THE AUCTIONEER

The Magazine of the National Auctioneers Association • May 1990



Oregon Governor Neil Goldschmidt Declares National Auctioneers Week

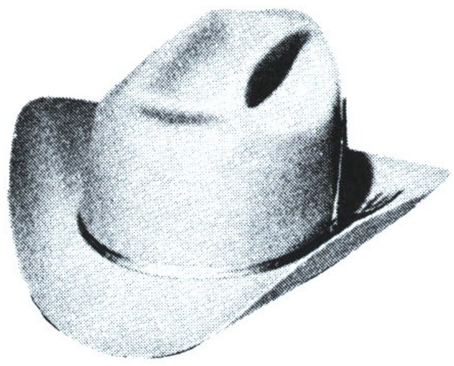
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- More Details on National Auctioneers Week
- The Scoop on Satellite Auctions
- First Installment of Bid Calling Series
- Environmental Concerns for Auctioneers
- How to Make the Convention a Success

Plus . . . These Important Forms

- Convention Registration Forms
- Bid Calling Championship Entry Form
- Advertising Contest Entry Form
- Golf Tournament Entry Form

ATTENTION ALL NEW AND OLD MEMBERS OF NAA



Stetson "Wisp"

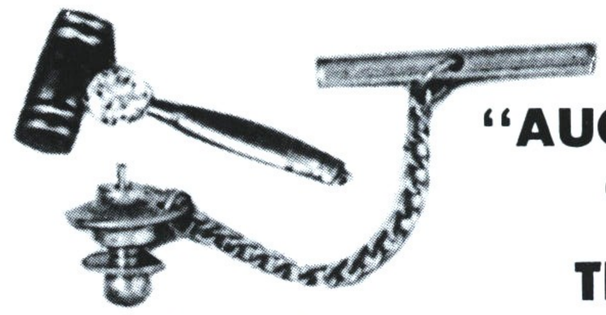


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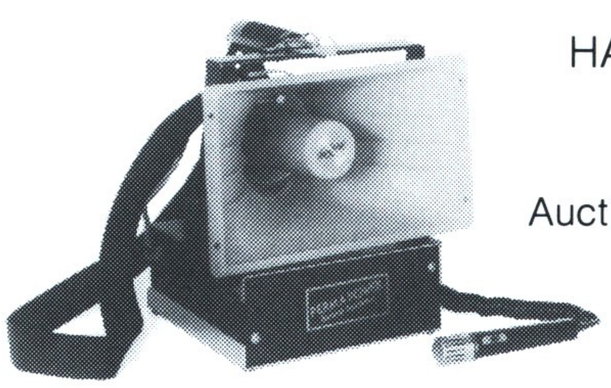
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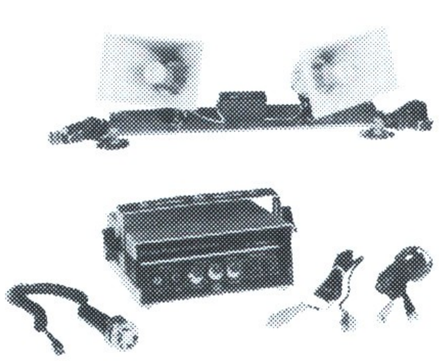


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THE AUCTIONEER

May 1990 Volume XXXI, Number 5

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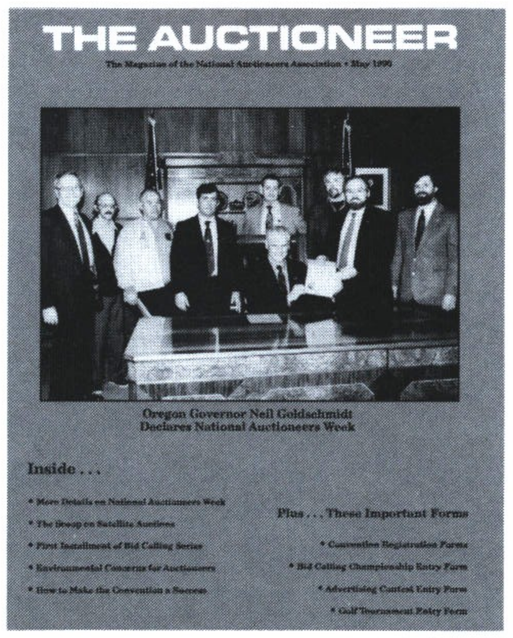
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Plus . . . Many other items of interest.

Including Convention Registration Forms (pages 43-47), Bid Calling Entry Form (pages 48-49), Ad Contest Entry Form (pages 52-53), Golf Tourney Information and Entry Form (page 10), and much more.

On The Cover



Several Oregon auctioneers were present for the signing of the proclamation declaring April 1-7 as National Auctioneers Week in their home state. Pictured with Governor Neil Goldschmidt, from left to right, were OAA Director Virgil Markus of Gaston, Leonard Quimby, Bill Welch of Eugene, OAA President **Steve Van Gordon, CAI,** of Canby, **Jay Overton** of Springfield, OAA Secretary/Treasurer **Mel Neagle** of Brownsville, OAA Vice President **Bill Free, CAI**, of Florence and OAA Director **Doug Van Gordon** of LaPine.

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Editorial and Advertising must be received at the NAA Headquarters on or before the first day of the month preceding date of issue. Additional advertising information on facing page to back cover.

President's Message

President Urges Involvement

Dear Fellow NAA Members,

Most NAA members are under the impression that the Certified Auctioneers Institute is a part of and under the umbrella of the NAA. That is why the NAA officers and directors receive most of the complaints about CAI. The CAI is a separate corporation, has its own board of directors and makes its own rules and regulations. The only thing NAA can do is appoint one NAA board member to serve on the CAI board, providing that the appointee is a CAI graduate.

Researching the NAA minutes, I have, to the best of my ability, determined the NAA organizers of CAI intended CAI to be a part of NAA. It is my belief that the **National Auctioneers Association** is the organization representing all auctioneers and not just the trade association as was stated in open discussion at the joint meeting of the NAA and CAI executive committees.

I do not see the CAI members as better than the rest of the NAA members. The three weeks' business management course in Bloomington, Ind., does not make an individual better than other auctioneers but only helps them improve their individual abilities. I thought that, when the NAA helped finance and implement the CAI program, the CAI objective was to be primarily an educational institute. It seems to me that the present leaders of the CAI have forgotten that the official name of the Institute is "Certified Auctioneers **Education** Institute Inc." As I have said many times, the CAI educational program is one of the best educational programs auctioneers have anywhere, but the present CAI leaders have decided to hire a lobbyist to promote CAI in Washington and, in general, compete with the non-CAI NAA members yet use the NAA for a major source of their membership recruitment.

I think it is time that, at the CAI convention in Baltimore, members give the much-needed direction to its CAI leaders. Many of the CAI members are unhappy with the dues, direction and competitiveness but have not voiced their displeasure with the leaders of CAI. Whether you agree or disagree, plan to attend and let your voice be heard.

It is time, also, for all non-CAI NAA members to get active in the business of electing the leaders of NAA.

We must resolve the present problems and become united again. Teamwork and promoting the auction method of marketing should be our only goal. We can begin in Baltimore, so let's all plan to attend.

The NAA Baltimore Convention is fast becoming the biggest and best. The Maryland Auctioneers Association has done a marvelous job of planning the details of this convention. We have been assured that the hotel has hot and cold running water and that the air conditioning is in working order. Plan now to attend and participate in the many fine seminars.

Education is an investment in your future.



With warmest personal regards,

Ronald W. Faison

Ronald W. Faison, CAI
NAA President

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Sense Of Rhythm, Urgency Are Keys To

Bid Calling

First In A Series

When an auctioneer climbs onto the auction block the last thing he or she needs to think about is bid calling technique.

This was one of the many tips relayed by **Gail Pickworth** at the Bid Calling Workshop at the 1989 Cincinnati Convention in a presentation geared for less experienced auctioneers.

Pickworth, of Berlin Heights, Ohio, was the 1989 All-Around World Auctioneer Champion.

"When you have developed your chant as a bid caller, it has to take a back seat from that point on in your career," Pickworth said. "Bid calling has to be the furthest thing from your mind when you're selling an auction."

There are too many other things going on during an auction for an auctioneer to concentrate on bid calling.

"When you are auctioneering, you are not saying certain words," Pickworth said. "What you are saying is bid more, bid more. You want it, give more money, come on, give more."

The auctioneer should have a stream of consciousness that allows him or her to worry about the value of the item on the block and planning for the next item to be auctioned, Pickworth said.

The volume of his or her delivery should be an auctioneer's only concern about the chant during an auction.

That does not mean an auctioneer should not work on perfecting a chant, and Pickworth had several suggestions for improving bid calling.

According to Pickworth, two of the keys in bid calling are pragmatism and intensity.

"Pragmatism simply means use what works for you," Pickworth said. "Whatever works, use it. Use what works for you in your area of the country.

"Intensity is in the voice reflection and is not synonomous with loudness. I've never heard intensity described any better than as a sense of urgency."

The sense of urgency in an auctioneer's voice makes people want to bid, Pickworth said.

Different styles and types of voices can contain that same sense of urgency.

A third portion of the bid calling mix is rhythm.

"I've always equated rhythm with steam railroad engines. There was a kind of rhythm there: choo, choo, choo."

Pickworth believes the slower you call the more rhythm you have.

"I don't mean a turtles pace, I mean a medium pace."

In Pickworth's experience, rhythm has depended upon how fast the bids were coming in.

"If bids are coming in fast and furious, I don't have an awful lot of rhythm. It's more just a straight sell.

"It's just a lot of number and money words and not a lot of filler in there."

As an example, Pickworth cited autombile auctions he works where he knows most of the buyers. These experienced buyers do not need as much soliciting as a novice buyer will.

"This is just hard-core selling," Pickworth said. "A lot of the rhythm is left out of it."

Pickworth does not discount the need for filler words in some situations.

"I like to use words that connect and roll," Pickworth said. "Some auctioneers when they are just starting out use filler words that don't fit well together. A smooth transition isn't there."

The lack of smooth transitions could cost an auctioneer his or her rhythm, Pickworth said.

"I look at fillers that I use as carriers. They are carriers for the important thing, the money."

Pickworth compared filler words to a different type of carrier — an aircraft carrier.

"That aircraft carrier by itself is not worth a whole lot. It's the payload on the carrier, the planes, that are going to do the damage."

There are no key filler words, according to Pickworth.

"We shouldn't sound the same. We're all individuals. We all have our own styles."

The standard filler words taught at auction schools do the job and should be looked upon as a starting point, Pickworth said.

"From there on, you can incorporate whatever you want to."

Where should auctioneers look for their own individual filler words?

According to Pickworth, there is no better source than the common, everyday dictionary.

"Thousands of words, just start

(Continued on page 7)

Bid Calling

from page 6

looking through it," Pickworth said.

Pickworth said a dictionary can help young auctioneers just starting out develop their own style.

However, as Pickworth noted, many auctioneers do not use actual words.

"I don't use a lot of words," Pickworth said. "I use rhythmic syllables I've picked up."

Some of the sounds Pickworth uses are ones he invented. Some were invented by others, and Pickworth has added them to his repertoire.

"I've copied from other auctioneers," Pickworth said. "I don't see anything wrong with that."

However, Pickworth feels strongly that there is a line that should not be crossed.

"I don't think one auctioneer should imitate another auctioneer," Pickworth said. "By that, I mean copy all the traits of another auctioneer. That's where you lose your uniqueness."

Pickworth does not do everything by the book.

"I know most auction schools tell auctioneers not to say 'got'," Pickworth said.

"I have to tell you real honestly I can roll 'I gotta' better than 'I have'."

After honing your skills as a bid caller, you can concentrate on tactics.

In the auto auctions he works, Pickworth is frequently faced with buyers who want him to drop the bidding down to increments of $50 instead of $100.

Pickworth will take the $50 increase and then ask for $100 on top of that.

"The buyer thinks that $50 increase breaks the auctioneer down," Pickworth said. "He thinks he's getting a whale of a bargain.

"He's still there bidding $1,000 later. The only thing is he's done those hundreds in fifties and he's tickled to death. So just let him go and be happy with it."

Pickworth said he will try to get the bidding back up to $100 increments. But if a buyer insists on bidding in $50 increments, Pickworth will go with him.

"After I've dropped back for him, two bids later I've put him right back up there again."

Another tool an auctioneer can use to control an auction is the speed at which he makes his calls.

"Speed to me is a tool," Pickworth said. "Use it when it's necessary. Don't use a sledge hammer when a ball-peen hammer will do."

At every bid calling seminar he has attended, speed has been addressed, Pickworth said. The philosophy of changing speeds according to the audience is sound, he added.

"For an inexperienced audience, you don't go in there and wind up like you do at an automobile auction or even some of your cattle or farm machinery auctions.

"The audience is going to sit there and not know a thing you're talking about."

Pickworth said speed can be measured on two levels.

"I call one of them Ground Speed. Ground Speed can be measured by how fast you are selling items. How many items per minute are you moving?"

The other type of speed Pickworth measure is the speed of the auctioneer's chant.

"I call it T-R-P-M — Tongue Revolutions Per Minute."

The two types of speed need to be kept in balance with neither one outracing the other.

Some bidders may think an auctioneer is going fast when actually the chant may be fast but the Ground Speed could be less than zero.

An auctioneer depends on his voice like few other professions.

Pickworth said proper care must be taking to preserve that voice. He feels younger auctioneers can make a mistake by relying on youthful voices instead of sound systems and live to regret that decision.

"Don't be a person that thinks they can rely on a booming voice and don't need a sound system. You may not need it today. You may not need it five years from now. Ten years from now you might have wished you used one."

Another way to ensure a strong bid calling voice is to take proper care of it.

Auctioneers need to take precautions against adverse environmental conditions, Pickworth said.

"Be careful if you are perspiring a lot and then get in that cold air conditioning. It can do things to your throat and sinuses you can't believe.

"I know some boys who will go hoarse in a heartbeat when a fan is blowing on them while they are perspiring."

According to Pickworth, ice water can cause problems for auctioneers. Although it was his habit not to drink ice water during an auction, Pickworth did one time when it was all that was available, creating a crisis situation.

"It wasn't five minutes later, and I knew I had trouble," Pickworth said. "I was dizzy. Nothing was coming into perspective. I didn't even know where I was getting the bids from.

"Then I looked down and water was just boiling out of my arms. I was ready to drop right there in the middle of that auction."

Pickworth recommends cool tap water during an auction.

After an auctioneer is comftorable with the mechanics of his bid calling, that is when the real learning process begins, Pickworth said.

"Learn salesmenship. Learn everything you can at seminars because that's where your money is going to come from from that point on — not whether you are fast, rhythmic, etc."

Series To Continue In June

Gail Pickworth was one of three speakers at the Bid Calling Workshop at the 1989 Convention. The presentations of the other two speakers, **Paul C. Behr, CAI,** of St. Paul, Minn., and **Jeff Stokes** of Port Orchard, Wash., will be reported on in parts two and three of this three-part series. Behr was 1988 International Champion Auctioneer. Stokes was 1987 World Champion Livestock Auctioneer.

LIGHTS! CAMERAS! AUCTION!

by Pamela Smisek
Larry Latham Auctioneers, Inc.
Scottsdale, Ariz.

If you've already added satellite broadcasting to your auction techniques, this article isn't for you.

Satellite auctions are not new to the industry. Satellite receivers are not new to people living outside the bounds of local cable companies. Satellites are not even new to school children, who regularly see them placed into orbit from space shuttles.

But if you don't know an uplink from a downlink and haven't yet ventured into the realm of television for your auctions, perhaps these experiences arranging real estate auction via satellite broadcasts can help you avoid some short circuits.

Fist of all, there's the basic terminology, and please don't be offended by these simplistic explanations!

"Uplink" — the transmission portion of your broadcast as the signal goes up to the satellite.

"Downlink" — the broadcast signal literally comes down from the satellite to a receiver.

"Production" — the lights and cameras part of the show that produces the programming.

"Money" — a variable factor relating directly to the quality and scope of your broadcast.

Before you begin your career in television, research the legal questions that may or many not apply:

If you're licensed in the state of the program's origin, must you be licensed in the state to which you're broadcasting (interstate sales)? A variation of this may apply if you're broadcasting within a state in which cities/townships issue auction licenses or business permits. Whose name(s) and license number(s) must be advertised?

Does the nature of a television auction give buyers in the remote location a right of rescision on their purchases?

Does the location of the auctioneer, or the location of the buyer, constitute the site of the "sale?" Which location's legal documents apply?

Which location's auction and/or real estate laws apply?

Answers vary, even within local agencies, so ask for a written response. You should check with your company's legal counsel also.

Finding satellite broadcast services can be a circuitous process, depending upon your location, but once you have tapped into the network, you should receive valuable referrals and a wealth of advice and information.

Our experience is with essentially "closed" broadcasting — created and transmitted by our company, and received by selected audiences at specific locations. There are, of course, numerous ways to structure an auction by satellite, but we've chosen to make our satellite audiences as much a part of the auction action as possible by broadcasting both sound and picture — live.

To accomplish this, we utilize a portable uplink system, and its related crew of technicians; portable downlink systems at the remote locations; and a production crew at the uplink site. The following information is based on this type of broadcast.

Check first with the audio-visual source of your auction location (hotel, convention center, etc.). If this company doesn't provide one or all of the services you'll need (uplink/downlink/production), they'll probably be able to send you in the right direction.

You might also contact your local public television station, an area university with an RTF Department (radio, television, film), television stations that broadcast local events such as football games or your cable company.

You'll find that people involved in satellite broadcasting are a "club" of sorts. Find one member, and he or she can direct you to others. Ask specific questions about what each can provide, and what will be subcontracted. Ask for estimates. You may want a turnkey situation in which one entity is responsible for making all arrangements, but you'll be paying for this service in addition to the technical aspects.

You may negotiate a less costly arrangement by going to several companies and hiring them directly — one uplink, three downlinks, and a production company, for instance.

You'll probably find that most of the people in the business you talk to

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Satellite

from page 8

will know the other people you've talked to and this can work to your advantage. You many hear, for example, that one company that offered an uplink truck was going to rent it — from a company to whom you've already been talking. Fewer links in the chain can translate into money saved.

This "network" will also help you find people who have worked together before and are comfortable with each other's capabilities. In this highly technical endeavor, good rapport between all the parties involved is important.

Your uplink contact will reserve satellite time for your transmission. Time is charged by the hour, or portion thereof, and rates may vary by satellite and time of day. Estimate the time your auction will take to conduct, from opening statement to closing, then add 30 minutes to an hour beforehand for testing. Also, determine if additional satellite time is available. If the auction runs long, you may be able to extend. When the reserved time is up, you're off the air, so pre-planning is essential to this type of auction.

You'll need to choose between C-band and KU-band transmission. C–band is less expensive, but is subject to interference (the phone companies use this band). When broadcasting into metro areas, KU will give you a more reliable signal with much better quality. Discuss your needs and expectations frankly with your uplink provider.

You'll also need to decide whether or not you want a scrambled transmission. Unscrambled, it's conceivable for anyone with a satellite receiver to monitor your broadcast. Scrambled, it can only be received at your designated downlink location(s). Scrambling is very expensive. Consider your needs and potential problems before deciding.

Another factor to consider is the location of the downlink site. Discuss this with your contact before final booking if possible to be sure of feasibility. Reception may be a problem in certain areas, and something as simple as parking space for the satellite truck can present a problem if not taken into account ahead of time.

Your downlink connection should be able to provide all your audio-visual needs (ie., a projection television to show the satellite broadcast, additional sound amplification if located in a large or very crowded room, a technician to oversee the downlink operations, etc.).

If, as we do, you want simultaneous response from your downlink sites, pre-arrange phone lines. If you want all locations to be in contact with each other as well as with what we term "home base", a conference call is the answer. This necessitates one or more of your auction staff to be on the phone(s) at both ends. Choose personnel who work well under pressure and are not easily distracted.

You may call the phone company to reserve a conference call time. They'll assign you a reservation number and make billing arrangements. You provide all the numbers you wish included, beginning at what time, and ending at a certain time (be sure to ask about extension possibilities). Reconfirm the arrangements 24 hours prior to the auction, and again shortly beforehand. At the prescribed time, all parties should be on line. As with test time for the broadcast, you should begin your conference call prior to the state of the auction. This margin lets you correct any problems, and also allows last minute discussions with your remote auction staff. It's best to extend the conference for a time after the auction for final staff assignments, closing instructions, etc. For convenience, it's also best to have dedicated lines to all locations, and to figure on at least one incoming line at home base for each remote location involved.

What will your audience see? That's where the production crew comes in. Here's where you have the greatest variance of quality and cost. Your production can be as simple as one stationary camera pointed at the auctioneer, or as complex as multi-camera switching, character generation, graphics and music. Talk to your production connection. Explain first what will be happening at the "home base." Then explain what you'd like your audience to see. Ask what type of shows the crew has produced and for whom. Ask about the number of cameras they can have available, whether they can produce an opening and/or closing segment, how they would feature the product to be sold, what space they'll need, what lighting they'll provide, if they have a character generator, etc. Ask about the cost of each facet of the production.

Except for satellite time, prices are negotiable, and even time rates can vary by source. More than one camera means more than one camera-person — and someone to switch back and forth and choose the shots. Do you want pre-produced character generation (still shots of your terms and conditions, descriptions of the product running across the bottom of the screen, etc.), or do you want someone on-site generating the bid and ask price on the screen? Slides can be transferred to videotape for showing to the remote audiences. The lot numbers and suitable wording can be placed on the tape with the photos. Monitors at "home base" can feature this video presentation too, or you can use your slides with projectors and screens. (If feasible, use rear-screen projectors —this keeps the projectors out of the way of the audience, your crew and the production people — and gives you better quality.)

Billing arrangements vary — **ask.** Most companies require 50 percent up front. They have to prepay such things as satellite time, so this is reasonable. Some want 100 percent. Don't! You have no performance guarantee. Offer to pay the balance at the conclusion of the event. Better yet, 10 to 30 days after! If your audio-visual company connection was made through your auction site, you may be able to apply your credit arrangement with the hotel, convention center, etc.

Your contract(s) with all the parties involved in your broadcast should spell out exactly what will be provided and at what cost. Ask about contingency plans in case of vehicle breakdown, equipment loss, etc. If your crews are traveling from outside the immediate area, advise a time cushion. Also, you may expect

(Continued on page 36)

Annual Golf Tournament Plans Set

The LPGA used to hold a tour event there every year. In 1989, one of the much-publicized Skins games was held there, and the PGA Seniors Tour has made a stop. But hold on. On Monday, July 9, an even more important event will be held at the Pine Ridge Golf Course. That is the day when NAA members will tee it up on the par-72 course that has attracted a reputation for excellence outside the Baltimore area.

The 1990 NAA Convention does not start until Tuesday, July 10, leaving just enough time for NAA members dedicated to the links to get in a round of competitive golf at Pine Ridge. Although the golf is just for the fun of it, prizes will be awarded in several categories, including longest drive, closest to the pin and to the top three finishers in each of the three flights.

Your entry fee of $50 will cover all expenses — transportation, food (before and during the round), refreshments, green fees and electric cart. A bus will transport all the golfers to the course at 9:30 a.m. and return you to the hotel after the last birdie has been sunk.

Space is limited. Slots for only 60 golfers have been arranged. The lucky 60 will be divided into three flights, divided according to the following handicaps:

Flight 1: 10 and under
Flight 2: 11-20
Flight 3: over 20

So, fill out the accompaning form and return it to NAA Headquarters on or before June 15 and reserve your tee time.

Note: Bring your own golf clubs.

1990 NAA Golf Tournament Registration Form

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Handicap: _____

This form can be copied and the copy sent to NAA Headquarters as the registration form. Send the form and a check for $50 made out to the NAA to:

NAA Headquarters
8880 Ballentine
Overland Park, KS 66214

Convention Exhibitors

As of April 1, the following companies had registered as exhibitors for the 1990 NAA Convention in Baltimore:

•Alliance Computer Group, Lebanon, Pa., *computer software and hardware*

•Auction X-Press, Minneapolis, Minn., *printing*

•C-U-S Business Systems, Fort Lauderdale, Fla., *auction software*

•Dee Sign Co., Cincinnati, Ohio, *yard signs*

•GAM Systems Inc., Cedar Park, Texas, *auction software*

•Industrial Publishing Inc., Eugene, Ore., *auction brochure printing*

•Thorne Auction Systems, Lisbon, Ohio, *computer software*

•Sun Foundry, Burbank, CA, *bronze sculptures*



Auctioneers Enjoy Orlando Seminar



***Gene Harris** of Marshalltown, Iowa, (right) makes a point during his presentation at the 1990 Antiques and Personal Property at Auction Seminar. Forty-nine people from throughout the United States and Canada attended the seminar, which was held march 19-21 in Orlando, Fla. Harris, who spoke Tuesday morning, selected as his topic "How to Operate an Auction House."*

Environmental Evaluations Necessary When Selling Farmland

by Dr. Terry Evans
Columbia, Tenn.

A recent Gallup Poll indicates that 76 percent of Americans think of themselves as environmentalists. This change in attitude toward the environment is pressuring the federal government and state governments to enforce the laws that are on the books and also to promulgate new rules and regulations.

Present laws require real estate owners, operators and others with an interest in the real property to clean up contaminated soil, polluted water and dirty air. The fear of being responsible for cleanup costs is the driving force behind a closer evaluation of how real property has been used in the past and is being used now. Purchasers and agents are no longer taking a relaxed attitude concerning real property transactions.

The Superfund Act as amended by the Superfund Amendments and Reauthorization Act implies that a purchaser of real property who takes reasonable steps to inquire about environmental issues may have earned some protection from future environmental liabilities if there is proof an inquiry was made. It appears that Congress intended to provide protection for the purchaser who, at the time of the purchase, has undertaken "all appropriate inquiry into previous ownership and uses of the property consistent with good commercial or customary practice in an effort to minimize liability."

Auctioneers need to be prepared to ask the right questions and to record the answers. Preparing an addenda to existing contracts in order to prove that an environmental inquiry was made would seem to be a prudent step. There are a number of form checklists available from publishers of legal materials.

In order to give NAA members an idea of the issues that need to be discussed with respect to farm real estate, we have prepared several questions and provided comments concerning their importance. There are other questions that can be asked about farm property, but these are the major areas which need to be discussed.

1. Are there any active or abandoned wells on the property?

YES ___ NO ___

DISCUSSION: Wells can be the access point that allows polluted water to enter the water table. Runoff from livestock areas or fields that have been sprayed with pesticides can enter the ground water through wells that are located in the wrong place.

2. Has the farm owner ever used sludge from municipal or industrial sources as fertilizer on fields?

YES ___ NO ___

DISCUSSION: It was common practice in some areas of the country for farmers to haul sludge from sewer plants or industrial plants and spread over fields to enrich the soil. The practice has been curbed in recent years since operators are required to get permits in advance of using the material. There have been cases where the sludge was stockpiled and allowed to wash into streams and the ground water.

3. Has there ever been any hazardous or toxic waste stored on the property?

YES ___ NO ___

DISCUSSION: There are a number of cases that have been documented where farmers allow companies to dig trenches and bury barrels of industrial material without permits. Most of the materials were improperly buried and the material has found its way into the water table. These "wildcat dumps" are the most expensive to clean up.

4. Are there any underground or above-ground storage tanks on the property?

YES ___ NO ___

DISCUSSION: There is growing evidence that millions of gallons of gasoline and diesel fuel have been allowed to seep into the ground water.

The stories of contaminated water wells and springs are numerous. Owners of underground tanks are required to remove and replace underground storage tanks this year. Most states are requiring owners of the tanks to secure bonds to cover the cost of any future leakage and damage to the environment.

5. Has the owner used pesticides and herbicides on the farm?

YES ___ NO ___

DISCUSSION: There is a general concern that some farmers have not handled pesticides and herbicides correctly. There is also the issue of storage on the farm and the disposal of empty containers. Many farmers are seeking ways to cut back on the use of chemicals.

6. Has the farm ever been used for any purpose other than farming?

YES ___ NO ___

DISCUSSION: Remember when there were a number of small sawmills located all over the countryside? Many of them were located on neighborhood farms. The sawdust was allowed to pile up and then wash into streams. There were also those neighborhood garages that tossed used tires in the gully. They have deteriorated and the residue has seeped into the ground water.

