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MAY 2007

The official publication of the National Auctioneers Association



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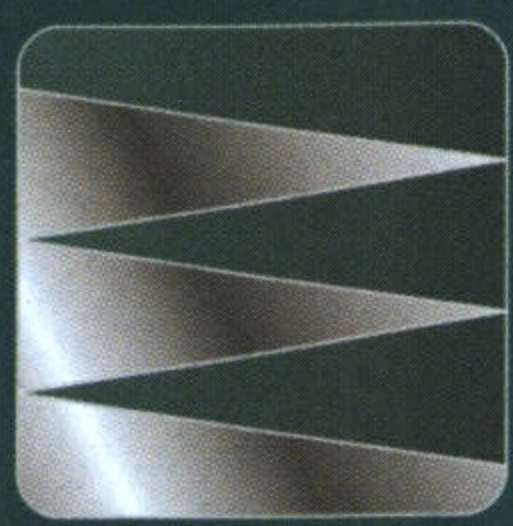
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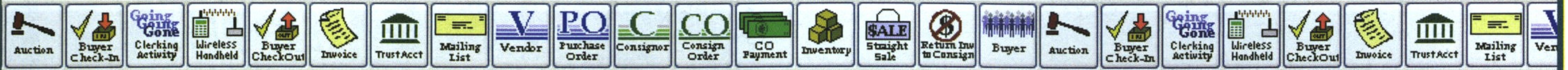




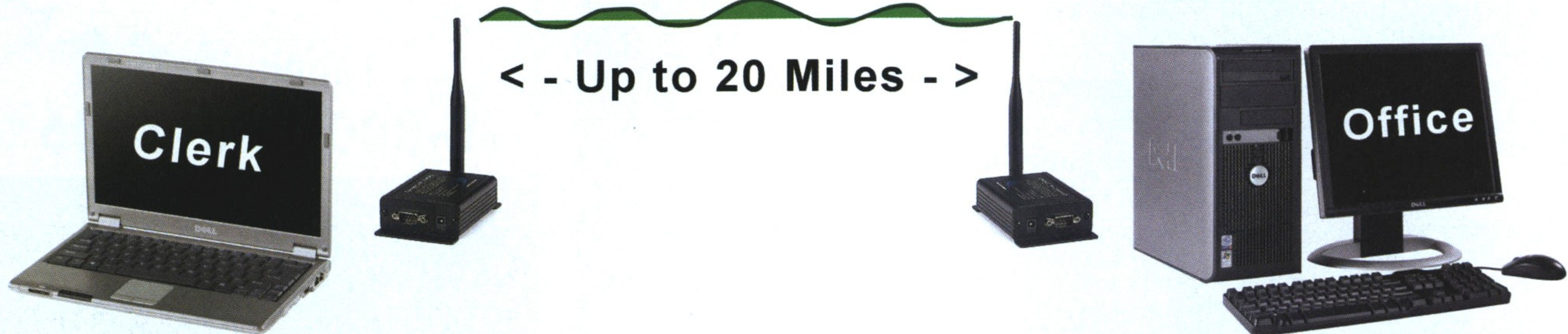
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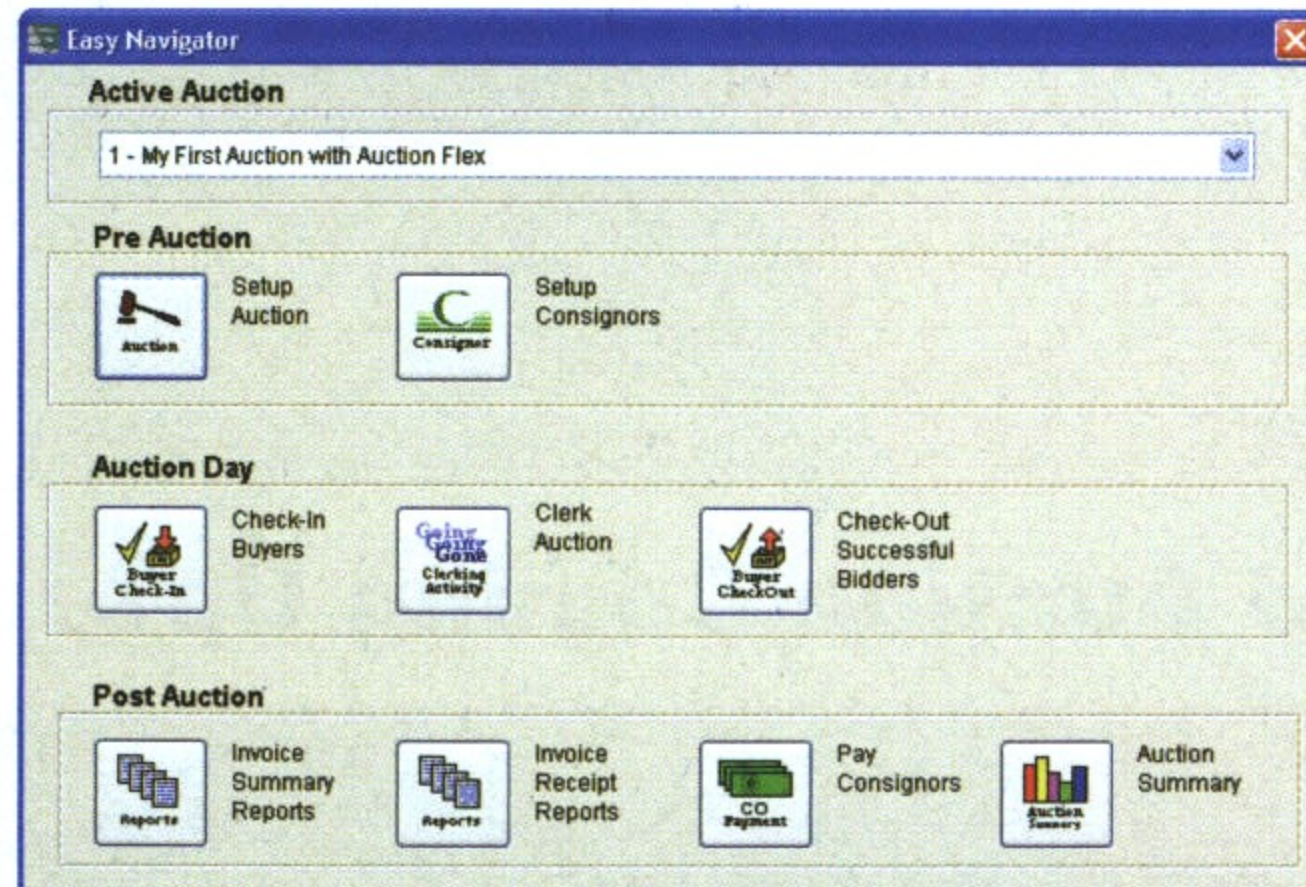


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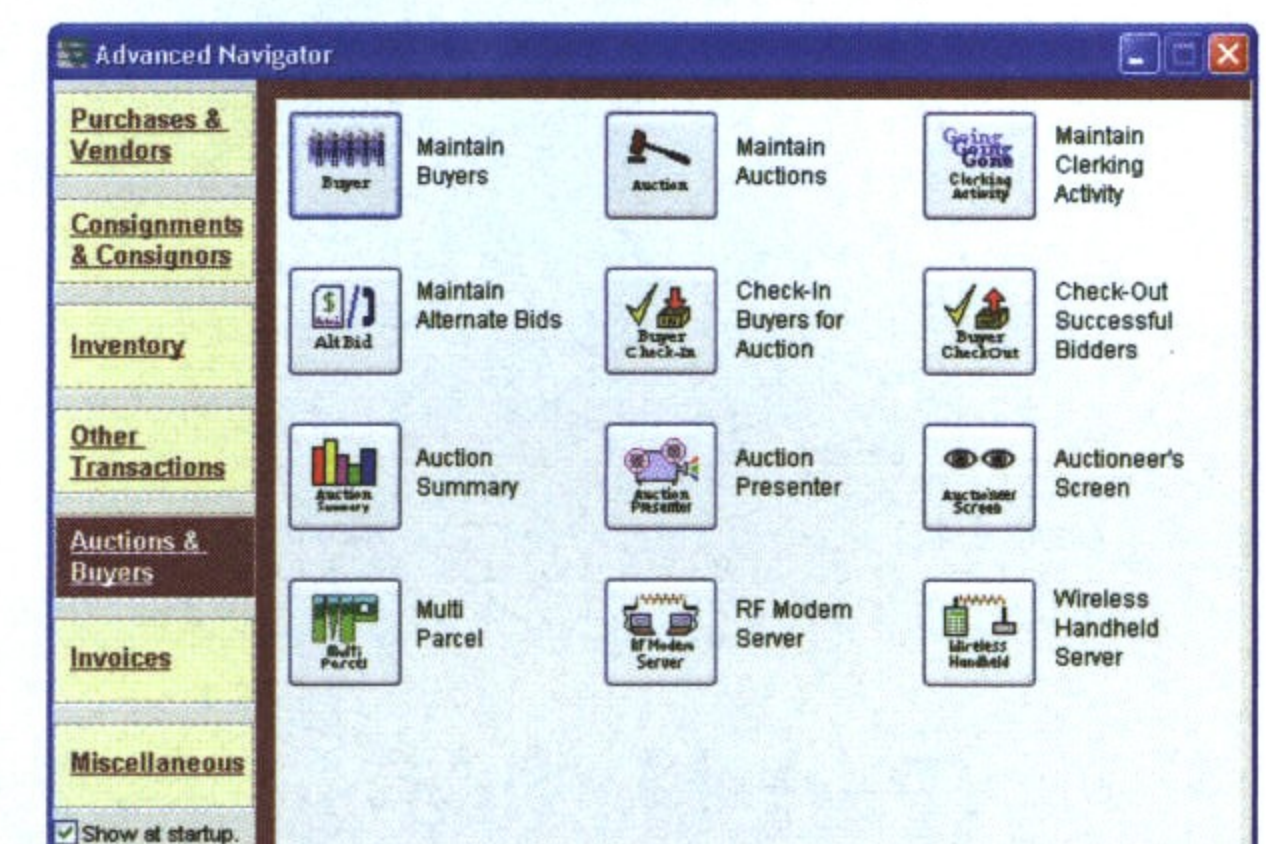
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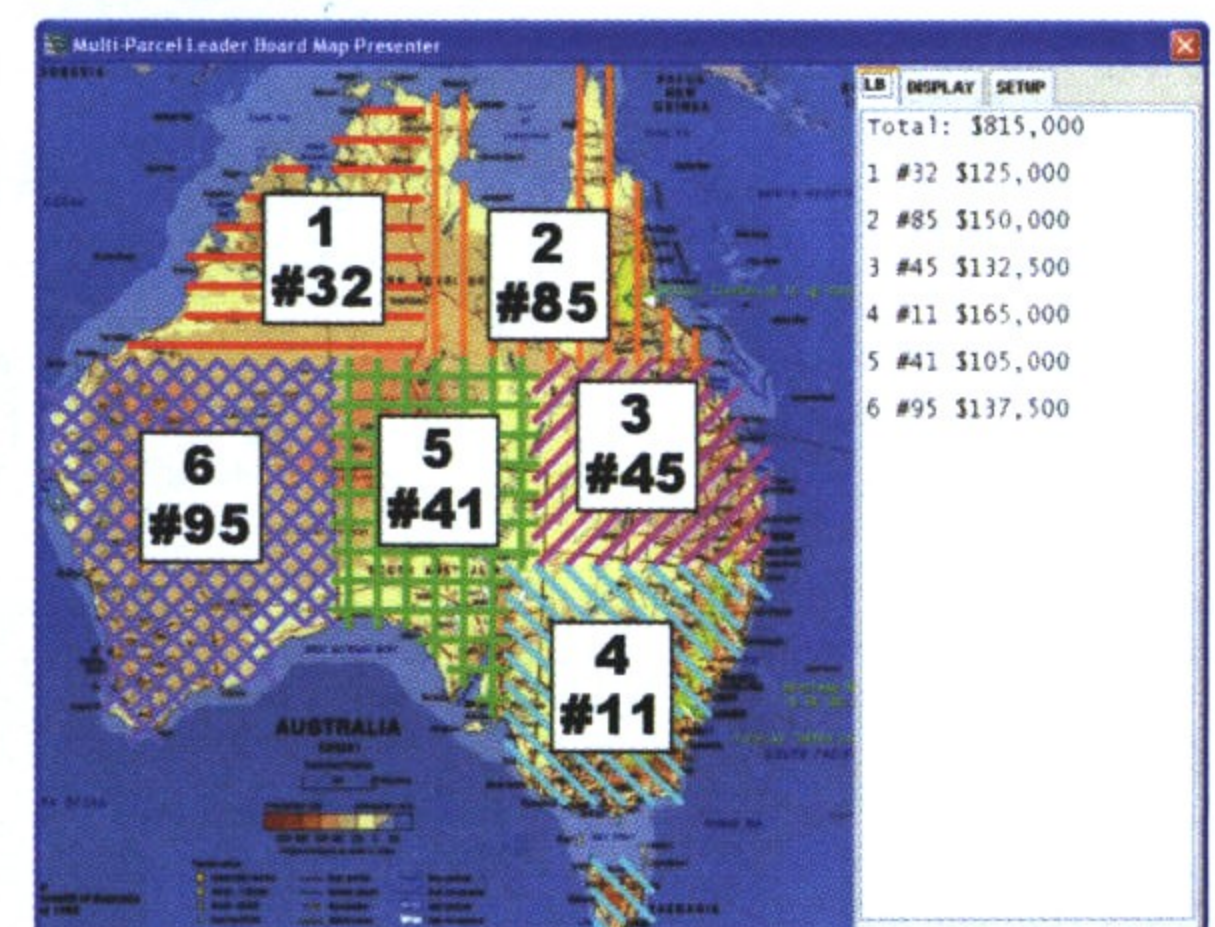


