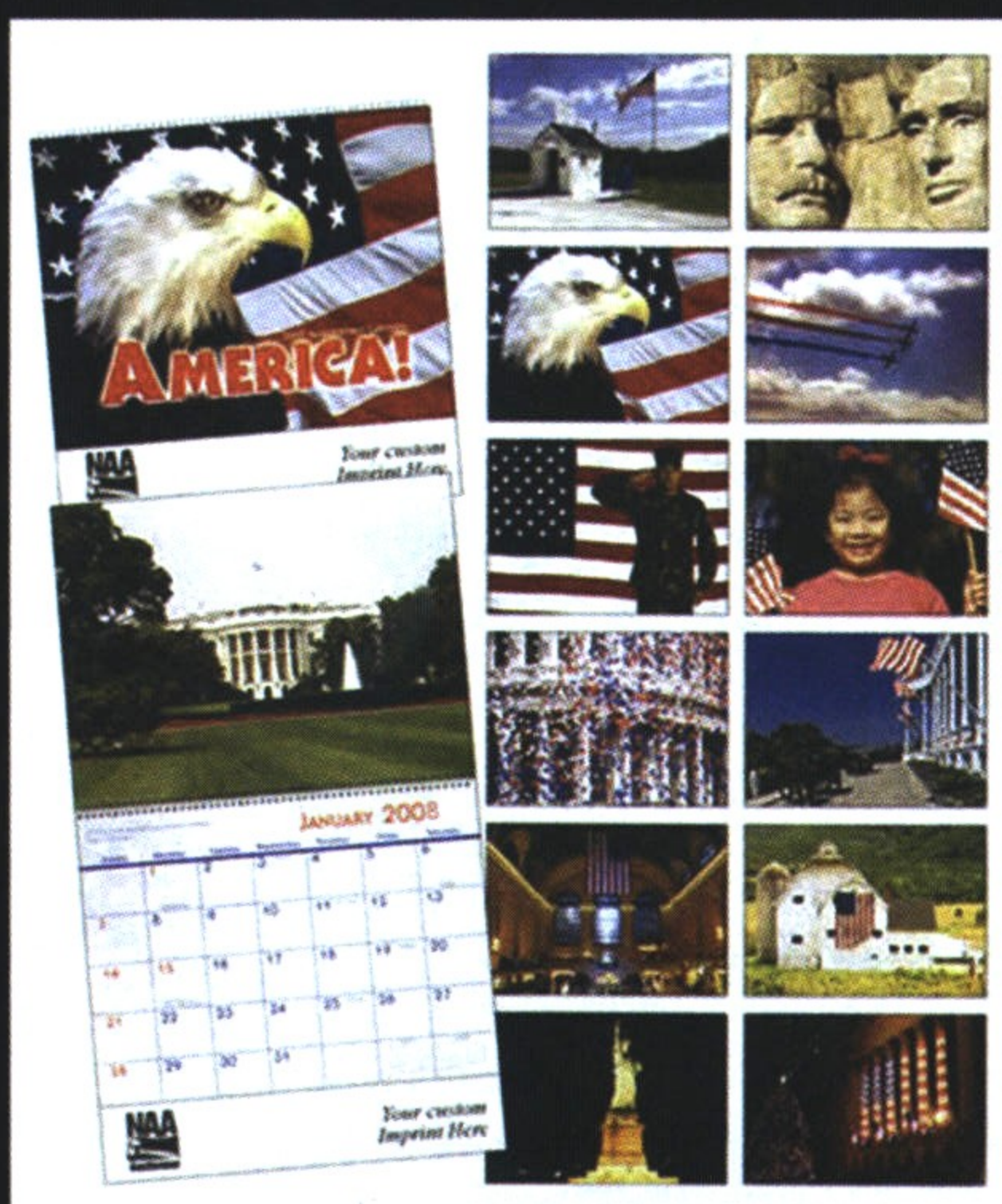
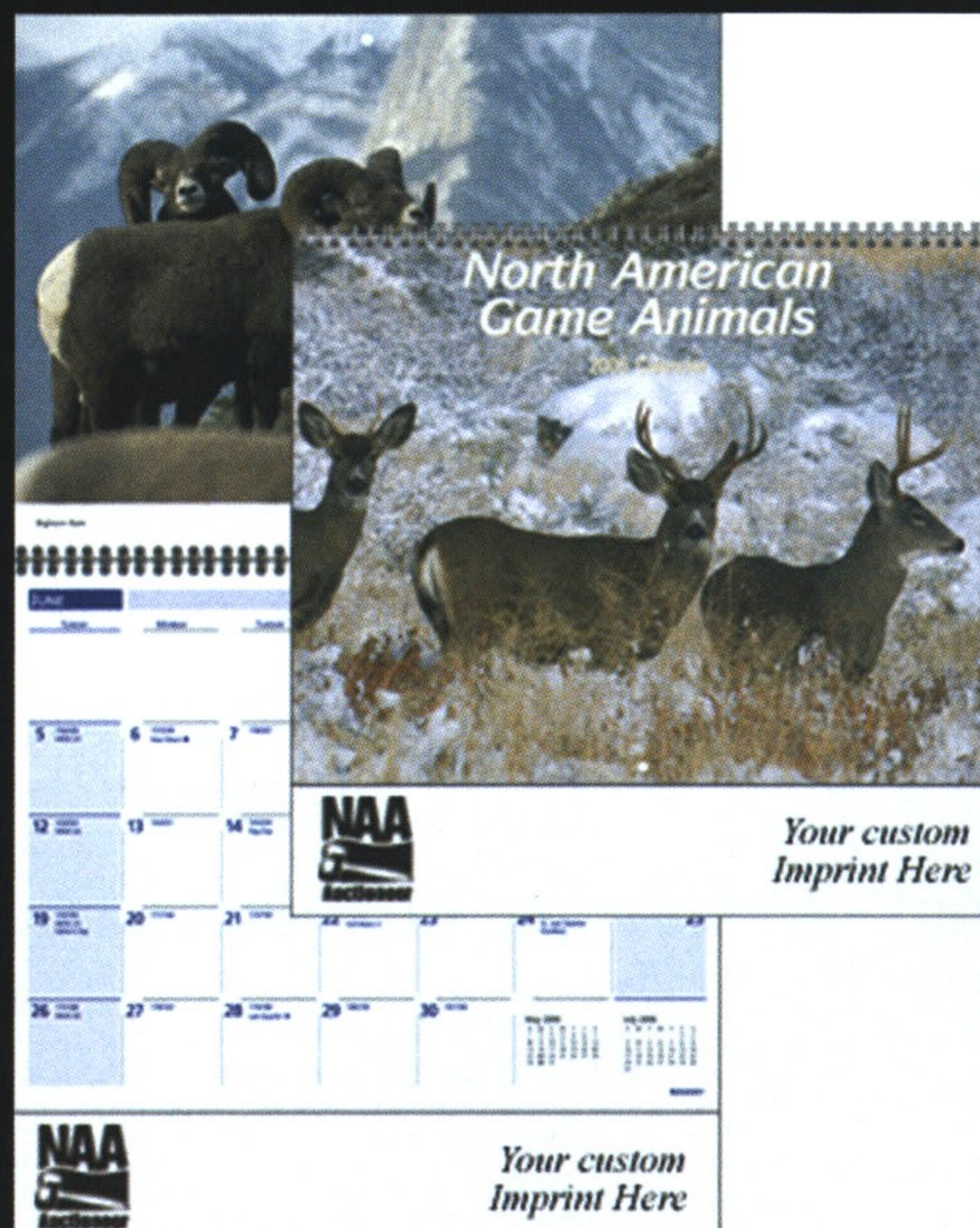
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