7. Has the owner ever plowed pasture or tiled wetlands without ASCS or SCS approval?

YES ___ NO ___

DISCUSSION: There are a num-

(Continued on page 12)

Environment

from page 11

ber of farm programs that were created to protect the environment. If those programs were in place on a property and the owner violated the terms of program agreements, there may be serious penalties due.

8. Has the farm owner ever excavated in or near streams to alter the course of a stream or prevent a stream from naturally changing course?

YES ___ NO ___

DISCUSSION: There is a case in Colorado that is now pending where ranchers built a rock levee to prevent the river that runs through their property from cutting a new channel that would have taken the stream near the farm dwellings. EPA has sued the ranchers, and the fines are now around $40,000. Until this issue is settled, a new property owner would inherit the problem.

9. Has the farmer used concentrated amounts of minerals on the land to aid crop production?

YES ___ NO ___

DISCUSSION: Spreading concentrated amounts of nitrogen or other minerals on the soil in advance of crop planting may cause problems. Nitrogen, for example, could be washed into streams and do a great amount of damage to fish and aquatic life. Ground water could also be polluted that would wind up being used by humans and cause considerable health hazards.

10. Is there a livestock facility on the farm?

YES ___ NO ___

DISCUSSION: Where there is a concentration of livestock there is always the danger of waste material being washed into streams. There are a number of cases where streams and ground water have been polluted when located near feedlots, dairies and holding facilities. EPA has standards for construction of livestock facilities.

There is mounting evidence that farm chemicals and wastes are polluting our ground water and endangering our food supply. Owners of farm real estate are being forced into new programs which eliminate farm chemicals and control materials that can run off into streams and penetrate the ground water.

The environment will now become the next major political issue because it is being driven by the demands of the voting public. Every major magazine, newspaper, radio station and TV station will move to keep the issue out front until corrections are made. Since auctioneers deal with buyers and sellers, we are in a very vulnerable position. We must educate everyone in our firms to pay special attention to environmental factors that might surface in a transaction and injure our greatest asset — our reputation.

Dr. Evans is president of the International College of Real Estate Appraisal in Nashville, Tenn. He was a speaker at the Agribusiness Council Workshop at the 1989 NAA Convention.

Reams Captures Auto Championship

Ray Reams of London, Ky., won the 1990 Auto Auctioneers World Championship at Big State Auto Auction in Schertz near San Antonio, Texas, pocketing $5,000 by convincing the five judges he was the best of the competition. The contest was held Feb. 24-25.

Finishing a close second were **Shane Ratliff** of Crown Point, Ind., and **David Baize** of Columbia, Mo., with identical scores of 90 points each. Reams' winning score was 90.6667. Ratliff finished third in the 1989 competition.

Shirley Jeffrey of Memphis, Tenn., won the 1990 Auto Auction Ringman Championship. Jeffrey scored 85.66 with Merlyn Siegfried of Lee's Summit, Mo, scoring 81.33 for second place. Ron Reed of New Braunfels, Texas, nailed down third place with a score of 80.

Reams, who has been an auctioneer for 40 years, plans to donate $250 each to underprivileged children's homes sponsored by auto auction owners in Birmingham, Ala., and Orlando, Fla. Reams auctions at the Orlando Auto Auction, the Imperial Auto Auction in Lakeland, Fla., and the Auto Dealers Exchange in Birmingham.

Raised near a stockyard, Reams became familiar with the auctioneers' chant while listening to the livestock auctions.

A special guest at the event was Nashville singer **Leroy Van Dyke,** whose song, "The Auctioneer," was a No. 1 hit in 1956. Van Dyke, who was an auctioneer himself first before becoming a singer, auctioned off several cars during a break in the contest.

Contestants were judged by general managers of several auto auctions. Participating were Doug Wininger of Indianapolis Auto Auction, Cliff Patterson of Lakeland Auto Auction, Jim Marsh of Nevada Auto Auction in Las Vegas, Bob Hayward of West Texas Auto Auction in El Paso, and Sonny Gossett of Slidell Auto Auction in New Orleans, La.

The 1991 Auto Auctioneer World Championship, and Ringman Championship, will be conducted at the Nevada Auto Auction in Las Vegas on Feb. 23-24, 1991.

Entry books will close Feb. 15, 1991. For more information, contact Hayley Reed at (512) 659-9090.

Qualified Candidates Need To Step Forward

by Barry Gordon, CAI
NAA Director
Kingston, Ontario

Thank you Americans, for the confidence and support you have shown me over the past three years. You honored me in Florida in 1987 by reaching across international lines and making me your first non-American NAA Director.

Both the general membership and my fellow directors have always made me feel no different and certainly no less a part of the team than anyone else. This is a particularly warm feeling considering the volume of exclusively U.S. issues over the past few years such as the Resolution Trust Corporation (RTC).

In spite of struggling in the shadows of the rich and populace National Association of Realtors (NAR), your work and the work of your board and others has kept the principle of the use of auctions for RTC work alive. One shudders to think what would happen with regard to all government related work with no collective voice.

On another front, many of you may still be unaware of the fact that the U.S. and Canada have signed a free trade agreement, the effects of which can already be seen. The agreement gradually removes trade barriers for goods and services over the next decade. Near the New York state border where we live, American and Canadian retailers have already enjoyed an economic boost by reaching into the other's market. Although I can claim no responsibility for the agreement, I believe it will make the borders less important as far as auctioneers are concerned.

We had the good fortune to work with a U.S. auction company in Ontario last year. The experience was worthwhile and productive for both parties.

If you see an economically viable opportunity to work outside your usual boundaries, I encourage you to investigate the possibilities with the appropriate authorities. Commodities such as real estate are subject to brokerage-type licensing in many jurisdictions, which would not be influenced by free trade.

My three years on the Board ends in Baltimore and you must step forward to take my place. In these aggressive times where so much of the future RTC business depends on good judgement and sound decisions by your board, the best of you should answer your calling. Many of those among you have declined in the past for a number of reasons, the most common of which is lack of time. Please think about forcing some time into your schedule for the sake of all of us.

Constructive criticism and ideas are important to the Board, but the most important of all is you and your willingness to serve and carry your ideas forward with you. Status quo will not hold ground in the 90's with aggressive lobbyists on various fronts. Our industry has the potential of exploding to unlimited heights and at the same time the possibility of extinction.

Your personal enrichment as a member of the Board will be great. Friendships and knowledge are in great supply across the continent. By this exposure you will experience a depth of growth not readily attainable elsewhere. This will cause you to look back in later years on fond and worthwhile memories.

Make your move on behalf of the NAA in Baltimore. Use the gifts that this Association has given you and reinvest in it. The NAA has benefited you greatly, and now it needs you.

Barry Gordon, CAI, *was elected to the NAA Board of Directors at the 1987 Hollywood, Fla., Convention. He became the first Canadian to serve on the board of directors. He operates Gordon Auctioneers & Appraisers in Kingston, Ontario, with his wife, Alicia. He is a charter director of the Auctioneers Association of Ontario, a former director of the Auctioneers Association of Canada and a 1986 CAI graduate.*



Livestock Institute Makes Appointments

Two important appointments have been made recently by the Livestock Industry Institute. Robert L. Campbell was named executive director for the institute.

Dr. John Allen was appointed to the vice chairman spot vacated by Campbell.

NAA Director Honored

Wil Hahn of Bath, Pa., was recently named "Auctioneer of the Year" at the Pennsylvania Auctioneers Association's Annual Convention in Harrisburg, Pa. Each year one auctioneer, from a membership of over 400, is selected for the honor. Hahn is past president of the Pennsylvania Auctioneers Association. He resides in Bath with his wife, Pearl.



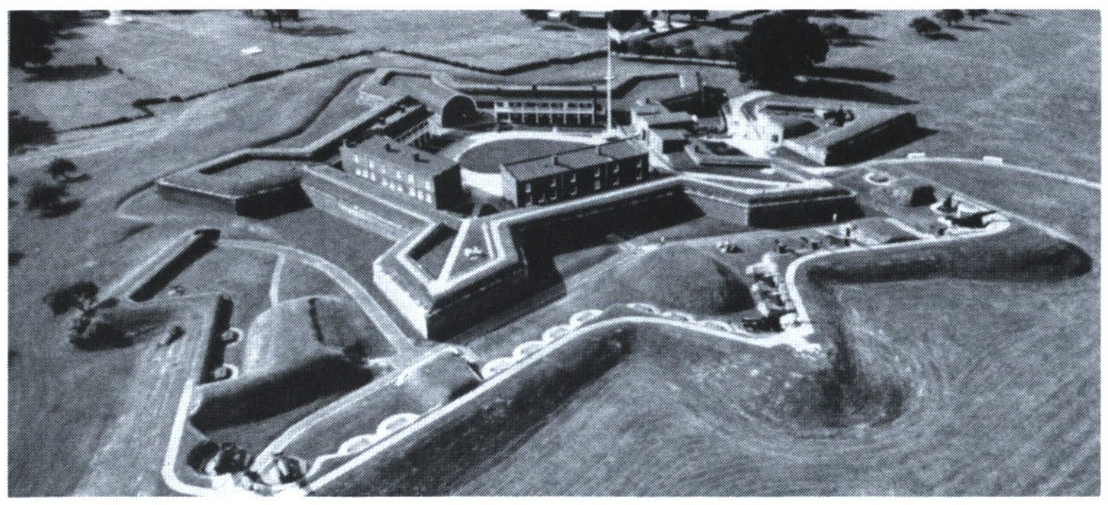
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Harborplace

One of the must see attractions in Baltimore is Harborplace, a festival urban marketplace with shops, restaurants, cafes and food stalls under two glass-enclosed pavilions.



Fort McHenry

This star-shaped fort is best known for its role in the War of 1812. Francis Scott Key was inspired to write the "Star Spangled Banner" when he saw the U.S. flag still flying overhead after a battle with British forces. Several planned NAA tours take in Fort McHenry.

Look For Convention Registration Forms On Pages 43-47

Plus . . .

Don't Forget These Other Important Forms :

International Auctioneer Championship Bid Calling Contest Entry Form — Page 49
1990 NAA Advertising Contest Entry Form — Page 53
1990 NAA Golf Tournament Entry Form — Page 10

Save Your Magazine!

Photocopy These Forms And Mail The Copies To NAA Headquarters.

Additional copies of these forms can be obtained from NAA Headquarters if needed.

Sealed Bids — Effective Or Not?

by Stephen Comly, CAI
CAI President-Elect
Philadelphia, Pa.

There has been much discussion over the years with regards to the effectiveness of the "Sealed Bid" method of sale. I think what makes the sealed bid method so controversial among auctioneers is that many auctioneers believe that a sealed bid sale is not an auction sale, Consequently, they become offended when an auction notice makes reference to a sealed bid.

I personally agree with the statement that a sealed bid is not an auction sale. A sealed bid is an opportunity for prospective purchasers to make a one-time, non-public offer for the rights to intangible, real or personal property. This offer, albeit non–public, may or may not become public after all the bids are collected.



Simply because a sealed bid method of sale is not an auction sale does not mean that this method of sale cannot be used effectively within the confines of an auction sale.

Many of us for years have attended seminars sponsored by the NAA or CAI to assist us in motivating ourselves to think about innovative ideas that might help us attain new business. Sometimes these seminars just reaffirm the ideas and values that we already have for our business. Either way, we need to approach these seminars and programs with an open mind. We must not be afraid of progress.

The sealed bid method of sale is a relatively new idea with regards to the auction process. Many different auctioneers utilize this method in various ways. I am not saying that I condone all the practices of the auctioneers that use the sealed bid. I am writing to explain how, in isolated situations, the sealed bid method of sale can be an effective tool in providing the auctioneers and his client with the best possible return on the assets that they have to offer for sale.

Our firm utilizes the sealed bid method when, in our opinion, the property we have for auction has:

1. A limited marketplace.
2. Its value is affected in some way by good will.

Case No. 1

In September 1988, our firm held an auction sale of a major New York window manufacturer. At this auction, we sold all the machinery, inventory and equipment of this manufacturer through our traditional auction method. Also included in the company's assets were the "dies" for its product line. Since this company had a reputation for making excellent windows, we felt these product dies were assets we should sell.

These dies, unlike a "forklift" or a "shear," do not have universal value. They are worth much more money to someone who is looking to begin production of windows than they would be to anyone else. Consequently, they had both the requirements for a sealed bid:

1. A limited marketplace.
2. Goodwill.

The decision to offer these dies at sealed bid required the few bidders who were interested to put their offer in writing, along with a deposit of 25 percent of their bid. Since these bidders were not going to be given the opportunity to raise their bids, it forced them to submit their highest and best offer. This highest and best offer might not have been obtainable if the bidding was in an open and public forum. By not permitting the bidders the opportunity to know who their competition is, you are minimizing the risk of collusion.

At the designated time, you open the sealed bids and announce the winning bidder. It is strongly recommended that you not announce the bid price of the second bidder because at times the successful bidder can become disgruntled when they find out they have, in their opinion, overpaid for the property offered for sale.

Case No. 2

In the summer of 1989 we sold at public auction a large sailboat firm. Over 90 sailboats were sold at auction along with raw materials, parts, supplies and machinery. Since this manufacturer had a world wide reputation for its sailboats, we decided to offer its trade names and trademarks for sale through a sealed bid at our auction. Again our requirements for a sealed bid were present.

1. A limited marketplace.
2. Goodwill.

This sealed bid was by far our most successful. It only provided us with two bidders, but sometimes that's all you need. Actually in a sealed bid environment, one bidder can be enough.

We offered for sale two separate trade names. One trade name sold for $55,000 to the only bidder who participated in that offering. The second trade name, obviously, was more popular than the first, selling for $565,000, substantially higher than the second bid.

Would it have been possible to have obtained either one of these prices if the bidding was in a public forum at a public auction? We think not. We feel that in these two situations the sealed bid method of sale worked well within the framework of our auction sale.

We, as auctioneers, have a responsibility to our clients to provide them with the best possible service. We are employed to assist them in maximizing the proceeds from the sale of their assets. Sometimes an auction sale is not always the best possible solution to a tee, but we still have our responsibility to our client —even if it means recommending an alternative sales method.

The examples I have shown you are an incorporation of an alternative method of sale, properly utilized within the auction method of sale. By broadening our firm's capabilities, with the presence of the sealed bid, it has enabled us to provide a greater scope of service to our clients and consequently more business for Wm. F. Comly & Son.

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Art Wilson, Direct Mail Media & Marketing Coordinator Auction X-Press™

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Kenneth A. Geyer, President Kenneth A. Geyer Auction Co., Inc.

"The advertising workshop you conducted was well received, and contained a wealth of usable information. Thank you Mr. Wilson."

Robert J. Massart, CAI Wisconsin Auctioneers Association, Inc.

"Absolutely incredible! As a new auctioneering company, I had the unique good fortune of discovering Auction X-Press. My gratitude to you and your organized staff for creating, preparing, producing and, most importantly, delivering the product within our limited time frame. From a most satisfied new customer . . ."

C.R. Kip Kane, President Southwest Real Estate Auctioneers, Inc. Phoenix, AZ

"We appreciate your courteous and prompt response to our time limitations. What a relief to know that you are out there and can respond to our hectic schedules."

Roger S. Berg, C.A.I. Great Lakes Liquidators Edwardsburg, MI

Expect the best from Auction X-Press™

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Art Wilson, Affiliate Member

Attending Your First NAA Convention

by Stephen H. Schofield, CAI
South Effingham, N.H.

So you've decided to go to the NAA Convention in Baltimore. But you don't know what to expect from the seminars, programs or your fellow auctioneers. By planning in advance you can have an exciting professional, social and family event. Approach the convention as if you were organizing an auction. How well that is done determines your success.

Look at the outline of events elsewhere in *The Auctioneer*. Auctioneers will start arriving in Baltimore on Sunday and Monday in time for the Tuesday CAI Seminar.

Pre-convention activities continue Wednesday with the CAI Annual Meeting. The preliminaries and finals of the International Champion Auctioneer Bid Calling Contest will be held Wednesday, also. The bid calling contest is electrifying and shouldn't be missed.

The official Convention Kickoff Breakfast is Thursday morning but, as you can tell from the convention program, you can see how much has already taken place.

Many NAA members will be driving to Baltimore with their families and if there's time be sure to take advantage of our national historical heritage. Washington, D.C., should be tops on your list — it is only a short drive from Baltimore. One of the tours features a trip to Washington, D.C.

If you sell antiques, the greatest collection of Americana in the world is at Winterthur (also featured as a tour) outside of Wilmington, Del.

After checking into the Hyatt Regency Baltimore, take the family on a tour of this fantastic hotel. First, pick up your registration materials at the NAA Convention Office. Make sure all your meal and tour tickets are in the packet. There will be a map of the Convention facilities in the official program guide. Use it to locate the various meeting and function rooms.

If your state has an active association, there are probably some auctioneers from back home who always attend the NAA Convention. They should know many people from different parts of the U.S. and Canada. Get introduced. If you don't know anyone, you have the responsibility of meeting your fellow auctioneers.

Everyone will have a name badge that includes where they are from. Since auctioneers are the most friendly and outgoing group of people I know, just pick on anyone, say hello, tell them what you sell and you're on the way to being "at home".

You will see many groups of individuals talking and laughing like long-lost relatives. Expect this throughout the convention. Because of the NAA commitment to education, auctioneers have the opportunity to spend quality time at seminars.

Lifelong friendships develop and in many cases these people only see each other once a year. So you will hear a year's worth of family and business news and whole bunch of great jokes.

Being aggressive is part of our nature or we wouldn't be auctioneers. Attending your first convention is not the time to be shy. It is a great opportunity to learn and share with your peers. I can guarantee you'll discover some better, more efficient or productive way of running your business.

It will save you more money than it costs to attend. I have always gotten at least one idea at the NAA Convention that "pays my way."

Remember to be yourself. The workshops you attend have many others who share your interests. Meet our officers and directors.

Everyone started in the auction profession probably just like you I did — doing benefit auctions or selling and working for another auctioneer selling box lots.

Politics are a part of the convention, also. Elections will be held during the Annual Meeting on Friday morning. Even auctioneers become politicians. Be sure to speak with the candidates and express your thoughts and concerns about the profession. Listen to them and find out what they hope to accomplish if elected.

Friday night is the Awards Banquet. Enter the advertising contest in as many categories as possible. I've submitted items many times over many years and had the thrill of winning twice. Give it a try, you could be surprised. I'm that "short guy from New Hampshire."

Game Scheduled

Because of the Major League Baseball lockout, the Baltimore Orioles will be playing the Kansas City Royals the night of Wednesday, July 11. This game was scheduled to make up for one of the games missed during the first week of the season.

Baseball fans will need to make their own arrangements if they want to attend. The NAA is not organizing an outing because the game conflicts with the championship of the International Auctioneeer Championship Bid Calling Contest

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Dear NAA Members:

The officers and the board of the National Auctioneers Association Foundation wish to thank all members of the NAA, CAI and other interested parties for their support of the Auctioneers' Hall of History and Archives. Your continued contributions make the preservation of the history of the auction profession a certainty. Our Auctioneers' Hall of History is being visited by those who are interested in the profession. It serves as a source of archival materials which are not available anywhere else. Your continued support can ensure its future.

At this time each year, we plan the operating budget for the NAA Foundation and also make plans for raising funds. This year, as in the past, we have been assigned the challenge to provide the items that will be sold during the 1990 International Auctioneer Championship Bid Calling Contest. Forty-five quality items must be donated to raise the funds necessary to assist in the support of the Foundation.

We have no general chairman this year — in past years **Martin E. Higgenbotham, CAI,** has been most generous with his time and efforts on our behalf — we thank him for this, and feel he has done more than his share to assist us.

As president of the NAAF, on behalf of the board, I ask your support with items for this auction. NAA Director Wil Hahn has arranged for items to be sent to **Gene Franklin,** c/0 S.B. Thomas, 7110 English Muffin Way, Frederick, MD 21701. Franklin has volunteered to receive, store and transport items to be sold in the finals of the bid calling contest. His home phone number is 301-473-7839; work phone is 301-694-8100.

Your support is welcome to help guarantee the financial future of the NAA Foundation. Thank you.



George Michael
President NAA Foundation
Merrimack, N.H.

National Auctioneers Week Observed Throughout Country

News regarding observances of National Auctioneers Week is beginning to arrive at NAA Headquarters.

The auction method of marketing gained publicity from the heartland to the nation's capital with the observance of National Auctioneers Week.

Sen. Robert Dole (R-Kan.) addressed Congress on the importance of the auction method of marketing during an April 3 speech.

"The centuries-old tradition of the auction still plays an important role in cities and rural communities across the nation," Dole said. In his conclusion, Dole praised Kansas Auctioneers Association President Leland V. Boesker and former NAA Director L.H. "Bing" Carter as he urged "everyone to experience auction fever by attending an auction during National Auctioneers Week."

Dole's comments and a press release prepared by NAA Headquarters staff were published in the Congressional Record — the official publication of Congress.

Public officials signing proclamations include Gov. Terry E. Branstad of Iowa, Gov. Neil Goldschmidt of Oregon and Mayor Bill Harris of Lincoln, Neb.

The Auction Guide of Haskell, Okla., devoted a full page to the annual salute to auctioneers, and *Collectors Journal* in Vinton, Iowa, published a full page of auctioneer photos to mark the special week.

Several state associations used the NAA's National Auctioneers Week materials in their magazines and newsletters. Among them were Virginia and Indiana.



In Big Red Country

Lincoln, Neb., Mayor Bill Harris signed a proclamation acknowledging National Auctioneers Week. Several Lincoln Area Society auctioneers joined the Mayor for the ceremony. Those present for the signing, from left to right were ***Earl Stander, Randy Fleming, CAI,*** *Mayor Harris,* ***Dennis Wieting,*** *Lincoln Area Society of auctioneers president; and* ***Jan Kaufman.***



In The Corn Belt

A large group of Iowa auctioneers gathered in Gov. Terry E. Branstad's (seated) office when he signed a proclamation declaring April 1-7 National Auctioneers Week. Gathered around Branstad, from the left, were ***Wayne Stewart, CAI,*** *NAA president-elect;* ***Bill Stewart, Greg Morehead, CAI, Jim Huff, R.K. Welander, Brent Wears, Ed Menke,*** *Margaret Bloomer, Iowa Auctioneers Association secretary;* ***Earl Thies, Bill Hamilton, CAI, Norm Bousselot,*** *Ed Johnston,* ***Howard Buckles,*** *Iowa Auctioneers Association president; and* ***Mac Greentree.***

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Great Ideas

All of the "Great Ideas" published in recent issues of The Auctioneer were presented by members at the Cincinnati Convention. This month two of the Great Ideas are from the Cincinnati Convention, but the third (Cliff Shuler's on the far right) was sent to NAA Headquarters recently. We hope to receive many more Great Ideas in the future.

Buddy Updike
King George, Va.

How many people use tents at auctions? If you don't have a tent rental business, it's smart to start one because it's very lucrative, it's easy, and you have your regular crew set the tent up.

We had a problem with tent stakes. When you drive them over the years, over time they have a tendency to flatten out and deteriorate. A lady rubbed a stake with her stockings one day and I wound up buying a pair of hose because she ruined her hose on the tent stakes.



We tried putting tin cans over the tent stakes to no avail. Finding them was tough —using them and carrying them around was tough.

We finally decided to use tennis balls. Go to your local tennis supply dealer and ask for tennis balls cut in two, especially the yellow ones. Get the yellow ones because they show up well. You stick one of the tennis ball halves over the tent stake, and you've got no more problems with runs in hose, and they're easy to carry.

My second tip is not one that I developed on my own, but it does work well. A lot of us have problems with displaying small items. We take a 4x8 sheet of plywood, stand it up, get some lunch bags, transparent ones with a seal on them, and then we take the small items and put three staples right across the top of the bags. Those are then stapled to the plywood.

People can still go up, examine the coins, examine the rings, examine whatever they want to examine. When it's time to sell them, pull the bag right off the staples, sell it out of the bag, and then give it to the person who purchased the item. It's a good

(Continued on page 22)

Joyce Poe
Brooksville, Ky.

Thinking about what is best for your customers can aid in your sales, and the following tips should lead to more successful auctions.

When an auction ends, everybody is in a rush. People want to go home. If you're having a larger than normal auction that day, hire extra cashiers. Help get people through the lines and to their homes. A lot of times we have at least three cashiers going at once, sometimes four.

I think this is very important. If you have valued customers, you need to take care of them.

Another thing I do whenever I'm at an all-day auction is to take an extra set of clothing. At noon time —so they don't have to look at the same old gal, or maybe they just see a different version of her —I change my clothing.

Men, take along an extra shirt, an extra tie, maybe a different sport coat. Freshen up. That's very important.

Another thing I'd like to mention comes under the category of public relations. You have to market yourself in this business. For example, just last week I happened to stop and talk with a friend, and I was interested in whether very many pieces of property were becoming available in a newer subdivision.



She said, "oh, yeah, as a matter of fact, I think a family has a real estate agent visiting them this morning."

Well, I thought to myself, by golly I'm interested in that too. My friend said the real estate agent was going to come about 11:00 a.m., and it was just about 10:00. I decided to go and introduce myself to this family and

(Continued on page 22)

Cliff Shuler
Titusville, Fla.

During the course of the year I get thousands of dollars of free advertising from press releases. Although it is not a good idea to send out a press release on every auction you write a contract on, anytime you can think up something unusual about your auction is the time to move.

Government auctions, historical buildings, landmarks, estate auctions where the person was well known in the community, are just a few that we use on a regular basis.

Reporters are always looking for something to write about and if they can get the information with one phone call or from information included in your press release, it makes it easy for them and great advertising for your auction business.

At least two times a year the reporter will call, ask for more information and send out a photographer to take pictures the day of the auction.

What great advertising when you get your picture in the paper, usually in color, for absolutely nothing.

Just like a good auction brochure, always keep the press release simple. Include the time, date, place, the person or agency that you have signed a contract with, and that certain something that makes this auction unusual.

Give the seller a copy of all press releases so he knows that you did everything possible to give him a bang for his buck.

Over the years, I know this has helped me become the No. 1 auction business in my county, I hope it does the same for you.

Send "Great Ideas" (with a photo if you like) to:
Great Ideas
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Poe

from page 21

let them know that I'm interested in marketing that piece of property.

I went down, introduced myself and I was told the real estate agent had just left. That's when I really had to market myself.

We talked in general, and I knew right then I had made a good impression on the owner. I told her the real estate firm was very good, but I thought there were a few more things I could do for her that it couldn't do. She was very much interested in that. As a matter of fact, she asked me to come in and look around her house.

When I got back to the office one of the first things I did was to write a note, telling the owner that I enjoyed meeting her, and that she had a piece of property that I felt that I could market for her. After the mail was delivered the next day, I got a call saying that I got that piece of property to market.

I think that it's very important that you don't put these things off, do them immediately.

On a divergent topic, in this business, unfortunately, sometimes we are confronted with theft. This is something we don't like to talk about. We had an incident that happened to us. We were auctioning an old postcard collection. There were a lot of people that had been waiting on them.

This very prominent elderly couple was at the auction. The wife had on a big cape, and suddenly, right after the elderly couple looked at the postcards, the postcard collection was gone. Before the people who had observed them taking the postcard collection had gotten to us, the elderly couple had made their exit.

We dwelled on how we were going to handle this situation. Our local paper comes out on Wednesday, and we prepare a nice story for it on the auctions we have, which we did. Then we stated that we had a rare and unfortunate thing happen at the auction, saying a couple was seen taking this postcard collection, and if the couple did not return the postcard collection within five days after publication of this newspaper, their names were going to be published in next week's edition.

After the paper came out, the postcard collection was returned.

Ironically, the people that took the postcards were very prominent in the community, and they had one of the finest antique collections around.

Updike

from page 21

security measure to use.

My third tip can help in the sale of unwanted items. We handle a lot of personal property sales. Every auction we have an item that will not sell, you cannot get a bid on it.

For instance, luggage for us is a problem, getting an old piece of luggage or an old doctor's bag or whatever. So we use money, hard cash, as an encouragement to aid the sale.

We'll bring the bag up to the auction podium, and we will enclose $1 or up to $100 in the bag, depending on the size of the commission of the sale. We have given away from $1 to $100, and you'd be surprised at the response when you take that old bag that nobody will bid on and you drop a bill down in the bag. Don't let the crowd know what the bill is, just stick it down in the bag.

Well, you would be surprised at how fast you can sell old beat-up luggage that way because they will start bidding immediately. We now have the reputation of being the best auction company in the country for selling old beat-up luggage, so if you have any old beat-up luggage you'd like to sell, give us a call and we'll show you how to sell it.