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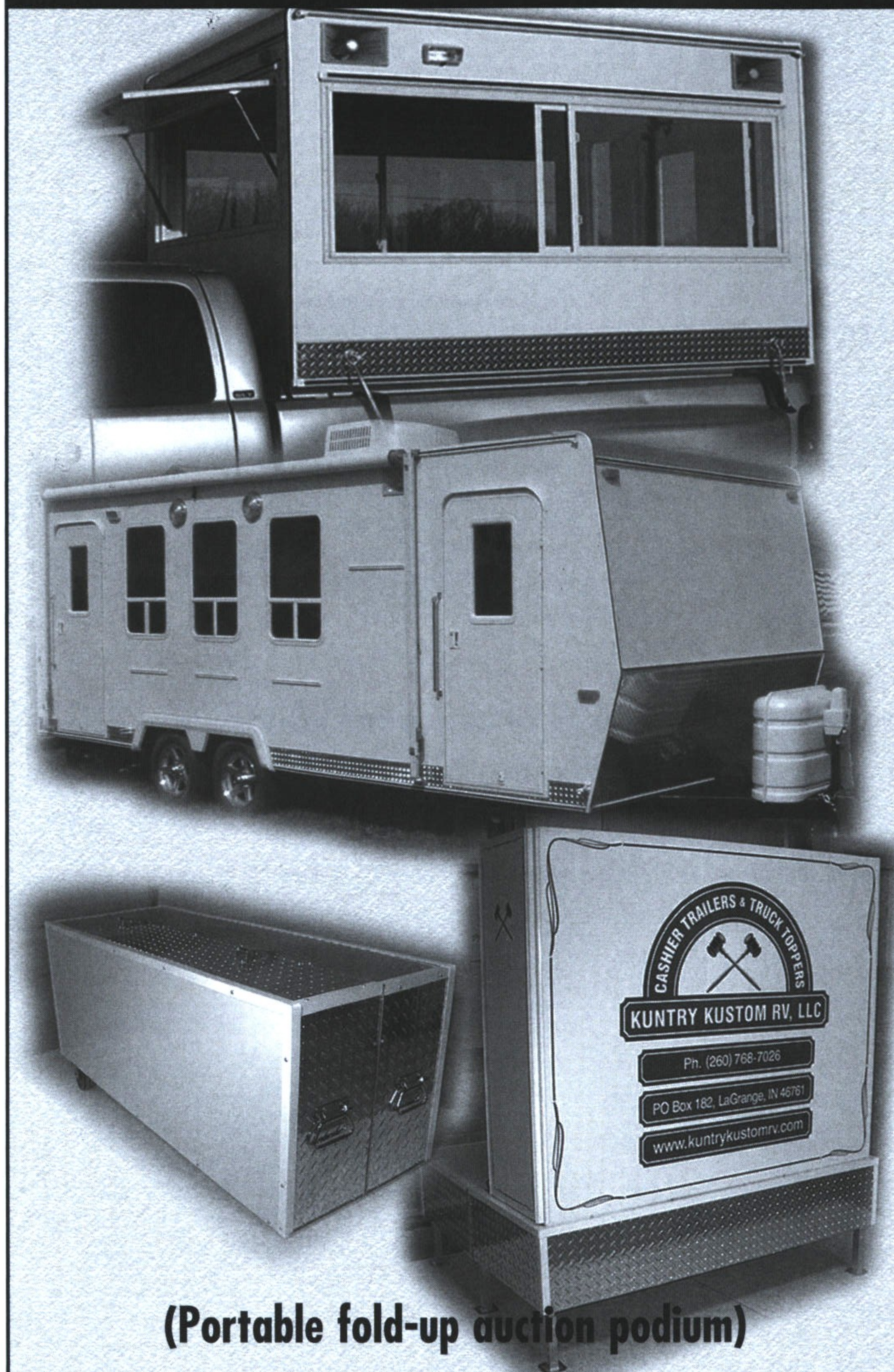
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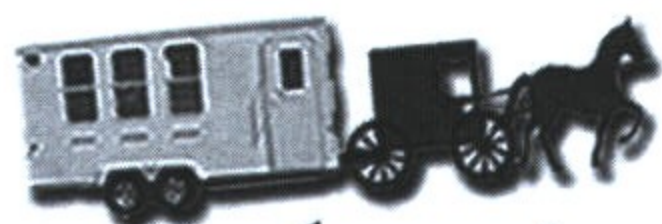
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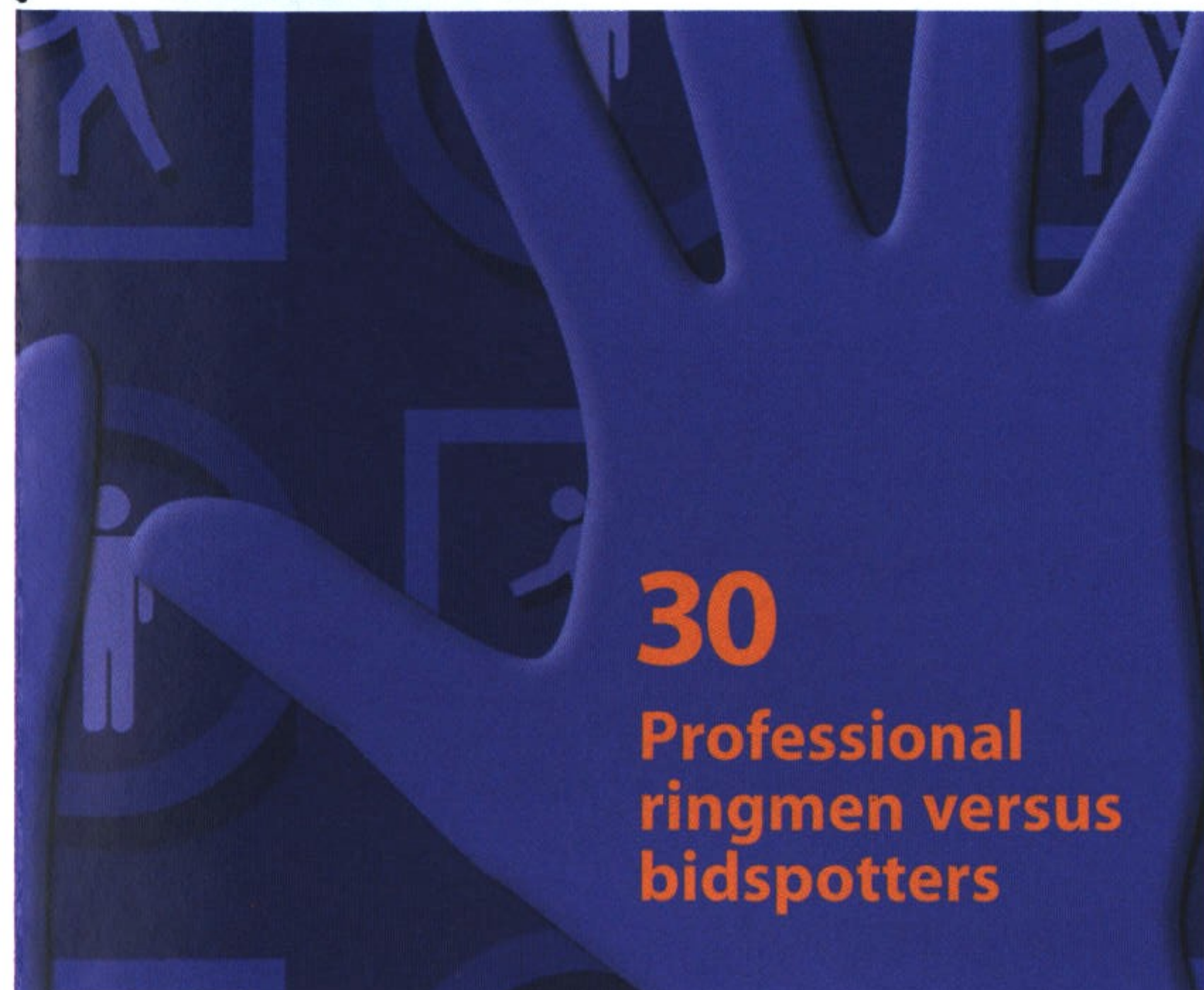


# Auctioneer

www.auctioneers.org

The official publication of the National Auctioneers Association

MAY 2007 VOLUME 59 NUMBER 5



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## On the cover

The terms ringman, bidspotter, bid assistant and ring person all refer to the person taking the bids from the audience during an auction, but there is an elevated focus now on the importance of a trained and experienced ringman to help the success of an auction.

Auctioneers, sellers and even buyers say they see the differences between a professional ringman and an amateur bid spotter.

Cover Illustration by Leanna Sisson

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## Auctioneer

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## This one service alone pays for membership

Dear NAA:

I just wanted to pass along a success story from a member I just spoke with. He called wanting to get some ideas from me on how to distribute a press release for a big auction he is doing. I told him that within the NAA's Auction Action Center (at [www.auctioneers.org](http://www.auctioneers.org)), members can type in their zip code and a list of media outlets in their area will pop up. From this list he can distribute a press release directly from our Auction Action Center to all of these media outlets. Additionally, I told him that it also lists all the phone numbers and names of the reporters for him to follow-up with after he sends out the release. He said that for him to send out a release from a local service would cost him \$400. He said this service pays for him renewing his membership, and then some!

Grant Peal  
Ohio

## NAA voice education has improved dramatically

Dear NAA Education Director Harlan Rimmerman:

In reviewing *Auctioneer* magazines recently received, I noticed an advertisement for an on-line course for "Care of the Voice." As you are aware, I consider this topic to be of great importance for the Auctioneer. To see it being offered as an on-line course is exciting. Let me congratulate you for doing such a good job offering opportunities for growth to the auction community.

Ten years ago I felt I stood alone as an advocate for better education within the auction community. Today I'm being challenged to keep up. My wife, Kay Rene, and I look forward to seeing our friends again this July at NAA's Conference and Show in San Diego.

Wally Stadtfeld  
Vocal instructor, NAA seminar presenter  
Montana

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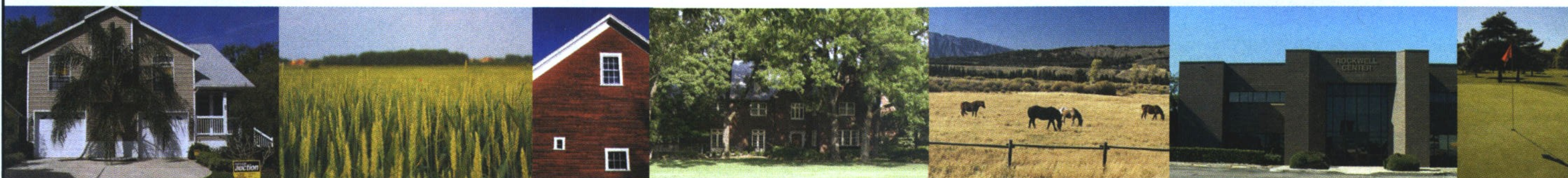
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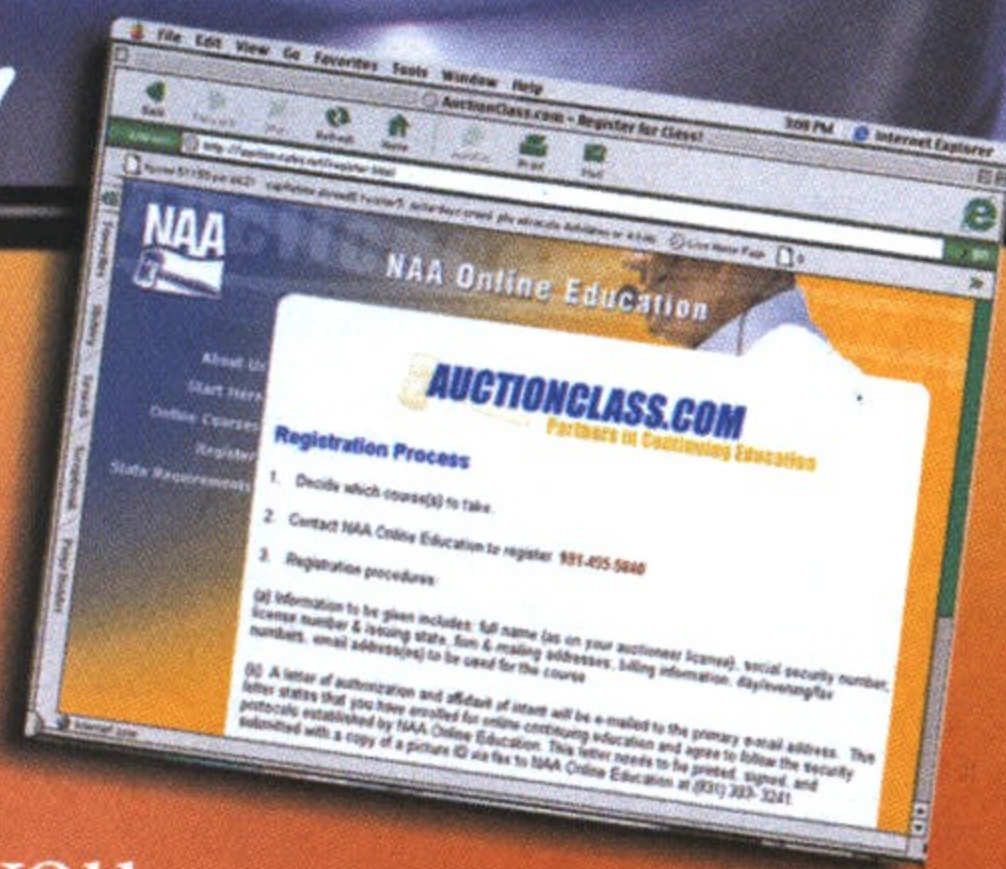
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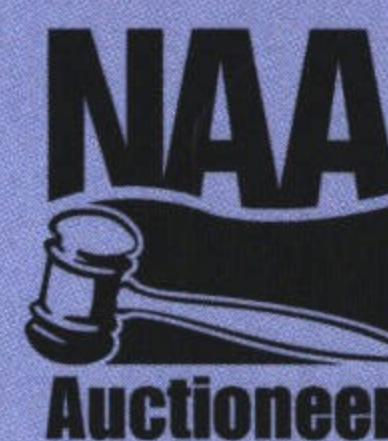
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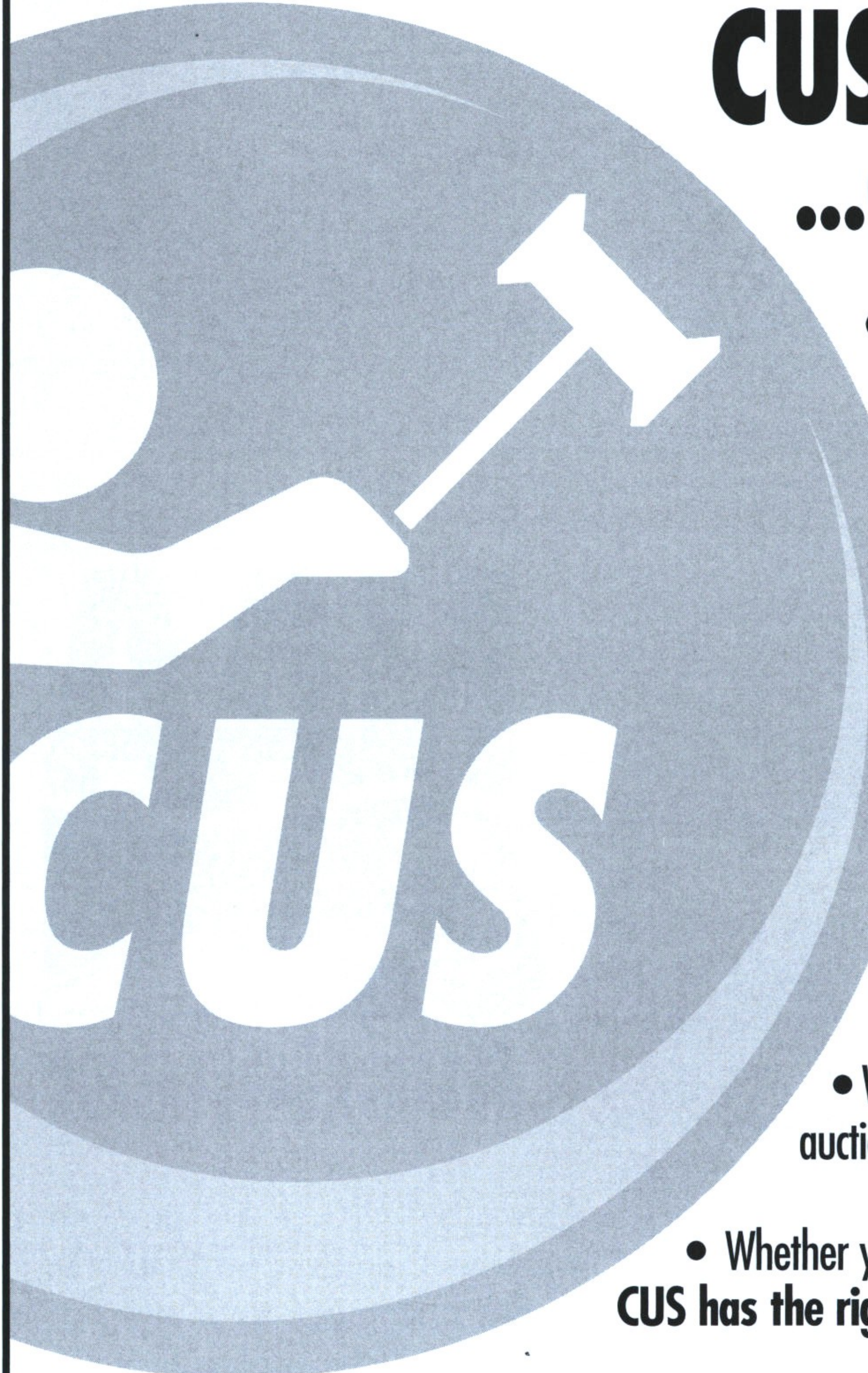
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## *Riding for the brand*