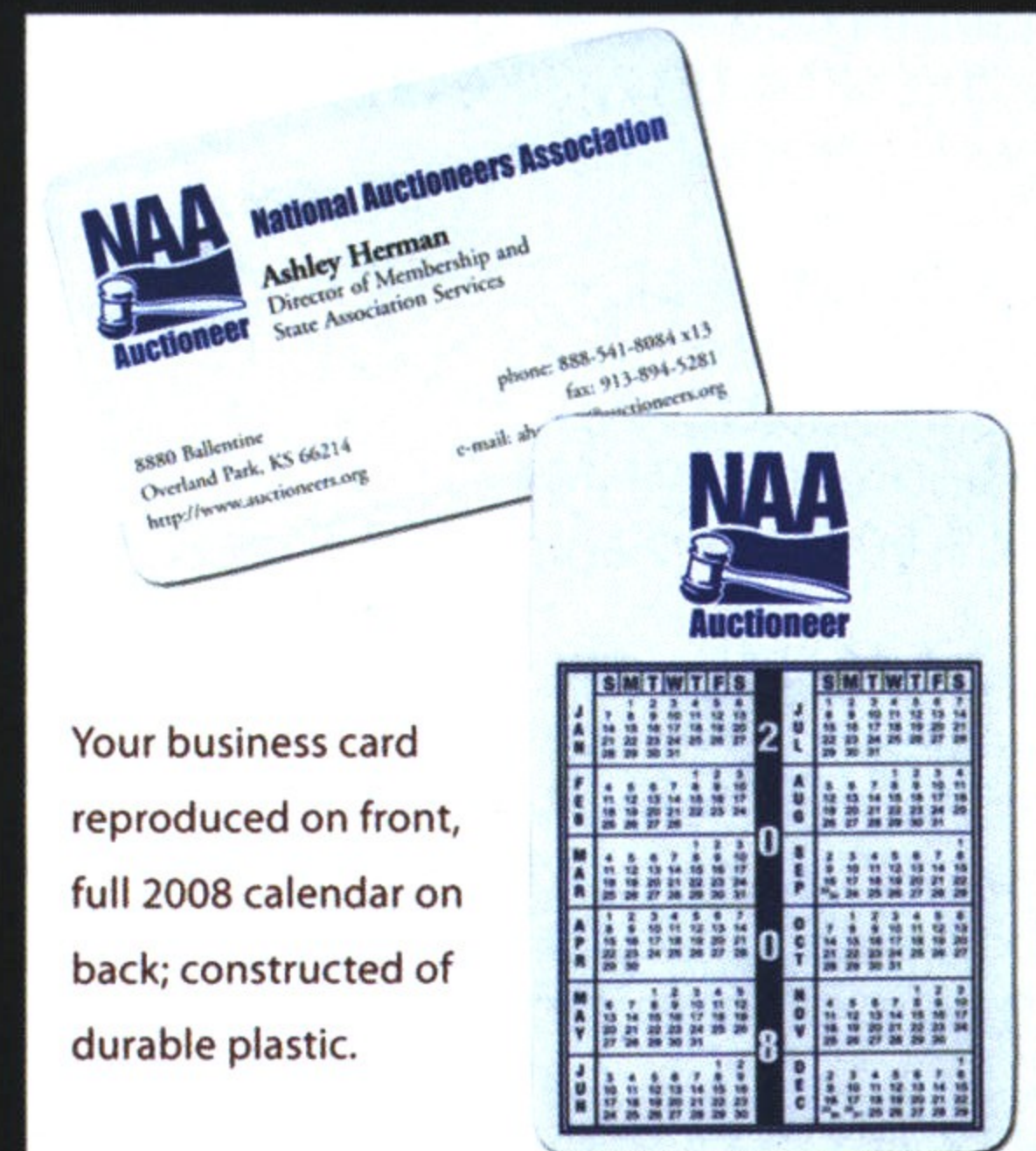
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