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Fisher Auction Co. Conducts Mexico's First Real Estate Auction

Real estate auctions have spread to Mexico. Fisher Auction Co. of Pompano Beach, Fla., conducted the first real estate auction ever held in Mexico on March 3.

Considered a phenomenal success by its organizers, the auction was the final result of an intensive marketing plan that spanned over three months, involving a promotional campaign with advertising on a worldwide basis.

The lots sold for an average price of between $7,500 and $8,000 each.

The culmination of this publicity was a standing room only crowd of bidders at the San Carlos Country Club in Bahia San Carlos in the state of Sonora.

Americans, Canadians, Salvadorans, Hondurans and other nationalities gathered in a ballroom overlooking a golf course, excited about the chance of buying one of 200 fully developed homesites offered in the auction.

Fisher Auction Co. was welcomed to the site by Alvaro Obregon, federal minister of Tourism for Mexico. Several other prominent Sonora politicians were present to participate in the festive occasion.

Mexican television personality Olga LeDuc served a translator for Fisher Auction Co., assisting in the translation of bids from English to Spanish. Five banks from throughout Mexico had representatives at the site to assist with the trust documents on the properties being sold.

In less than four hours, Fisher Auction Co. sold for the developers more lots than had been sold in the previous 10 years. Fifty of the lots were sold absolute with the rest sold with a reserve.

Locale may have been one of the reasons for the hearty sales. Located where the mountains and the desert meet the sea, the sun, sand and optimal year-round climate made the homesites a perfect choice for vacation, retirement or investment. World class fishing, boating and an abundance of water sports also added to the value of the properties.

Louis Fisher III, CAI, executive vice president of Fisher Auction Co., said the sellers chose the auction method of marketing for the 200 sites to eliminate carrying costs that would have been incurred in an extended conventional marketing program.

Fisher Auction Co. was aided in its efforts by a major marketing campaign by the state of Sonora to promote and encourage investment and tourism in the state. Sonora Governor Rodolfo Felix went so far as to appear in advertisements, extending a personal invitation for people to visit Sonora and see the development possibilities.

Financing for the homesites was guaranteed by local banks, another reason for the success of the auction. As an added incentive, the sellers of the property donated 250,000 pesos per homesite sold to the favorite charity of Mrs. Rodolfo Felix, wife of the governor.

Fisher Auction Co. is currently negotiating with banks in Guadalajara, Mexico, for the opportunity to conduct real estate auctions in that community.

Livestock Video Is Available

Livestock Marketing Association's prize-winning video, "Handling Livestock Naturally," is on it way to America's state beef councils.

LMA is sending each beef council a complimentary copy of the 16-minute video,which emphasizes safe, effective and humane livestock handling methods. It won two first prizes in recent competition sponsored by the Missouri-Kansas chapter of the National Agri-Marketing Association (NAMA).

The video won first place in the Movies/Film category, and in the Public Relations Project category. Individual copies can be ordered from LMA for $24.95 (VHS format only).

"Since this video premiered at the 1989 Livestock Industry Congress, it has been seen by numerous LMA members and producers around the country," said LMA General Manager Ed Frost. "The response to it has been so positive that we want as many producers as possible to see it. We hope to reach them through the beef councils."

LMA is also sending a copy to each state livestock marketing association.

The video incorporates commonsense techniques with scientific findings on why livestock behave as they do, and how they respond to certain stimuli. "It's a great brush-up course in handling is well as a training video for persons working around livestock for the first time," Sweet said.

The video can be ordered from LMA, 7509 Tiffany Springs Parkway, Kansas City, MO 64153. Please include check or money order payable to LMA; no COD orders, please.

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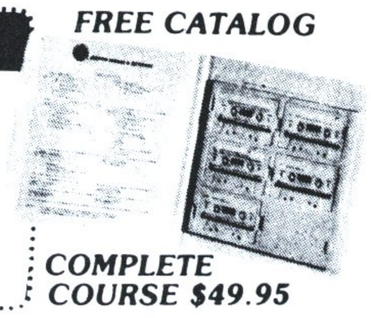
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Can A Computer Work Outdoors?

by Gaylyn Maxson Jr.
Vice President
GAM Systems Inc.
Cedar Park, Texas

With the growing interest in the use of computers in the auction industry, several interesting problems come to the surface. One of the main questions is, "can I buy a computer system to take with me to the middle of nowhere to run my auction?" The answer is — yes and no.

First let's take a look at exactly what the auctioneer is trying to accomplish. A lot of people believed that computer systems for running auctions would be useful only to auction barns — controlled environments, with permanent locations for all the hardware. Some people feel a multi-user system, which allows people to enter data into the computer from different work stations, will reduce the number of people required to manage an auction. That is not the real world. The majority of systems are purchased by auctioneers who move around, and multi-user systems are not meant to eliminate people, but rather to increase the amount of work processed and decrease the time involved. The same number of people is usually required.

So what happens when you take this show on the road? The first problem is power or the lack of it. It is difficult to provide electricity to operate a computer system, much less any creature comforts like heating, cooling or lights. And while we are on the subject of creature comforts, remember one thing about all computer systems. They are like humans, the colder, hotter, or wetter they get, the worse they perform.

Wet is the worst. Once a system gets wet, it will cost you dearly to ever run that system again. With the exception of some specially designed data entry devices, most computer related equipment must remain dry, and should be used between 50 and 110 degrees Fahrenheit. There is not a lot of room for adjustment here. If these conditions cannot be met, keep your system at home.

Anyway, back to power. You have three choices. 1. Someone generates it for you, (the electric company). 2. You generate it yourself (gas-powered generator). 3. You use batteries. The first option is best. A computer likes nothing better than a constant 110 volts. The generator option is feasible but does require precautions regarding power surges and running out of gas. A good UPS (uninterruptible power supply) with surge suppression and a battery backup usually takes care of that. The third option, batteries, have their own special problems as well. While there are some very good battery-powered computers on the market, some claiming to run all day, and some with quick change batteries, be careful. The claim to run all day on batteries refers to systems that do not access a hard disk. If you have not tried using auction software without the hard disk lately, believe me it is not a pleasant experience.

As for battery life while accessing a hard disk, at best you will have three to four hours. You also can invest in a computer that allows for quick change of batteries and buy several batteries (not your normal Energizers).

But what good are ducks without water? Meaning, you can have the best battery-powered computer in the world only to have it send data to a battery-powered printer that runs at about 100 characters per second and only for about 60 invoices before it goes dead. Now compare that to your office unit, which prints 200 or 300 characters per second, as often as needed. Complete multi-user systems on battery? I'll have to think about that one awhile.

You can invest in a remote device that will transfer data from the field back to the office computer. However, what good is a computer if you still have to run tickets back and forth?

Well, computer data over radio waves.

You will need a radio license in most areas, you will need a device connected to a device connected to a device that converts it from one computer language to another, and then you will need a loan to pay for it.

By know you are thinking you were right — computers are more trouble than they are worth anyway.

However, using a computer at an auction, any auction, is possible and almost always beneficial. It is all a matter of degree. If your company can warrant the expense of investing in the latest technology, great! All companies invest in equipment that will manage their specific needs, relative to the financial return.

How many people should your system require to operate it? I have seen auctions that ran millions of dollars with only a few people managing them. I have seen auctions run several thousand dollars with people everywhere. Everybody's situation is different. If you can find a decent power source and run proper wire to carry an electrical load, great. If you can fire up a generator, put two-way head sets on your crew, and provide the same results by using a data entry device, for thousands of dollars less, fantastic.

And if you don't think hiring one or more helpers for an auction is not worth the overall savings of your time before and after the auction, you have not seen what a good auction software program can do for most auction companies. Ask questions and find out what kind of systems are available for your kind of situations.

Above all, invest the time and money to make sure your key people understand how your system works and are willing to make it work.

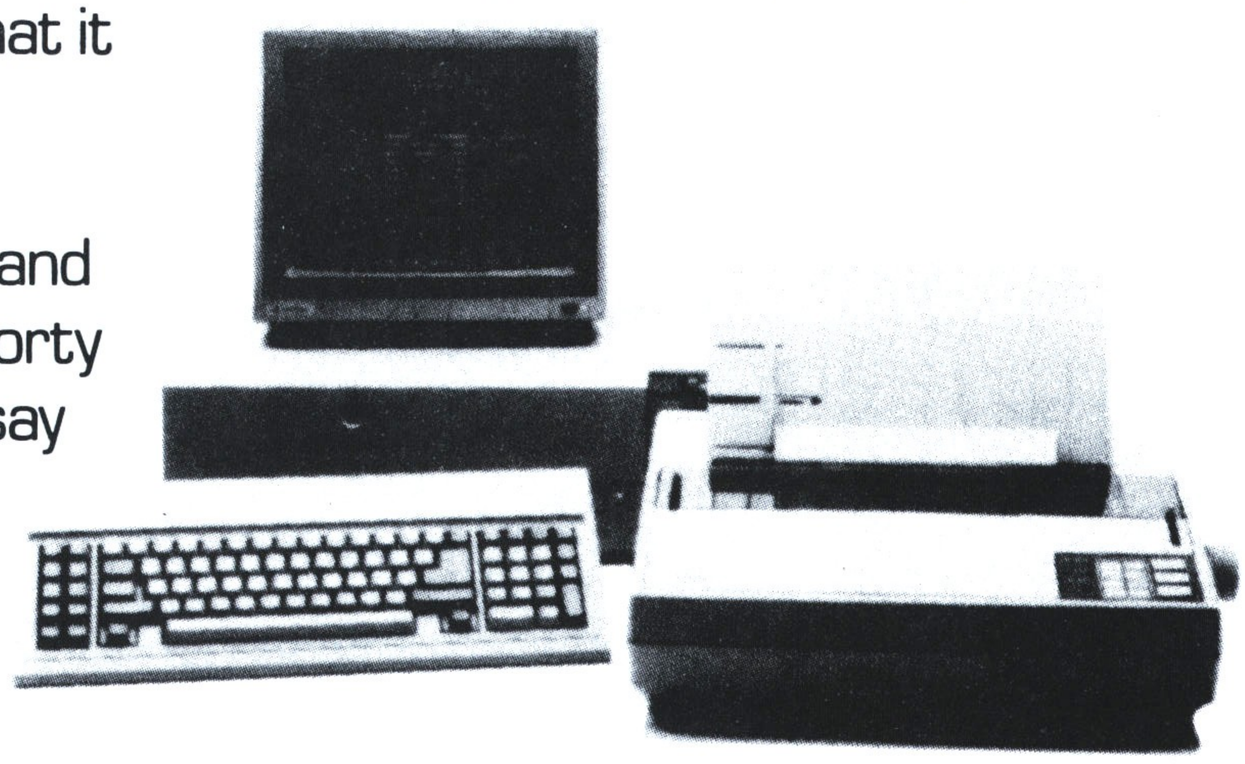
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Two Are Better Than One

by Judy Ford
Auxiliary Director
Mt. Vernon, Ky.

For me, being a cashier has been an enjoyable experience as well as challenging. When I work at an auction I am always conscious that how a cashier performs is a reflection of the auction company. As a result, my goal is to be organized and efficient.

One way to be more efficient is to have two cashiers working. With two cashiers, pressure is reduced and less mistakes occur during rush periods.

For example, at a recent auction we were selling the inventory of a truck stop. Another cashier and I were working. About an hour before the end of the auction, my husband, **Sam, CAI**, needed the other cashier to help clerk. Up to this point everything had been running smoothly. But as soon as the second cashier left, several people came up to me wanting to pay their bill. I had about six people in line.

The first customer had purchased four vehicles, and I had to fill out the application for title/registration forms. Then I had two people who had purchased a particular item, but wanted me to change the number on the clerking ticket because they were letting someone else have the items they had purchased.

By this time, I had three or four clerking sheets waiting to be filed and totaled. I looked up — the line had gotten much longer. I made it through the rush, but if the other cashier had still been with me I would not have been under so much pressure.

It helps to register people in faster and check them out faster. All of us have a degree of impatience and standing in line for a long period of time can make a purchaser impatient.

At many of our auctions we are required to fill out government exemption forms. Filling out these forms takes so much time it is becoming impossible for cashiers to work alone. In Kentucky some of the forms we see the most are resale certificates, farm exempt, cattle exempt and application for title/registration.

It is helpful for both cashiers to be certified as notary publics. If you have an auction that includes several vehicles, more than one cashier should be available to notarize the application for title/registration.

If you want to get some great ideas, attend seminars on clerking and cashiering at your state or national conventions.

These were only a few of the ways in which two are better than one.

There is a verse I like because of its wisdom. It says "Two are better than one, because they have a good reward for their labor."

Illinois Adds Auxiliary Group

Add one more to the roll of state auxiliary organizations. The Illinois State Auxiliary Association was formed in November 1989.

"Our goal is to be a support group for the Illinois Auctioneers Association, to help promote and advance the auction profession at all times, to assist in the cultivation of the spirit of cooperation and to aid in protecting the interests of the auction profession," said Nancy Hier, first vice president for the ISAA. "We've opened our membership to anyone who is a spouse, parent, child or associate of a member of the Illinois Auctioneers Association in good standing."

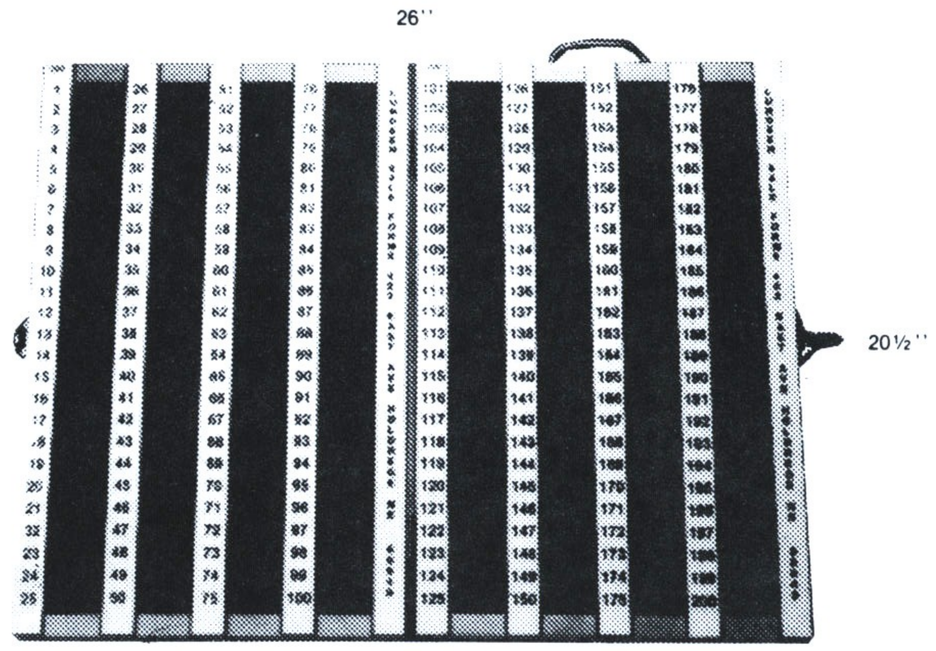
The new organization has already recruited 38 members. Hier credited the early success of the organization to aid from the Illinois Auctioneers Association, auxiliary groups in Minnesota and Iowa and the National Auctioneers Association Auxiliary.

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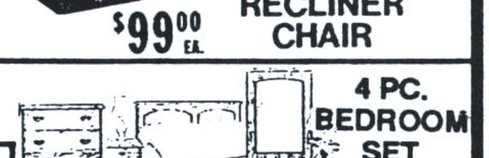


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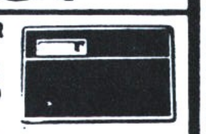
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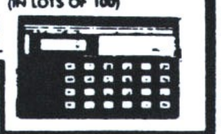


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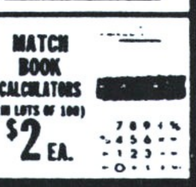
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Auction Success Stories

Relatives In Poland Receive Windfall

The Keenan Auction Co. of Kingfield, Maine, participated recently in the auction of several apartment buildings in Winslow, Maine, ultimately realizing almost 2 billion zlotys for several Polish nationals.

The apartment buildings were auctioned for $662,000, which was above their assessed value. The buildings were put up for auction after their owner died — without leaving a will. An extensive search turned up relatives in both Connecticut and Poland.

Maine state law calls for the funds to be distributed among relatives if a will cannot be found.

Each U.S. dollar converts to about 3,000 zlotys, resulting in the extravagant figure of zlotys the Polish relatives will receive.

Keenan Auction Co. is owned by **Richard Keenan, CAI**. C. Susan Mason also participated in the auction.

Over $1 Million Netted in Auction

What do these headlines — "The Sale of the Century," "A Current Affair" or "An Upscale Garage Sale?" —have in common? All three were used by the local press in Springfield, Mo., to describe the Randall and Trula Walker auction during its six-day run. Auctioneer**Billy Long, CAI**, of Billy Long Auctioneers and Realtors conducted the auction and referred to it as the "crowned jewel" of his 10-year auction career.

The headline "A Current Affair" turned out to be quite prophetic as the nationally syndicated show of the same name featured a story on the auction.

Randall and Trula Walker are currently serving time for income tax evasion in the operation of the once highly successful trucking company, Campbell 66. Trula's father, the late Frank Campbell, founded the company in 1926. The Walkers failed to pay taxes between 1981 and 1986. In an effort to obstruct the Internal Revenue Service's investigation, the Walkers hid pieces of fine jewelry, antiques, art objects and personal items in semi-trailers parked in rural areas and in rental facilities in Missouri, Arkansas, Oklahoma and Kansas.

The star of the auction was a magnificent 1901 sterling silver signed Tiffany Punch Bowl that was uncovered just days before the auction.

Asking for an opening bid of $20,000 for the punch bowl, Long said, "come on folks, it's only money — it's not something important like a cat or a dog — it's only money." The punch bowl sold for $99,000, a world-record price for a silver Tiffany piece.

Buyers from coast to coast became as much a part of the auction as the auctioneers themselves. Long's Midwest humor and friendly attitude toward the crowd made the bidders feel wanted as they bid freely on over 3,300 lots throughout the six days. Long's partners, **Bob Kollmeier, CAI,** and **Wesley Wester,** were decked out in tuxedos, working as bid assistants and auctioneers in the sale.

Often referred to as "The Sale That Would Never End," the auction brought a touch of sophisticated selling to the Ozarks. The professional and entertaining manner in which Long, Kollmeier, Wester and their support staff conducted the auction proved that you can get premium prices for top quality collectibles and antiques at an auction in Springfield, Mo.

Long, who has a policy of not releasing total sales figures for his auctions, declined to say whether the magic million dollar mark was achieved. However, court papers showed that the auction had garnered $1,018,175.50 in gross sales, which was a nice 10 year anniversary present for Billy Long Auctioneers.

Other items sold included:

- 3 3/4 ct. diamond solitaire necklace, $22,550.
- matching diamond bracelets, $13,200.
- antique diamond heart pendant, $15,125.
- Art Deco style 11 ct. diamond bracelet, $11,000.
- pearl and diamond earrings, $4,070.
- gold egg and basket with amethyst with diamond centers, $2,970.
- gold, jeweled egg with knight on horseback, $2,750.
- porcelain eggs, up to $1,540 each.
- porcelain portraits, up to $9,075 each.
- signed Tiffany 12 tulip lamp, $16,500.
- eight signed Quezal goblets, $2,310.
- rare clocks, from $2,475 to $5,280.
- Faberge-type snake calendar, $4,620.
- three mechanical birds in a gilded cage, $3,410.
- Pumpkin-style glass bowl, $5,775.
- cut glass coffee server, $5,225.
- Meissen sweet meat set, $3,300.
- cranberry and silver decanter service, $2,750.
- 57 ornate stems, $192.50 each.



Big Sale in Texas

***Mike Jones** (upper right corner) kept the bidding lively March 24 at this estate sale in Gainesville, Texas.*

Texas Auction Nets $10,000

A major estate auction was held March 24 in Gainesville, Texas, at the historic Kress Building/Jones Auction facility on the town square. The auction was conducted by **Mike Jones.**

A crowd of over 400 people attended the auction, seeking to claim a portion of a life-long collection of antiques. The auctioned grossed almost $10,000.

Some of the items auctioned were:

- Wurlitzer One More Time jukebox, $4,100.
- antique Watling Treasury slot machine, $2,750.
- Jennings Sun Chief slot machine, $1,650.
- Mills Golden Nugget slot machine, $1,650.
- Mills Castle slot machine, $1,550.
- antique brass National Cash Register, $1,550.
- antique 6-foot barber pole, $1,100.
- billiard table, $1,700.

(Continued on page 30)

FineArts

Dunning's Auction Service of Elgin, Ill., has moved into the fine arts auction business with a splash. At a recent auction this work by Giacomo Favretto entitled, "Catching the Mouse," was auctioned for $22,550.



Auction Success Stories

from page 29

Dunning Moves Into Fine Art Field

Dunning's Auction Service Inc. of Elgin, Ill., held its first fine art auction March 18. **C.P. "Terry" Dunning,** owner of the auction firm, declared the auction a success.

Some of the items sold were:

•oil painting by Giacomo Favretto, "Catching the Mouse," $22,550.

•oil on board painting by William Aiken Walker, "Picked Cotton," $11,275.

•oil painting by Arthur C. Goodwin, "Fulton Street Pier, New York," $11,000.

•oil painting by Edgar Payne, "French Fishing Boats," $17,600.

•oil painting attributed to James Peale, "Still Life with Pineapple and Peaches," $4,180.

•colored etching by Louis Icart, "Eve," $3,300.

•colored etching by Louis Icart, "Summer," $3,850.

•signed Lithographs from Bernard Buffet, "Torero Suite," $10,560.

•oil on board painting by Eliot C. Clark, "Sunset, Palm Springs," $1,760.

•oil painting by Abraham Hulk, "Fishing Boats at Sunset, $4,510.

All of the above prices include a 10 percent buyer's premium.

Amusement Park Auctioned by Norton

After 34 years of entertaining the young and young at heart, the Angela Amusement Park of Hazelton, Penn., was auctioned in less than three hours as it was sold piece by piece.

Among the 400 people in attendance were bidders from as far away as Texas, Minnesota and Florida — along with local residents who remembered the good times they used to have in the 40-acre park.

"Although the rides had not been in operation since 1988 and that maintenance neglect was obvious, the rides and related equipment commanded higher than expected prices," said **David Norton**, chairman of the auction firm.

Some of the items sold were:

•1972 train, $47,500.

•incomplete 1950's merry-go-round with metal horses, $22,100.

•older model Tilt-A-Whirl, $12,000.

•parts for an Allen Hershell fliver car, $3,800.

•10 mechanical skee ball alleys, $275 each.

•arcade sign, $600.

•Hampton kiddie ride, $12,500.

•Columbus ship, $21,000.

•wet boat, $5,500.

•sky ride, $10,000.

Woodys Start 90's With Huge Auction

What better way to herald the nifty 90's than with an auction? No better way exists, according to **John** and LaVeta **Woody** of Douglass, Kan. The auction, featuring exceptional antiques, was held Feb. 2-3 in Topeka, Kan.

"This was definitely one of the best auctions we could have chosen to begin our season," LaVeta Woody said. "The owner of the collection had collected antiques for more than 50 years — buying only the highest quality with many rare and unusual pieces. The furniture was outstanding; the lamps were choice; the collection was truly remarkable in every sense."

The collection featured a large collection of Cranberry Glass.

Some of the items sold were:

•"Athena Goddess of Arts" epergne, $1,100.

•"One Couple Dancing" porcelain group, $800.

•18-inch Royal Dux figures, $600.

•cased Lustre with cut prisms, $275.

•pair of Capo-di-Monte plaques, $170.

•15-inch Mary Gregory Cranberry Glass vase, $450.

•Mary Gregory Cranberry Glass centerpiece vase, $800.

•17-inch epergne, $525.

•20-inch vases with French enamel decor, $450.

•pair of 11-inch swirl bells with Vaseline opalescent handles, $650.

•eight-inch cuspidor, $200.

•decorated thumbprint pickle castor, $375.

•cordial set in brass frame, $800.

•blue satin basket with frosted thorn handle, Mother of Pearl and Herringbone, $385.

•three-section blown basket in apricot, $100.

•blue basket with applied amber feet, $180.

•amethyst basket with clear thorn handle, $160.

•pink Spangleglass, $140.

•blue basket with Opaline swirled with ribbing, $160.

•blue cordial set with two cornucopia-shaped decanters, $500.

•Cranberry Glass pedestal vase with porcelain portrait and gold decor, $500.

•29-inch Gone With The Wind lamp, $425.

•Limoges France portrait plaque, $425.

•Wavecrest Puffy box with Mum decor, $550.

•Rubina Verde epergne, $575.

•pair of pink, quilted Spangleglass vases, $550.

•pair of framed Capo-di-Monte plaques, $600.

•large Dresden group with four couples and piano, $2,600.

•32-inch Majolica-type seated Victorian Lady, $2,250.

•hanging parlor lamp with Cranberry opalescent, honeycomb shade, $800.

•Teplitz 16-inch bust, $725.

•handpainted 27-inch Gone With The Wind lamp, "Maiden's Dream," $2,700.

•Sevres cobalt and gold box, marked "Chateau de Versailles," $1,400.

•floral Handel lamp with cracked ice shade, $1,900.

•French mantel clock set in bronze, $1,150.

•walnut curved glass china cabinet, $1,300.

•burl walnut hall mirror with brown marble, $2,300.

(Continued on page 31)

Success *from page 30*

•teakwood table, $1,100.

•Mallard turtle top parlor table, $1,150.

•carved curio cabinet with three curved glasses, $1,600.

Tulsa to Host Large Car Auction

The 18th Annual Leake Antique, Classic and Sport Car Auction has been scheduled for June 1-3 at Expo Square on the Tulsa, Okla., fairgrounds. Automobile enthusiasts from all over the world are expected to come buy and sell cars during the auction.

The Leake family and Kruse International are expecting to showcase 600 cars, including pre-war classics, models from the 50's, 60's and 70's, muscle cars and exotic sports cars.

Dean Kruse, CAI, of Kruse Inc. in Auburn, Ind., will conduct the three-day auction. Kruse Inc. sold over 12,000 cars on the auction block in 1989 with bids exceeding $350 million.

Resort Auctions Above Appraised Value

The Goat Island Resort near Summerton, S.C., was auctioned by the Carolina Auction Team March 17. Threatening clouds and 40 mph winds created a little extra work for auction personnel, but the crowd's enthusiasm was evident as bidders paid a total of $869,500 for the property.

Final sale price exceeded the property's appraised value by over $100,000.

The resort contained 60 recreational vehicle/mobile home sites, two multi-purpose buildings and six motel/condo rooms. The property is located near Lake Marion in part what is known as the Santee Cooper area of low state South Carolina.

Recreational vehicle/mobile home sites auctioned for up to $18,000 —even though the sites measured less than 1/10 of an acre.

According to **Jim Smith, CAI,** of Carolina Auction Team, the sellers were very pleased with results from the auction, and several other major property owners in the area are presently negotiating with the firm to market their property at auction.