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

**R**iding for the brand has been the theme for my year as President. The book "Riding for the Brand, the power of purposeful leadership," written by Jim Whitt, defines leadership in business as having an identity and a purpose in your work.

Employees must bring their whole selves to work every day. Whitt writes "If people find no purpose in their work then only their bodies are engaged, not their spirits. He also writes about how difficult it is for people and organizations to make changes once we are deeply in a rut of doing things the same way for years. Whitt also notes that financial success or profit is the by-product of purpose, partnering and pioneering.

The NAA logo provides the professional Auctioneer a brand to equip himself or herself for purposeful marketing. If you are not using the NAA logo (our brand) in all your advertising and self-marketing, then you are missing a great opportunity. The NAA logo (brand) sets your business apart from your competition. It signals to the community that you are a high-quality professional, educated in the science of auction marketing.

The NAA brand tells the general public that you practice a higher standard of excellence, and that you stay up-to-date with all the state of the art technology that's available. The NAA always stays up-to-date on all the new auction equipment and new advertising mediums.

Many times we see certain brands in the marketplace and we just know without asking the quality of the work or the experience will be very good. These include Nike sporting

goods, Mercedes Benz automobiles, Mont Blanc pens, Ruth Chris Steak House, Starbucks coffee, etc. It is my goal that any time a consumer of auction services looks for an NAA-

branded Auctioneer he knows he will receive a professional auction production. Through education and association services I want an NAA-branded Auctioneer to always deliver excellence when conducting auctions anywhere and in any circumstances.

The most flattering comment you can receive in this business is on the morning of the auction your seller (client) says, "If this auction fails it is not the fault of the auction company, they have done an excellent job of marketing."

I would recommend to all members: brand your business with the NAA logo. It is the best kept secret in the auction industry. Utilize the logo in all your advertising, and consider NAA-branded wardrobe for your professional dress code.

The consumer of auction services needs to expect excellent service when they seek an NAA Auctioneer, just like they do when they eat dinner at Ruth

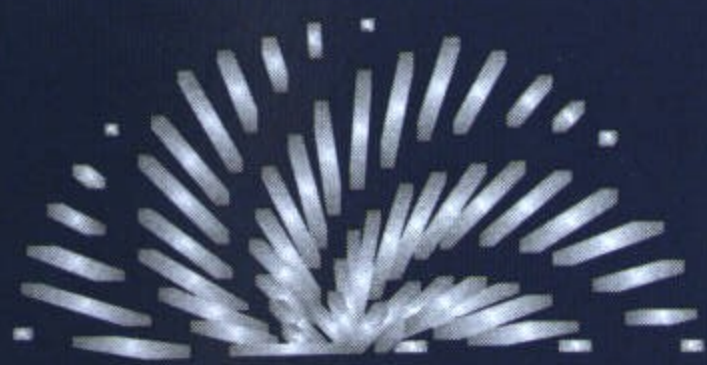
Chris Steakhouse or purchase Nike sporting goods.



*If you are not using the NAA logo (our brand) in all your advertising and self-marketing, then you are missing a great opportunity.*

*Bill*





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Atlanta, GA

##### AARE 300

June 17-18, 2007

July 16-17, 2007

November, 2007

Michigan

San Diego, CA

Atlanta, GA

#### Benefit Auction Specialist

July 12-14, 2007

October, 2007

San Diego, CA

Denver, CO

#### CES Certified Estate Specialist

May 18-20, 2007

June 12-14, 2007

July 15-17, 2007

October 8-10, 2007

Manchester, NH

Concord, NC

San Diego, CA

NAA Headqtrs.

#### GPPA Graduate Personal Property Appraiser

##### 101 Basic Appraisal Writing & Research

June 9-10

July 13-14, 2007

September 16-17, 2007

December, 2007

Alabama

San Diego, CA

NAA Headqtrs.

Tucson, AZ

##### 201 Personal Property Appraisal Valuation

July 15-16, 2007

September 18-19, 2007

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December, 2007

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





## Do you share customer information?

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

**W**hen I call to complain about receiving unsolicited marketing emails, the company representative I speak with says I must have asked for the information since they would never send email to me otherwise. This from a company I've never heard of and whose telemarketing infomercials are definitely not of interest to me.

When pressed, the representative does admit they sometimes send email to people who attend conferences and meetings where their company personnel might attend as well by culling email addresses from the attendee lists. This definitely makes you not want to sign-up at these events.

After asking two months ago for a sample journal from an association I was considering joining, I have received about 20 other mailings from them including conference brochures, product promotions, and legislative bulletins. This helps me to better understand how to treat potential "new members" when they ask for information about joining NAA.

Writing on his agency letterhead, my insurance agent recently used our professional relationship to send me an offer to join a business referral and networking group. When confronted about his violation of his own company's privacy policy regarding client information, he says he didn't think I'd mind since he wasn't trying to sell me anything.

These were three annoying examples from one typical day.

Wikipedia, the Internet encyclopedia, said the tactics and forms of unwanted emails (spam) are also continually changing as the senders try to get responses. A recent controversial tactic, called "e-pending", involves the appending of e-mail addresses to direct-marketing databases. Direct marketers normally obtain lists of prospects from sources such as magazine

subscriptions and customer lists. By searching the Web and other resources for email addresses corresponding to the names and street addresses in their records, direct marketers can send targeted spam email.

Another recent controversial tactic is called spam "Postcard Services," sending online consumers "Postcards" with commercial content to redirect the recipients back to the sites that are full of commercial advertisements and marketing data harvesting systems.

If you and your organization are treating any requests or relationships with the inconsiderate autopilot mindset represented in what I've described above, don't be surprised if you are reported as a spammer, do not get repeat participation from your auction attendees, or have your client/customer look to another auction company.

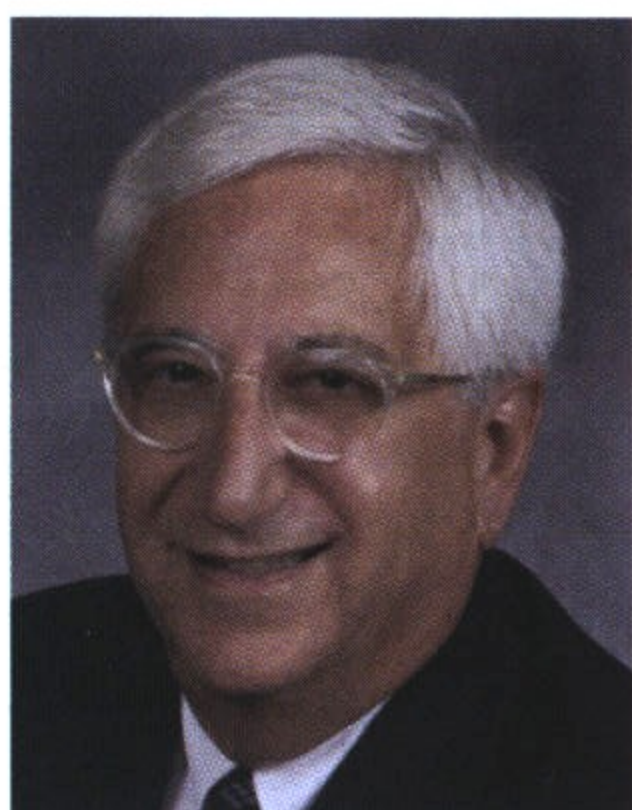
A whole lot of people need to get on the customer service clue bus and start respecting relationships if they ever hope to get any results. NAA does not sell or provide member

email information to anyone. We respect the right of "email privacy" of our members in a day and time that everyone is inundated with unsolicited emails.

It is important that you treat the information provided to you by both your buyers and sellers as confidential and respect their privacy. If not, you may lose them.

*It is important that you treat the information provided to you both your buyers and sellers as confidential.*





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rwells@tranzon.com

## Designations bring extra business

**I** recently returned from a Uniform Standards of Professional Appraisal Practices (USPAP) class in Manchester, NH. an NAA sponsored class taught by attorney, Auctioneer and appraiser Roger Durkin.

Many times during the two day course, Roger reiterated knowing the new Internal Revenue Service laws regarding appraisals. He urged all of those taking the class to make sure that they had qualified training and experience as the courts and government are now more critical than ever when reviewing reports and cases. Roger suggested to those in attendance that GPPA was one of those recognized courses, especially since NAA is a member of the Appraisal Foundation. GPPA has recently been revised to reflect the new IRS regulations.

Also, in recent conversations with my educational counterparts at the National Association of Realtors and the Five Star Institute, we discussed the growing number of foreclosures that have been filed and will continue to be filed for the rest of this year. Also, we talked about the number of homes and businesses that are choosing to sell their property by auction. Both NAR and Five Star are watching this segment of the real estate industry. This is an exciting time to be involved with real estate, especially using the auction method of marketing. If you have not taken the AARE (Accredited Auctioneer Real Estate) course, then plan to enroll as soon as possible. Now is the time to get involved with this fast growing industry.

During the month of April we offered two Benefit Auctioneer Specialist (BAS) classes. Close to 100 Auctioneers attended these two courses. The Benefit Auction industry is over the \$15 billion – yes billion dollar market. Our three day course can teach you what you need to know to become part of the Benefit Auction business. Today, it is very acceptable to be paid for auction services, just as the caterer, band, hotel and others are paid for use of their services. As a Benefit Auctioneer, you can demonstrate to any organization how you help increase their funding.

Did you know that an estimated 692,493 decedents will leave estates worth \$1,000,000 or more? Our Certified Estate Specialist (CES) course can teach you how to be part of this segment of the auction business. The three day course will prepare you to work with attorneys, bankers and others involved in this field. With baby boomers entering retirement age, this segment of the auction business is set to explode. You need to part of this wealth transition.

Today's market is very tight and competitive. The NAA Education Institute has these four designation courses plus CAI (Certified Auctioneer Institute), seminars on specialized topics, certificate programs, online learning courses and other venues that will provide you with the edge that you need in today's business world. Contact our office at: (888) 541-8084, extensions 19, 23 or 28, or look for us on the web at: [www.auctioneers.org](http://www.auctioneers.org). We are here to help you further your education and build additional business for you and your company.



# Communicating your message

**P**ublic relations is one of the oldest and most powerful marketing tools for business – both small and large. By communicating your message through the media and the community, you are letting the public know about your trade and the services you provide. Frequent publicity leads to familiarity with consumers and familiarity builds credibility and positive marketing awareness. If your business doesn't have a public relations arm, it's not too late to create one.

- **You're the Expert** – Who knows the business better than you? Undoubtedly, no one. That's why you are your best advocate. You have all of the background information and statistics at your fingertips. You know the ins and outs of your business, your strengths and services, your employees and experience. Don't be shy about tooting your own horn!
- **It's FREE** – The only cost involved is your time.
- **It's Far-Reaching** – One interview or one story in a newspaper has the potential of reaching thousands, even millions, of consumers. Nothing else has this kind of impact. Printed stories about your business can be used in company brochures, on your website and in other printed pieces to continue that consumer reach.
- **Advertising vs. Public Relations** – Though advertising and public relations achieve the same goal of exposure and publicity for a business, they are really two different practices. Ads are paid publicity. This means that though people see and listen to them, they know the message is paid for and comes straight from the source. But a story in a newspaper or magazine, or an on-air interview is written or conducted by an unbiased third party. In short, people see it as news and this is what wins credibility.
- **The Networking Advantage** – While a good public relations effort builds your credibility and spreads the word about your services, it also helps you to get to know your community and its people. Through visits to the media, speeches at community programs, attendance at professional meetings and more, you can network with a variety of sources that can be potential clients, or contacts that can help your business.

Connecting with the media may be somewhat challenging, but it doesn't have to be complicated. The needs of editors and reporters come in all shapes and sizes. And, they're always looking for stories. It's time you learn how to shape your communication tools for just the right fit. So, let the NAA help you grab some of that free publicity. Visit [www.auctioneers.org/member-sonly/media/index.php](http://www.auctioneers.org/member-sonly/media/index.php) to learn more about NAA's PR Tool Kit.