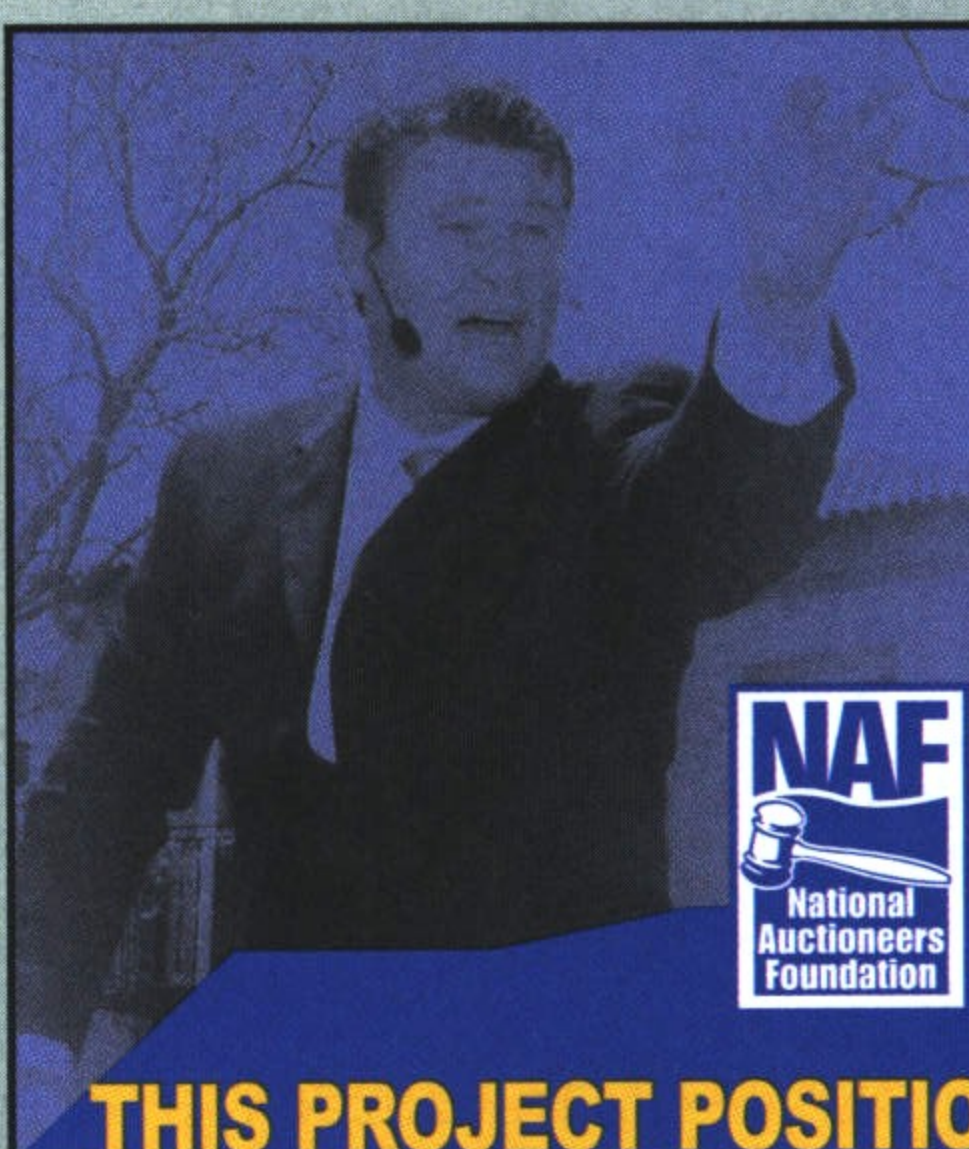
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Future sites of NAA Conference and Show