Classic Pair

***Larry Stokes, CAI,** of Port Orchard, Wash., is the proud owner of these 1955 Chevrolet's, which carry the name of his auction company on their license plates. The cars are not the only classic means of transportation possessed by Stokes. The auction office in the background is a restored Great Northern Railroad caboose.*

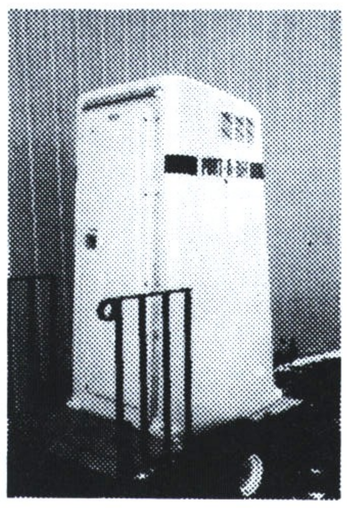
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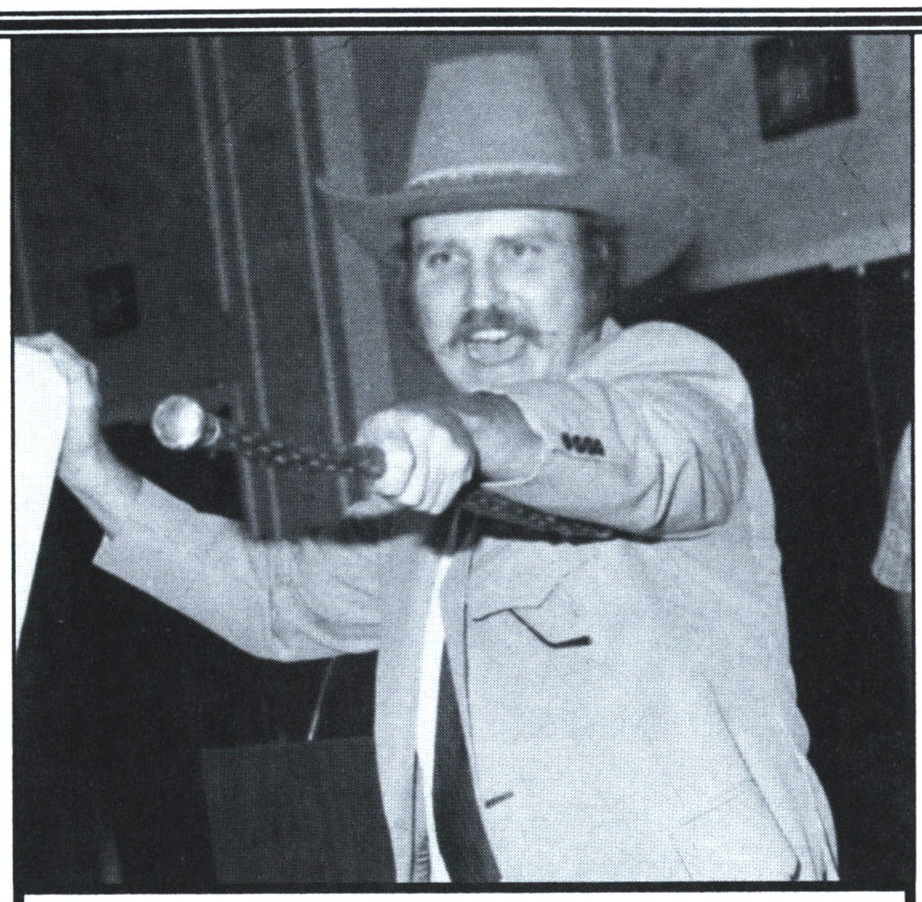
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Robert H. Campbell & Associates does over 200 auctions per year ranging from real estate to antiques. Each member of the family brings special expertise to the business. Robert H., the firm's owner and founder, is a collector and acknowledged expert in crystals and porcelains. Robert II (Bobby) is an expert on classic cars, his brother Richard knows both power and sail boats, and sister Janie is the family expert in oriental rugs as well as sail boats.

Robert, Bobby, and Richard are auctioneers. Bobby is a C.A.I. and Richard has completed 2 years of the C.A.I. course. The entire family has been active in the Maryland Auctioneers Association. Bobby



Bobby Calling with his "Cane"

is immediate past president of the Maryland Auctioneers Assoc. and a current member of the executive committee. He is also a member of the 1990 NAA Baltimore Convention Committee where you will likely meet him this July as Chairman of the greeters committee.

Earlier this year, the Campbells began using **SOLD II** to manage their auction business.

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-Bobby Campbell

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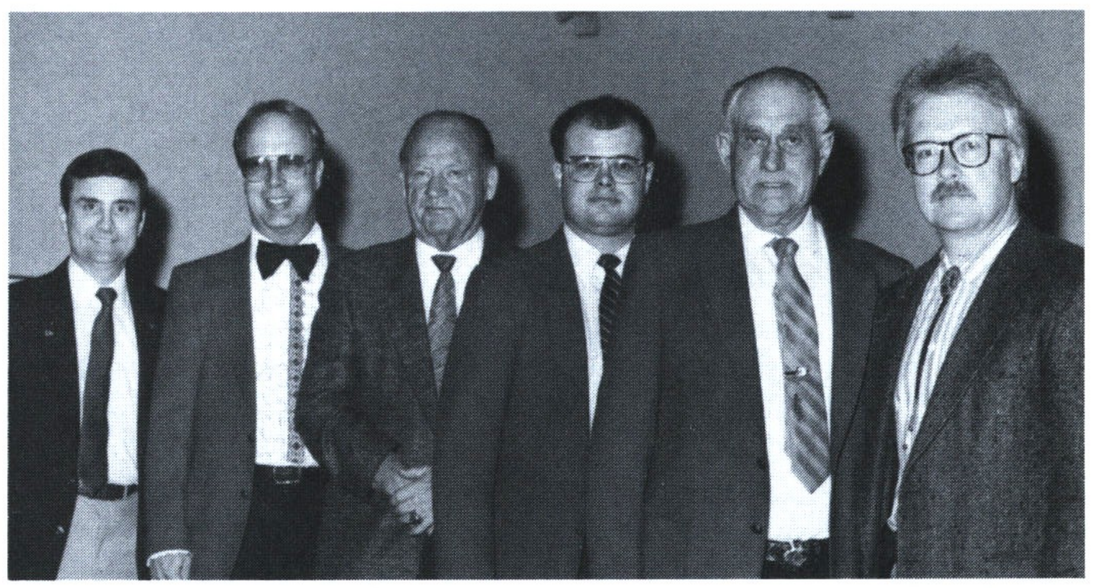
Higgenbothams Honored

Martin E. Higgenbotham, CAI, *(above left) accepted a framed proclamation from NAA President* ***Ronald W. Faison,*** *CAI, honoring Higgenbotham and his wife, Brenda, on the 30th anniversary of their auction company. The presentation was made March 19 as the Higgenbothams welcomed participants of the Antiques and Personal Property Seminar to their ranch home near Lakeland, Fla. The couple hosted an "old-fashioned country fair" April 1 to mark the 30th anniversary. Marty Higgenbotham, who is a past president of the NAA and a member of the NAA Hall of Fame, is a popular seminar and workshop instructor. Brenda has served the auction industry is such capacities as president of the NAA Auxiliary and chairperson of the Support Services Council.*

Smith Lands Honor

James R. Smith, CAI, managing partner of the Spartanburg, S.C., based Carolina Auction Team, was named in February as the No. 1 non-residential producer in the Spartanburg Board of Realtors. With over 325 participants, Smith's individual production of over $4,752,000 was the highest volume reported of all categories. The bulk of Smith's sales volume was real estate sold at auction. This is the second time Smith has been recognized as the top producing Realtor in all categories and his six year in a row to be in the top five producers.





Cerebral Palsy Benefit

The 17th Annual Bob Devaney Benefit Auction for Cerebral Palsy was held at the Lincoln Country Club in Lincoln, Neb., Feb. 28. Devaney, athletic director at the University of Nebraska, was the speaker. The Great Plains Realty Auction Co. from Lincoln conducted the auction for the eighth consecutive year, bringing in $17,291 this year. The Great Plains Realty Auction Co.'s team consisted of Harold Woolen, Richard Marolf, James Peterson, ***Randy Fleming, CAI,*** *and Deb Scholting — several of whom are in the above photo. In the photo, from the left are, Rod Schwartz, Marolf, Devaney, Fleming, Woolen and Peterson.*

Missouri Firm Receives Award

Hamilton Brothers Auction Service, owned by **Robert** and Wayne **Hamilton** of Kimberling City, Mo., was recently named the recipient of the Community Service Award presented by the Table Rock Lake/Kimberling City Area Chamber of Commerce.

The auction service was selected for the award because it had used the complete resources of the business over and over to benefit the community.

Since the auction company's founding in 1981, the Hamiltons and their staff have donated their services for 59 charitable auctions that have benefitted churches, fire and ambulance services, the local animal shelter, clubs and organizations, the chamber of commerce and city and community groups. These auctions have brought in over $200,000.

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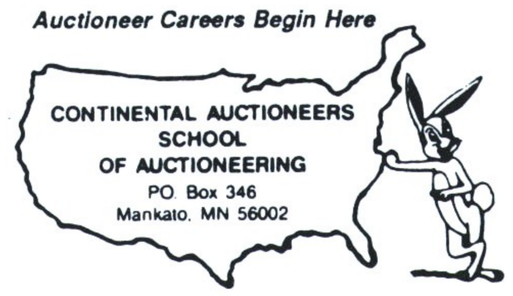
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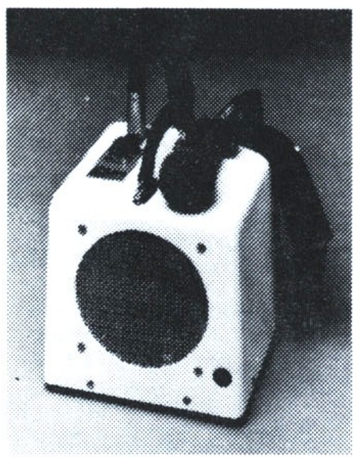
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Don't Underestimate The Buying Power Of Women

by Anita K. Faddis,
Curator
NAA Foundation

If you read some of the early issues of the NATIONAL AUCTIONEER, you will discover the importance of having women at your sales. Never, ever underestimate the buying power of a woman. In the issue of the NATIONAL AUCTIONEER, dated 2/1/1902, we see that the drive behind an auction were three women. The article deals with a typical customs sale.

"There were bargains in abundance at a sale of unclaimed merchandise held at the United States Appraiser's Storehouse. The goods were sold by auction, and at times there was great rivalry among the bidders. Samuel Winternitz acted as auctioneer.

Three of the bidders were women. They stood in the front row and bid on nearly every article offered for sale. The first thing put up for sale was a model of a new style pig pen, painted red. Somebody offered 10 cents and got it. The crowd laughed. Two cases of imported punch brought $2.25, the purchaser being a saloon keeper. A case of licorice was sold to a retail druggist for $1.20. A package of English books brought 35 cents, and a package of sheet music from Germany went for $1.90. A case of patent medicine was sold to a speculator for $1.25. One of the women paid 50 cents for a beautiful wedding cake center.

'What do you want with it?' asked a man in the crowd. 'I'll find use for it in the near future,' she replied.

When the auctioneer pointed to a box of raisins and shouted: 'How much am I bid for it?' A piping voice in the audience replied, 'I'll give five cents.'

'I am bid five, who will make it 10?' shouted the auctioneer. Then he glanced in the direction of the voice which made the offer and discovered the bidder to be a ragged street urchin with a bundle of papers under his arm.

'Get out of here and don't cut in again,' exclaimed the auctioneer, as he waved the boy away.

The raisins finally were sold to a man for 75 cents and a moment later a woman bought a box of dates for 10 cents.

Four cases of alabaster statues consisting of small figures and ornaments from Italy were eagerly sought by several of the bidders. One of the boxes brought $23 and the others $18 and $19. A package containing 56-dozen French briar pipe bowls valued at $88 was sold for $10. Four hundred and eighty-three half-pound packages of assorted teas were sold to dealers at an average price of eight cents a package, or 16 cents a pound. The government duty on the tea was 10 cents a pound. The sale netted $272.53."

Hasn't every auctioneer been through an experience such as this? In our next installment we have a tale from Texas about a "diamond in a dog." See you then.

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Satellite

from page 9

to be charged for overnight accommodations and a per diem for the drivers and technicians if travel is involved. You may want to make hotel reservations yourself to keep budgetary control, or set a maximum amount for rooms and meals in the contract.

Once you have all the players in place, plans for your auction can proceed almost as usual, up until sale day.

The auction event itself will require a few modifications if it is to be televised, and you should take full advantage of the opportunity to promote both the auction method and your company.

A backdrop with your company name, your company name and logo on a podium sign, easily discernible name tags — all are ways to transmit your company image. Your company "uniform" should show well. Note the colors and styles worn by television news anchors for guidelines — avoid pale blue (which disappears), wavy patterns (which move), garish jewelry, etc.

Your room setup must accommodate cameras, lights, extra personnel and cables. Plan a safe, efficient traffic flow for your audience and your crew, and try to maintain maximum line of sight availability for your bidders. This may be television, but bottom line, it's an auction. The auctioneer needs to see the bidders and they need to see the auctioneer.

If you're receiving bids by phone, have the instruments set up on a table to one side, in full view. The auctioneer may find it difficult to accept bids from the phone table and the live audience simultaneously, so let your help "help" — assign one of your ringpersons to the area. When accepting bids, have the auctioneer indicate the source — "I'm bid $30,000 by phone from Anytown", or "I have $35,000 here in the front row".

Never will clarity be more important to the bid caller. The bid asked and the bid received must be understood. The "art of communication" must be practiced in every phase of televised auctions — the written material distributed to audiences, the auction chant, the body language of everyone on camera. Everything said during the opening statement, and during the auction itself, should inspire the confidence of your audience. Don't forget they're out there: welcome them all; ask for questions (they can be relayed by phone); mention the other broadcast sites frequently; and congratulate them on purchases.

If there's a current of misunderstanding running through a live audience, the auctioneer can sense it, and take steps to correct it. But with bidders somewhere off in television land, you must head off any problems ahead of time. Your on-site bid consultants at the remote locations can handle most situations, but it's the auctioneer seen on screen that's perceived to be the authority.

The constraints caused by a limited time frame require extra planning also. The auctioneer may just want a wristwatch on the podium to pace the auction. It may be necessary to set a time limit for each property or lot. You may want a timer that lets the auctioneer know when he or she has spend two or three minutes or whatever on one lot, but gives the auctioneer flexibility on how soon to close the bidding. Discuss the possibilities — the good and bad points — about a number of options. Once you've set a policy, stand by it. Only consistency is fair to your sellers and your buyers. No one minds playing by the rules as long as the rules are explained before the game begins.

A final note along these lines: Be certain to go through the Terms and Conditions of the auction carefully with your audiences, and be sure that this portion of the auction is recorded. Your production crew can videotape the entire broadcast, so you'll have a record of what your remote audiences received. You may want to back this up with a second videotape of happenings at "home base", as well as making an audio-only backup for the videotapes. This is not only for your protection. The videos may be edited for use as a sales tool, as they should be of more professional quality than the "for legal record only" videos you may be doing yourself at your auctions.

Above all, at any point in the process, don't hesitate to ask questions. People in every aspect of broadcasting are as eager to discuss their profession as you are yours. Only by selling their method and expertise can they add to their business. You'll have a lot in common.

Auctions by satellite may or may not be on your agenda, but familiarity with different technologies, whether applied or not, can give you the edge. When your seller says "I've seen advertising for satellite auctions, and that's what I want," at least you should know the next step in proposing why it is or is not a viable addition to your auction marketing strategies.

The auction profession is growing and changing daily, as is the complex business world in which it must survive in order to prosper. The time when it was a point of pride to say "I'll never need one of those computers for my auction business" is passing. Satellite broadcasting to reach larger, more knowledgeable, more mobile audiences may be the next milestone.

A real estate auction project supervisor since 1986 for Larry Latham Auctioneers, Inc., Smisek has personally overseen the auction of more than a thousand properties, and has served on the production and/or on-site teams for the auction of some 2,000 more across the country. Affiliated with the Texas Auctioneers Association since she entered the auction profession in 1981, she edited the "Texas Auctioneer," and has co-chaired several educational events for the TAA. Currently, she resides in Scottsdale, Arizona, working out of the corporate headquarters of Latham Auctioneers when not traveling for the company.

It Pays To Take A Healthy Interest In Your Buyers

by Robert E. Howe Jr., CAI
CAI Governor
Okemos, Mich.

Outdoor auctions are a great American tradition. Unfortunately, so is unpredictable weather. But whether the auction day is wet and stormy or beautiful, the auctioneer should be aware that the environment can have a real impact on the health of auction buyers.

Are You Your Buyer's Keeper?

Probably not, but with our litigious society it makes sense for the prudent business owner to minimize risks to customers. In case of injury, liability properly may be with the owner of the auction site, but that won't stop an aggressive plaintiff from looking for shared liability and a deep pocket.

A key rule of marketing is that it's easier to keep a regular customer coming back than to recruit a new customer. A first-time auction-goer who picks up a case of heat exhaustion instead of a "Great Find" is unlikely to come back.

Simply stated, it is in your economic interest to develop a health and safety culture at your auction.

Coping With Summer Heat

Children and older people are especially at risk, but anyone can suffer heat exhaustion. You always need to have an eye on the crowd, as do your ring people. If you notice a likely candidate for heat exhaustion, make the effort to speak to the person. If the individual is suffering any of the classic heat exhaustion symptoms — headache, fatigue, lack of perspiration, cold, clammy skin, nausea or dizziness — suggest he/she move to a shaded area and rest. If the individual seems stressed, encourage him/her to drink three or four glasses of water with a half teaspoon of salt and put a cool cloth on their forehead.

While auction-goers are standing outside, watching the auction, bidding and chatting, they're also soaking up ultra-violet rays that can cause painful sunburn and potentially skin cancer. If your between-lot banter is light, jokingly remind your buyers to bid on a hat, get in the shade or bring a good bottle of sunscreen. You can combine concern for humanity with promotion and even profit. Have ball caps with your company logo available at the cashier's window.

Cold Cuts

Auction-goers are even more at risk in cold weather. Standing in an open area with little movement, your buyers need to guard against hypothermia and frostbite. Hypothermia occurs when an individual's core body temperature drops. Symptoms are severe shivering, cold, pale skin, slurred speech and a rapid pulse. If you suspect someone is suffering from hypothermia, you or an employee should speak to him/her and encourage the individual to go to a sheltered, heated spot, put on a blanket or coat and drink warm liquids.

Frostbite can strike feet and hands, especially if they become wet. Children are prone to frostbite because they may be so distracted by play they are unaware that numbness has set in. If an auction-goer suspects frostbite and comes to you for help, cover the area with a warm hand or clothing. Do not rub, apply snow or heat rapidly.

Preventive Measures

What can an auction service do to promote health and safety besides keeping an eye out for potential casualties? It depends on the structure of your organization, but basically, it all boils down to good communication.

If you distribute a customer newsletter, include a list of simple health and safety tips (see sidebar). Consider printing this same list on the back of your sales bills. Post the list at the cashier's window, the lunch wagon and other sites where your customers gather.

Encourage your lunch wagon to stock fruit juices, even water, as a more healthful alternative to the ubiquitous coffee and pop.

When you set up an auction site try for a crowd-friendly environment. Think about where the shade and sun will be at each part of the sale and how they will move through the grounds. Move inside the house or a shed during the shadowless heat of

(Continued on page 42)

Auction Health Tips

Dress for the weather. In the Midwest, that means be ready for a change at any time. Bring along an extra sweater or jacket, an umbrella, boots, sunglasses and sunscreen. Hats keep you warmer in the winter, cooler in the heat.

Drink lots of liquids to avoid dehydration.

On sunny, hot days, be alert to symptoms of heat stroke: headache, fatigue, lack of perspiration, cold and clammy skin, nausea and dizziness. If these symptoms develop, move to shade and drink several glasses of water.

In cold weather, watch for hypothermia: severe shivering, cold, pale skin, slurred speech, rapid pulse. If these symptoms develop, move to shelter and drink warm liquids.

If you have trouble standing for six to eight hours, bring a folding chair or stool.

Always wear shoes or sandals, never go barefoot.

Keep an eye on children at all times.

Do not climb on tables or chairs to "get a better look" at any item.

Watch out for traffic as you move back and forth to your car.

Be cautious when lifting heavy items. Lift with leg muscles, not by bending your back.

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Antiques and Americana

by George Michael
Merrimack, N.H.

Wingback Chairs

Most who might find a chair like the one pictured here would throw it in the dump. Yet this photo was take at a major auction gallery during inspection time before an important antiques auction.

Only by inspecting the construction details in the frame can one authenticate its age and materials used. The upholstery is secondary as this is something that may have been replaced more than once through the years.

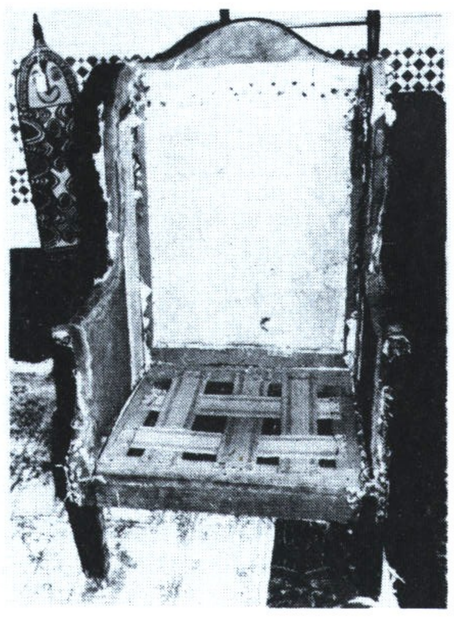
This is a wingback chair, the prototype of which appeared late in the 17th Century. They were quite popular right until the time of the revolution, then as tastes in style changed, the form became almost obsolete.

Naturally, the purist wants an 18th century wingback. Late in the 19th century, reproductions appeared and continue to this day. Some have the Jacobean or early Queen Anne stretcher pegged base — later the bandy leg with pad or dutch feet appeared.

Thomas Chippendale in the middle of the century featured the bandy leg with ball and talon and ball and claw feet. The country style as in the picture featured squared legs, some with slight taper.

Appraisers in homes have a problem with determining 18th century origin as few want the dust covers torn to reveal the construction details. So, family pieces dating from the late 19th century are often mistaken for the period pieces. I have found that the 18th century chairs weigh much less than the reproductions. Less wood was used, and it has dried out since then. Also, the early chairs do not have springs.

The surest approach is to rip off the upholstery, Only then, can one be sure. Before you consign a chair like this to the dump, have a qualified appraiser look at it.



Wingback Chair

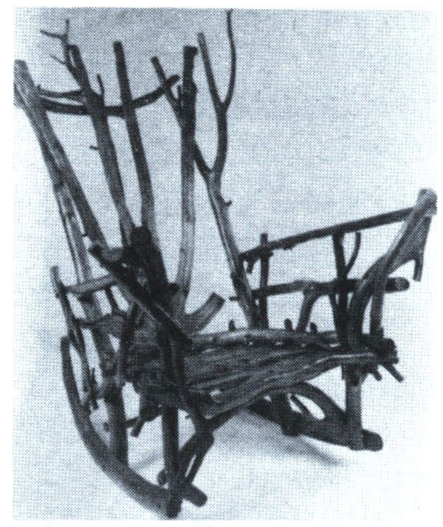
Branch Chairs

There is no question that many years ago crude chairs were made with available materials. The one we picture is an example of a type of chair that was popular in the 19th and early 20th centuries. Made of branches from which the bark has been peeled, it offered utility with very little comfort. Many of this type were made all across the country, though in the East they appeared most often in New York State.

Some say they gave rise to what is known as the Adirondack Chair. The mountainous areas of New York State were full of vacation hotels and homes, and that prompted local craftsmen to create low cost furniture for them. The one we picture looks a little bony for comfortable sitting, but most utilized a simple handmade cushion to soften the bumps.

The tradition for this design seems to have originated in Central and Eastern Europe, as far back as the 16th century. They appear in paintings and sketches of the period. Hardwoods, such as walnut, hickory and in this country, maple, seem to have been the favored woods. Oak does not bend well, so the makers did not seem to utilize it.

When the West was settled in the last century, branch, or twig chairs, as some call them, made their appearance in abundance. There were no furniture factories out there and what came in by railroad was too expensive for the average settler. Each is a unique piece as the design conforms to the wood used in the manner that a stone wall takes shape depending on the shapes of the stones available. A chair like this is not overly valuable, but it is a good conversation piece. All should be saved as early examples of our culture.



Branch Chair

QUESTIONS:

From Milwaukee, WI — Enclosed is a picture of a ceramic set of figures with a boy and girl, with a dog in the lap of the boy. There are no marks. Can you help us with who made it and when?

ANS. — In this country, most refer to these as Cottage Figures; in England, where they were made, most often they are called Flatbacks. You will note that it does not have much depth — this is so it can fit easily on the narrow mantels that were over the fireplaces in the 19th century. Most were made in Staffordshire County and generally are called Staffordshire figures. Many potteries made them — unless one did a lot of research on patterns unique to certain potteries, it would be almost impossible to tell you who made it.

NEW BOOK:
"CONSERVATION OF GLASS",
by Roy Newton and Sandra Davison, ($85; Butterworth's, 80 Montvale Avenue, Stoneham, Mass., 02180). Unless one smashes a piece, glass seems almost impervious to age and deterioration. This volume is intended as a textbook for conservators working with glass artifacts and painted medieval glass windows. Yet, much is applicable here to the collector interested in preservation. Archeological glass, found both underground and under the sea needs special attention for survival. There is much on restoration with new materials used to replace broken sections. Acquiring old stained glass windows has been popular for some years — how you can take care of it is well described. The work is scholarly, but concise. Ideal if you are into historic glass.

Books

"Tomart's Illustrated Disneyana Catalog and Price Guide," by Tom Tumbusch (Chilton Book Co., $19.95)

Mickey Mouse is one of the most recognizable graphic symbols in the world. Evidence of his unending popularity is the escalating price of collectibles on which he and his pals appear. In just 312 pages, this new book arms collectors with the latest prices for the most popular Disney collectible items.

The book, a condensed version of an earlier published four-volume work, has over 100 categories, beginning with American Pottery Co. and ending with Zorro. Also included are sections on Disney animation art, books, dolls, figures, games, pins and buttons, watches, them park collectibles and many other favorites.

The history, creations and merchandise of Walt Disney are chronicled. The book is written as an collector's guide but reflects one of the greatest success stories of all time.

"Collector's Guide to Baseball Cards," by Troy Kirk (Chilton Book Co., $12.95).

Not just for kids anymore, record sales have caught the attention of serious investors and turned this once calm hobby into an action-packed race for the pennant-winning collection.

This new book is designed to equip collectors with the most comprehensive information available on baseball card collecting.

Kirk offers information not found in price guides on the history of baseball card manufacturing and collecting trends to give the collector valuable perspective on how each affects him. This guide profiles today's big league manufacturers, Topps, Fleer and Donruss, and chronicles early players such as Buck Duke and the American Tobacco Co., the American Caramel Co., Goudey Gum Co., and Bowman Gum. Kirk also explains how the card catalog system works and features special capsules on rare and valuable cards such as the T206 Honus Wagner, the 1933 Goudey Napolean Lajoie card, the 1951 Topps Current All-Stars, and the 1984 Donruss Mattingly.

Coaching tips from Kirk explain how to use price guides to buy and trade cards, how to assess cards and offers strategies for selling a collection for profit. Fantastic resource listings of card shows, books and publications give the new collector a big lead into this fast-paced market.

"Collector's Guide to Early Photographs," by O. Henry Mace (Chilton Book Co., $16.95).

Collecting old photographs is one of the most rapidly growing and least understood categories in the antiques field. Most of the available literature focuses on expensive, museum-quality examples.

The publishers say this guide can give both novice and experienced collectors a better understanding of the factors that affect the value and collectibility of early photographs.

The guide is organized into two parts — "Cased Images, 1839-1869, Daguerreotypes, Ambertypes and Tintypes," and "Photography on Paper, 1839-1900. These two parts are further divided into chapters that cover every photographic process used in the 19th Century.

In addition to covering the photographs, the guide provides illustrated information about cameras and photography paraphernalia as they have evolved over the last 150 years.

"Macdonald Guide to Buying Antique Pottery and Porcelain," by Rachael Feild (Chilton Book Co., $25.)

Collectors are intrigued and excited by the beauty of antique porcelain and pottery but have difficulty finding reliable information. This guide shows quickly and clearly the difference between pottery and porcelain and gives the essential information on key pieces made over the centuries.

Feild has designed the guide to answer questions of quality and value, collectibility, rarity and price in today's market.. In short, the goal is to allow the reader to assess a piece just as a dealer would. Each of the 45 styles presented has been analyzed and includes a "master" photograph keyed to points of authenticity; a historical background of developments in body, glaze, design and decoration, a concise explanation of decoration, an illustrated guide to variations, copies and price bands for originals and variations.

Also included is an account of the development and refinement of English pottery and porcelain, from stoneware through soft paste and hard paste porcelain, to bone porcelain and bone china. A section devoted specifically to Worcester covers its history from the 18th Century through all the changes of name, ownership and markings that have resulted in today's Royal Worcester Porcelain.



Continental Auctioneers School

Reflecting the increasing momentum of real estate auctions, real estate agents and brokers from five states and Canada graduated Dec. 8, 1989 from the Continental Auctioneers School in Mankato, Minn. ***Rich Haas,*** *president of the auction school, is pictured on the far left of the front row. Steve Fausch, an instructor at the school, is pictured on the far right of the front row.*

Strive For Success In 1990

by Troil C. Welton
Wray, Colo.