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## Ron Evans for NAA VP 2007



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

Member of the Maryland Auctioneers Association  
NAA Representative before Congress June 16, 1988  
Chair NAA Real Estate Council 1988 - 1989  
Vice Chair NAA Government Relations  
& Public Affairs Com 2004 - 2005  
Chair NAA Government Relations  
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CARRIE STRICKER IS  
NAA'S DIRECTOR OF  
CONFERENCE AND  
SHOW

## Conference and Show competition deadlines are approaching

Conference and Show is quickly approaching and so are the deadlines for the three championship competitions taking place in San Diego.

Those interested in the **International Auctioneer Championship (IAC)**, taking place on Friday, July 20, must register for the competition by 5:00 p.m. central-time on May 31, 2007. Registrations must be accompanied by a \$350 IAC entry fee, a photo of the participant, and the official IAC Contestant Information Form. In addition, all participants must be a member of NAA and a paid, registered attendee of the 2007 International Auctioneers Conference and Show. Each IAC contestant must attend the IAC Orientation at 7:00 a.m. on Friday July 20, 2007, at the Town and Country Resort and Convention Center.

If the **International Ringman Championship (IRC)** is more your style, then a \$250 entry fee, a photo, and the official IRC Contestant Information Form must be received by NAA by 5:00 p.m. central-time zone on May 31, 2007. In addition, all IRC participants must also be an NAA member by May 31. The mandatory IRC Orientation meeting is on Wednesday, July 18, at 3:00 p.m. at the Town and Country Resort and Convention Center. The IRC is taking place on Wednesday July 18, at 6:00 p.m.

Also on Wednesday, July 18, the **International Junior Auctioneer Championship (IJAC)** is open to auctioneers 12-21 years old. Contestants are required to submit the IJAC Contestant Information Form along with a \$50 entry fee. Although early registration is encouraged, applications for this competition will be accepted until 5:00 p.m. pacific-time zone on Tuesday, July 17, 2007. After June 25, all entry forms must be submitted to the NAA Registration desk on-site at the Town & Country Convention Center. A mandatory orientation meeting will be held at 10:45 a.m. on Wednesday, July 18, at the Town and Country Convention Center.

IJAC participants are not eligible to compete in the International Auctioneer Championship.

Registration forms for all competitions are available in the Conference and Show Brochure and can also be accessed on NAA's website at [www.auctioneers.org/conference/2007](http://www.auctioneers.org/conference/2007).

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# Empower Your Employees to Make Smart Decisions

By Anne Houlihan

Most employees are not empowered to make decisions. Instead, often company policies or cultures make decision-making a multi-layer process.

Realize, though, that when you empower your employees to make decisions on the spot, not only do decisions get made quicker, but you also improve overall organizational productivity and customer satisfaction. That, in turn, leads to a more positive work environment and increased revenue.

So why aren't more employees empowered to make decisions? Often, the company executives don't trust lower level employees to make decisions. Other times managers are afraid to empower employees to make decisions. They think, "What if the employee makes a wrong decision? What will that do to our bottom line?" Or, even worse, "What if the employee makes a really good decision? What will happen to my job then?"

In reality, once you trust employees, empower them, and train them to be in alignment with the company's values and mission, they rarely make a wrong decision. Additionally, when employees are empowered to make decisions, managers can then focus on long-term goals and strategic planning rather than day-to-day operations.

Use the following guidelines to foster a culture of empowerment in your organization.

## 1. Establish decision making parameters for various levels of employees.

Even though you want a company of empowered decision makers, not all employees should have equal authority

for every single decision. For example, you may establish that front line employees can make a decision up to a certain dollar amount, say \$500, and any decision that would exceed that amount needs to go to a manager. Then the manager may have authority to make a decision up to \$2,000, and anything more than that needs to go to an executive team member. Such a structure empowers people, because they know their boundaries and what guidelines to follow when the decision is too big for them to handle

## 2. Conduct weekly training sessions with your employees.

Your employees can't be empowered if they're not properly trained on all aspects of the business. Therefore, have weekly training sessions with front line employees and managers to allow for role playing and discussion. During these sessions review such things as the company's goals, mission, vision, and culture. Role play possible decision making scenarios so employees get a

**Employees, continued on 86**

## Elect Monte Lowderman NAA Director in July 2007



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

**This passion is exceeded only by my commitment to family.**

**It would be an honor to serve**

**YOU!**

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

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





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## New date for the annual NAF Children's Auction

Children of all ages are invited to be an Auctioneer at the NAF's Children's Auction on Saturday, July 21 from 10:15 a.m. to 12:15 p.m. It's a LIVE auction with all aspects being carried out by children of Auctioneers attending NAA's International Conference and Show. Participants can:

- Learn the auction chant!
- Be a bid assistant or display clerk!
- Learn about auction careers!
- Meet the 2007 International Auctioneer Champions!

Anyone who donates an auction item to the 2007 NAF Children's Auction can receive a free DVD of this event by donation an auction item with a value of at least \$20 or more. Simply fill out the inserted card and bring it along with your auction item to the NAF booth at the conference no later than noon on Friday, July 20.

## From 1955: When bidder numbers were first used, they were instant hit

**I**n the February 1955 issue of the Auctioneer, Clifford L. Swan, an NAA director from Portland, ME, described his success using a "new" method of using bidder numbers instead of using bidder names to identify buyers. He said: "During the thirty years our company has been conducting auctions, we have used various methods of bookkeeping in connection with such sales. As we conduct all types of sales, we have found ourselves using almost as many methods as we have had sales. Each class of auction seemed to offer some problem in keeping records.

During the last year, however, we have adopted a system of identifying our buyers that meets all requirements for any auction. This system is giving an identification number to each person who desires to bid. The number is displayed conspicuously on the person of the bidder. We make up numbers on cardboard cut in a triangular shape measuring 8 inches high and 2 ½ inches wide at the top. This cardboard is usually inserted in the coat pocket or the band of the hat of the bidder and protrudes so that the Auctioneer may see the number at all times.

Before the sales starts, we encourage the people who plan to bid to register their name and address, make a deposit and receive an account or identification number. If after the sale starts a sale is made to a bidder who has no number, a number is assigned and all pertinent information is taken at that time.

All our ledger accounts are then run by the same numbers as has been given out consecutively to the buyers. It is apparent that when posting from the sales sheet, it is easy to maintain and locate the numbered ledger sheets.

The bidders like this method very much as it is seldom necessary to disclose the name of the bidder who in many instances dislikes having their identity known. Though we do not allow any items to be checked out until the entire sale has ended,



Col. Clifford L. Swan, Portland, Maine,  
A Director of the N. A. A.

**Clifford L. Swan was an NAA director in 1955.**



we do give refunds to anyone who has made a deposit and who has not made a purchase and wishes to leave the sale.

We first used this system on Commercial and Industrial sales but recently we have used it on household auctions. The only variance in the system at household auctions is that we allow customers to settle their accounts and check out even if the entire sale has not ended. We do this because we have always found that at this type of auction we have large numbers of people who insist on leaving before the entire sale has ended.

It has been surprising how quickly the customers have adapted themselves to this system. Now, whenever we have an auction, we find our customers asking for the registration desk for identification numbers. We have no more embarrassment by not remembering the buyers name or in pronouncing it.

In connection with this system, we have the auctioneer keep the sales record of each individual sale. We find that in case of argument over the amount of the bid, it places us in a more favorable position to justify our records as the Auctioneer who took the bid made the record. We do however on large sales have a duplicate sales record kept separately from the Auctioneers, which we use for verification.

We always catalog our sales giving lot numbers and description. The Auctioneers Sales sheet always shows the estimated value which the Auctioneer is trying to obtain on each lot number. The sales sheet is made up showing the catalog number, description, value, and a column for the customers' identification or account number, a column for the amount of the bid for the item or the lot and a column for the total amount of the sale.

Other forms we use with this system are a receipt for deposits and ledger sheet. The deposit receipt shows all pertinent information regarding the bidder and states that the receipt is given subject to all conditions of the sale and further authorizes the auctioneer to fill in any check signs in blank in the amount of the total sale price of goods purchased. The ledger sheet gives date, name and address of the buyer amount of deposit and has column for checking out goods at the end of the sale.

We have a very fine record for checking out merchandise and it is very seldom that we lose any merchandise or have any other trouble or confusion in regard to same. We do not allow any buyer to check himself out or to disturb any merchandise at any time. We use four men checking out and two door

men. All merchandise must be checked at door before being allowed out. We handle sales up to 1000 lots with this number of personnel. We use one auctioneer, one lot announcer, one clerk for deposits, one ledger clerk and one bookkeeper.

In selling by catalog it is very necessary to determine the length of time it will take to sell the number of lots shown. In

discussing with other auctioneers the number of sales that may be made per hour, I find there are great variances in numbers, due to the many different methods of selling and the temperament of the auctioneer. With us we find that the number of sales that can be made varies greatly depending on the merchandise being sold. The class of auction that we sell the least number of sales per hour is household where we average 100. The highest number of sales we make is 220 per hour at

Grocery stores.

We find that this system allows our sales to run smooth and secure the best results for ourselves, our buyers and the seller."

After I read the article by Clifford L. Swan, I called L.H. Bing Carter, retired Auctioneer from Olathe, KS and an NAA member since 1969. I asked him about his first experiences with bidder numbers. Carter's first auction was in 1934. He graduated from Reppert Auction School in winter of 1951 and moved to Olathe, KS in January of 1952 where he got full swing in the auction business.

He says that before he used bidder numbers, the clerk -- which was someone from the bank--would have a sheet for each buyer with their name and list of their purchased items and price. Usually buyers didn't pay for their items until after the sale, because the cashier, who was also the clerk, was busy clerking the sale. Carter said that he first started using bidder numbers around 1955 or 1956. He said it was a lot easier to keep track of the buyers and purchases, but that the buyers had to be reminded often during the auction to register for a number and to use the number to bid. After a while they got used to bidder numbers, he said.

The National Auctioneers Museum, located in the NAA Headquarters in Overland Park, KS, collects historical material of the auction profession and of Auctioneers. Please contact the museum if you would like to donate items (photographs, handbills, sound recordings, auction equipment, documents, etc.) regarding auction history. If you have any old bidder number cards from the mid 1950s, we'd like those too!

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**Bing Carter of Olathe KS, has been an NAA member since 1969.**



The first ever  
"Auction Action  
on Capitol Hill  
Day" is a historic  
event in NAA  
history.

## **Lobby Day in Washington D.C. set to be a first and a great success**

**NAA** will lead a group of about 60 Auctioneers from across the country to Washington, DC this month for the association's first Auction Action on Capitol Hill Day.

During this trip on May 22-23 these Auctioneers will let their representatives and senators know the issues important to the continued success of the auction industry.

The overwhelming response of Auctioneers wanting to participate in this event has been incredible. This shows the importance of establishing a presence on Capitol Hill and getting involved with legislative issues that impact your bottom line.

The NAA has been hard at work planning this exciting event. On May 22, delegates will attend an interactive advocacy training that will educate them about meeting with their elected officials, tips on how to influence the system, and tricks of the trade when lobbying to get something you want. Delegates will also listen to an issue briefing about what they will be asking their members of Congress during their meetings. Additionally, that evening delegates will participate in a reception and have the opportunity to meeting with members of Congress and other officials of government agencies.

On the morning of May 23, delegates will listen to featured guest speaker, Rep. Mark Souder (3rd-IN,) a supporter of the auction industry and small businesses. Souder will discuss the importance of communicating with elected officials and will also discuss H.R. 111 the Community Choice in Real Estate Act, which he serves as a co-sponsor. After that, delegates will head to Capitol Hill for their meetings with both their senators and representatives.

The first ever Auction Action on Capitol Hill Day is a historic event in NAA history. By establishing a presence on Capitol Hill and creating relationships with members of Congress, Auctioneers all over the United States will benefit from these new lines of communication being opened.

After this important event, it is imperative that all NAA members take advantage of the relationships built during Auction Action Day by staying engaged with the legislative process, communicating with your elected officials, respond to Action Alerts the NAA posts, and continue to build relationships with other elected officials. This will be the only way the auction industry has a voice.

More detailed information about the Auction Action on Capitol Hill Day will be covered in next month's *Auctioneer*.