July, 7-12, 2008: Nashville Convention Center & Renaissance Hotel, **Nashville, TN**
 July, 13-18, 2009: Overland Park Convention Center, **Overland Park, KS**
 July 2010: **Indianapolis, IN**
 July 2011: **Orlando, FL**
 July 2012: **Spokane, WA**



NAF
National Auctioneers Foundation

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

president's online chat, continued from 7

Question: What can we do to help you and NAA move forward in the coming months?

Answer: I suggest each member could sign up one new member and introduce that person to NAA's education and to their own state Auctioneer association and to NAA's Conference and Show. That will be of tremendous help to that new member and that person, in turn, will bring new ideas to NAA.

Question: How can Auctioneers build relationships with attorneys to gain them as clients?

Answer: Find them and take them to lunch. Lay out what you can do to benefit that attorney. And be persistent. They may decline to meet with you at first, but later they will give you a chance. Be ready.

Question: What is the greatest threat to the auction industry?

Answer: It's the perception that auctions are not the first choice to sell properties. But we can turn that around. An example was the Jackie Kennedy estate. The people in charge of the estate chose to sell by auction because they knew it would bring the highest value possible. We need to treat every auction in that way.

To join the next event, on Sept. 4, all NAA members with email addresses will receive an email, early in the day of the chat, with instruction on how to log in. In the middle of that email message is a live link called "Click here at 6:45 p.m to join the chat" link which takes you directly into the chat. You will then need to hit the "join" button and enter your first and last name and e-mail address. You will also have to download software prior to the link so you can view the streaming video.



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per job. Third, the IRS will evaluate the type of relationship the business has with the worker. At this point in the analysis, the IRS will consider written contracts describing the type of relationship the parties intended to enter, as well as the benefits (insurance, vacation pay, pension plan, etc.), if any, the business provides the worker and the permanency of the work.

Let's examine an obvious difference by comparing a grocery store cashier and an Auctioneer under the above analysis. Grocery store cashiers are usually managed and controlled by the business and use the business's tools: cash registers and scanners. A grocery store cashier usually is provided with a checkout line, smock, and nametag to perform their duties. Grocery store cashiers are usually required to be at work by a certain time, answer to management and are required to follow company policies while at work. On the other hand, Auctioneers operate with more independence and meet with clients at all times of the day. Auctioneers usually provide their own automobiles, equipment, are licensed professionals and set their own schedules.

Grocery store clerks are generally paid on an hourly basis. Once the grocery store clerk clocks in, he or she is being paid for the time they spend at the job. Auctioneers are paid a commission. This means an Auctioneer's payment is based on their success in selling real estate and merchandise at auction. Auctioneers usually control the progress of their work.

Instead, a grocery store clerk does what they are instructed to do while at work. In other words, Auctioneers enjoy a certain amount of independence in carrying out their objectives in comparison to a grocery store clerk. The degree of control the person has over their work is often an important consideration for courts in determining whether there is an independent contractor or employee relationship.

In most instances, grocery store clerks are not likely to have a written contract with the grocery store. All Auctioneers should have a written and signed contract with the seller that defines the functions of the Auctioneer and the expectations of the seller. A contract will illustrate the intentions of the parties. Further, it will demonstrate that the Auctioneer is not a long-term employee because his or her services are to auction property on a certain date. In addition, a written contract will explain the terms under which the Auctioneer earns a commission, which will usually be a percentage of sale proceeds.

While having an independent contractor agreement defines the parties' obligations and responsibilities, the factual analysis will generally determine whether there is an employer-

is essential you make this your number one marketing tool. Long range possibilities for this site know no bounds.