The scoffer says it can't be done; the doer goes right ahead and does it. It is a great privilege to live in this land of plenty that we are now enjoying, and it is our duty as individuals to do everything in our power to keep it that way.

OPPORTUNITY KNOCKS. *"Whoever said I knock just once is hard of hearing, or a dunce. I'm always knocking, so take heed, your future beckons"* — GO! SUCCEED! WHERE ARE WE GOING IN 1990?

Are we going to grow or are we going to get smaller? Are we going to be successful or unsuccessful? Only a little extra effort is needed to climb the ladder of success by making full use of a certain FORCE. Those who exercise this FORCE usually outshine other people in every field of business and industry. It is a FORCE that can be used as a springboard to worthwhile achievements for any earnest man or woman.

What is the make up of this FORCE? Clearly and simply, it consists of a constant willingness to put forth a little extra effort, and we might call this the TOP RULE OF SUCCESS. Proof of this is revealed by the case histories of those who have worked their way to the top. All have one great trait in common, namely — without exception — they have steadfastly followed this TOP SUCCESS RULE by being alert and ready to exert extra effort — not just now and then but day in and day out.

WHERE ARE WE GOING IN 1990?

A new and brighter future could open up immediately for many who are now in a rut if they only realized what a little extra effort could do for them. Because the persistent exercise of a little extra effort is unquestionably one of the most powerful forces contributing to success, it keeps man on his toes, stimulates his mind, spurs his energies, tops his inborn abilities, gives him pride and confidence and makes it easy to bring out the best there is in him. SUCCESS, in the main, is made up of vital little things, for example:

(Continued on page 42)

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Fergus Falls, MN 56537

CUSTOMER SERVICE DEPT.	(800) 435-2726
24 HOUR FAX LINE	(218) 736-7474
GENERAL OFFICE LINES	(218) 739-4408
ADVERTISING DEPT.	(800) 537-3993

Health

from page 37

noon, outside in the morning when the sunshine is less of a threat.

You cannot guarantee a hazard-free auction site, but you can be alert for accidents waiting to happen. Keep an eye out for broken glass, spilled nails, any kind of sharp edges. It isn't your responsibility to clean them up, but if you or an employee can take a few minutes to clear away hazards, it's a plus.

Encourage your employees to be watchful for potentially dangerous situations. Try to arrange merchandise in such a way that people won't be tempted to climb on tables, boxes, etc. for a better look.

Post signs warning oncoming traffic to be cautious of pedestrians. It would be prudent to remind bidders during the auction to be careful in returning to their vehicles. And while you're making announcements, let the buyers know your employees can assist them in loading heavy items.

Kid Stuff

Auctions, particularly country auctions, tend to be family affairs. Well-behaved children are fun at auctions and their presence adds to the pleasant atmosphere, but we all know about less-than-model youngsters who sometimes come with the territory. Remind parents they are responsible for their children. Post signs to warn children and grown ups to stay away from off-limits areas like barn lofts, etc.

Be prepared. Keep in mind that at an auction, as at any large gathering of people, there is the remote possibility of heart attack, seizure or some other serious health crisis occurring. The Heritage Auction Firm staff has undergone CPR and basic first aid training because we feel it is important to be prepared to handle emergencies. You may not opt to make this kind of commitment but you should at least ensure you have access to a phone to contact emergency services should the need arise.

Nobody expects you to become a substitute for the public health department, but increased health awareness can't hurt, and can contribute to a better overall environment at our auctions.

Welton

from page 41

1. No matter what your work may be, treat it as if it's the most important job in the land, and give it all you've got.

2. The ability to get along with people is a real mark of leadership. Be a BOOSTER. Be fair and square in your dealings with everyone, including yourself. Cooperate cheerfully, and do not hesitate to go out of your way to be of service.

3. One of the very best ways to use a Little Extra Effort is cut out ALL time-wasting, inefficient, unprofitable habits. You are what you make yourself.

4. When you have something IMPORTANT to do, first THINK IT THROUGH, then GO DO IT. No job or assignment is hard when it is tackled with enthusiasm. Determination and persistence can overcome the greatest odds.

5. One way to win respect is to keep ALL promises — and never make a promise unless you can SURELY keep it.

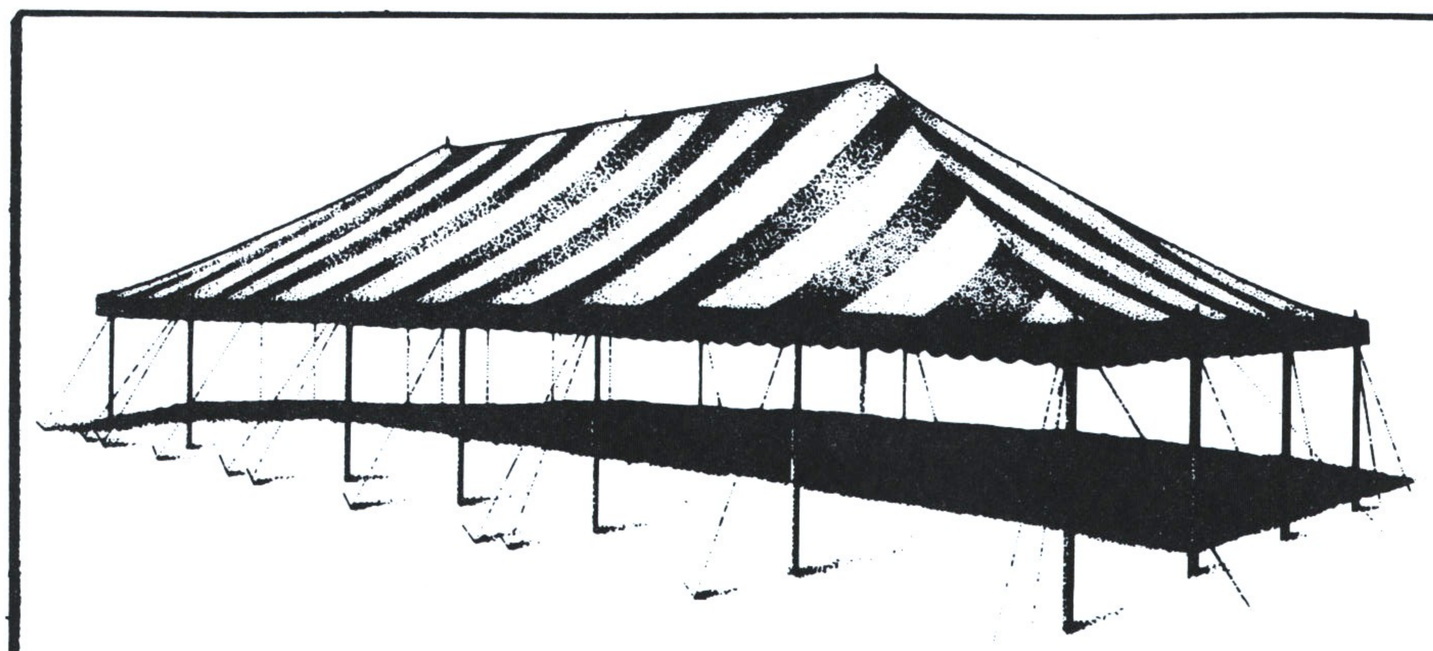
6. Make it an iron-clad rule not to put off anything that SHOULD be done. This means doing what needs doing NOW, and not when you feel like it.

7. Avail yourself EVERY opportunity to improve your MIND and your SKILLS. Start out EACH day enthusiastically determined to do your best ALL DAY — and stick to your determination.

8. Don't be satisfied with mediocre work or efforts, or with anything that is less than the best. Set your sights on a definite goal and never, never give up or ease up on your target.

YES, WHERE ARE WE GOING IN 1990?

This TOP SUCCESS RULE is easy to follow, and sooner or later, it is bound to pay off handsomely. Be proud you are an American by helping to make the Best, Better, and for 1990 we might say: AIM HIGH, THINK BIG and DO BIG.



Special Event Insurance.

Insure the success of any event by bringing it outdoors—under a Eureka! Party Tent.

These brightly colored tents add life and excitement, plus heavy-duty protection from sun or rain. And they can be tailored to fit all sizes of gatherings.

Auctioneers don't miss out on additional income from tent rentals—call or write for price list.

(407) 267-8563

Cliff Shuler Auctioneers
422 Julia Street
Titusville, Florida 32796
Fla. Auction Business Lic. #9



1990 NAA Convention July 10-14

The following 4 pages contain all the material you will need to join in on the excitement this summer in Baltimore. Look for:

- Hotel Reservation Form
- Convention Registration Form
- Baltimore Tours Registration Form
- Tentative Convention Program
- Airline Fare Discount Information

REMEMBER! The hotel reservation form is sent to the HOTEL, and the convention registration form is sent to NAA Headquarters.



On The Waterfront

The beautiful Hyatt Regency Baltimore, located on the shimmering Inner Harbor, will be the site of the 1990 NAA Convention. Opened in October 1981, the Hyatt boasts an indoor pool, jogging track, tennis courts, health club — and most importantly — a working air conditioning system. You can view the Baltimore skyline as you dine and dance in Berry and Elliot's, a romantic rooftop restaurant and lounge. If something more down-to-earth is preferred, Cascades has a full-service menu from dawn to evening's last glimmer.

Auction Marketing — The Wave Of The Future

Theme Of The
1990 NAA Convention
July 10-14

There's so much to see and do in Baltimore! The Fort McHenry National Monument, Baltimore Zoo, National Aquarium, Maryland Science Center, B & O Railroad Museum, Antique Row (the Antique Capital of the East Coast), the World Trade Center, Babe Ruth Museum, fine eateries, exciting nightlife, shopping opportunities galore — the list goes on and on!

Our headquarters hotel will be the Hyatt Regency Baltimore. Connected by over-the-street walkways to the Baltimore Convention Center and fabulous Harborplace, a European-style marketplace of distinctive shops and restaurants, the Hyatt Regency features a spectacular lobby atrium and panoramic view of the Inner Harbor and Baltimore dramatic skyline. Enjoy dining and dancing in Berry and Elliott's, a romantic rooftop restaurant and lounge, or try the full-service menu in Cascades. For revving up or winding down, there are an indoor pool, jogging track, tennis courts and full-service health club. Water enthusiasts will even find sailing, boating and salt-water fishing nearby.

RESERVATION REQUEST

HYATT REGENCY® BALTIMORE

National Auctioneers Association
National Convention

July 10-14, 1990

Reservations received after June 8 or after the room block has been filled are subject to availability and prevailing rates.

The Hyatt Regency Baltimore will not hold your reservation after 6 p.m. on the day of arrival without guaranteeing the reservation with one of the following:

a. An enclosed check or money order covering the first night's stay to include 12% occupancy tax.

or

b. Major credit card with an expiration date and an authorized signature.

Deposits will be refunded only if cancellation notification is received at least 24 hours prior to arrival

Check in Time: 3:00 - 5:00 p.m. Check Out Time: 12:00 Noon

300 Light Street • Baltimore, Maryland 21202 • (301) 528-1234 • Telex 87577 • FAX (301) 685 3362

No extra charge for children under 18 in same room with parent

Type of Room	# of rooms	Convention rates	Regency Club Rates
Single (1 person)		$95	$183
Double (2 persons)		$105	$203
Triple (3 persons)		$125	
Quad (4 persons)		$145	
One Bedroom Suite		$250-$450	
Two Bedroom Suite		$350-$550	
Rollaway/Crib Rental		$20	

Please print clearly when writing information

NAUA

Reservation code: _____

Arrival date: _____

Departure date: _____

Regency Club accommodations include a continental breakfast in addition to special guest room services and amenities on a privately keyed-off floor.

Name _____
Share With: _____
Gold Passport #: _____
Address _____

Daytime Telephone # _____

Credit Card Holder's Name: _____
Credit Card # _____
Expiration Date _____
□American Express□Master Card□Visa
□Discover□Carte Blanche□Diners Club
Special request _____
□ Check or Money Order Enclosed Amount _____
Signature _____

Advance Convention Registration Form

Instructions: Return this completed form with all convention registration fees to: National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214. Make one check payable for all convention fees (registration, tours, CAI seminar, Auxiliary luncheon, Auxiliary dues) to the NAA. PLEASE print all information. Early convention registration deadline is June 15, 1990. Any and all registrations received postmarked after that date will be charged the regular rates. Remember to fill out the hotel reservation form (on opposite page) and send it directly to the HOTEL!

Register Yourself Here:

Name _____

Nickname For Badge _____

Address _____

City, State/Province _____

ZIP/Postal Code _____

Have you received CAI designation? __Yes __No

Is this your first NAA convention? __Yes __No

Register Your Spouse/Children/Guests Here:

Name: _____ Relationship _____

Name: _____ Relationship _____

Name: _____ Relationship _____

Name: _____ Relationship _____

Phone: _____

PART ONE—REGISTRATION FEES

Registrations postmarked on or before June 15, 1990:

Early Adult Convention Registration Fees
_____ persons @ $100 = $ _____ (1)

Early Child (12 & under) Registration Fees
_____ persons @ $75 = $ _____ (2)

Registrations postmarked after June 15, 1990:

Late Adult Convention Registration Fees
_____ persons @ $125 = $ _____ (3)

Late Child (12 & under) Registration Fees
_____ persons @ $100 = $ _____ (4)

Total Registration Fees
(Total of lines 1 & 2 or 3 & 4) = $ _____ (5)

FIRST-TIME DISCOUNT:
Deduct 50% from line 5 if NAA member is attending the National Convention for the first time.
less 50% = = $ _____ (6)

NET REGISTRATION FEES FOR PART ONE $ _____ (7)

PART TWO-TOUR FEES

Enter Total Part Two Tour Fees:
(see reverse side) $ _____ (8)

Meal Functions

Please write in the number of registrants from your family who will be attending the following:

_____ Thursday Commencement Breakfast
_____ Friday NAA Awards Banquet
_____ Saturday President's Banquet

This information is needed to provide a rough head count to hotel officials. It is not a reservation, nor does it restrict your abilty to attend if your plans change.

PART THREE: OTHER OPTIONAL EVENTS

CAI Seminar (Lunch Included)
No registrations accepted after June 29, 1990 – limited space.
CAI/NAA Members/Guests
_____ persons @ $75 = $ _____ (9)

Registrations postmarked after June 15, 1990
_____ persons @ $100 = $ _____(10)

Auxiliary Luncheon
_____ persons @ $15 = $ _____ (11)

Auxiliary Annual Membership
_____ persons @ $5 = $ _____ (12)

Note: PRINT full names of Auxiliary membership applicants:

_____
First Name Last Name

_____
First Name Last Name

PART THREE—TOTAL OPTIONAL EVENTS FEES
(Total of lines 9, 10, 11 and 12) $ _____ (13)

SUMMARY

Total Amount Enclosed

Add totals from Part One (line 7); Part Two (line 8); and Part Three (line 13) $ _____

Make one check payable to the NAA for ALL your convention fees (registration, tours, CAI Seminar, Auxiliary luncheon, Auxiliary dues).

DO NOT include your hotel reservation form and hotel deposit with this convention registration form. Mail hotel reservations **DIRECTLY TO THE HOTEL.**

Return this completed form with your payment to:
National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214
Don't Forget Tour Registrations On The Reverse Side!

Part Two — 1990 Tours Registration Form

Family Tours

Tour A—Washington Whirl-A-Round
Tuesday, July 10, 8:30 a.m.-4:30 p.m.

Enjoy a continental breakfast as we journey to Washington, D.C., the beautiful city on the Potomac River. View such historic landmarks as the Washington Monument, the Library of Congress, the Jefferson Memorial and the White House. We will first tour the Capital, whose history and architecture make it a "must see" on every visitor's list. We'll also visit the Air and Space Museum, the Smithsonian's largest and most popular museum, which houses the nation's aerodynamic treasures, and the Vietnam Memorial. Time will be allowed for browsing and lunch on your own at Union Station. Sodas and snacks will be served en route back to Baltimore. Admissions, transportation, breakfast and snacks on return included but not lunch.

_____ persons
@$40 each
= Tour A fees $ _____

Names of Registrants for Tour A

_____

_____

_____

Tour B — Harbor Highlights
Tuesday, July 10, 6:30 p.m.-10:30 p.m.

This evening's festivities begin as we board "The Bay Lady," our city's best in entertainment afloat. As we cruise into Chesapeake Bay, past Fort McHenry, which inspired the "Star Spangled Banner," we will dine and enjoy a full musical revue in the comfort of a climate-controlled dining room. One full deck has been reserved solely for the members of our group.

Please note: Although the dress for this event is casual, blue jeans and tennis shoes are not permitted. Fee includes food and transportation.

_____ persons
@ $40 each
= Tour A fees $ _____

Names of Registrants for Tour B

_____

_____

_____

Tour C — Seafood Feast
Tuesday, July 10, 7 p.m.-9 p.m.

Two converted fishing boats at Harrison's Pier 5 Restaurant serve as host for the Seafood Feast. Only 125 NAA members will be allowed to sign up for this delicious meal, which will include spiced shrimp, fried clams, hard shell crabs and Chesapeake House crab cake, along with roast beef for the non-seafood lovers. And this is only an abbreviated list of the menu for the evening. Fee includes food. Offered as an alternative to the Harbor Highlights Tour.

_____ persons
@ $26 each
= Tour C fees $ _____

Names of Registrants for Tour C

_____

_____

_____

Tour D—Best of Baltimore
Wednesday, July 11, 10 a.m.-4 p.m.

Take in the dazzling sights of the city as we first ride to historic Federal Hill, once used as a lookout during the Civil War. Ride through Otterbein, the largest $1 homesteading project in the U.S., as we continue on to Fort McHenry, the world-famous landmark that inspired Francis Scott Key to write the "Star Spangled Banner." Upon our arrival, we will view a short film, and then have an opportunity to tour the fort. Lunch will be enjoyed at one of the city's most delicious restaurants, located in a beautifully restored 1861 townhouse. Our last stop will be the Maryland Historical Society for a private docent-led tour of this impressive museum. Fee includes admission, lunch and transportation.

_____ persons
@ $38
= Tour D fees $ _____

Names of Registrants for Tour D

_____

_____

_____

Tour E—Capital Treat
Wednesday, July 11, 9:15 a.m.-4:30 p.m.

Join us on a tour to historic Annapolis, Maryland's state capital. Our guide, dressed in Colonial garb, will conduct a walking tour that includes stops at St. Johns College, Francis Scott Key's alma mater, and the State House where George Washington resigned his commission. At the United States Naval Academy, we'll have an opportunity to view the Chapel, the crypt of John Paul Jones and Bancroft Hall, the home of midshipmen at the Academy. A delicious luncheon will follow at one of the areas most popular restaurants. Fee includes transportation, lunch and admission.

_____ persons
@ $50 each
= Tour D fees $ _____

Names of Registrants for Tour E

_____

_____

_____

Tour F — Wonderful Wilmington
Thursday, July 12, 9 a.m.-5 p.m.

One cannot think of Wilmington without immediately thinking also of the du Pont dynasty. Today's tour takes us to Winterthur, the original house of the du Pont family. Names like Paul Revere, Duncan Phyfe and George Hepplewhite leap to life in this awesome collection gathered by Henry Francis du Pont. We will be divided into small groups of six to ensure a truly special tour of this amazing home. A box lunch will be served en route to the Brandywine River Museum, home of the largest collection of Wyeth paintings in the country. Fee includes transportation, lunch and admissions.

_____ persons
@ $50 each
= Tour F fees $ _____

Names of Registrants for Tour F

_____

_____

_____

Youth Tours

Youth Tour 1 — Baltimore by Land and Sea
Thursday, July 12, 9:30 a.m.-3:30 p.m.

Day begins with a narrated walking tour of downtown. The first stop will be the National Aquarium to see and experience its display of ocean and aquatic creatures. Lunch will be enjoyed at the Chart House, a renovated waterfront building. After lunch a tour boat will take you on cruise to Fort McHenry, birthplace of the "Star Spangled Banner." At the fort, you will watch a historical film before heading back. $28 fee, based on a minimum of 30. Includes guide, lunch and admissions.

_____ persons
@ $28 each
= Tour 1 fees $ _____

Names of Registrants for Youth Tour 1

_____

_____

_____

Youth Tour 2—Baltimore's Sights and Delights
Friday, July 13, 9 a.m.-4 p.m.

The day begins with a narrated walk to the Maryland Science Center. Then the tour makes a stop at the B&O Railroad Museum, where an extensive collection of railroad memorabilia, locomotives and cars are on display. You will also see the unique model train garden. The tour's final stop will be the Baltimore Zoo. The new Children's Zoo is a highlight that can be experienced along with the spectacular colony of African blackfooted penguins and over 1,200 exotic birds, mammals and reptiles. Fee of $29 includes guide, lunch, transportation and admissions, based on a minimum of 30.

_____ persons
@ $29 each
= Tour 2 fees $ _____

Names of Registrants for Youth Tour 2

_____

_____

_____

Youth Tour 3—Baltimore: The All American City
Saturday, July 14, 9:30 a.m.-2:30 p.m.

Walk the cobblestones of Otterbein, a harbor neighborhood that is being resettled by "homesteaders". The next stop on the tour is the Maryland Science Center, where there are scores of fascinating displays, films and learning experiences, focusing on everything from earth to outer space. See I-Max, the most incredible visual presentation system in Baltimore. You can choose from many different eateries in the glass pavilions of Harborplace for lunch (not included). The Public Works Museum and Streetscape is the last stop on the tour. This museum features exhibits, media presentations and an old art gallery depicting engineering history and what goes on underneath the city streets. Fee of $13 includes transportation and admissions but not lunch, based on minimum of 30.

_____ persons
@ $13 each
= Tour 3 fees $ _____

Names of Registrants for Youth Tour 3

_____

_____

_____

Convention Program At-A-Glance (Subject to change)

Sunday, July 8

All Day	Early Registrants' Arrivals

Monday, July 9

All Day	Early Registrants' Arrivals
8:00 a.m.	NAA Convention Office Opens
8:00 a.m.	Host Association Room
11:15 a.m.	Golf Tournament
9:00 a.m.-6:00 p.m.	CAI Board Meeting

Tuesday, July 10

All Day	Registrants' Arrivals
8:00 a.m.-5:00 p.m.	NAA Convention Office
8:00 a.m.-5:00 p.m.	Host Association Room
8:30 a.m.-4:30 p.m.	Tour A - Washington Whirl-A-Round
9:00 a.m.-5:00 p.m.	CAI Nominating Committee
9:00 a.m.-5:00 p.m.	CAI Seminar
9:00 a.m.-5:00 p.m.	NAA Committees' Meeting
11:30 a.m.-2:30 p.m.	CAI Luncheon
1:00 p.m.-6:00 p.m.	NAA Registration
5:00 p.m.-6:00 p.m.	CAI Reception
6:00 p.m.-10:00 p.m.	NAA Exhibitors Setup
6:30 p.m.-10:30 p.m.	Tour B - Harbor Highlights
7:00 p.m.-9:00 p.m.	Tour C - Seafood Feast

Wednesday, July 11

All Day	Registrants' Arrivals
8:00 a.m.-5:00 p.m.	NAA Convention Office
8:00 a.m.-5:00 p.m.	Host Association Room
8:00 a.m.-6:00 p.m.	NAA Exhibits Open
8:00 a.m.-6:00 p.m.	NAA Registration
8:00 a.m.-6:00 p.m.	NAA Nominating Comittee
8:30 a.m.-12 noon	CAI Annual Meeting
9:15 a.m.-4:30 p.m.	Tour E - A Capital Treat
9:00 a.m.-6:00 p.m.	1990 Int'l Auctioneer Championship Preliminaries
9:00 a.m.-5:00 p.m.	NALLOA Meeting
10:00 a.m-4:00 p.m.	Tour D - Best of Baltimore
2:00 p.m.-3:30 p.m.	CAI Board Meeting
4:00 p.m.-5:30 p.m.	NAA Auxiliary Board Meeting
7:00 p.m.-11:00 p.m.	International Auctioneers Championship Final and Entertainment

Thursday, July 12

All Day	Registrants' Arrivals
7:30 a.m.-5:00 p.m.	NAA Convention Office
7:30 a.m.-5:00 p.m.	Host Association Room
7:30 a.m	Parade of Flags
7:30 a.m.-9:30 a.m.	Commencement Breakfast
9:00 a.m.-5:00 p.m.	Tour F - Wonderful Wilmington
9:30 a.m.-6:30 p.m.	Youth Tour 1 - Baltimore by Land and Sea
9:30 a.m.-6:00 p.m.	NAA Exhibits Open
9:45 a.m.-12 noon	NAA Auxiliary Annual Meeting and Seminar
9:45 a.m.-12 noon	NAA Hall of Fame Meeting
9:45 a.m.-5:00 p.m.	NAA Nominating Committee
10:00 a.m.-12 noon	Sex Roles and Body Language Seminar
12 noon-1:00 p.m.	NAA Past Presidents Luncheon
1:30 p.m.-5:00 p.m.	Indust./Heavy Equip. Seminar. Support Services Seminar
5:00 p.m.-6:00 p.m.	NAA Foundation Board Meeting
5:00 p.m.-7:00 p.m.	NAA Fun Auction Registration
7:00 p.m.-Midnight	1990 NAA Fun Auction

Friday, July 13

All Day	Registrants' Arrivals
7:00 a.m.-8:30 a.m.	Election Committee Breakfast
8:00 a.m.-5:00 p.m.	NAA Convention Office
8:00 a.m.-5:00 p.m.	Host Association Room
8:00 a.m.-6:00 p.m.	NAA Exhibits Open
8:00 a.m.-5:00 p.m.	Youth Activities
8:30 a.m.-12 noon	Annual Meeting
9:00 a.m.	Election of Officers/Directors
9:00 a.m.-4:00 p.m.	Youth Tour 2 - Baltimore's Sight & Delights
12 noon-1:30 p.m.	NAA Board of Directors Luncheon
12 noon-3:00 p.m.	NAA Auxiliary Luncheon
1:30 p.m.-5:00 p.m.	Real Estate Seminar
1:30 p.m.-5:00 p.m.	Personal Property Seminar
3:30 p.m.-5:00 p.m.	NAA Auxiliary Board Meeting
7:00 p.m.-11:00 p.m.	NAA Awards Banquet

Saturday, July 14

All Day	Registrant's Departures
8:00 a.m.-5:00 p.m.	NAA Convention Office
8:00 a.m.-5:00 p.m	Host Association Room
8:00 a.m.-1:00 p.m.	NAA Exhibits Open
9:00 a.m.-12 noon	Real Estate Seminar
9:00 a.m.-12 noon	Agri-Business Seminar
9:30 a.m.-2:30 p.m.	Youth Tour 3 - Baltimore: The All American City
12 noon-1:30 p.m.	NAA Aux. Past Pres. Luncheon
1:30 p.m.-3:00 p.m.	State Newsletters Editors Seminar
1:30 p.m.-3:00 p.m.	State Assoc. Officers Meeting
1:30 p.m.-3:00 p.m.	NAA Councils Meetings
7:00 p.m.-11:00 p.m.	President's Banquet
8:00 p.m.-11:00 p.m.	Youth Platter Party

Convention Airline

DELTA

Delta Air Lines Inc., in cooperation with the National Auctioneers Association, is offering special rates which afford a 5 percent bonus off Delta's published round-trip fares within the United States and San Juan, providing all rules and conditions of the airfare are met.

If special fares do not coincide with travel dates, a 40 percent discount off Delta's unrestricted round-trip coach rates will be offered. (Travel solely on Delta Connection Carriers, and travel from Delta's Canadian cities will apply at a 35 percent discount). Seven days advance reservations and ticketing will be required.

To take advantage of either discount, follow these simple steps:

1. Call Delta, or have your travel agent call, at 1-800-241-6760 for reservations 8 a.m.-8 p.m., Eastern time, daily.
2. Refer to file number: NO164
3. Certain restrictions may apply and seats are limited.
4. These discounts are available only through Delta's toll-free number, so call today!

1990

International Auctioneer Championship Bid Calling Contest



Marvin E. Alexander, CAI
1989 Champion

Sponsored and Conducted by the National Auctioneers Association

Wednesday, July 11, 1990

Hyatt Regency, Baltimore, Md.

• Purpose of the Contest

To promote the auction method of marketing real and personal property and to emphasize the importance of the auctioneer as an effective marketing specialist.

• Qualifications, Rules & Procedures

Each contestant must be at least 18 years of age and a member of the National Auctioneers Association. The entry fee is $150 (U.S. funds), and payment must accompany this completed form.