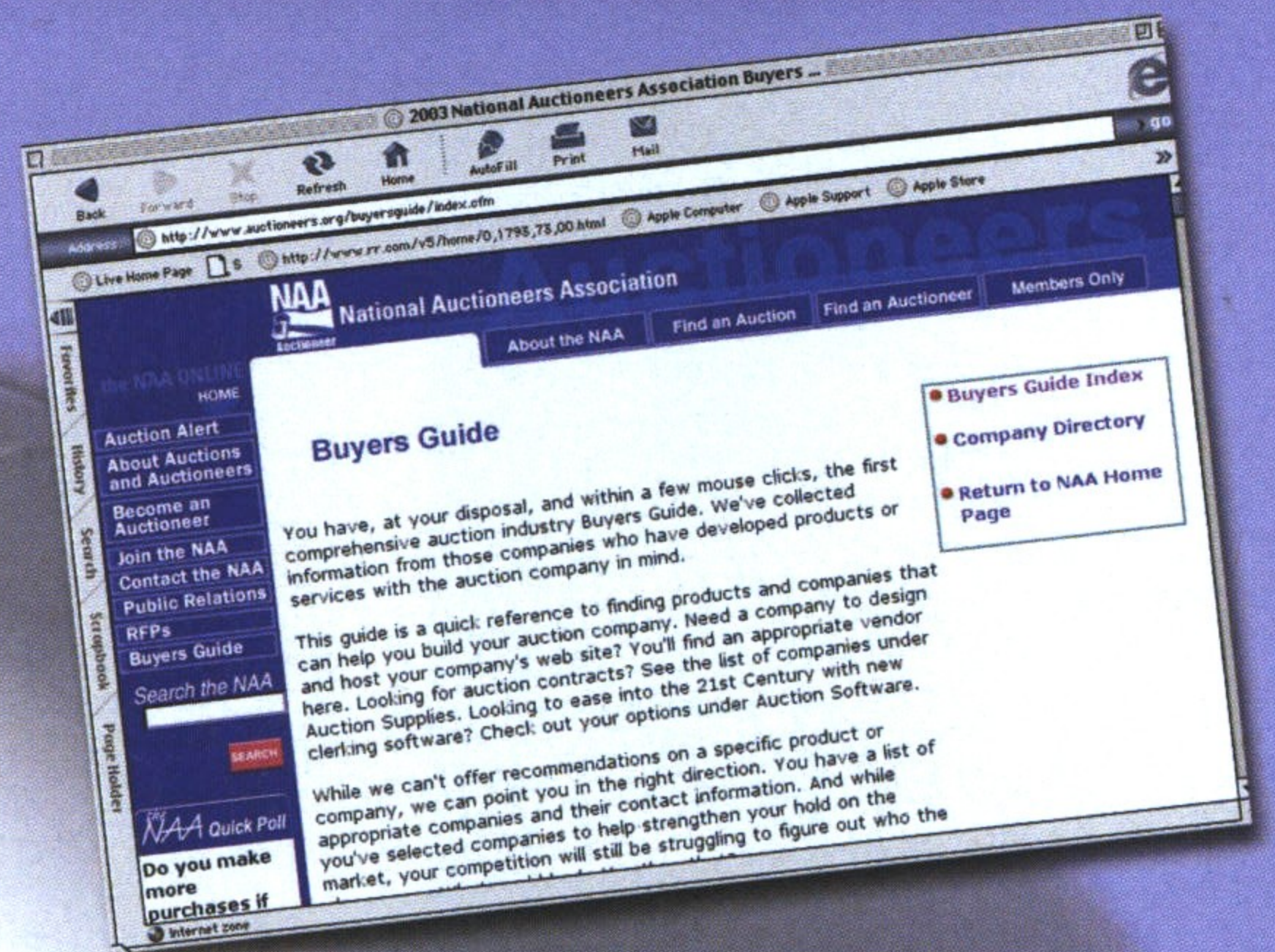


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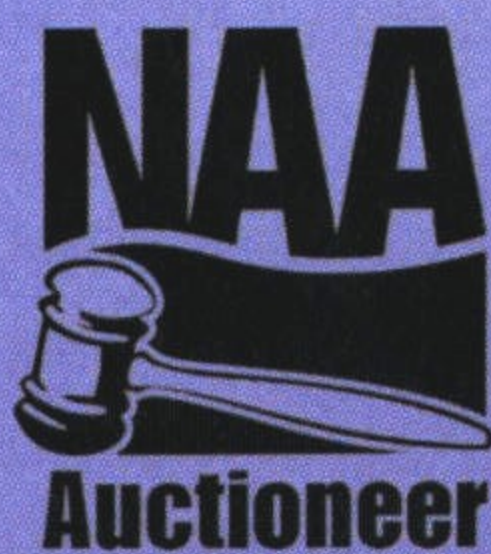
Whatever you need to make your business profitable, we have it listed on the NAA buyers Guide. The NAA Buyers Guide is a comprehensive resource directory of auction industry vendors and services aimed at helping your business run more smoothly and increase revenues. It's like a mini resource center for auction professionals. It might be compared to a phone directory, but it's much more valuable because it's industry focused and provides a full description of each company's products and services. For your convenience, company web site links are provided at the click of a mouse. Auctioneers can access it 24-hours-a-day online through the NAA web site, [www.auctioneers.org](http://www.auctioneers.org). It is just one more way that the NAA is committed to providing valuable services to its membership.

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## Be ready for a routine IRS audit of cash transactions, as we were

When we started our auction business many years ago, I never realized just how much business knowledge it would take to operate. Becoming the human resource person for our company was the last thing I thought of happening. The idea of handling payroll, health plans, retirement plans, and OSHA (Occupational Safety and Health) issues....Oh my!

But, guess what I did in a recent week? I had a visit from the Internal Revenue Service, an Anti-Money Laundering Compliance agent to be more specific. This was a scheduled audit, not based upon any suspicious activity. Section 6050-1 of the Internal Revenue Code requires that, in the course of carrying on a trade or business, any person who receives more than \$10,000 in cash in one or more related transactions must report this information to the Internal Revenue Service. Consequently, when I make cash deposits the bank must report those transactions to the IRS.

The audit started with a very informative training session, such as asking "What is cash?" Cash is coins and currency of the United States (and any other country) cashier's check, bank draft, traveler's check, or money order you receive in one transaction. Here is an example: You sell gold coins to John Doe at your auction for \$11,300. He pays for them with \$5,300 in U.S. currency and a cashier's check having a face amount of \$6,000. The cashier's check is treated as cash. You have received more than \$10,000 cash and must file form 8300 for this transaction.

Now that I had been trained on how to report a cash transaction, the interview inquiring about the many aspects of our business was about to begin. It was extensive and intense.

### Some of the questions covered were:

- How long have you been in the business?
- When was the business incorporated?
- Name of the officers of the company?
- Name of the office manager?
- Names of employees who handle cash?
- Have you trained your employees on how to fill out form 8300?
- Have any of the employees ever instructed a customer on how to avoid the cash reporting requirements?
- Do you have a copy of the form 8300 in your office?
- Have you ever received a copy of 1544 publication reporting cash payments of over \$10,000?
- Have you ever reported a cash transaction of any sort?
- If a transaction was reported did you maintain a copy for your records?



- If reported did you send a letter advising that customer that a report had been made?
- Have you ever had multiple transactions by a single customer in a 24 hour period?
- Where do you bank and how many accounts do you have?
- Do your bank deposits note the nature of the payments cash, check, or money order?
- Do you make copies of your checks, money orders, cashier's checks?
- How often do you make deposits?
- Who is the person responsible for the preparation of the deposit and who takes it to the bank?
- Cash received on the weekend or a holiday, how is it handled and kept safe?
- Do you conduct any international business wire transfers etc.?
- Who are your competitors?

Five and a half hours, later we were cleared of any infractions. The auction software we have states how each customer pays, including cash, check or charge. Without this information, the audit would have been very difficult.

With each bank deposit a copy of the checks, money orders, cashier's checks, and traveler's checks are made. Matching the two reports together was easy. As the agent reviewed our auction records she was making notes about the customer who repeatedly made cash payments. She wondered: Did the customer who paid in cash also give the auction company a travelers' check or a money order? Did our customer make a down payment in cash and return the next day with a money order or cashiers check? This would be equivalent to one transaction.

The last question was very difficult to answer. Why would I want to put anyone through this type of audit? She explained that if our customers know we report cash or even suspicious transactions by filing a form 8300 that will send those seeking to launder money to go the next auction and try. So be careful! Keep good records and have your company ready for your audit.



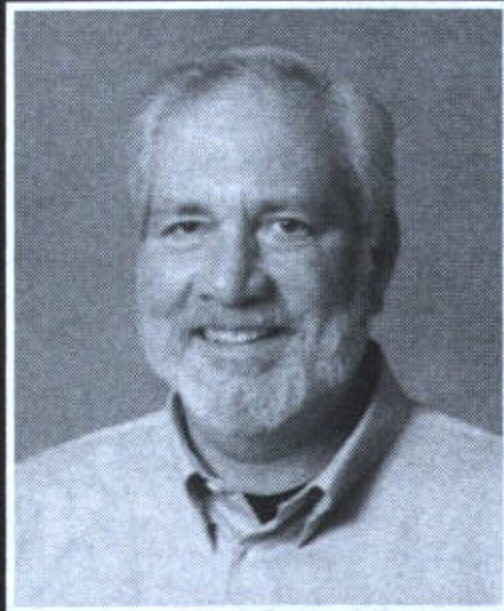
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### Advice in this column

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

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

## Do online auctions meet legal criteria?

Do online auctions meet the legal criteria of selling things such as unpaid storage units, unpaid mortgages, unpaid tow bills and bankruptcies? It seems there are many situations on the legal books that require a "public auction" to settle a matter. So I'm wondering if this has been addressed in the legal profession to allow online auctions to replace or substitute for the public outcry auction. Granted, that the same notice would have to be given about an auction.

The follow up question would be if online auctions are acceptable form of settling a matter, then just about anyone could handle the online auction and wouldn't have to be licensed and bonded. Is that true?

Randy Ehli, CAI, GPPA  
Puyallup, WA

**Answer:** I am not aware of any court decisions that have addressed this specific issue. Generally, state law defines the requirements for the sale of property that has been foreclosed upon or seized under the judicial process. As you mentioned, several states require the sale to be conducted by "public auction." In most situations, the statute does not specifically define the phrase "public auction." If your state's law does define a "public auction," how the statute defines the phrase will decide the issue.

These types of sales are usually the result of a default by the buyer or consumer. Upon default and proper legal process, the buyer either forfeits the property or it is seized by judicial process. Afterwards, the property is sold at a public auction in order to pay creditors. In the context of unpaid storage units, unpaid mortgages and unpaid tow bills, state law must be followed. For instance, in situations where a storage fee is unpaid, some states grant the warehouseman a lien in the amount of rent owed. Since such liens are a product of state law, any sale of the property by the warehouseman must be conducted in compliance with the law.

In a mortgage foreclosure suit, a court will usually enter an order instructing the Sheriff (or an Auctioneer acting on behalf of the Sheriff) to sell the property at public auction. Since real estate is not portable, conventional wisdom may require a local auction – a local sale may be the best means of attracting bidders for the property. (Is someone in Virginia going to be interested in buying property in a mortgage foreclosure in Indiana, Texas, or Washington?) The lender and the debtor may consent to an Internet auction in certain circumstances (i.e., a large, expensive, or unique parcel of property), where an Internet auction may attract more bidders than a local auction. If the lender and debtor consent to the real estate being sold via an Internet auction, the Court would probably permit the sale. Where one party objects to a request to sell property via an Internet auction, the Court would have to decide whether to allow it.

In the context of a bankruptcy proceeding, federal law, instead of state law, applies. The trustee, under certain circumstances, could petition the bankruptcy court for an order to sell some or all of the debtor's property via an Internet auction. If creditors are concerned that an Internet sale will not produce sufficient interest or bidders, they may oppose an Internet auction. The bankruptcy judge, however, will have the ultimate authority to grant or deny a request for an Internet auction. The primary factor is whether it will result in higher bids or raise more money.

Whether an individual or company that conducts Internet auctions needs to be licensed as an Auctioneer is an important issue for each state to consider. A few states have required individuals or companies conducting sales over the Internet to be



licensed Auctioneers. Other states, however, have passed a specific exemption to the license requirement for Internet auctions. The important question is: What will all the remaining states do? Several states with Auctioneer licensing laws have broad language requiring an Auctioneer license to protect consumers. These states generally do not have a specific exemption from the licensing requirement for Internet auctions. The research regarding Internet auction fraud, however, gives at least some support to the argument that Internet auctions should be conducted by licensed companies and individuals; the idea being that the regulation would reduce the amount of fraud and protect consumers.

In these situations, the most important requirement is for such property to be sold in a commercially reasonable manner in an effort to attract the highest bids. Internet sales are becoming more and more popular, which may make them commercially reasonable under some circumstances. With the popularity of the Internet, the traditional definition of public auction may no longer apply. In the end, a public auction may no longer be limited to an Auctioneer crying for bids in front of a group of bidders.

## How to handle sale of liquor decanters

When conducting an auction of personal property (selling contents of a home), how do I handle a collection of liquor decanters if part of the decanters have the seal intact? Can I sell all of the decanters since I'm selling decanters and not be concerned about the contents or should I not sell those that have original contents?

Don Cotton  
Pensacola, FL

**Answer:** Auctioneers who sell decanters, ornamental bottles for holding and serving alcohol, with an intact seal and the original contents should exercise caution. An Auctioneer should make sure that he or she is complying with all applicable federal, state, and local laws relating to the sale of alcohol. When an Auctioneer sells decanters with an intact seal, he or she is selling the liquor and decanter, the liquor cannot be ignored. Before selling decanters with the seal or any type of alcohol, Auctioneers should consider the laws regulating its

**continued**

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sale and the following concerns.

First, state and federal law may require that an Auctioneer be licensed (or have a permit) to sell alcohol or liquor. Whether a license is required usually will depend upon whether an Auctioneer is simply conducting an estate auction or regularly engaged in the business of selling beers, wines, distilled spirits, or other alcoholic beverages. The federal agencies involved in enforcing federal laws regarding the sale of alcohol include the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) and the Alcohol and Tobacco Tax and Trade Bureau (TTB). The TTB, in some circumstances, requires a permit before an individual or business is permitted to engage in the business of selling alcohol. Each state will also have a state agency to enforce state laws relating to the sale of alcohol.

As a side issue, Auctioneers should prohibit consumption of alcohol at the auction premises. Permitting consumption of alcohol at your business may require a bartender license or some other state license. Furthermore, serving or permitting consumption of alcohol invites costly litigation. Auctioneers have enough to worry about during an auction- without wondering whether individuals will be able to drive home without having an accident.

Second, Auctioneers should not sell or give any type of alco-

hol to minors. When an Auctioneer is planning to sell any type of alcohol (decanters with intact seals, bottles of wine, or other alcoholic beverages), he or she should require all bidders to register and show at least one form of identification before the auction to establish each bidder's age. Thus, the registration process would permit the Auctioneer to verify whether a registered bidder is over the age of 21.

Third, before an Auctioneer sells any decanters filled with original liquor, he or she should generally disclaim the quality of the contents. Even with the seal intact, the liquor may not be of the quality bidders expect.

Fourth, some states and municipalities require an Auctioneer selling liquor or alcohol to obtain an "auction liquor license." It is not uncommon for wine and other spirit auctions to be conducted in the larger cities, like Chicago. An auction liquor license may be required for a specific sale, regardless of whether the alcohol is sold for private use or resale.

Auctioneers should carefully consider these issues prior to selling alcoholic beverages or decanters containing alcohol. If you are not familiar with the requirements in your state, you should contact an attorney for guidance. When an Auctioneer sells a decanter with its original seal intact, he or she is also selling the alcohol and must comply with the law.