- The International Auctioneer Championship crowned two fabulous new NAA ambassadors. Denise Shearin and Bryan Cox. The new Junior International Auctioneer Championship crowned a very capable Trev Moravec. He could have been in the finals of the open division. This was a spotlight on those that are the future of our industry.

The new International Ringmans Championship crowned the very enthusiastic Angie Meier, a young lady from Texas that runs on high octane!

These events spotlight that special talent of the Auctioneer that makes the world say "Auctions are Fun." These are the events that highlight that special ingredient the Auctioneer brings to the world of marketing. It is found in the core of the individual human spirit, something that can't be duplicated by any system or machine.

Please don't be among those that miss out next year at Conference and Show in Nashville. It takes two to make a handshake. NAA is offering its hand; please do your part and accept it. Commit today, remember that is the first step.

Every journey begins with the first step; you will find the rest of the steps will automatically come one after the other.

I would be remiss if I did not offer a very special thank you to my good friend Bill Sheridan, NAA's immediate past president, on behalf of each and every member. He is a special Auctioneer and gentleman that gave us unending commitment and unwavering leadership throughout this past year.

Until next time, give life and your auctions the very best you have to offer every minute of every day.



Tommy Williams

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employee or principal-independent contractor relationship. The factors discussed above offer insight as to how a court and/or the IRS may review the facts of a relationship between a worker and company. For further explanation of the IRS multi-factor test, please visit the IRS website for an electronic version of Publication 15-A, at www.irs.gov/pub/irs-pdf/p15a.pdf.

that sold to a European buyer for \$27,140 against a pre-sale estimate of \$4-\$7,000.

European sculpture was well represented with over 50 bronzes and other sculptures being offered including a 13.2" study for Monolith, by Norwegian sculptor Gustave Vigeland (1869-1943) that sold to a Canadian buyer for \$25,960. A 38" Italian carved marble figure of an Odalisque sold to a German buyer for \$8,850. A 15" model of Credo by Emanuel Fremiet set on an elaborate base sold for \$7,670.00. An example of Turkish Horse by Antoine-Louis Barye measuring 4.8 inches sold for \$7,670.00 and Barye's Tiger Devouring a Gavail sold for \$5,192.

By far the greatest excitement was created by the ferocious bidding on Russian works. The one piece that stole the show, was a 13 inch silver Faberge kovsh which carried a pre-sale estimate of \$20-\$25,000 and ending up selling for \$147,500. A five-piece Russian silver samovar and tea set in the Pan Slavic style sold to a buyer from Moscow for \$87,320. A diminutive 3-inch enamel icon of St. George by Ovchinnikov opened at \$10,000 and battled back and forth between two phone bidders finally crossing the block at \$73,160- a record for such a piece.

European works faired well too, as an example a carved wood triptych in the Neo-Gothic style containing three hand painted porcelain plaques of religious scenes and dated to circa 1890 sold for \$18,880. A pair of 18th century carved ivory figures of St. John the Baptist and the Virgin and Child did \$9,700. A Pope Pius XII worn zucchetto sold for \$5,900. A group of three 19th century French gilt bronze freestanding reliquaries totaled \$5,075. A pair of small 19th century carved ivory figures of Saints Constantine and Helen measuring just 5.5 inches sold for \$4,248. A 19th century French carved ivory plaque depicting French Royalty and measuring 4 inches by 7 inches sold to a California buyer for \$3,540.

American paintings and sculpture sold next with a 9" x 22" Marvin Cone barn scene leading the way at \$82,600. Another Cone, a still life with flowers, sold for \$27,140. Two very small paintings by Levi Wells Prentice saw a good amount of interest. The first being a 6" x 9" painting of Spilled Raspberries that sold for \$21,240, followed by a 4" x 10" landscape by Prentice that sold for \$10,620. A 10" x 8" still life by C.P.Ream sold for \$7,080.