Each contestant will be interviewed in a private session on Wednesday morning, July 11, by a panel of judges selected by the International Auctioneer Championship Contest Committee. An auction of items supplied by the Contest Committee will be conducted — to a public buying crowd — Wednesday afternoon.

Five specialization categories have been identified by the Contest Committee, which will assist the judges when interviewing and judging the contestants. It is suggested that each contestant indicate in which category he or she prefers being identified:

(1) Agribusiness (farm equipment, livestock and agriculture-related auctions)
(2) Real Estate (commercial, residential and industrial real estate auctions)
(3) Personal Property (antiques, fine arts, collectibles, household and estate auctions)
(4) Industrial, Commercial and Vehicular (heavy, commercial and construction equipment; auto and truck auctions)
(5) General Business Liquidation auctions

Contestants will be scored on these points:

(1) He/she takes good initial command
(2) Delivery, poise, eye contact, surveys crowd, appearance
(3) Reaches final bid in proper time. Delays?
(4) Would the judge have the auctioneer work for him/her?

• Contest Entry Deadline — July 1, 1990

To ensure that each contestant is scheduled for an interview, can conduct the preliminary auction on Wednesday, July 11, and receives pre-contest publicity, this entry form is to be completed and sent to the NAA Headquarters. Entries postmarked later than July 1, 1990, will not be accepted.

The contestants will not be responsible for providing the items to sell at the preliminary presentation auction or the contest. The judges will select the items (personal property) which the contestant will sell at the preliminary auction. After the interviews have been conducted, the judges will select 15 finalists who will compete for the title of 1990 International Auctioneer Champion.

The decision of the judges is final in regard to the selection of the 15 contestants who will compete for the 1990 title at 7 p.m. Wednesday, July 11, in the Constellation Ballroom of the Hyatt Regency Baltimore. The 15 finalists will draw for the auction items — all personal property — they will sell at the final contest.

Forty-five total items will be sold by the 15 finalists, and each contestant will sell three items — regardless of his or her area of specialization. The National Auctioneers Association Foundation is contributing personal property items for the final competition, and all proceeds from the auction will benefit the Foundation and support the Auctioneers Hall of History. The winners will be announced Wednesday night, July 11, immediately following the entertainment.

All auction items will be provided to the contestants by the Committee, but it is recommended that each contestant provide an item to be sold at the 1990 Fun Auction Thursday night, July 12.

• The Awards

Each contestant will receive a Certificate of Recognition for entering the competition, and each of the 15 finalists will be presented a plaque. The 1990 International Auctioneer Champion will be awarded a 14-karat yellow gold charm (tie tack or necklace charm) with .25 carat diamond and an engraved silver trophy. First and second runners-up champions will receive trophies.

International Auctioneer Championship

• Contestant Information

Name: _____ Date: _____

Home Address: _____ Home Ph. _____

City, State/Province, ZIP/Postal Code: _____

Business Address: _____ Bus. Ph. _____

City, State/Province, ZIP/Postal Code: _____

Specialization Category: _____

• Media Information

List complete names and addresses of newspapers, radio and TV stations you wish to receive publicity concerning your participation in the 1990 International Auctioneer Championship.

Name: _____

Address: _____

City, State/Prov., ZIP/Postal Code: _____

Name: _____

Address: _____

City, State/Prov., ZIP/Postal Code: _____

Name: _____

Address: _____

City, State/Prov., ZIP/Postal Code: _____

Name: _____

Address: _____

City, State/Prov., ZIP/Postal Code: _____

Return Completed Form, Along With Entry Fee, To:

International Auctioneer Championship
c/o National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214-1985

Here's what auctioneers across America are saying about the Auctioneer's Alliance.©

"The Auctioneer's Alliance of America has furthered the success of my company with our recent $1,000,000 auction in Ogunquit, Maine. My sales presentations now include "the experience of a nationally recognized auction firm with the local presence of a regional auction company". We already have made over twenty joint sales presentations this year. The Auctioneers Alliance has proven to be a nice addition to my regular real estate auctions."

Walter Liff, Auctioneer
President, Action Auctions, Inc.
Portsmouth, New Hampshire

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Record Sales Announced

Kaufman Lasman companies generated a record sales volume of $40 million for the fourth quarter of 1989, announced **David M. Kaufman,** C.C.C.M., president of the Chicago-based firm.

"Because of our unique real estate marketing and unparalleled auctioneering abilities we expect to enjoy a strong competitive edge in 1990 and beyond," commented Kaufman.

Highlights of the quarter included the auctions of five shopping centers located in Florida, Indiana, Illinois and investment properties in Illinois; 430 houses, condominiums, townhomes and investment properties throughout Texas, and the brokerage of several industrial properties for corporate clients in Chicago.

"More property owners are using auctions in non-distressed situations," said Kaufman. "This method obtains the best possible prices in market locations regardless of their transactional velocity."

Corrections/ Clarifications

March — Page 41: The videotape order form for tapes from the Las Vegas Real Estate At Auction Seminar lists two sets of prices for those tapes. The correct prices are listed next to the descriptions of the tapes.

March — Page 53: The FAX directory gave wrong numbers for C.A. Nuss of Tustin, Calif., and T. Eddie Haynes, CAI, of Oklahoma City, Okla. Tuss's correct FAX number is (714) 832-9548. Haynes' correct FAX number is (405) 942-7657.

February: The name and address of Dean M. Loy was left out of the directory. Dean M. Loy, Route 1, P.O. Box 185, Russell Springs, KY 42642, (502) 343-3628.

New York Firm Opens Auction Center

William J. Molloy, owner of William J. Molloy Realty & Auction Service, has announced the opening of his new auction center in Schenectady, N.Y.

The leased building has 7,100 square feet of floor space, 30-foot high ceilings with 10- and 30-ton overhead cranes.

A spokesman for Molloy said the auction firm will be able to handle any type of auction with the new facilities, from small estate auctions to heavy machinery auctions.

The auction center will serve the public as well as businesses with auction consignments. Larger real estate auctions will be held at the new site.

The spokesman said the auction center may be the most versatile in the Northeast.

The first auction at the new site was held April 21.

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ROME 404-291-7007
FAX (404) 291-0335

1990 Ad Contest Underway

The deadline for the 1990 NAA Advertising Contest isn't until June 15, but now is the time to begin assembling your entries. Winners will be honored at the Awards Banquet during the 1990 NAA Convention in Baltimore.

Contest Rules

(1) All entries must be received at the NAA Headquarters in Overland Park, Kan., before the close of business Friday, June 15, 1990.

(2) Entries must be in promotion of auctions occurring between June 1, 1989, and June 1, 1990.

(3) All entries must display the NAA emblem or contain the statement that the auctioneer is a member of the National Auctioneers Association.

(4) Each advertisement for a specific auction must include information regarding:

a. whether the auction was actually held,
b. whether the auction had a reserve,
c. whether the property was sold, and
d. whether the sale price met the expectations of seller and auctioneer.

(5) Each member entering the contest is limited to one entry per Category in the Broadcast/Audio-Visual Section and one entry per Division per Category in the Print Section. Each entry must be accompanied by an official entry form and clearly labeled as to which Section and Category (and Division, if for the Print Section) it is to be entered.

(6) All NAA members are eligible to participate, except that 1989 Advertising Contest winners are ineligible to compete in the Print Division or the Broadcast/Audio-Visual Category in which they won in 1989.

(7) In the Print Section, each Newspaper and Magazine Category entry must include one complete copy of the publication in which the advertisement appeared and two tearsheets containing the ad. Only one copy of each television or radio commercial, audio-visual or audio presentation is required.

(8) Three copies of each printed piece must be submitted for every entry in the Print Section. One copy will remain in the NAA office, one will be used for judging and the third will be displayed at the convention.

(9) Each television commercial must be submitted on VHS cassette. Each radio commercial and audio entry must be submitted on regular one-eighth-inch audio cassette. Mini and micro cassettes are not acceptable. Each audio-visual entry must be submitted as a VHS recording, a 35mm slide presentation with accompanying one-eighth-inch audio cassette (do NOT submit slide presentation with script) or an 8mm or 16mm film loop cartidge.All tapes must be rewound and ready to play.

(10) In the Print Section, 44 first-place awards will be presented — one for each of the Seven Divisions in Categories A through F, plus one each for Categories G and H. In the Broadcast/Audio-Visual Section, first-place awards will be presented for each of the five Categories.

(11) A "Best of Show" award will be presented to the best entry submitted in the Advertising Contest. The winning entry will be removed from competition with the other entries in the Division or Category in which it was entered.

(12) Failure to comply with any of the rules will cause the entry to be judged ineligible for the Advertising Contest.

Print Section
Categories:

A. Newspaper
B. Magazine
C. Multiple-Page Catalog (regardless of the number of colors of ink)
D. One-Color Piece (one color of ink)
E. Two-Color Piece (two colors of ink)
F. Multi-Color Piece (three or more colors of ink)
G. Auction Business Stationery (submit three copies of your letterhead, envelope and personal business card)
H. Auction Newsletter (must be published at least quarterly)

Broadcast/Audio-Visual Section
Categories:

I. 30-Second Television Commercial
J. 60-Second Television Commercial
K. Radio Commercial
L. Audio-Visual Promotional Presentation
M. Audio-Only Presentation

Divisions
(Categories A-F Only)

(1) Commercial and Industrial — Entries in promotion of the sale of commercial and industrial equipment and/or facilities.

(2) Farm or Farm-Related — Entries in promotion of the sale of farm equipment, livestock, farm-related items and farmland in conjunction with farm-related items. (Advertisements promoting solely farmland should be entered in the Real Estate Division.)

(3) Real Estate — Entries in promotion of the sale of real estate or real estate and incidental personal property.

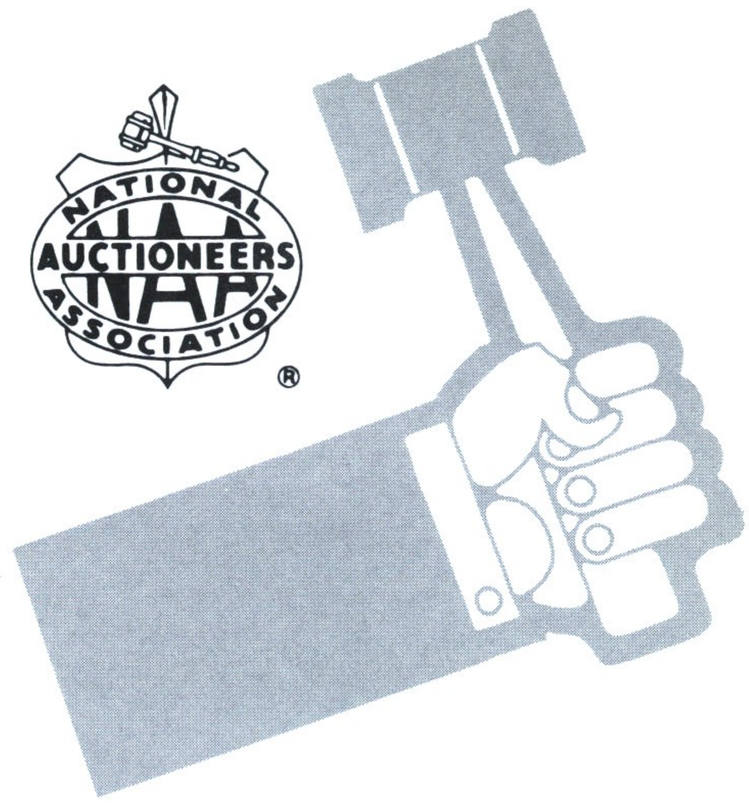
(4) Antiques and Collectibles — Entries in promotion of auctions focusing on antiques and/or collectible items.

(5) Specialty — Entries in promotion of the sale of a specific type of item not otherwise categorized, such as a gun auction, art auction or other auction based on a theme.

(6) General Household and Estate Liquidation — Entries in promotion of auctions of the contents of a household and/or estate.

(7) Institutional — Entries in promotion of an individual auction business to potential clients.

1990 NAA Advertising Contest Entry Form



Include One -- And Only One
Completed Form Per Entry

Entry Deadline Is June 15, 1990

Print Section

Category:

(Check One)

___ A. Newspaper
___ B. Magazine
___ C. Multiple-Page Catalog
___ D. One-Color
___ E. Two-Color
___ F. Multi-Color
___ G. Auction Business Stationery
___ H. Auction Business Newsletter

Division:

(Check one unless entry is in Category G or H

___ 1. Commercial and Industrial
___ 2. Farm or Farm-Related
___ 3. Real Estate
___ 4. Antiques and Collectibles
___ 5. Specialty
___ 6. General Household & Estate Liquidation
___ 7. Institutional

Broadcast / Audio-Visual Section

Category:

(Check one)

___ I. 30-Second Television Commercial
___ J. 60-Second Television Commercial
___ K. Radio Commercial
___ L. Audio-Visual Presentation
___ M.Audio-Only Presentation

Describe how the advertising was used: _____

Describe the auction's success

(See Contest Rule 4)

(a) _____
(b) _____
(c) _____
(d) _____

NAA Member Submitting Entry:

(List Individual, Not Company)

Name _____
Address _____
City, State, Zip _____
Phone(s) _____

Send all entries to:

National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

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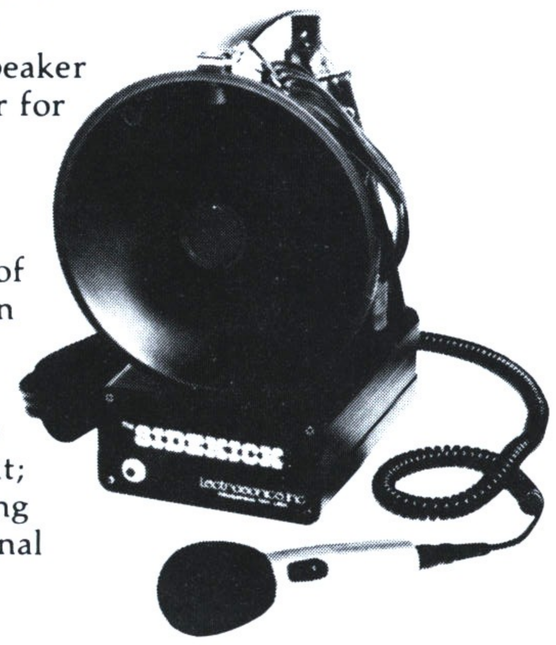
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THE SIDEKICK



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- Built-in rechargeable battery
- Ruggedly constructed of an aluminum extrusion and weatherproof Cycolac horn
- ¼" dynamic mic input; "mini" electret mic input; RCA jacks for recording & playback with external tape recorder

HM142V Headset Microphone



- Volume control controls feedback
- Lightweight - less than 3 ounces
- Can be worn under your hat or collar
- Available in 40 or 72 inch cord lengths

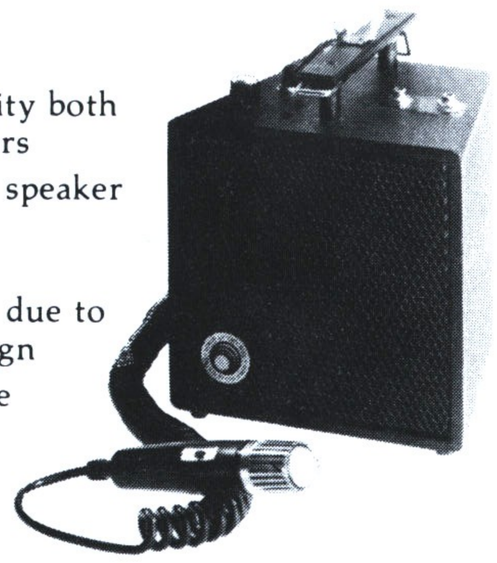
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Support Needed For Auxiliary

by Doris Todd
NAA Auxiliary President
Rome, Ga.

Dear NAA Member:

As president of the NAA Auxiliary this year, one of my personal goals is to contact every person who is a prospect for membership in the Auxiliary. I need your help in order to do that.

First, a word about the Auxiliary. We are a non-profit organization whose major goals are to promote and advance the auction profession and to assist the NAA achieve its goals. Many of us work with our spouses in their businesses but it is our hope, however, that members will be active and support the Auxiliary's work each year at the national convention, when we hold our annual meeting, the Auxiliary fun auction, and provide opportunities for education and fellowship.

We believe wholeheartedly in the NAA, The Foundation (Hall of History), the CAI and the Auxiliary, and it is our desire to work with all the organizations to improve and enhance the auction profession.

Frankly, however, our Auxiliary membership enrollment is not what is should be! Out of a possible 5,000 members, we now have less than 400.

Could we please prevail on you to help us improve this number? Our regular dues are only $5.00 per year. Do you know a spouse, sister, daughter, mother, widowed spouse or employee who might be interested in becoming a member of the Auxiliary? Would you be kind enough to take a few minutes out of your busy schedule to write or call me and give me their names and addresses? I will personally contact all possible candidates. My toll free numbers are listed below. If I am not available, leave a number where you can be reached and I will return your call.

Thank you for your help. We hope to see you at the 1990 convention in Baltimore.

Mailing Address: Broad St. at Sixth Ave., Rome, GA 30161

Phone Numbers:

Outside Georgia	**1-800-241-7591**
Inside Georgia	**1-800-282-2662**
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Home	**1-404-291-4779**
FAX	**1-404-291-0335**

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LMA Announces Semi-Finalists

Thirty top livestock auctioneers will compete for the $5,000 first prize in the Livestock Marketing Association's 27th Annual World Livestock Auctioneer Championship June 15 in Cottonwood, Calif.

The 30 are the winners in the preliminary competition, held in Kansas City, Mo., March 7.

The semi-finalists are listed in alphabetical order, followed by their hometown and sponsor(s):

Lyle Allen, Fairfield, Mont., Glasgow Livestock Sales Co., Glasgow, Mont., Bear Paw Commission Co., Chinook Mont., Lewistown Livestock auction, Lewistown, Mont.; **Duane Baxley,** Paso Robles, Calif., Templeton Livestock Market, Templeton, Calif.; Mike Baxter, Ainsworth, Neb., Bassett Livestock Auction, Inc., Bassett, Neb., Atkinson Livestock Market, Atkinson, Neb.; Bruce R. Brock, Battle Creek, Iowa, Dunlap Lvestock Auction, Dunlap, Iowa, Sioux City Stockyards, Sioux City, Iowa, A&A Cattle Company, Sergeant Bluff, Iowa; Del Clement, Skidmore, Mo., MFA Farmers Livestock Market, Maryville, Mo.

Greg Clement, Skidmore, Mo., St. Joseph, Mo.; Jim Curran, Chariton, Iowa, Russell Sale Co., Russell, Iowa; Keith L. Dinwoodie, Armstrong, B.C., Valley Auction, Ltd., Armstrong; **Roger K. Emigh,** McCook, Neb., Tri-State Livestock Commission Co., McCook, Neb., Imperial Auction Market, Imperial, Neb., Winter Livestock, Dodge City, Kan.; Joe Frazier, McCook, Neb., Midwest Livestock Commission Co., McCook, Oakley Livestock Commission, Oakley, Kan.

Dean Fumasi, Willows Calif., Stockton Livestock Exchange, Stockton, Calif., Orland Livestock Commission Yard, Orland, Calif.; Jim Knopp, Syracuse, Kan., Syracuse Sales Company, Inc.; Fred D. Lane, Versailles, Ky., Eugene Barber & Sons Livestock, Lexington, Ky.; Rick Machado, Nipomo, Calif., 101 Santa Ynez Livestock Market, Buellton, Calif., and 101 Livestock Market, San Juan Bautista, Calif.; Lex Madden, Torrington, Wyo., Torrington Livestock Commission Co.

Shawn Madden, Torrington, Wyo., Torrington Livestock Commision Co.; Kenneth Mangus, Kiowa, Kan., Anthony Livestock Co., Anthony, Kan., Coffeyville Stockyards, Coffeyville, Kan.; Steven R. McNutt, Trenton, Mo., Milan Livestock Auction, Milan, Mo.; Russ Moravec, David City, Neb., Columbus Sales Pavilion, Columbus, Neb.; Eddie Nunes, Modesto, Calif., Oakdale Livestock Auction, Oakdale, Calif.

Max Olvera, Turlock, Calif., Cattlemen's Livestock Market, Galt, Calif.; Jim Pennington, Elk Grove, Calif., Cattlemen's Livestock Market, Galt, Calif.; Denny Prilipp, Algona, Iowa, Algona Livestock Auction and Exchange, Madison County Auction, Winterset, Iowa, Western Livestock Co., Dickinson, N.D.; Randall Pryor, Woodbine, Iowa, Dunlap Livestock Auction, Dunlap, Iowa, Moorhead Livestock Auction, Moorhead,

(Continued on page 67)

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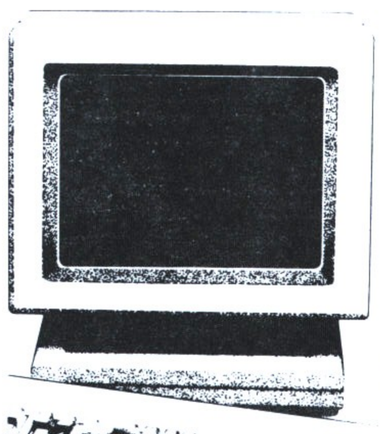
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President's Advisory Council

*The following persons have agreed to serve as advisors to **Ronald W. Faison, CAI,** 1989-90 NAA president. They will assist in keeping him informed regarding the needs and opinions of the membership.*

Charles E. Cumberlin, CAI
P.O. Box 248
Brush, CO 80723
(303) 842-2822

Joan M. Dance, CAI
611 Bosley Ave.
Towson, MD 21204
(301) 823-3993

Byron E. Dilgard, CAI
135 Union St.
Ashland, OH 44805
(419) 281-2122

Lyle Erickson, CAI
8 Dulverton Drive
Bella Vista, AR 72714

Morris F. Fannon
Route 2, Box 590
Pennington Gap, VA 24277
(703) 546-2510

G. Paul Gardner
114 Commissioners Road
East London, Ontario,
Canada N6C 2T1
(519) 685-2929

John A. Josko, CAI,
3400 N. Powell Ave.
Franklin Park, IL 60131
(312) 451-2100

Kurt Kiefer
417 W. Stanton Ave.
Fergus Falls, MN 56537
(218) 739-4408

Ken McCormack, CAI
743 El Cajon Blvd.
El Cajon, CA 92020
(619) 447-1697

Archie D. Moody, CAI
105 Casshua Ferry Road
Darlington, SC 29532
(803) 393-7993

Dean H. Parker
P.O. Box 3266
Logan, UT 84321
(801) 752-7701

Ralph F. Passonno, CAI
63 Hillcrest Ave.
Albany, NY 12203
(518) 438-3189

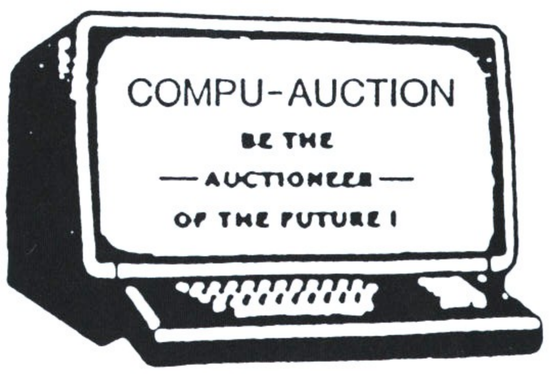
Carol Reinhardt, CAI
Route 2, Box 1790
Palisade, MN 56469
(218) 845-2260

Wylie Rittenhouse, CAI
Route 1, Box 127
Vanderbilt, PA 15486
(412) 438-0581

Stephen H. Schofield, CAI
Route 1, Box 178
Colcord Hill Road
South Effingham, NH 03882
(603) 539-6619

Mrs. J.L. (Doris) Todd
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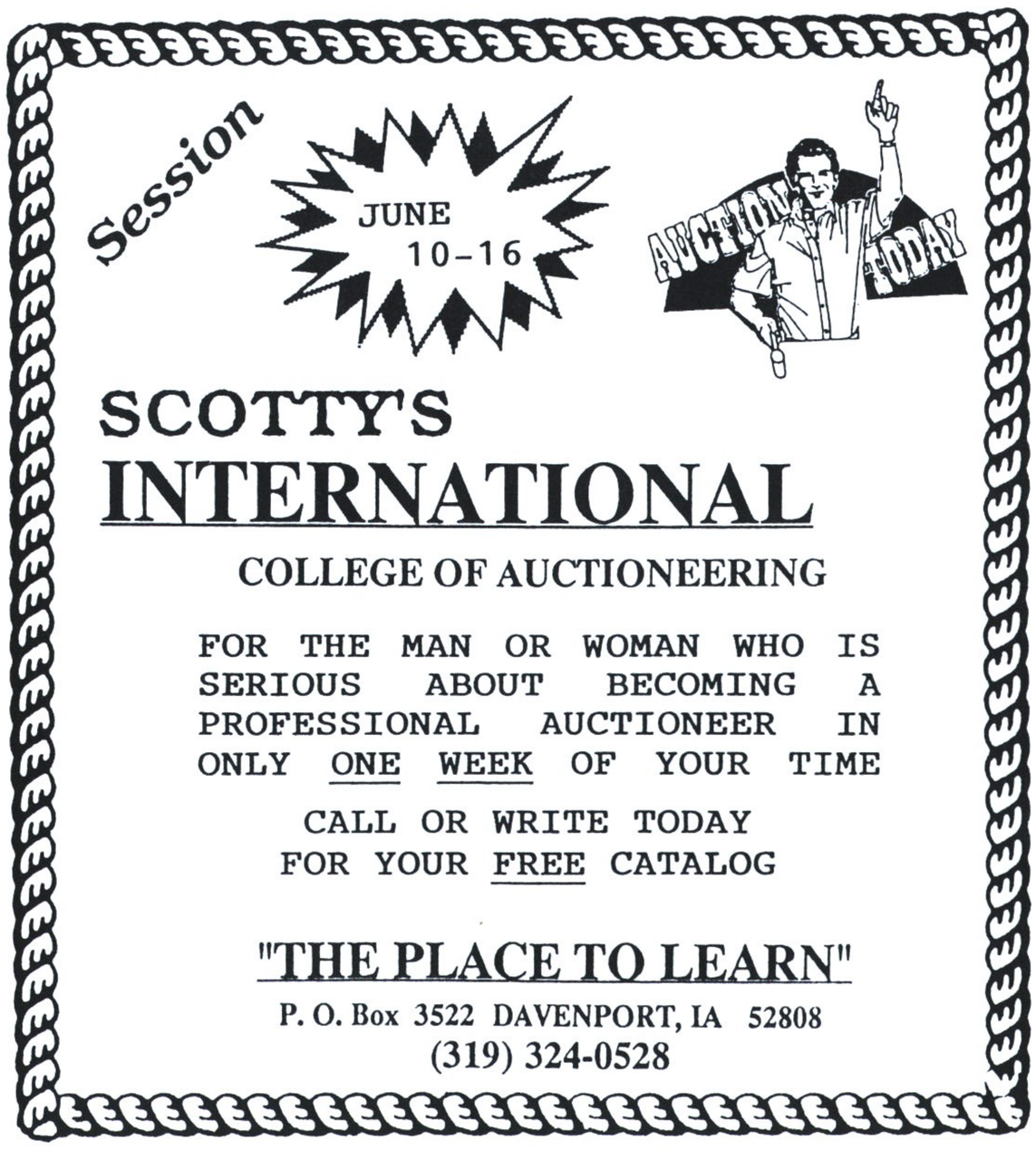
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Seventy-six students, representing 21 states, graduated Feb. 16 from Mendenhall School of Auctioneering in High Point, N.C. Instructors and staff members pictured are, seated from left to right, Wayne Mendenhall, vice president; Betty Jo Mendenhall, secretary; Forrest Mendenhall, president; Bill Lanier, instructor; Sue Turner, secretary; and Debbie Carter, secretary. Instructors not pictured are Joe Byerly, Harold Craven. Herman Crawford, Michael Davis, Louis Fisher Jr., Larry Hedrick, Jerry King, Charlie Lucas, Fred Reger, CAI, Wylie Rittenhouse, CAI, Gary Ryther, CAI, Dan Williams and Carson Womack.