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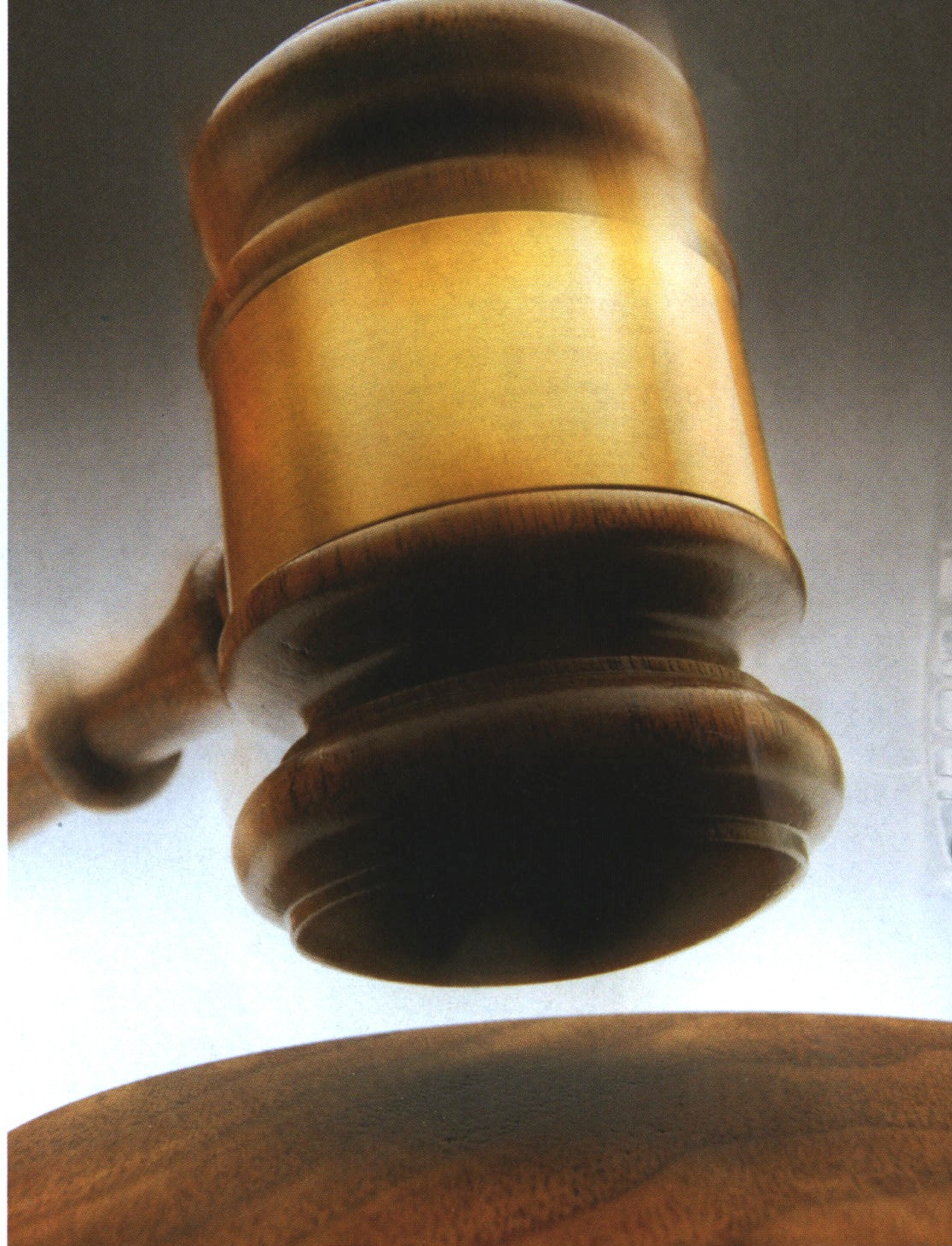
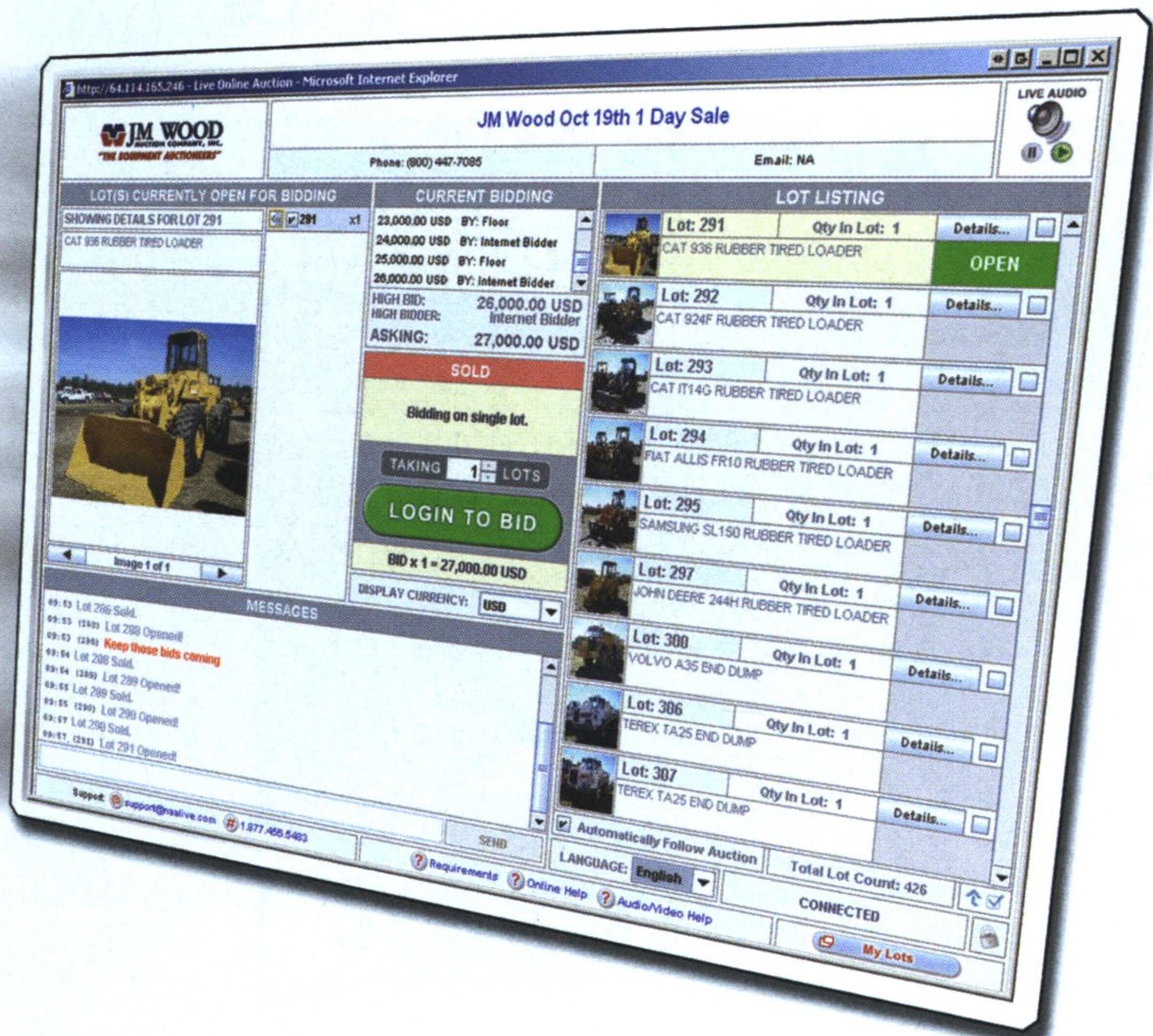
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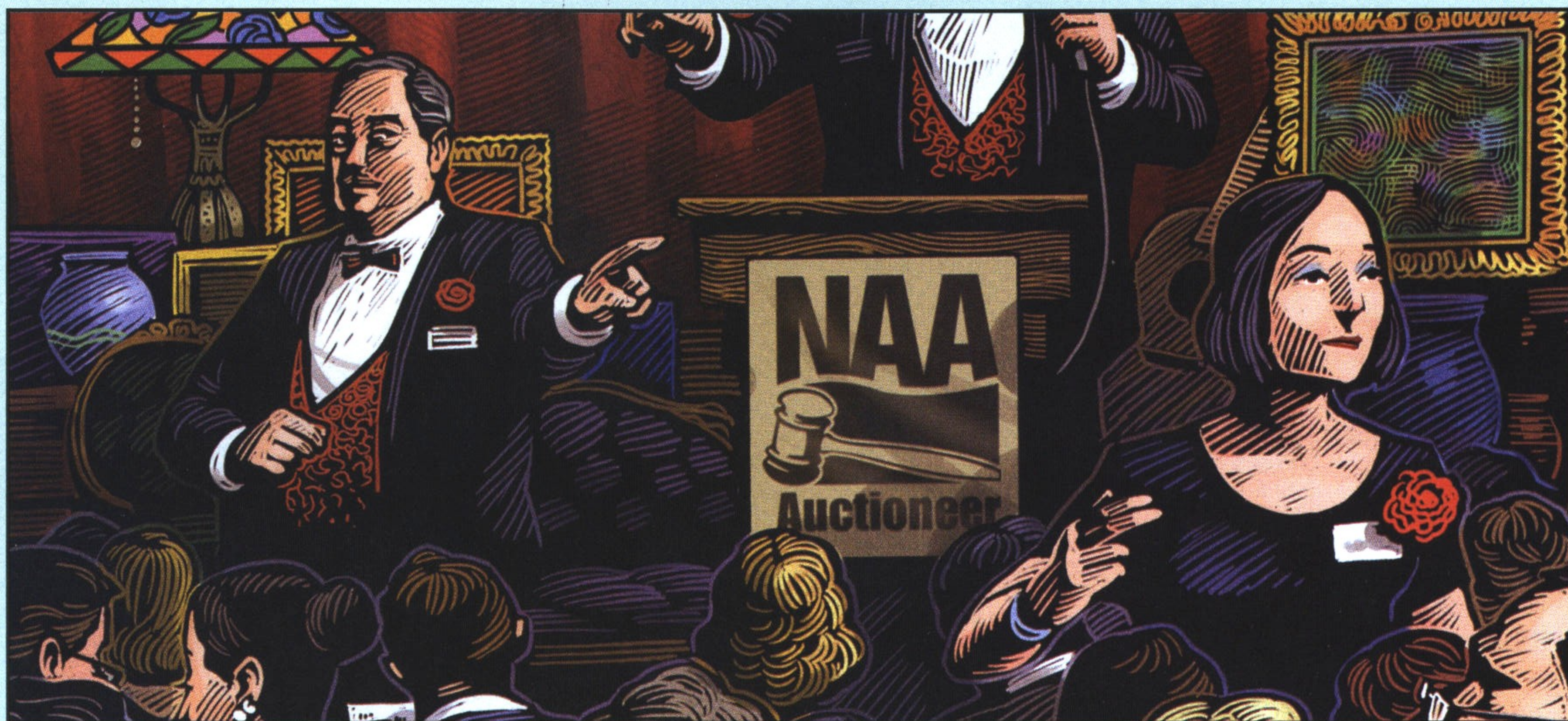
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## Professional ringmen versus bid spotters:

# Elevated focus on bid assistants brings these pros into a new era



While all aspects of the auction industry are undergoing changes toward increased professionalism, the same is occurring with ringmen. In fact, their specialty is entering a new era of greater demand, education and higher salaries.

The terms ringman, bidspotter, bid assistant and ring person all refer to the person taking the bids from the audience during an auction, but there is an elevated focus now on the importance of a trained and experienced ringman to help the success of an auction.

Auctioneers, sellers and even buyers say they see the differences between a professional ringman and an amateur bid spotter.

Among the differences is that the professional ringman gets more money from the bidder, helps the Auctioneer makes the auction run smoother, and makes a better impression and experience for all the parties involved.

NAA is focusing greater attention on the ringman also. NAA changed its mission statement last year to include service to all persons involved in the competitive bidding industry, including ringmen and all auction staff. A new ringman contest will be held for the first time this July at NAA's 58th International Conference and Show, and ringman training will be provided at the conference by the Professional Ringmen's Institute. NAA is also evaluating when and how establish a professional designation for ringmen, and the pos-

sibility of publishing a quarterly national newsletter for ringmen.

So why all the new attention? After all, you can hire almost anyone to stand in the crowd and spot a raised hand, and you can use volunteers who've never worked an auction.

Some Auctioneers do exactly that. But they see the difference.

Auctioneer Spanky Assiter, CAI, of Amarillo, TX, is one of those who believes in using pros.

"Some Auctioneers don't think they need professional ringmen until they see these people are work, then the Auctioneers change their attitudes," he said.

"I recently did a benefit at a Las Vegas hotel where we had to use college students who knew nothing about bid spotting. They did not understand the chant, the concept of bidders being in or out of the bidding, and these students would not take bids unless the bidder held up their bid number," he said. "I know the value of a professional bid assistants and I prefer not to work a sale without great ones."

His wife, Amy Assiter, is one of the most recognized ringmen in the country from her work at the Barrett-Jackson Classic Car Auction each January in Scottsdale, AZ and the many hours of television coverage it receives on the Speed Channel. The cameramen often show her working bidders one-on-one.

"Ringmen need to know many things, including body lan-



guage and what motivates buyers,” she said. “You have to know what it means when they won’t look you in eye, so you know that is the time to layoff, or if they are laughing with you that that’s the time you can invade their personal space a little more.”

Professional ringmen also do homework prior to an auction. “You meet with the Auctioneer and seller to find out how the auction will take place,” said Amy, who also works real estate and benefit auctions. “It behooves me as a ringman to know details about the auction.”

Ringmen should also have product knowledge, as best they can.

Spanky Assiter adds that “Ringmen should also be able to answer questions about terms of the sale, what the buyer’s premium is, what type of credit cards are accepted as payment, the order of items in the sale, and so on.”

Professional ringman Dustin Taylor, of Albertville, AL, says the main difference is that a ringman is pro-active, while a bid spotter is re-active.

“A professional makes the bids happen, but a bid spotter is waiting for bidders to move,” said Taylor, who works auto, real estate and other auctions.

Perhaps the most dramatic example of this is when a ringman saves a sale item.

“This is when a ringman steps in after the hammer falls, and sees that a seller will not accept the bid amount, so the ringman works between the seller and bidder and gets that bid amount to be acceptable,” he said. (See sidebar story profile on Dustin Taylor, ringman contest champion).

At auction schools, ringing skills and the value of a professional ringman are taught directly and repeatedly, said Forrest Mendenhall, CAI, AARE, president of Mendenhall School of Auctioneering, in High Point, NC, where one class is devoted solely to ringing.

“Students are taught hand signals and how to read people,” he said. “We emphasize how important a trained ringman is. A good ringman can make a mediocre Auctioneer look good. A ringman is the eyes and ears of the Auctioneer, and is a valuable public relations person for the Auctioneer.”