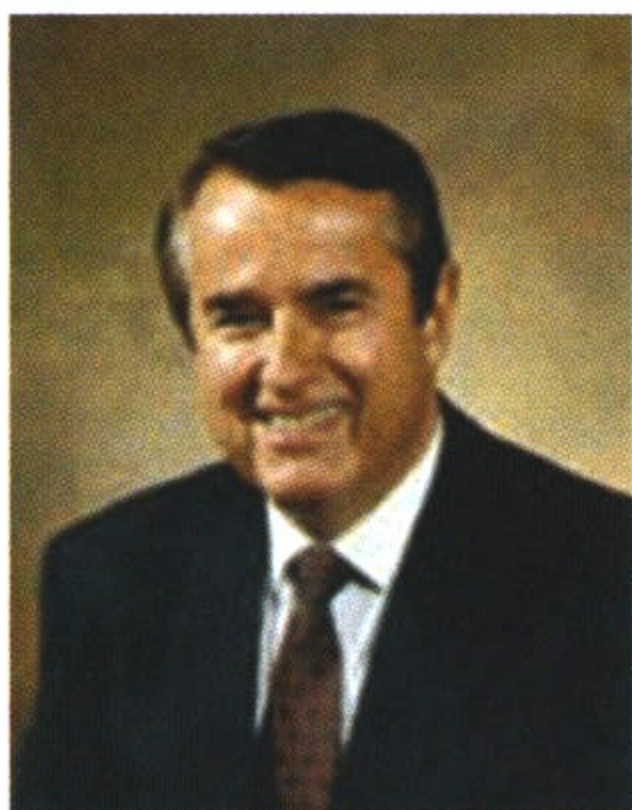
Other Asian works of interest include a group of 15 snuff bottles that sold for \$15,104.00. A 20 inch carved marble relief depicting a Bodhisattva of Compassion that sold for \$8,850 against an estimate of \$800-\$1,200. A 19th century Chinese blue and white porcelain figure of a Taoist worthy sold for \$4,484.00.

For questions on this auction or past auctions contact Jackson's at (800) 665-6743.

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CNBC, the *Chicago Sun-Times*, *New York Times* and *San Francisco Chronicle* have featured this interesting service that replaces your cellular voice mail with a significantly better voice mail system that includes a set of cool new features like personalized greetings for each caller, online voice mail access, and complete control over who can leave you a voice mail.

If nothing else, this is worth a visit just to listen to some of the clever voice mail messages these folks have put together for the asking. And, this service is on the house.

TRICK #2: RECOVERING DELETED FILES

<http://www.pandorarecovery.com/>

If you have ever accidentally deleted files from your recycle bin, stick around. Companies get rich from offering recovery service and/or expensive software to recover from our accidents. Now comes an undelete program that PC World Magazine rated "Very Good" that you can use to recover those deleted files in the blink of an eye. When you read the help file you will find that there are a couple of technical issues to be aware of, but the program is relatively easy to navigate.

This is a good program to have available right after one of those "oops" moments. And, unlike the big expensive packages, this little gem is free.

GREAT PLACE #1: MICROSOFT'S TOP SECRET PROJECT

<http://link.brightcove.com/services/player/bcpid932579976?bclid=932553050&bctid=9337>

Want to see the next level of computing? The folks at Popular Mechanics put together an extremely interesting video showing Microsoft's new "Milan" project. Here you will see a demonstration of Microsoft's new "Multi-Touch interface" that for now is built into a coffee-table design.

You almost need to see the demo to appreciate how truly revolutionary this product is. You can upload files by simply placing a device - like a digital camera - on the table top. You can physically move files around with your hands. You can even enlarge or reduce the size of a photo image with the swipe of your fingers. Lots more and like they say - "You gotta see this to believe it."

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Repairing your business relationships

By Dr. Gary Bradt

If you are in a relationship that's not working right now at work or home, the question is what are you going to do about it?

Here's what you could do: I'm going to give you five tools; five ideas and steps on how to retrieve broken relationships at work and home. These tools will help you fix your relationships, if you apply them to yourself. Please note: You can't fix anyone else! If you want others to pick up these tools, then be a role model and pick them up first.

1. Preventive maintenance: Treat those you know best like strangers. Often we treat perfect strangers better than we treat the people we live and work with everyday. Kind of crazy when you think about it, so here's the first tool to try: treat those you know best like strangers. That means being polite, regularly saying please and thank you, and perhaps biting your tongue occasionally. It means doing the little things that can make a big difference, like dressing nicely at home, not just at work; holding doors open; making eye contact; smiling; and picking up after your self, instead of complaining about those who leave the kitchen or break room a mess.

2. Swallow your pride and learn how to say 'I'm sorry.' For some of us, this one is hard to do. For all of us, it's incredibly important. Grievances, imagined or not, remain unresolved when we can't, or don't, chose to express remorse for our part in helping to create them. All manner of things may get in our way of saying we're sorry: ego; a need to be right; ignorance; and arrogance.

3. Repeating your point won't get you heard, but listening to theirs will. Often, we scream at each other across the rubble that divides us, versus working to collectively remove it. We get so caught up in our need to justify our actions, prove others wrong, and to dazzle with our logic that we lose track of the outcome we are after - a stronger relationship. You already know your point of view. Repeating it over and over (or louder and louder) is not likely going to make others suddenly agree with you. In fact, just the opposite is more likely: They'll argue with you even if they agree with what you're saying!