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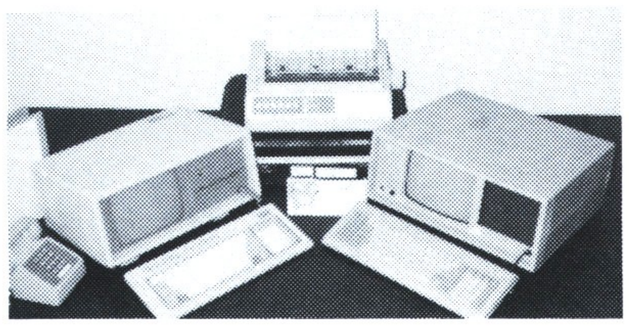
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State License Law Update

The following information has been provided by state government officials and/or state auctioneer associations and is the most current on file at the National Auctioneers Association. If there are entries which need to be corrected or updated, please contact the NAA Office.

*Asterisks denote entries updated or confirmed since a February 1989 request for information and received prior to the editorial deadline for this issue of *The Auctioneer*.

ALABAMA* —The state does require an auction/auctioneer's license. Contact: Alabama State Board of Auctioneers, Suite 209, Downtown Plaza Bldg., Cullman, AL 35055, (205) 739-0548. An apprenticeship must be served and a test is required. The Alabama Board will reciprocate with states that have license laws with the like manner; otherwise a test is required. The license law is enforced.

ALASKA* —A business license is required from the State of Alaska, Department of Commerce & Economic Development, Division of Occupational Licensing, P.O. Box D-LIC, Juneau, AK 99811-0800. No board license or specialty license required.

ARIZONA* —The state does not require an auction/auctioneer's license. However, some cities and counties have license and fee requirements. Check with the county or municipal clerk's office where you're planning to conduct an auction.

ARKANSAS* —The state does require an auction/auctioneer's license. Examination required after July 31. License fee is $50, expiring annually June 30. Bond of $2,000 required for license. Contact: Betty S. King, Arkansas Auctioneers Licensing Board, 228 Pyramid Place, Little Rock, AR 72201, (501) 375-3858.

CALIFORNIA* —The state requires all auctioneers and auction companies to be licensed. Contact California Auctioneer Commission, (916) 324-5894, 1130 "K" Street, Suite LL20, Sacramento, CA 95814, for information. Examination required for auctioneer's license. Statute allows reciprocity with states with similar licensing requirements. All others must take a test. Call Commission for list of states with reciprocity. All licensees must have a $10,000 surety bond. Sales tax on all personal property 6 or 6.5 percent, depending on county. Real estate auctions regulated by Real Estate Commission.

COLORADO —The state has no statewide license law although several cities and counties have individual license regulations. The Colorado Real Estate Commission governs real estate auctions. Check with city and county offices where you are planning to conduct your auction to see what is required. Most Colorado auctions require the collection of sales tax on proceeds. Call the Colorado Department of Revenue for details.

CONNECTICUT —There is no statewide license law. Town and city permits only. There is a state law governing the sale of jewelry, livestock, horses and motor vehicles. Request information from Commissioners.

DELAWARE —Every person engaged in business of crying sales of real or personal property for others for profit are subject to tax.

DISTRICT OF COLUMBIA* —License is required for any person, firm or corporation, who, either for himself or others, sells or offers for sale at public auction stocks or merchandise in whole or in part. Apply at Department of Consumer and Regulatory Affairs, 614 H Street, N.W., Room 100.

FLORIDA —The state does require a state auctioneer license, in addition to the auction being conducted under an auction business license, and the auctioneer license number and auction business license number appear on all advertisements. Violation is a felony with a fine of $1,000 for each offense. The law provides for reciprocity with other states. Contact the Department of Professional Regulations, 130 N. Monroe Street, Tallahassee, FL 32301.

GEORGIA* —The state does require auction company, auctioneer and apprentice licenses. An auctioneer license is obtained after a one-year apprenticeship and acting as principal auctioneer in 10 or more auctions where gross sales were not less than $2,000 per auction, or after successfully graduating from an auction school approved by the Commission and having served as an apprentice auctioneer for at least six months under the supervision of a licensed auctioneer in Georgia. Written exams required at both apprentice and auctioneer levels. Each applicant for licensure as an apprentice auctioneer shall submit a bond in the amount of $5,000; each applicant for licensure as an auctioneer shall submit a bond in the amount of $20,000; and company license requires $50,000 surety bond. Contact: Charles E. Crowder, Georgia Auctioneers Commission, 166 Pryor St., S.W., Atlanta, GA 30303, phone (404) 656-2282.

HAWAII —License required for any person who sells goods, wares, merchandise or other property at auction. Apply at county treasurer or director of finance.

IDAHO —No state licensing required, although a county license is required (fee $20). County license is valid statewide. Some cities require licenses; check with city clerk.

ILLINOIS* —The state does not require an auction/auctioneer license. However, some cities and counties have license and fee requirements. Check with the county or municipal clerk's office where you're planning to conduct an auction.

INDIANA —The state does require an auction/auctioneer's license. Examination required for auctioneer's license. Statute allows for reciprocal agreement, upon qualification, with regard to auctioneer licensing. License requirements also apply to auction house and auction companies — examination not required. Contact: Indiana Auctioneers Commission, Jo Ann Egan, Secretary, 1021 State Office Building, Indianapolis, IN 46204, (317) 232-3950.

IOWA* —The state does not require an auction/auctioneer's license. However, counties and municipalities have license and fee requirements. Check with the county or municipal clerk's office where you're planning to conduct an auction. To sell new merchandise outside of city limits where ordinances require a license, a state license is required.

KANSAS* —The state does not require an auction/auctioneer's license. Some cities have a fee license. Check with the city treasurer. Auctioneers auctioning real estate must have a real estate license.

KENTUCKY* —The state does require an auction/auctioneer license. Contact:

(Continued on page 63)

License Laws

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Kentucky Board of Auctioneers, 400 Sherburn Lane, Suite 343, Louisville, KY 40207, (502) 588-4453.

LOUISIANA* —Testing offered four times each year. Contact: Mary Norton, Louisiana Auctioneers Licensing Board, 8017 Jefferson Hwy., Suite 3B, Baton Rouge, LA 70809, (504) 925-3921.

MAINE* —The state does require an auction/auctioneer's license and $10,000 surety bond. Contact: Division of Licensing and Enforcement, Department of Business, Occupational and Professional Regulation, State House 35, Augusta, ME 04333, (207) 289-3671.

MARYLAND* —The state does not require an auction/auctioneer's license. Each county, the City of Baltimore and several other townships and jurisdictions have their own qualifications. Contact the county clerk or the circuit court clerk of the jurisdiction. In Baltimore, apply at the Mayor's office.

MASSACHUSETTS* —The state requires every auctioneer to be licensed. An application must be filed with a $10,000 bond. Contact: David R. Brown, 34 Main St., P.O. Box 9, Ayer, MA 01432, (508) 772-4934.

MICHIGAN* —The state does not require an auction/auctioneer's license. Many cities, townships and counties do have licensing ordinances. Check with the appropriate agencies.

MINNESOTA* —The state does require an auctioneer's license to conduct personal property auctions. Persons wishing to sell real estate at auction must, in addition, hold a state real estate broker's or salesperson's license or have a licensed broker/salesperson or attorney involved in the sale. Many municipalities have city license requirements. Check with the city clerk's office.

MISSISSIPPI* —Mississippi does not require a general auction/auctioneer's license. However, a state license is required to auction livestock. Contact: Mississippi Department of Agriculture and Commerce, 500 Greymont Ave., Jackson, MS 39202. For any type of auction, a local privilege license may be required from the city or county tax assessor in the city or county where the auction is held.

MISSOURI* —The state does require an auction/auctioneer's license. Contact any county clerk's office.

MONTANA* —The state does not require an auction/auctioneer's license. However, the state does require a $5,000 property bond. Cities may require a license.

NEBRASKA —The state does not require an auction/auctioneer's license.

NEVADA* —The state does not require an auction/auctioneer's license. Licensing is regulated by each local government body.

NEW HAMPSHIRE —The state does require an auction/auctioneer's license. Contact: New Hampshire Board of Auctioneers, Secretary of State, State House, Concord, NH 03301, (603) 271-3242.

NEW JERSEY —The state does not require an auction/auctioneer's license. However, auction permits and licenses are under local government control, each jurisdiction setting its own requirements, fees, etc.

NEW MEXICO —The state does not require an auction/auctioneer's license. However, New Mexico laws are in effect governing auction sales, "puffing" on bids and auction fees. For information, contact a municipal or county clerk. Also, a license must be obtained to auction jewelry. To auction real estate, you must have a real estate license or cooperate with a real estate broker.

NEW YORK —The state does not require an auction/auctioneer's license. However, local ordinances will require auctioneers to obtain a city, town or village license.

NORTH CAROLINA —The state does require an auctioneer's license. An auctioneer must satisfactorily complete 80 hours of classroom work at an approved school of auctioneering and pass a state exam. Each licensee must have a valid contract on all auctions conducted with all terms and conditions expressed. A licensee must place all monies he/she is entrusted with in an escrow account until properly disbursed. He/she must represent all properties honestly, must advertise honestly and properly, and use his/her name, address and North Carolina auction license number on all material and publications. Contact: North Carolina Auctioneers Licensing Board, 3509 Haworth Drive, Raleigh, NC 27609.

NORTH DAKOTA* —The state does require an auctioneer/auction clerk license. Contact: Commission Secretary, Public Service Commission, State Capital, Bismarck, ND 58505, (701) 224-2400.

OHIO* —License is required along with a $10,000 bond. Reciprocity with some states. Contact: Department of Commerce, Division of Licensing, 77 S. High St., 23rd Floor, Columbus, OH 43215, (614) 466-4130.

OKLAHOMA —The state does not require an auction/auctioneer's license. However, many cities do require a bond if the sale is to be held within city limits. Always check with the City Hall.

OREGON —The state does not require an auction/auctioneer's license. However, local municipalities may require permits, fees or licenses.

PENNSYLVANIA* —The state does require an auction/auctioneer's license. Requirements are mandated for resident and non-resident auctioneers. Contact: Marilyn L. Woodruff, Pennsylvania State Board of Auctioneer Examiners, P.O. Box 2649, Harrisburg, PA 17105-2649, (717) 783-3658.

RHODE ISLAND* —The state does require an auctioneer/apprentice auctioneer license. Contact: Department of Business Regulation, Division of Licensing & Consumer Protection, 233 Richmond St., Suite 230, Providence, RI. 02903-4230, (401) 277-3857.

SOUTH CAROLINA* —The state requires auction firm, apprentice auctioneer and auctioneer's licenses. Applicants may be licensed after satisfactorily passing the state exam and either completing a two-year apprenticeship or graduating from an approved auctioneers school. A $5,000 bond is required. The state has reciprocity with 12 states. Fees are: examination, $50; apprentice, $100 annually; auctioneer, $100 annually; auction firm, $100 annually; and license certification, $10. (All license fees subject to change.) Contact: George P. Pechilis, Executive Director, South Carolina Auctioneers Commission, P.O. Box 807, Columbia, SC 29202, (803) 734-3193.

SOUTH DAKOTA* —The state does not require an auction/auctioneer's license. Regarding other South Dakota statues affecting the auction business: it is unlawful to sell licensed vehicles at consignment; to sell real estate, the auctioneer must have a real estate auctioneer's license or a real estate broker's

(Continued on page 66)

State Officers

Alabama Auctioneers Association
President: Daniel R. Holland, P.O. Box 356, Rogersville, AL 35652, (205) 729-8544. **Secretary:** Judy Holland, Rt. 3, Box 416, Rogersville, AL 35652, (205) 729-8544.

Alaska Auctioneers Association
Chairman: Ron Alleva, 133 W. Fifth Ave., Anchorage, AK 99501, (907) 274-9269.

Auctioneers Association of Arizona
President: Gary Poulsen, 15200 N. 51st Place, Scottsdale AZ 85254, (602) 998-1168. **Secretary:** Mary Christmas Plein, 13235 N. 21st Place #3, Phoenix, AZ 85022, (602) 971-0000.

Arkansas Auctioneers Association
President: Sam Mooneyham, 617 W. Conway, Benton, AR 72015, (501) 778-1448. **Secretary:** Louise Appling, 4833 Leonard Rd., Memphis, TN 38109, (901) 789-1291.

California State Auctioneers Association
President: Travis Owsley, P.O. Box 9375, Stockton, CA 95208, (209) 931-5593. **Secretary/Treasurer:** Ron Fausset, P.O. Box 3621, Thousand Oaks, CA 91359. **Executive Secretary:** Milton J. Costa, P.O. Box 1815, Paso Robles, CA 93447-1815, (800) 552-0220.

Colorado Auctioneers Association
President: Raymond L. Holt, 2077 Brookwood Dr., Colorado Springs, CO 80918, (719) 635-7331. **Secretary:** Steven Hunt, P.O. Box 2603, Grand Junction, CO 81502, (303) 241-7658.

Connecticut Auctioneers Association
President: William Ulbrich, 128 East St., Wallingford, CT 06492. **Secretary:** Adaele Scavone, 685 High St., Naugatuck, CT 06770.

Florida Auctioneers Association
President: Dave Manor, CAI, P.O. Box 36, Gotha, FL 34734, (407) 282-8466. **Secretary:** Wayne H. Blecha, P.O. Box 999, Paisley, FL 32767, Bus., (904) 669-6622, FAA, (904) 669-3000.

Georgia Auctioneers Association
President: Bobby Tucker, 16 Commerce Court, Rome, GA 30161, (404) 295-7501. **Secretary:** Wayne Evans, CAI, P.O. Box 4600, Columbus, GA 31904, (404) 324-0344. **Executive Director:** Freddi Hagin, 561-S Thornton Rd., Lithia Springs, GA 30057, (404) 948-7805.

Idaho Association of Professional Auctioneers
President: Wayne G. Harris. P.O. Box 137, Kendrick, ID 83537. **Secretary/Treasurer:** Darrel M. Jensen, 825 West 100 South, Blackfoot, ID 83221, (208) 785-6900.

Illinois Auctioneers Association
President: James McDonald, Box 205, Pecatonica, IL 61063, (815) 335-2144. **Secretary**: Rondel L. Boyd, 108 W. Main St., P.O. Box 160, Oblong, IL 62449, (618) 592-4233.

Indiana Auctioneers Association
President: Greg M. Michael, CAI, P.O. Box 7, Camden, IN 46917, (219) 686-2615. **Secretary/Treasurer:** Dan Baker, P.O. Box 5667, Lafayette, IN 47903, (317) 447-4270.

Iowa Auctioneers Association
President: Howard Buckles, 1002 Sixth St., P.O. Box 264, Keosauqua, IA 52565, (319) 293-3305. **Secretary:** Margaret H. Bloomer, Rt. 3, Box 43, Glenwood, IA 51534, (712) 527-3615.

Kansas Auctioneers Association
President: Leland W. Boesker, Route 2, Moundridge, KS 67107, (316) 345-2603. **Secretary:** Sherri Theurer, 318 N. Washington, Wellington, KS 67152 (316) 326-7315.

Kentucky Auctioneers Association
President: Danny R. Ford, CAI, P.O. Box 143, Mount Vernon, KY 40456, (606) 256-4545. **Secretary/Treasurer:** James Willard, CAI, 1323 Maple St., Shelbyville, KY 40065, (502) 722-5393. **Executive Director:** Wilma Atherton, Box 148, Hodgenville, KY 42748, (502) 358-3812.

Louisiana Auctioneers Association
President: Penny Mutz, 19701 Chef Menteur, New Orleans, LA 70129, (504) 254-1601. **Secretary:** David E. Gilmore, 2110 I-10 Service Rd., Ste. 203, Kenner, LA 70065, (504) 443-1280.

Maine Auctioneers Association
President: Phil McIntyre, P.O. Box 231, Anson, ME 04911, (207) 696-5809. **Secretary:** Charles Hare, R.R. 1, Box 1276, Stockton Springs, ME 04981, (207) 567-3757. **Treasurer:** Pamela J. Brooks, RFD 1, Box 270, Burnham, ME 04922, (207) 487-2468.

Auctioneers Association of Maryland
President: R. Andrew Stafford, 20 Park Ave., Baltimore, MD 21201, (301) 523-5100. **Secretary:** Rodney Thompson, Route 3, Box 71-A, Hollywood, MD 20636, (301) 373-3673. **Executive Secretary:** Gladys M. Ridge, 15 N. Court St., Frederick, MD 21701, (301) 663-1555.

Massachusetts State Auctioneers Association
President: Joan F. Caddigan, CAI, 778 Washington St., Hanover, MA 02339, (617) 826-8748. **Secretary:** Richard T. Murphy, 102 Pleasant, P.O. Box 23, Stoughton, MA 02072, (617) 344-1122.

Michigan State Auctioneers Association
President: Dan Burns, 500 Ten Mile Road, N.E., Comstock Park, MI 49321, (616) 887-7237. **Secretary/Treasurer:** Gwyn Besner, 13785 Swan Creek, Hemlock, MI 48626, (517) 642-8158. **Executive Director:** Brian P. Lovellette, 209 Seymour Ave., Suite 2, Lansing, MI 48933-1113, (517) 372-7391.

Minnesota State Auctioneers Association
President: Richard Houghton, Red Wing, MN, (612) 388-5870. **Secretary:** Lowell Gilbertson, Rochester, MN, (507) 282-8466.

Mississippi Auctioneers Association
President: J. Drue Lundy, P.O. Box 577, Belzoni, MS 39038, (601) 247-3292. **Secretary:** Billy Nichols P.O. Box 463, Belzoni, MS 39038.

Missouri Professional Auctioneers Association
President: Densil Allen, Route 3, Box 138, Warrensburg, MO 64093, (816) 747-6988. **Secretary/Treasurer:** Wesley B. Wester, Route 1, Box 575, Willard, MO 65781, (417) 742-4348.

Montana Auctioneers Association
President: Tex Pate, 6435 Hwy. 12 E., East Helena, MT 59635, (406) 227-6578. **Secretary:** Gayle Ellis, Box 50310, Billings, MT 59105, (406) 252-7066.

Nebraska Auctioneers Association
President: Bill Rut, Route 1, Box 54, Dorchester, NE 68343, (402) 946-6731. **Secretary/Treasurer:** Jeff Marshall, Rt. 1, Box 41, Elm Creek, NE 68836, (308) 345-3303.

Nevada Auctioneers Association
(Inactive)

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State Officers

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New Hampshire Auctioneers Association
President: George Twigg III, Loon Pond Rd., Gilmanton, NH 03237, (603) 271-2578. **Secretary:** Irene M. Spaulding, 3 Tiffany Lane, Bedford, NH 03102, (603) 472-2371.

New Jersey State Society of Auctioneers, Inc.
President: Margaret Combs, CAI, P.O. Box 277, Whitehouse Station, NJ 08889, (201) 534-9441. **Secretary:** Donald Herbert, P.O. Box 280, Allenwood, NJ 08720, (201) 223-3613.

New Mexico Auctioneers Association (Inactive)
President (Acting): Jacquelyn Paul, P.O. Box 8655, Albuquerque, NM 87198-8655, (505) 291-8422.

New York State Auctioneers Association, Inc.
President: Ralph F. Passonno Jr., CAI, 63 Hillcrest Drive, Albany, NY 12203, (518) 438-9159, (FAX) (518) 438-9159. **Executive Secretary/Treasurer:** Duane E. Gansz, CAI, 14 William St., Lyons, NY 14489, (315) 946-6241, (FAX) (315) 946-6747.

Auctioneers Association of North Carolina
President: Lonnie Troutman, 150 E. Water St., Statesville, NC 28677, (704) 873-5233. **Secretary:** Pat Worley, Route 1 Box 108, Princeton, NC 27569, (919) 936-8281.

North Dakota Auctioneers Association
President: Wayne Trottier, Route 2, P.O. Box 132, Northwood, ND 58257, (701) 543-3336. **Secretary/Treasurer:** Scott Steffes, 1310 23rd St. S., Fargo, ND 58103, (701) 237-9173. **Executive Secretary:** Kay Aldinger, R.R. 1, Box 36A, Cleveland, ND 58424, (701) 763-6262.

Ohio Auctioneers Association
President: Lowell Chambers, CAI, 111 East Main St., Hillsboro, OH 45133, (513) 393-1948. **Secretary:** Byron E. Dilgard, CAI, 135 Union St., Ashland, OH 44805, (419) 281-2122. **Executive Director:** Marty Nelson, 17 South High St., Suite 1200, Columbus, OH 43215, (614) 221-1900.

Oklahoma State Auctioneers Association
President: Robert Bristol, CAI, P.O. Box 95052, Oklahoma City, OK 73141, (405) 672-0114. **Secretary:** Ray Patterson, CAI, P.O. Box 428, Frederick, OK 73542, (405) 335-2320.

Oregon Auctioneers Association
President: Steve Van Gordon, CAI, P.O. Box 520, Canby, OR 97013, (503) 266-1551. **Secretary:** Mel Neagle, P.O. Box 8, Brownsville, OR 97327, (503) 466-3068.

Pennsylvania Auctioneers Association
President: Vernon L. Martin, CAI, 2550 Shelly Rd., Harleysville, PA 19438, (215) 723-1171. **Secretary/Treasurer:** James E. Lewis, 557 Wyoming Ave., Wyoming, PA 18644, (717) 693-0372. **Executive Secretary:** Jeanie M. Staley, P.O. Box 55, Dauphin, PA 17018, (717) 921-2800.

Rhode Island Auctioneers Association
President: Jack Martone, 64 Spencer St., West Warwick, RI 02893, (401) 826-1564. **Secretary:** David F. Lucas, 2 High St., Smithfield, RI 02917, (401) 231-0920.

South Carolina Auctioneers Association
President: Allen Ashley, CAI, Rt. 1, Box 458, Belton, SC 29627, (803) 226-1193. **Secretary/Treasurer:** Teresa Weatherly, CAI, 913 Kalmia St., Florence, SC 29501, (803) 669-4648. **Executive Secretary:** Shirley Broadwell, 1725 Zoar Rd., Fort Mill, SC 29715, (803) 548-2037.

South Dakota Auctioneers Association
President: Jim Thorpe, P.O. Box 1827, Aberdeen, SD 57402. **Executive Secretary:** Kristi M. Fischer-Wagner, 5200 40th St. N., Aberdeen, SD 57401-9180, (605) 226-2955.

Southern California Auctioneers Association
President: Stephen Grove, 2020 E. 7 St., Los Angeles, CA 90021. **Secretary:** Maury Slavkin, 19510 Ventura Blvd., #212, Tarzana, CA 91356.

Tennessee Auctioneers Association
President: George Miller, Route 5, Knoxville Highway, Newport, TN 37814. **Secretary/Treasurer:** Bobby Colson, 2012 Beech Ave., Nashville, TN 37204, (615) 292-6619.

Texas Auctioneers Association
President: Tom Keilman, 12316 Indian Mound, Austin, TX 78757, (512) 836-5544. **Secretary/Treasurer:** Charles Connour, 3425 Dorchester, Bedford, TX 76021, (817) 545-9845.

Utah Auctioneers Association
President: Doug Taylor, 921 W. Riverdale Road, Ogden, UT 84405, (801) 392-2214. **Secretary/Treasurer:** Christine Taylor, 5361 S. 7500 West, Hooper, UT 84315, (801) 776-6848.

Vermont Auctioneers Association
President: Charles M. Barsalow, 15 Main St., Milton, VT 05468, (802) 893-2660. **Secretary/Treasurer:** Sandi Murphy, P.O. Box 20, Enosburg, VT 05450, (802) 933-2494.

Virginia Auctioneers Association
President: Richard Herring, CAI, HCR 33 Box B, Stanardsville, VA 22973, (804) 985-3158. **Secretary/Treasurer:** Barry Cole, CAI, Rt. 1, Box 182, Callaway, VA 24067, (703) 483-4539.

Washington Auctioneers Association
President: Mark D. Macon, CAI, 728 Rees, Walla Walla, WA 99362, (509) 529-7770. **Secretary:** Ken Maurer, P.O. Box 2662, Pasco, WA 99302, (509) 547-5538.

West Virginia Auctioneers Association
President: Joseph Anthony Felosa, CAI, P.O. Box 179, Haywood, WV 26366, (304) 592-0378. **Executive Director:** Carlyle Millard, CAI, 413 High St., Bridgeport, WV 26330, (304) 842-2946.

Wisconsin Auctioneers Association
President: Wayne Huntzicker, Rt. 1 Box 47, Cashton, WI, 54619, (608) 654-7868. **Secretary:** Robert Massart, CAI, 2545 Finger Rd., Green Bay, WI 54302, (414) 468-1113.

Auctioneers Association of Canada
President: Gary J. Peterson, 2945 rue Diab, St. Laurent, Quebec Canada H4S 1M1. **Secretary:** Joyce M. Norris, 12541 Airport Rd., Caledon East, Ontario, Canada L0N 1E0, (416) 857-4448.

Auctioneers Association of Alberta
President: Wes Spencer, #300, 11821-123 St., Edmonton, Alberta, Canada T5L 0G7, (403) 454-8317. **Secretary:** Lorraine Klepper, R.R. 1, Red Deer, Alberta, Canada T4N 5E1, (403) 340-2070.

License Laws

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license; an auctioneer is required to have 24 hours of continuing real estate education hours within a two-year period; to clerk a real estate auction, you must be either a real estate broker, an attorney or an employee of a bank.

TENNESSEE* —The state does require an auctioneer license. Contact: Tennessee Auctioneers Commission, 500 James Robertson Parkway, Volunteer Plaza Building, Nashville, TN 37219.

TEXAS* —The state does require an auction/auctioneer's license. The owner or operator of an auction house/company must be licensed as well as the bid caller. Applicants are required to pass an examination, or to obtain an associate license and work under a licensed auctioneer for one year during which time they bid call at least five auctions. A $5,000 surety bond is also required. Texas has reciprocal agreements with 12 states, which entitles resident licensees from these states to obtain a Texas license without taking the examination, although all other requirements must be met. Names and license numbers must appear in all advertising. Contact: Nancy Bailey, Auctioneer Program Manager, Texas Department of Labor and Standards, Richard L. Morgan, Commissioner, P.O. Box 12157, Austin, TX 78711, (512) 463-2906; auctioneer license fee is $100. Examination fee is $25. Associate's fee is $50. Licenses are issued for one-year periods.

UTAH —The state does not require an auction/auctioneer's license. However, you do have to pay a fee in each of the municipalities where you hold an auction. Check with the city clerk.

VERMONT* —The state does require an auction/auctioneer's license. Contact: James Douglas, Secretary of State, 109 State St., Montpelior, VT 05602, (802) 828-2363. Resident fee of $25 licenses the auctioneer for two years. A non-resident fee of $50 licenses the auctioneer for one-year.

VIRGINIA* —Registration and Certification effective July 1, 1984. $10,000 bond required. Contact: Geralde W. Morgan, Administrator, Virginia Auctioneer Board, Department of Commerce, 3600 West Broad Street, Richmond, VA 23230-4917. The state does require an auction/auctioneer's license. Contact: Division of Professional Licensing, P.O. Box 9649, Olympia, WA 98504, (206) 753-2803.

WEST VIRGINIA* —The state does require an auction/auctioneer's license. Contact: Cleve Benedict, Commissioner of Agriculture, West Virginia Department of Agriculture, State Capitol, Charleston, WV 25305, (304) 348-2201.

WISCONSIN* —The state does not require an auction/auctioneer's license. However, many municipalities have their own rules, ordinances and fees.

WYOMING* —The auctioneer license is not handled on the state level. The city or town clerk of the city or town in which the auctioneer plans to do business must be contacted regarding licensing, laws, etc.

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LMA

from page 57

Iowa; **Donald J. Raffan,** Armstrong, BC., Valley Auction, Armstrong.

Marion J. Rus, Rock Valley, Iowa, Tri-State Livestock, Sioux City, Iowa; Sam Teply, Lexington, Neb., Lexington Livestock Market; Ralph Waite, Lenapah, Okla., Victory and Willibey Livestock Commission Co., Tulsa, Okla.; Garren Walrod, Fulton, Kan., Eastern Kansas Livestock, d/b/a Fort Scott Sales Co., Fort Scott, Kan.;

Kenneth Wilcox, Amarillo, Texas, Amarillo Livestock Auction, Cattleman's Livestock Commission Co., Dalhart, Texas, Five States Livestock Auction, Clayaton, N.M., Tulia Livestock Auction, Tulia, Texas, Satellite Cattle Exchange, Amarillo, Superior Livestock Auction, Fort Worth, Texas.

Three judges, all market owners, viewed and scored an unedited videotape submitted by each contestant on vocal clarity and quality, execution of the sale, and by answering the question, "Would I hire this auctioneer for my business?"