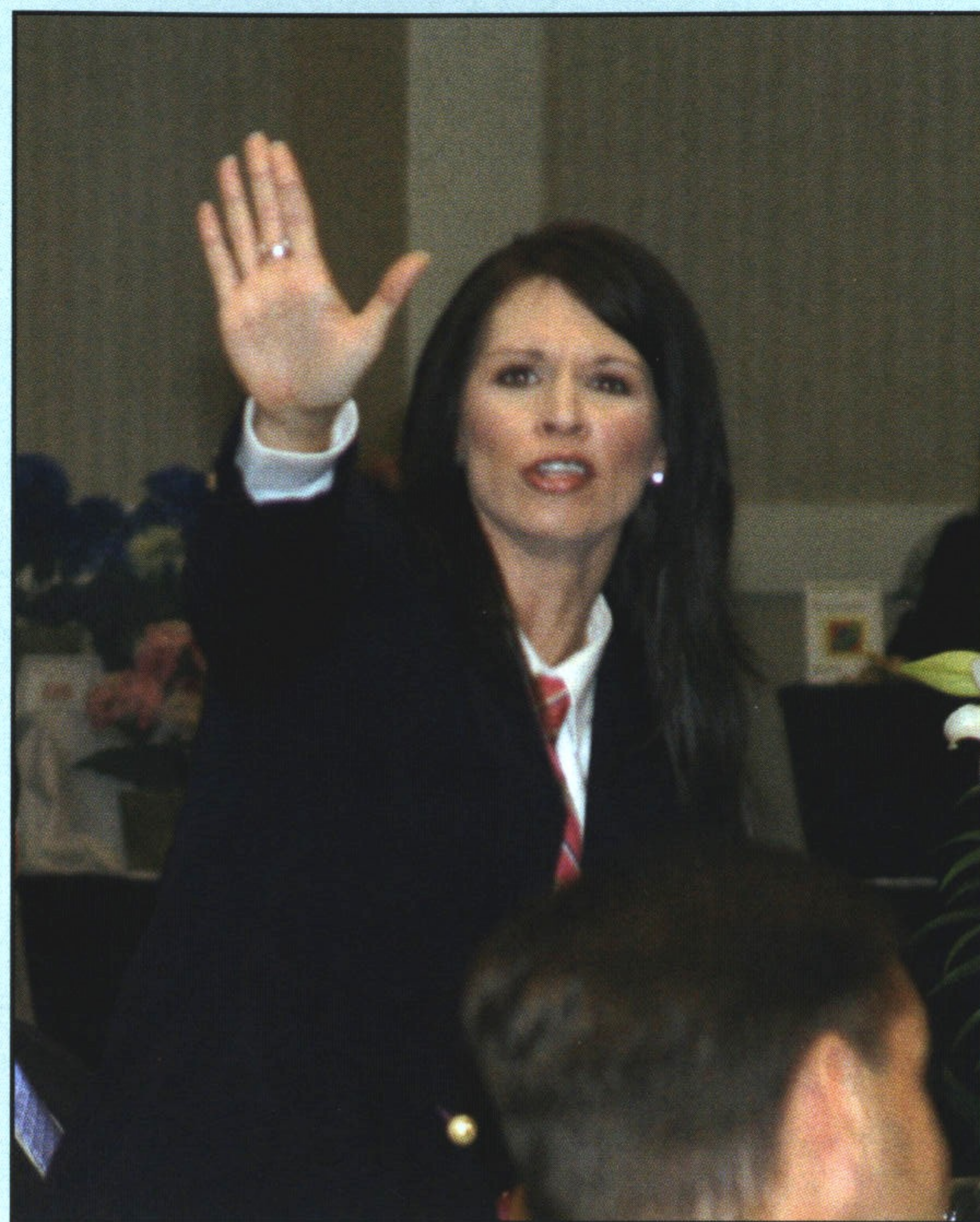
At practice auctions during the school, Mendenhall said he requires students to work the floor ringing, as well as getting practice at the podium as Auctioneer.

### Different types of sales

Different types of ringmen are sought for different types of sales, said Spanky Assiter, lead Auctioneer at the Barrett Jackson car auction. Assiter hires about 40 ringmen just to work that single sale each year.

“For that auction, with such a big crowd, I want ringmen with large enthusiastic movements and lots of energy,” he said. For his real estate auctions, he looks for ringmen with calmer personalities and who are familiar with real estate auctions. For the Keeneland horse auction, he wants ringmen who know not to yell and make big waving gestures that

**continued**



**Amy Assiter**



**Texas ringmen and Auctioneers ringed during NAA's Conference and Show in San Antonio in July 2003.**





**“Ringmen need to know many things, including body language and what motivates buyers,” Amy Assiter said.**



will scare the horses.

“I look first for a ringman with a positive mental attitude, who is happy and honest, and has a good work ethic,” he said. “I then look for someone with experience in the field of that particular auction category, whether it is cars or real estate. I find ringmen through references, auction contests and other sources. I seldom hire from resumes, and if I do that I be sure to check references.”

Assiter says he has paid ringmen “from zero up to \$10,000” for a single day’s work. That \$10,000 figure was based on a percentage of the gross revenue. He estimates the pay range at \$100 to \$700 for ringmen at a wholesale car auction.

#### **More demand, including for women ringmen**

As the number of auctions increases, the demand for ringmen also has grown.

“You need at least two ringmen for each Auctioneer, sometimes three or four” said Amy Assiter. And the demand for a professional ringman is clearly rising as more Auctioneers see them in action, she said.

“I see a huge change in what Auctioneers think of ringmen, because they now trust us,” she said. “If a ringman puts up his or her hand to stop the bidding for some reason, the Auctioneer has to trust that we know what are doing. And they are doing that.”

While more women are going in to the ringman field, it is still dominated by men.

“It will take a long time to change that, but it is changing,” said Amy Assiter. “The guys see our value and see that bidders and other people can’t run over us. But, as women we have certain things we have to be careful about also. For example, we can’t be too physical with bidders because they have wives, so touching is something we think about carefully.”

There is also a hesitation among some Auctioneers to hire women ringmen because male bidders can make inappropriate comments to the women, said Spanky Assiter.

“Some guys will not hire a woman to avoid the chance that a bidder’s comment will trigger a sexual harassment lawsuit,” he said. “We have jurisdiction over what our employees say and do, but not what a bidder may say or do.”

Amy Assiter added that women ringmen have to think carefully how to react to inappropriate bidders. “We decide what we can put up with,” she said. “There is an art to being able to shutdown something inappropriate without offending the bidder.”

Amy said she believes women make good ringmen, especially one-on-one with bidders, because women are more nurturing than men. They have good interpersonal skills.

Another issue of importance is handsignals, Amy Assiter says. A professional ringman knows the basic handsignal numbers and other specific signs to communicate with the Auctioneer, such as “palms up” means “out of money,” she said, and the letter “O” pointed at a person indicates that is the owner of the item and for the ringman to not accept bids from that person.

“Ringmen should also know all the numbers and the increments,” she said. “And you should know how to ask the Auctioneer with hand signals if he will cut the bid.”

#### **Don’t call me a bidspotter**

Brian Rigby, owner of the Professional Ringmen’s Institute in Springfield, MO, said that professional ringman today is proud of that term and “will usually be somewhat insulted when referred to as a bidspotter.”



"To be accepted and acknowledged by your peers as a ringman is indeed a compliment when coming from someone who knows the difference," said Rigby, who has worked high dollar Quarter Horse sales for many years.

A professional ringman knows the "Who, What, When, Why, Where and How" when it comes to performing at any type of auction, he said.

Here are some details of that approach.

#### 1. Who.

"A ringman will know who is bidding, who is likely to be a bidder or buyer, who has the last bid, who has the runner up bid and who might be a likely future seller in the crowd," he said. "They will also know who they are working for."

#### 2. What.

A ringman knows what the Auctioneer currently has bid, what the Auctioneer is asking for, what the prior bid was, what type of items or property their buyers or bidders are wanting to bid on and what hot buttons to push. A ringman knows a great deal about what they are assisting to sell (product knowledge).

"A good ringman also knows what they are worth and they maintain a professional image with a high level of ethics," he said.

#### 3. When.

A ringman knows immediately when their bidder is out, when to ask for another bid, when to go back to the runner up bidder, when a bidder is done and when the Auctioneer is about to sell the item being offered. They also know when to arrive at the auction.

#### 4. Why.

A ringman knows why their buyer is at the auction, why their buyer or bidder wants a specific item or property, why the seller is selling and why they have been hired to serve as a professional ringman, and they look the part.

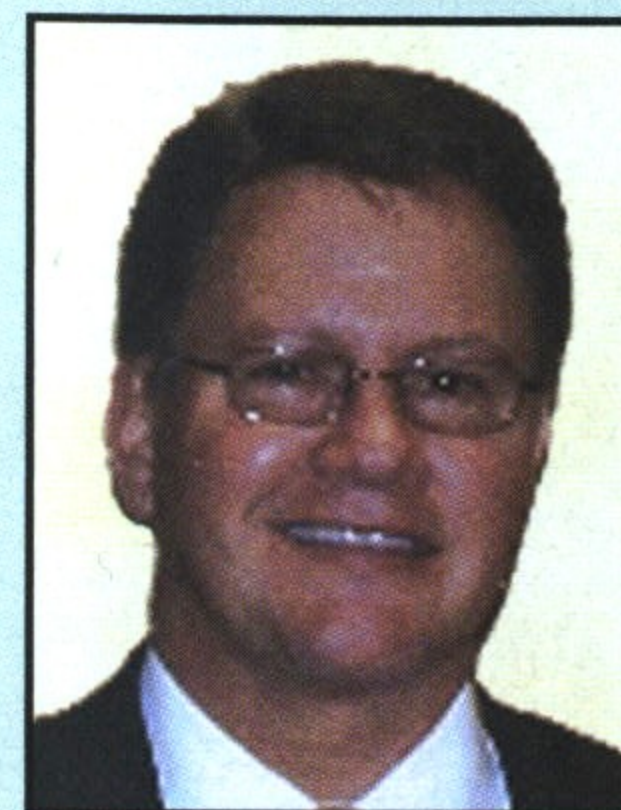
#### 5. Where.

A ringman knows where the current bid has come from, where the last bid came from, where the likely buyer or bidder is, where their assigned section is and they stay in it.

#### 6. How.

A ringman knows how to help generate more buyer participation, knows how to communicate with their Auctioneer and other ringmen, how to assist their Auctioneer when needed, how to negotiate with a buyer when necessary to generate more participation and how to assist another ringman when needed. A good ringman will also know how to develop a relationship and a good level of trust with their bidders.

"A bidspotter, on the other hand, might see someone bid in



Rigby



Assiter

any given area of the auction and may or may not turn in the bid or even know how to turn the bid in correctly. A bidspotter essentially doesn't know the basic important fundamentals of serving as a professional," he said.

#### The new contest

The First Annual International Ringman Championship (IRC) and NAF Benefit Auction (a ticket is required for dinner) will be held from 5 to 11 p.m. on Wednesday, July 18 at the Town and Country Resort in San Diego, CA. The event is presented in Partnership with Auction Flex.

There will be high energy, excitement and second-to-none professionalism at this event. The IRC will showcase the Ringman's skill and expertise and brings a new element to NAA's Conference and Show.

Starting with a sit-down dinner, the evening will transition from the IRC contest that begins at 6 p.m. to the NAF Benefit Auction that directly follows. IRC winners will be announced at the conclusion of the NAF Benefit Auction.

The IRC champion will receive \$5,000, a trophy and championship ring sponsored by the Professional Ringmen's Institute. The IRC finalist will also have the unique opportunity to work with talented auctioneers during the International Auctioneer Championship on Friday, July 20. All five IRC finalists receive exposure and media attention while working the ring during the competition.

IRC Contestants are required to submit the Contestant Information Form G, photo, and a \$250 entry fee. All contestants must sign up on Registration Form C. Forms can be downloaded from [www.auctioneers.org](http://www.auctioneers.org) and can be found in the conference brochure bagged with this issue of *Auctioneer*.

*Story by editor Steve Baska*

**"A good ringman also knows what they are worth and they maintain a professional image with a high level of ethics," said Brian Rigby.**



# Champion ringman Dustin Taylor sees bright future for his industry

Professional ringman Dustin Taylor, 28, of Albertville, AL, says the spotlight now shining on ringmen is a good thing for the professionalism of the whole auction industry.



Taylor

***“I encourage all auction managers to hire a professional ringman and see the difference we make,” Dustin Taylor said.***

And with more attention on ringmen due to contests, TV coverage of auctions, and Auctioneers seeing the value of good ringmen, these professionals will keep getting better jobs and salaries.

“A good ringman now in auto or real estate auctions can make from \$75,000 to \$125,000 a year,” he said. “I am making more money now than some Auctioneers, and I love working with the crowds, and the whole auction process.”

Before he started being a ringman about eight years ago, Taylor worked in the auto sales and parts businesses, and often attended auto auctions. One day he took a job as a ringman in an auto auction and found he had a love and talent for the job that now has blossomed into a lucrative, full-time career. He worked seven years at Adesa Auto Auction in Birmingham, AL and now works all over the Southeast for independent Auctioneers.

A highlight of his career has been his contest wins in the World Automobile Auction Championship. In 2004 he won the ringman division, and in 2002 and 2005 he won the team division where a ringman and Auctioneer work together.

“The ringmen are judged on crowd control, product knowledge and communication with the crowd and the Auctioneer,” he said. “In the team competition we are judged on how well and quickly we convey bids.”

Some state Auctioneer associations also have ringmen contests, and NAA will hold its first ringman contest this July.

“Having NAA start a new contest is excellent,” he said. “It will help get more people involved in what ringmen do.”

## **The value of a ringman**

Taylor says the value of a professional ringman is getting clearer every day in the auction business today.

“I encourage all auction managers to hire a professional ringman and see the difference we make,” he said. “You’ll see that we pay for ourselves and make money money for your auction.”

Taylor says he calls a good ringman also a “trader,” a dealmaker, which is especially evident after the hammer falls, when a seller will not accept the bid amount, so the ringman works between the seller and bidder and gets that bid amount to be acceptable.



"If you put one deal together, or maybe do it three times in an auction," the ringman can more than pay for his salary," he said.

That is not something an amateur bid spotter is ready or skilled enough to do, Taylor said.

"A professional ringman is an extension of the arms of the Auctioneer," he said.

### Getting a first break

Seven years ago, in January 2000, Taylor bought his first house and also became a father. After experiencing some frustrating and disappointing job situations, Dustin scheduled a tryout for a ringman position at a local auto auction. He was hired and the very next week secured another ringman position at Adesa Birmingham, which also landed him an additional ringman position the following week.

Taylor was soon earning more in two days as a ringman than he used to earn in a week at his old job. He began working the ring hoping for an opportunity to sell and become an Auctioneer. However, people soon began to recognize that Dustin had a talent for performing as a ringman and after much encouragement from his peers; he decided to compete for the World Champion Ringman title. Although Dustin had been exposed to Auto Auctions for some time as the son of an auto wholesaler, he had only been working the ring for about a year when he first competed. Dustin and his partner finished fifth in that first competition but he knew he could do better. Determined to be recognized as one of the best ringman in the auto auction business, he put aside the idea of working as Auctioneer and devoted his time to improving his skills and style as a ringman.

The next year, Dustin was fifth in

individual competition but he won the World Champion Team Competition. In 2003, Dustin moved up to finish third but that was not good enough. He worked harder than ever and his efforts proved successful as he won the coveted title of World Champion Auto Auction Ringman in 2004.

Today, he helps ringmen students polish their skills for the working ring in an industry where their skills are growing in demand and professionalism.