4. Figure out who wants it more and then let go. Usually, like a stream carving a canyon, it's the little things that wear relationships down over time. Whether its fights at home over a messy household, or fussing at work about keeping the break room or workstation tidy, these minor nuisances play a major role in decaying goodwill over time. When there is a disagreement about how to go about something, e.g. whether to fly or drive for vacation, whether to visit or call the client, go with the person who has the most energy over the issue. If it matters more to them than you, do it their way. Stop turning pebbles into boulders.

5. Have goals together and you'll grow together. Relationships are dynamic, moving, changing organisms,

because people are. When we stop growing together, that's when we start dying together. It's easy to fall into relationship ruts. We assume we know everything there is to know about someone and we stop learning, or even paying attention, to who they are now. If they change or grow, we don't notice. If their skill set expands at work it's invisible to us. It's like being in relationship with a picture of a person, rather than with the person themselves. Having a purpose, a goal, a challenge you are pursuing together, will help maintain forward momentum in all of your relationships. Setting goals and meeting challenges together renders rubble as incidental. Pursuing mutual goals may even transform rubble into stepping-stones that lead to personal growth, enhanced mutual understanding and a shared sacrifice that may ultimately draw you closer together.

Author Dr. Gary Bradt is one of today's most popular speakers on the leadership circuit, addressing corporate audiences around the world on the issue of change and success. Dr. Bradt's new book, "The Ring In the Rubble: Dig Through Change and Find Your Next Golden Opportunity," is available in bookstores everywhere. For more information on Dr. Bradt's book or speaking, please contact: www.ringintherubble.com.

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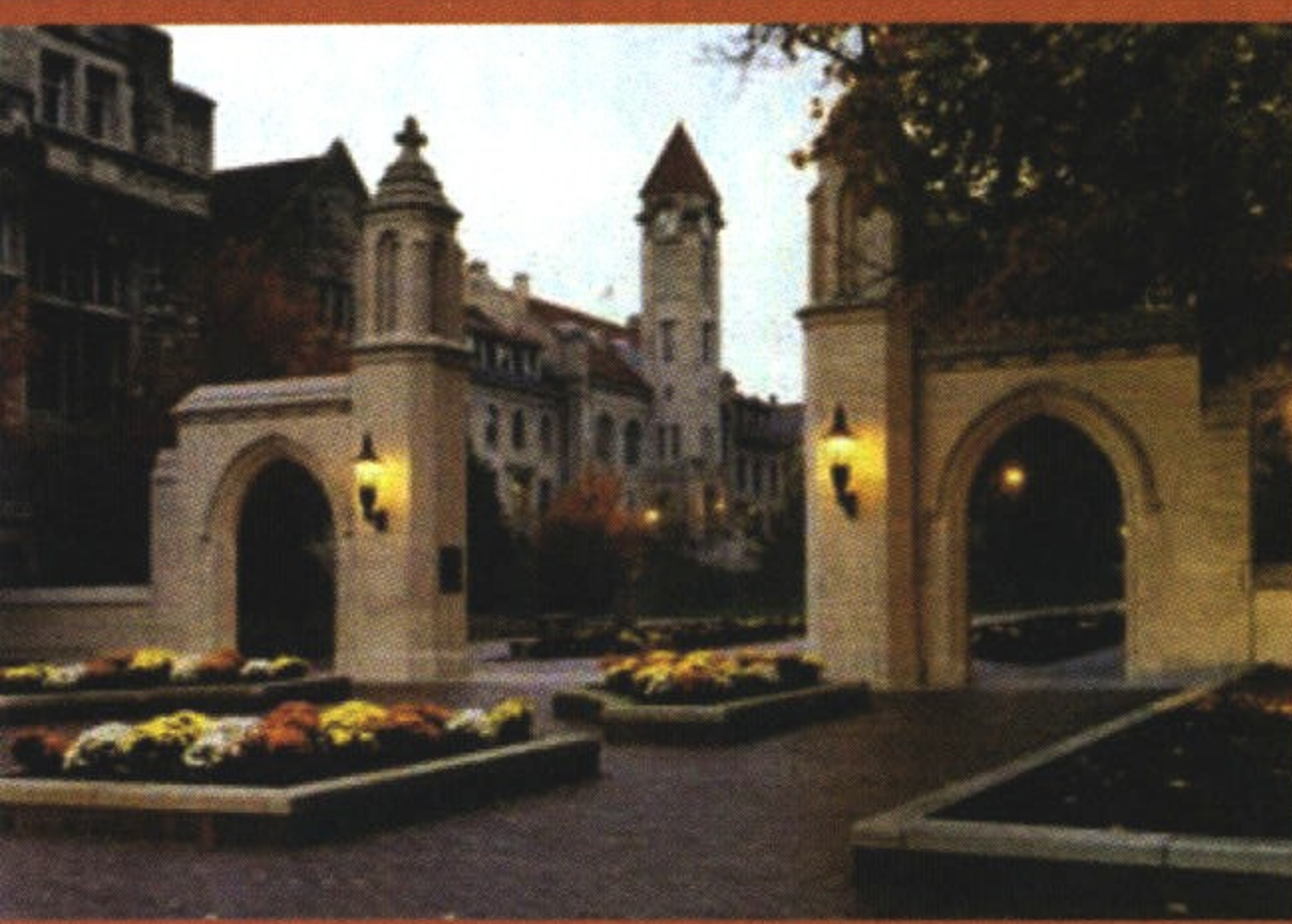
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One of the most difficult tasks managers face is motivating employees to improve performance. This session will provide participants with simple and proven techniques to help improve employee performance.