In addition, LMA also named nine North American regional champions, and eight regional reserve champions. They are:

Northeast: Champion, **Rod Loomis,** Transfer, Pa., Mercer Livestock Auction, Mercer, Pa. There was no Northeast reseve champion.

Mid-Southeast: Champion, Lane; Reserve Champion Jay Romine, Mt. Washington Ky., Producers Live Stock Marketing Association, Louisville, Ky.

Midwest: Champion, Del Clement; Reserve Champion, Greg Clement.

North Central: Champion, Rus; Reserve Champion, Pryor.

Colorado, Kansas, Nebraska: Champion, Frazier; Reserve Champion, Moravec.

Arkansas & Oklahoma; Champion, Waite; Reserve Champion, Greg M. Highsmith, Vinita, Okla., Four-State Stockyards, Diamond, Mo., South Coffeyville Stockyard, South Coffeyville, Okla.

Northwest: Champion, Lex Madden; Reserve Champion, Dinwoodie.

Southwest: Champion, Pennington; Reserve Champion, Olvera.

The regional winners will compete in the June finals, except for Loomis, Romine, Highsmith and Stokes. The 30 semi-finalists will compete at the Shasta Livestock Auction Yard in Cottonwood, Calif., on June 15. After a turn in the auction block, they will be narrowed down to 10 finalists.

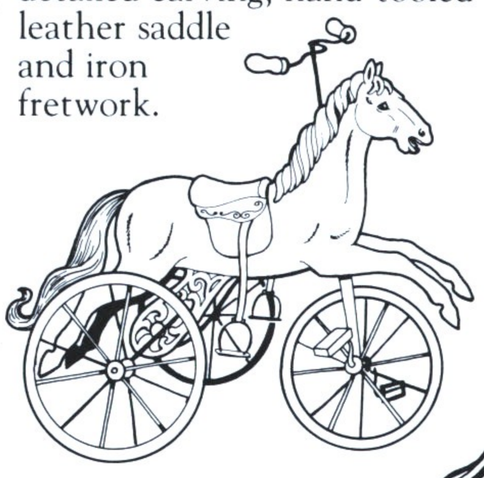
These 10 will then be interviewed by a panel of judges and scored on their ability to handle the news media and industry issues in a simulated "news conference." The 10 will return to the block, where they'll be scored again on their auction skills during an actual sale.

The winners — world champion, reserve and runner-up champions — will be named at an awards ceremony that evening. In addition to the $5,000 first prize, the reserve champion will take hoe $2,000, and the runner-up, $1,000. The winners also will receive trophies and prizes.

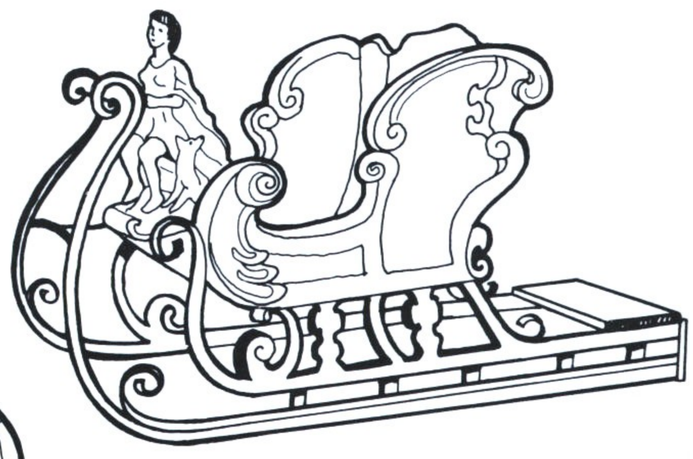
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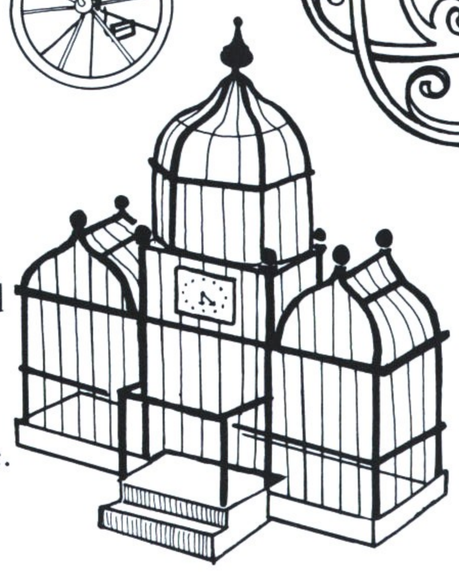
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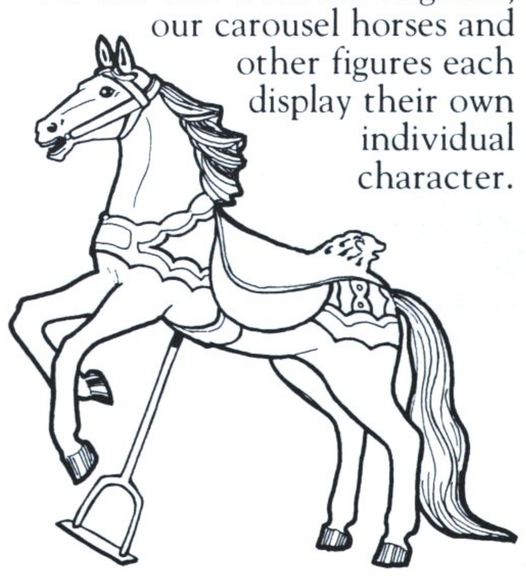
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The NAA members listed below have agreed to provide free advice to beginning auctioneers. Other members interested in sharing their expertise to improve the auction profession are encouraged to contact President Ronald W. Faison, CAI, in writing in care of the NAA Headquarters.

Auctioneers using the mail to take advantage of this service should include a self-addressed, stamped envelope with their information request.

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(Continued on page 69)

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To help make this network successful, please encourage your auction crew to send in their individual applications. We need clerks, cashiers, set-up crews and others.

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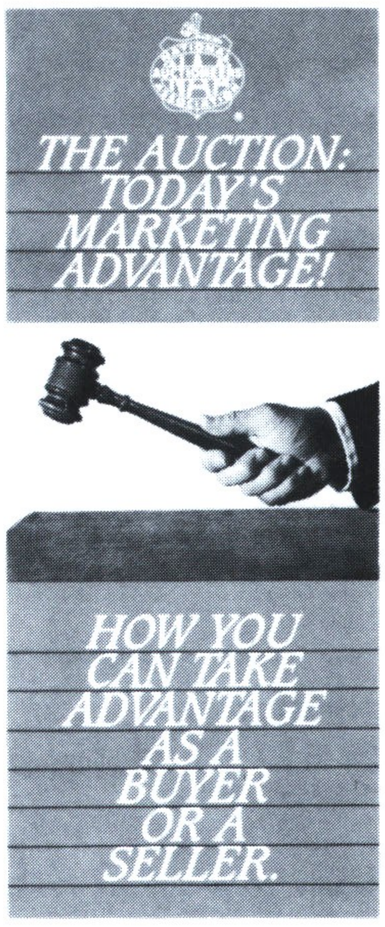
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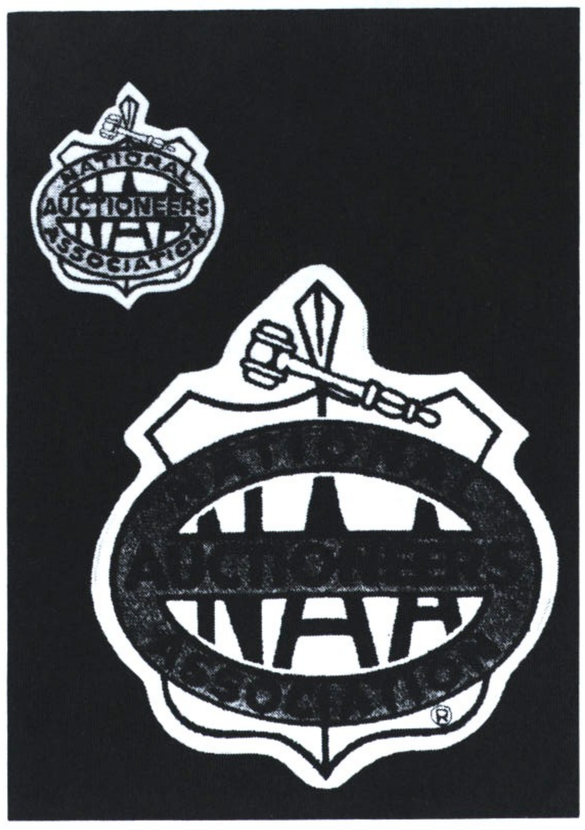


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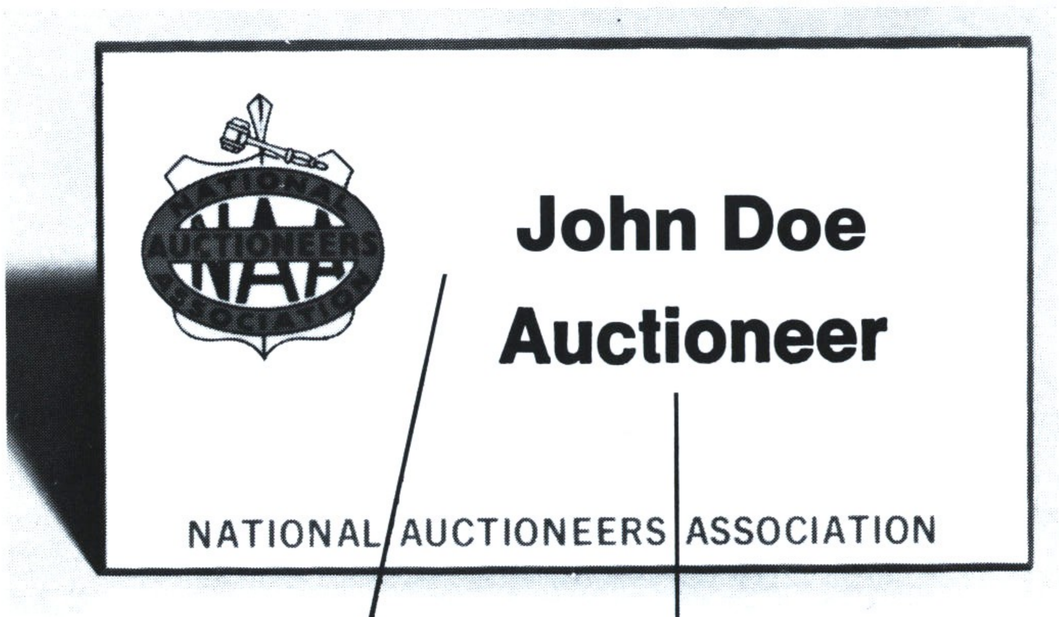


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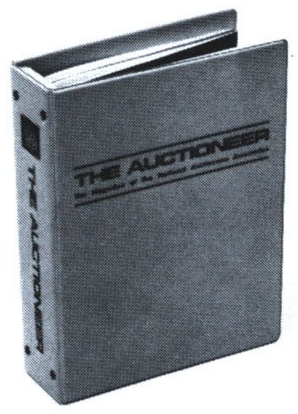
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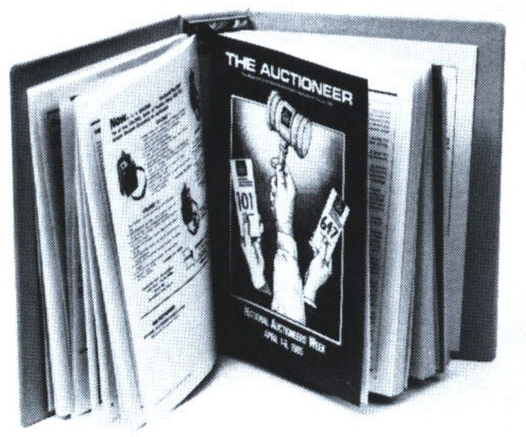
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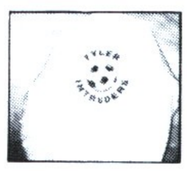
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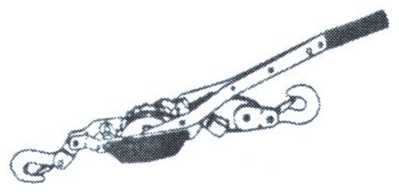
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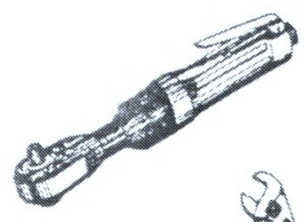
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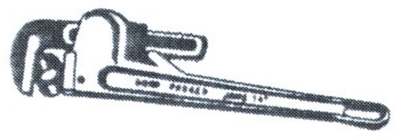








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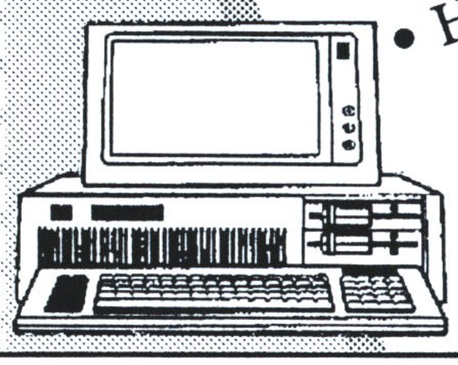


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Reid, Thomas D., Rt. 1 Box 79, Peace Valley, MO 65788, (417) 256-5674.

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Carpenter, James, Route 3 Box 378, Claremont, NC 28610, (803) 464-2342.

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Hickman, David, 1003 Glenwood Drive, Yukon, OK 73099, (405) 787-4646.

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Wisconsin

Schomisch, Michael R., 1326 Wild Rose Lane, Neenag, WI 54956, (414) 734-9382.

Stockwell, Randy J., R.J. Stockwell Auctions, W5340 County Line Road, Dorchester, WI 54425, (713) 654-5162.

Headquarters Report

Although only 49 people participated in the NAA's Antiques and Personal Property Seminar, many of them expressed the opinion that it was the best seminar they had ever attended. The sessions were quite informative, the hotel facilities were excellent and the Orlando area offered a multitude of exciting attractions. As a special treat, the seminar registrants enjoyed the hospitality of **Marty** and Brenda **Higgenbotham** at their beautiful ranch home near Lakeland, Fla., Monday evening.

Here are some of the comments participants made on their seminar questionnaires:

"Well-qualified speakers. Many thanks to the planners. You did an excellent job of preparation."

"All the speakers were very interesting and had many good ideas."

"My first seminar, so I learned a lot."

"It was informative and interesting. The participants in the panel, as well as the people on the floor, were all helpful."

In promoting NAA seminars, we always emphasize the experience and knowledge of our speakers. Since many of them are leaders in their fields, we are certainly correct in doing this. But at the same time, we should also explain that these auctioneers are ready and willing to share what they have learned over the years with newcomers to the profession.

So if you are just getting started as an auctioneer, don't hesitate to attend one of our upcoming seminars or conventions. You'll receive a warm welcome.

****

A limited number of spaces are still available in the trade show hall for the 1990 NAA Convention, which will be held July 10-14 in Baltimore. If you provide services or products aimed at the auction profession, your company should have an exhibit.

The cost ranges from $375 to $425, depending upon the size of the space you select. Contact the NAA Headquarters for complete details.

****

The 1990 International Auctioneer Championship will be held Wednesday, July 11, in Baltimore. If you would like to enter, please complete the form found elsewhere in this issue of the magazine.

Note: Entries postmarked later than July 1, 1990 will not be accepted. Auctioneers will not be allowed to sign up for the competition at the convention.

****

Has your auction company ever conducted a seminar to educate the general public about the auction method of marketing? If so, we would be interested in how you organized and promoted it. Contact John Walter or me with the details.

Joe Keefhaver,
Assistant to the
Executive Vice President

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June 1990

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7 West Virginia Auctioneers Association	8 South Dakota Auctioneers Association	9
10 SDAA Cont. Ohio Auctioneers Association Tennessee Auctioneers Association	11	12 Wisconsin Auctioneers Association 40th Anniversary Convention	13	14	15	16
17 Alabama Auctioneers Association	18	19	20	21 Texas Auctioneers Association	22	23
24	25	26	27	28	29	30

Convention and Seminar Dates

1990

May 5-6: Oklahoma Auctioneers Association Convention, Oklahoma City. (NAA Representative: Robert Steffes, CAI).

May 5-6: Nebraska Auctioneers Association, Ramada Inn, Kearney, NE. Contact: William E. Rut, (402) 946-6731. (NAA Representative: Wayne Stewart, CAI.)

June 7: West Virginia Auctioneers Association Seminar, South Charleston, WV. Contact: Carlyle Millard, (304) 842-2946.

June 8-10: South Dakota Auctioneers Association, Sioux Falls, SD. Contact: Kristi Fischer-Wagner, (605) 226-2955.

June 10-11: Tennessee Auctioneers Association Convention, River Terrace, Gatlinburg, TN. Contact: Bobby Colson, (615) 292-6619.

June 10-11: Ohio Auctioneers Association. Summer convention. College Corner, OH. Contact: Marty Nelson, (614) 221-1900.

June 12-14: Wisconsin Auctioneers Association 40th Anniversary Convention, Heidle House, Green Lake, WI. Contact: Robert J. Massart, CAI, (414) 468-1113. (NAA Representative: Robert Frey.)

June 17-18: Alabama Auctioneers Association, Gulf Shores, Ala. Contact: Judy Holland, (205) 729-8544. (NAA Representative: Paul McInnis, CAI).

June 21-23: Texas Auctioneers Association, Sofitel Hotel, Houston, TX. Contact: Charles Connour, (817) 545-9845. (NAA Representative: Barry Gordon, CAI).

July 10-14: NAA Convention, Hyatt Regency Hotel, Baltimore, MD.

Oct. 27-28: Iowa Auctioneers Association Fall Convention, Amana Holiday Inn, Amana Colonies, IA. Contact: Howard Buckles, (319) 293-3305.

Nov. 3-4: Indiana Auctioneers Association, Radisson Inn, Evansville, IN. Contact: Greg Michael, CAI, (219) 686-2615. (NAA Representative: Paul McInnis, CAI).

Nov. 4-5: Washington Auctioneers Association, Ramada Inn, Bothell, WA. Contact: Ken Maurer, (509) 547-5538.

Nov. 11-12: Illinois State Auctioneers Association, Peoria, Ill. Contact: Rondel L. Boyd, (618) 592-4233. (NAA Representative: Wayne Stewart, CAI).

Nov. 29-Dec. 1: California Auctioneers Association Convention. Nugget Hotel, Sparks, NV. Contact: Jim Mulrooney, (209) 745-4542.

Dec. 2-3: Tennessee Auctioneers Association Winter Meeting, Nashville, TN. Contact: Bobby Colson, (615) 292-6619.

1991

Jan. 10-12: Pennsylvania Auctioneers Association, Marriott Hotel, Harrisburg, PA. Contact: Jeanie M. Staley, (717) 921-2800.

Jan. 11-13: Virginia Auctioneers Association, Old Town Alexandria Holiday Inn, Alexandria, VA. Contact: Chris Rasmus, CAI, (703) 370-2338. (NAA Representative: Wayne Stewart, CAI.)

Jan. 12-14: Ohio Auctioneers Association. Annual meeting. Columbus, OH. Contact: Marty Nelson, (614) 221-1900.

Feb. 1-3: North Dakota Auctioneers Association. Bismark, ND. Contact: Kay Aldinger, (701) 763-6262.

Feb. 15-17: Kansas Auctioneers Association, Holiday Inn Holidome, Hutchinson, KS. Contact: Sherri Theurer, (316) 326-7315.

July 16-20: NAA Convention, Holiday Inn Central, Omaha, NE.

1992

July 28-Aug. 1: NAA Convention, Hyatt Regency Hotel & Radisson Plaza Hotel, Lexington, KY.

1993

July 20-25: NAA Convention, Radisson Hotel, Denver, CO.

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The Auctioneer
Advertising Information

Terms & Conditions

The Auctioneer is published monthly except August (11 issues each year) by the National Auctioneers Association as an informational service to its members and to promote the auction method of marketing.

All advertisers are required to submit credit account information, an advertising agreement, and payment in advance (for first three months) before advertising will be accepted. Advertising must be camera-ready.

Deadline for July Issue: June 1, 1990

Size:	Width X Height	1 - 5 Times	6 - 10 Times	11 Or More Times
Full Page	7-7/16 X 10	270.00	260.00	250.00
2/3 Vert.	4-7/8 X 10	190.00	180.00	170.00
1/2 Vert.	4-7/8 X 7-3/8	140.00	135.00	130.00
1/2 Hor.	7-7/16 X 4-7/8	140.00	135.00	130.00
1/3 Vert.	2-5/16 X 10	100.00	95.00	90.00
1/3 Hor.	4-7/8 X 4-7/8	100.00	95.00	90.00
1/4 Vert.	3-9/16 X 4-7/8	75.00	70.00	65.00
1/6 Vert.	2-5/16 X 4-7/8	50.00	47.50	45.00
1/6 Hor.	4-7/8 X 2-5/16	50.00	47.50	45.00
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1/18	3-9/16 X 1	22.00	21.50	21.00

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Submit all advertising and other correspondence to: THE AUCTIONEER, c/o the National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214-1985. Phone: (913) 541-8084. FAX: (913) 894-5281.

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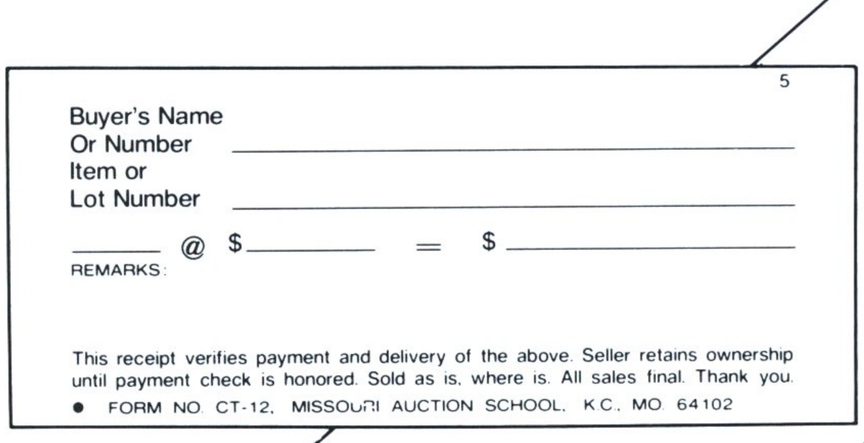
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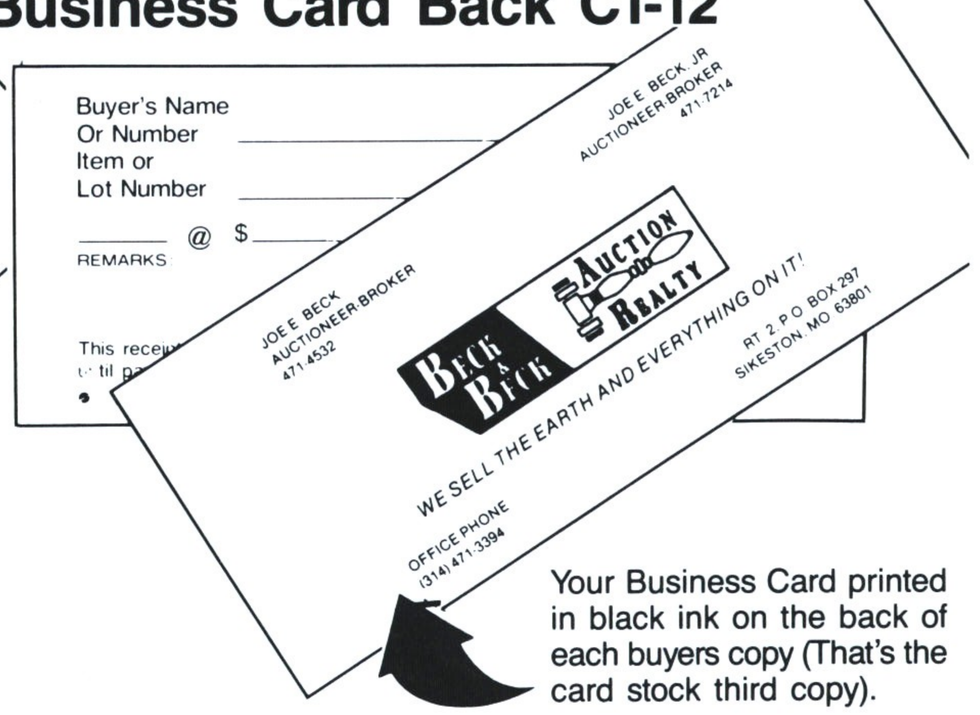
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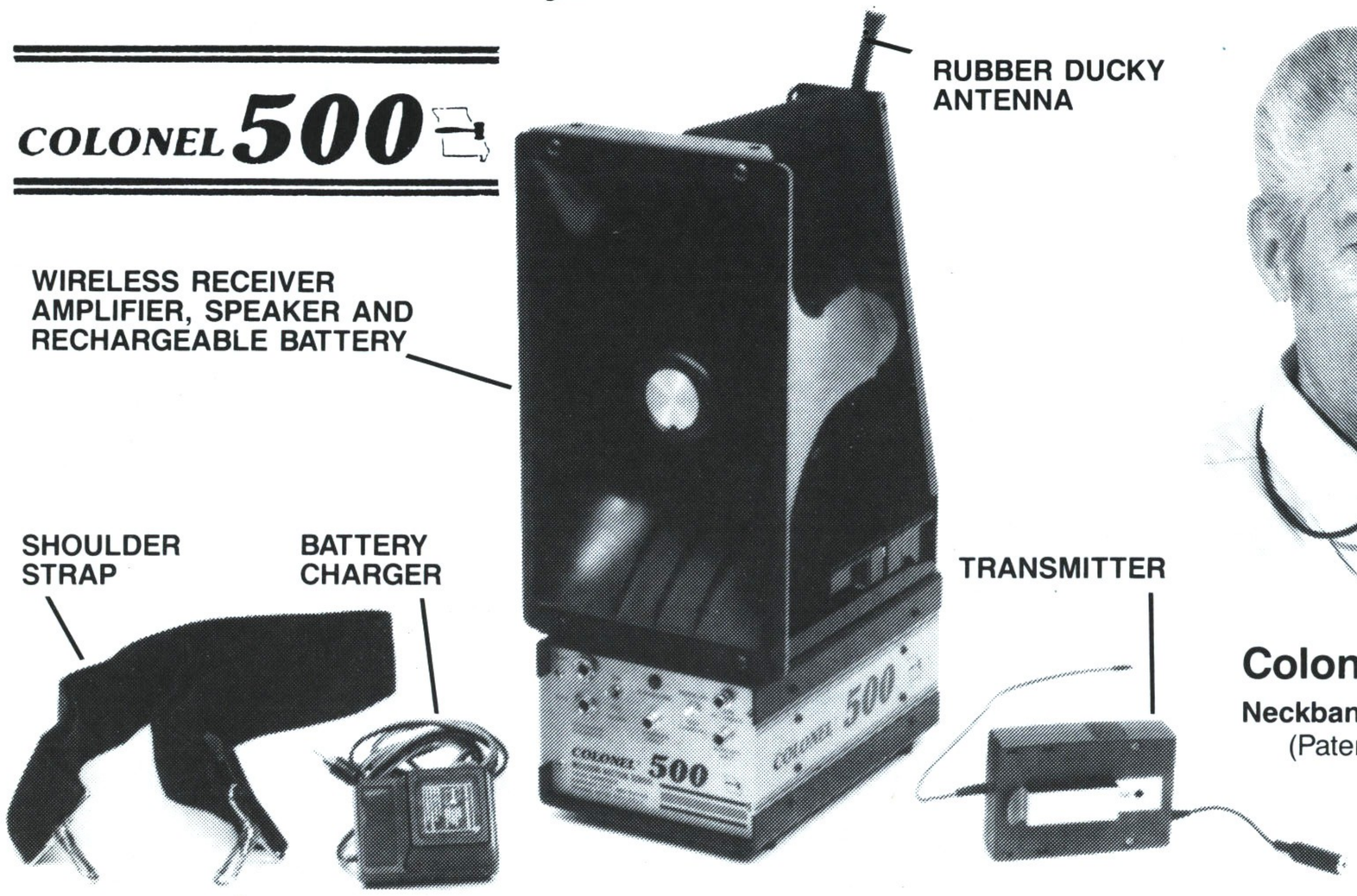
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