Sessions conducted by Flashpoint Human Resources Consultants.

*You need more than good ideas. You need a plan to take your business strategies into reality.
Flashpoint can show you how.*

Healthy Lifestyles Track:

Walking the Line...Balancing Your Life between family, work, and setting goals to reach your potential,
presented by Christie King, CAI, AARE

Diet, Stress Relief, Physical Fitness

Various professors from the Health, Physical Education, and Recreational Sciences department of Indiana University, Bloomington, will present topics to help Auctioneers and their staffs maintain their health and relieve stress.

The Winter Seminar will begin with registration and a reception on Sunday evening. Monday evening there will be a Fun Auction. All meals are included in the registration cost of \$325 (early registration), \$375 after November 10th.

If you have any questions, or to register, please contact either Pam or Lois at the Education Institute, telephone 913.541.8084, ext. 23 or 28. Full registration details, and a registration form, will be included in the October Auctioneer.

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*, *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. Questions 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 ext. 25 or log on to www.auctioneers.org for more information or to sign up.

NAA FREE Website

NAA members can receive a FREE two-page website through our partnership with AuctionZip.com. To take advantage of this

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.

service, log on to www.auctioneers.org.

Members who do not currently have a website, or a registered domain name (web address or URL), are required to establish and register a domain name. **Domain registration is a standard process in creating a website** and may be done through AuctionZip.com at \$9.95 per year, or you may register your domain through any domain registrar you chose.

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 913-754-7800.

Learning Center

The NAA Education Institute now has available valuable seminars and Conference and Show educational programs as well as the International Auctioneers Championships (IAC) to download to your computer, MP3 player, or iPod. The 2007 Conference and Show educational seminars are available. And, two of the sessions from 2006, and two from 2007, are available on video. By joining the NAA Learning Center for \$185 per year, you can download all of the sessions and receive CE credits. For details log on to www.auctioneers.org or call 888-541-8084, ext. 19, 23 or 28.

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 loggin 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%. Call 913-541-8084, ext. 15; 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

Books

The 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 913-541-8084, 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 promotional items that members can purchase at very attractive prices. Log on to www.auctioneers.org for available products or call (866) 305-7NAA (7622).

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, or to learn more about the benefits of advertising please call 913-541-8084 ext. 20 or e-mail: wdellinger@auctioneers.org.

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. 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.



Pennsylvania Auctioneers and family who attended the NAA Conference and Show in San Diego in July gathered there for a photo.

Want quick access to a back copy? Visit the "virtual versions" of NAA's publications

Back copies and current copies of *Auctioneer* magazine and *Auction World* newspaper are available for viewing on NAA's website at www.auctioneers.org for the convenience of NAA members.

The publications appear in full form, with advertisements in place, just as you see them on the printed page. Viewers are able to place their cursor on the upper right corner of a page and watch the page "turn," just as if you were turning a page by hand.

Here is how to access and read a copy of the virtual publications:

- Go to www.auctioneers.org
- Click on the Members link on the right side.
- Enter your username and password.
- When the next window appears, click on the button on right side that says "Virtual Publications"
- Click on button showing the name of the publication you wish to view.
- Begin turning pages by placing your cursor on the upper right corner of the page and clicking once in that upper right area.
- To read a page and make the text larger for easier reading,

zoom in by clicking once anywhere on the page.

The virtual publications are exact replicas of the print version, but with several electronic features that include: the virtual publications can be downloaded to your computer for offline reading; and there are hot links from editorial and advertisements right to the information you need (meaning that you click on an ad, for example, and you'll be directed to the advertiser's website.)

Also, you can do an advanced search, and you can print out a hardcopy of that page.

The convenience of this format is enjoyed by many NAA members. You'll be able to store archived issues right on your computer.

The virtual publications were created to serve all members and to enable a new classification of member – the Virtual Member who gets no paper correspondence (and no printed publications) from NAA. All communication is electronic.

There are no plans to eliminate the print versions of NAA's publications. NAA knows members enjoy the hard copy version. The web versions are simply an additional format for you to utilize when desired.

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- Comprehensive marketing services to assist you on the "must-win" proposals
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- 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
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