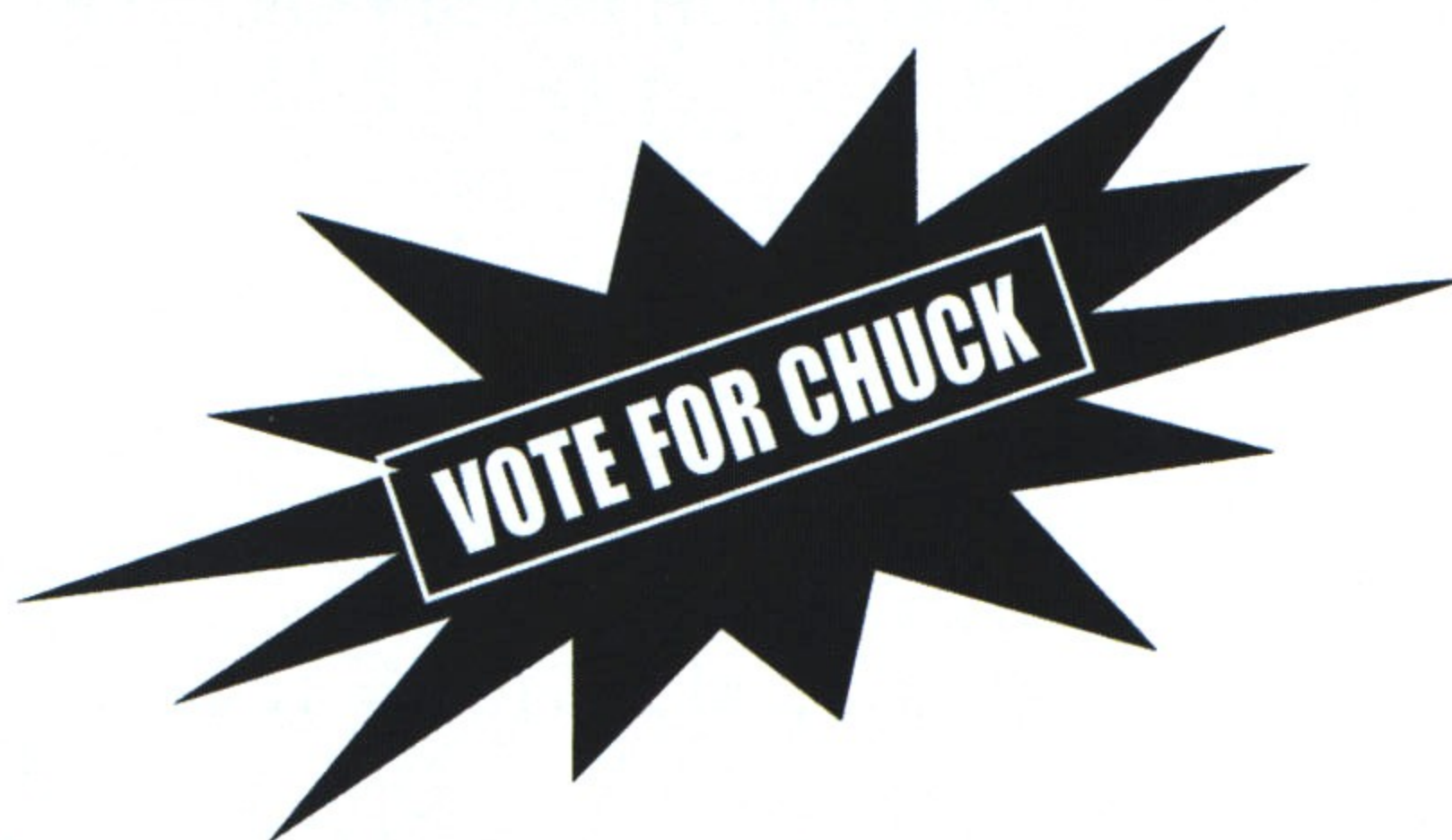
"I see a great future for professional ringmen. The more we can get education, the better, and the more we can educate people about ringmen's value, the better it will be."

*Story by editor Steve Baska and the PRI website.*



**Dustin Taylor works an auto auction.**

## Chuck McAtee, AARE For NAA Director



## Chuck McAtee, AARE For NAA Director

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

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



# Auction industry growth continued in first quarter of 2007, NAA research study shows

OVERLAND PARK, KS – Gross sales revenues from auctions by NAA members in the first quarter of 2007 increased 2 % over same time period one year ago, a study by the NAA has found. If this trend continues, this will translate into approximately \$266 billion total revenue for 2007 for the entire auction industry, up from \$257.2 billion in 2006, a projected 3.4% percent increase for all of 2007. This suggests the possibility of a slightly slower growth in the live auction industry in 2007 compared to 2006, when a 7.1 percent growth rate occurred for all of 2006 over the previous year. The first quarter growth last year was 5.7 percent.

These are the findings documented in a quarterly report of auction industry growth being conducted by global market

research firm MORPACE International on behalf of the National Auctioneers Association (NAA).

NAA President William Sheridan, CAI, ARRE, GPPA said “While the growth has slowed a bit, we are pleased that there is a solid and continued growth of the live auction industry in 2007.”

The following are some other key findings documented in the quarterly report:

- The growth of the residential real estate auction business continues. The estimated growth of 3.2% for the residential real estate auction business in first quarter 2007 is slightly higher than the estimate was at the same time last year at 2.6%. Revenue for agricultural real estate auctions, however, declined by 3.6%. Revenue for commercial and industrial real estate auctions remained essentially unchanged (at - 0.1%).
- 34% of NAA members say they saw an increase in gross sales receipts in the first quarter of 2007 compared to the same time period one year ago. At the end of the first quarter of 2006, 42% said they had seen an increase compared to a year ago. Among those who say they have seen an increase, the median amount of increase reported was 20%.
- 30% of NAA members say they have conducted more auctions in first quarter 2007 than they did in 2006, while 19% say they have conducted fewer than last year. Comparable numbers from this time in 2006 were 33% and 19%, respectively. This suggests there has been slightly lower auction activity in the first quarter than one year ago.

Funded by the National Auctioneers Foundation, the Auction Industry Research Study was commissioned by the NAA in 2003 to study and document the growth of the live auction industry. Results of the initial study were released in July 2004 and updates are being conducted on a quarterly basis.

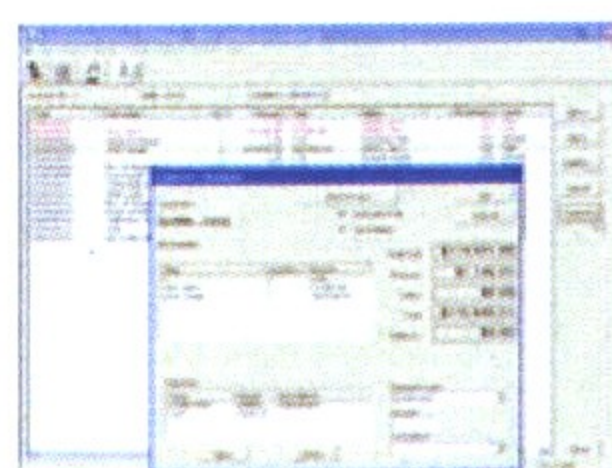


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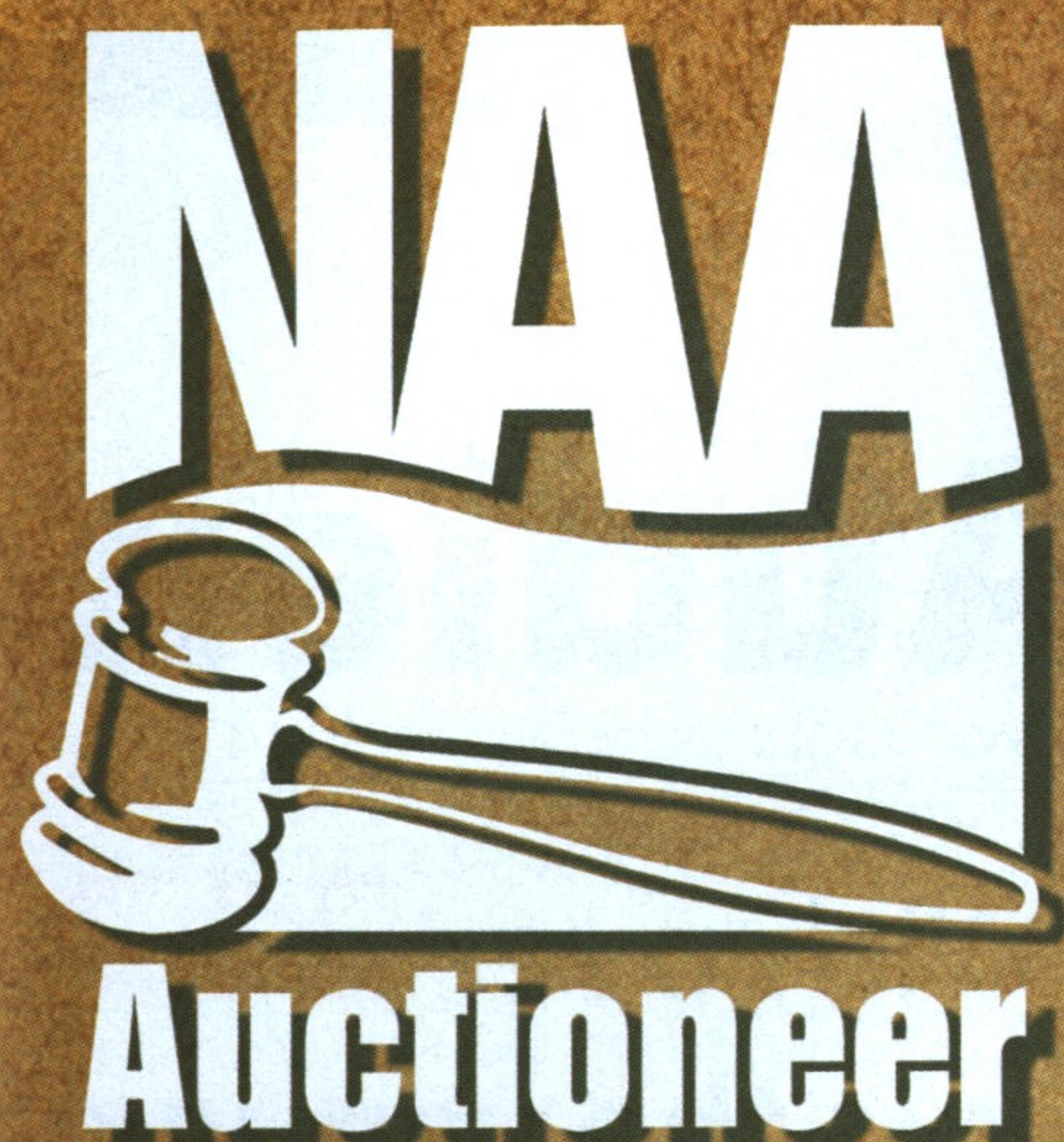
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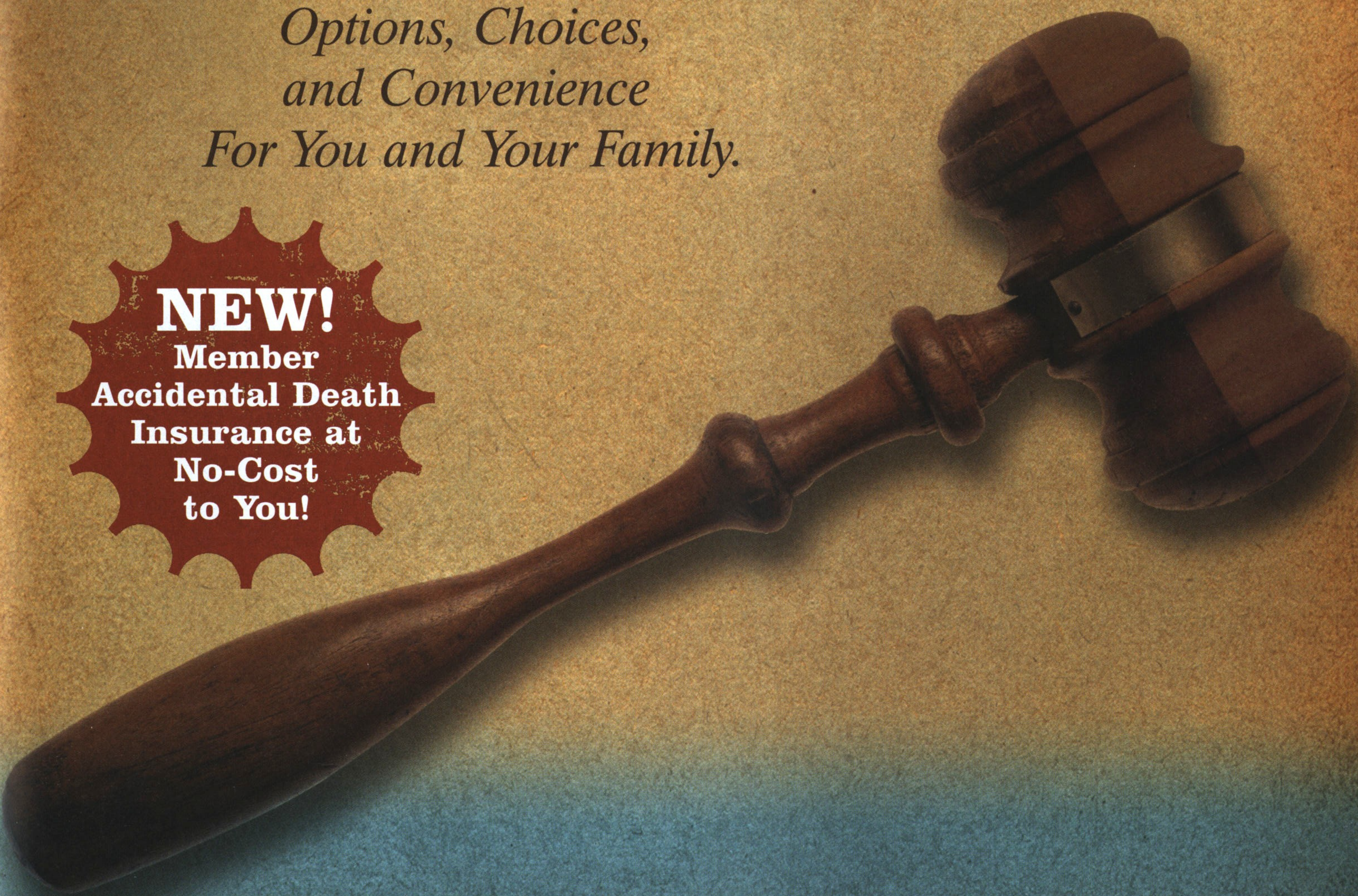
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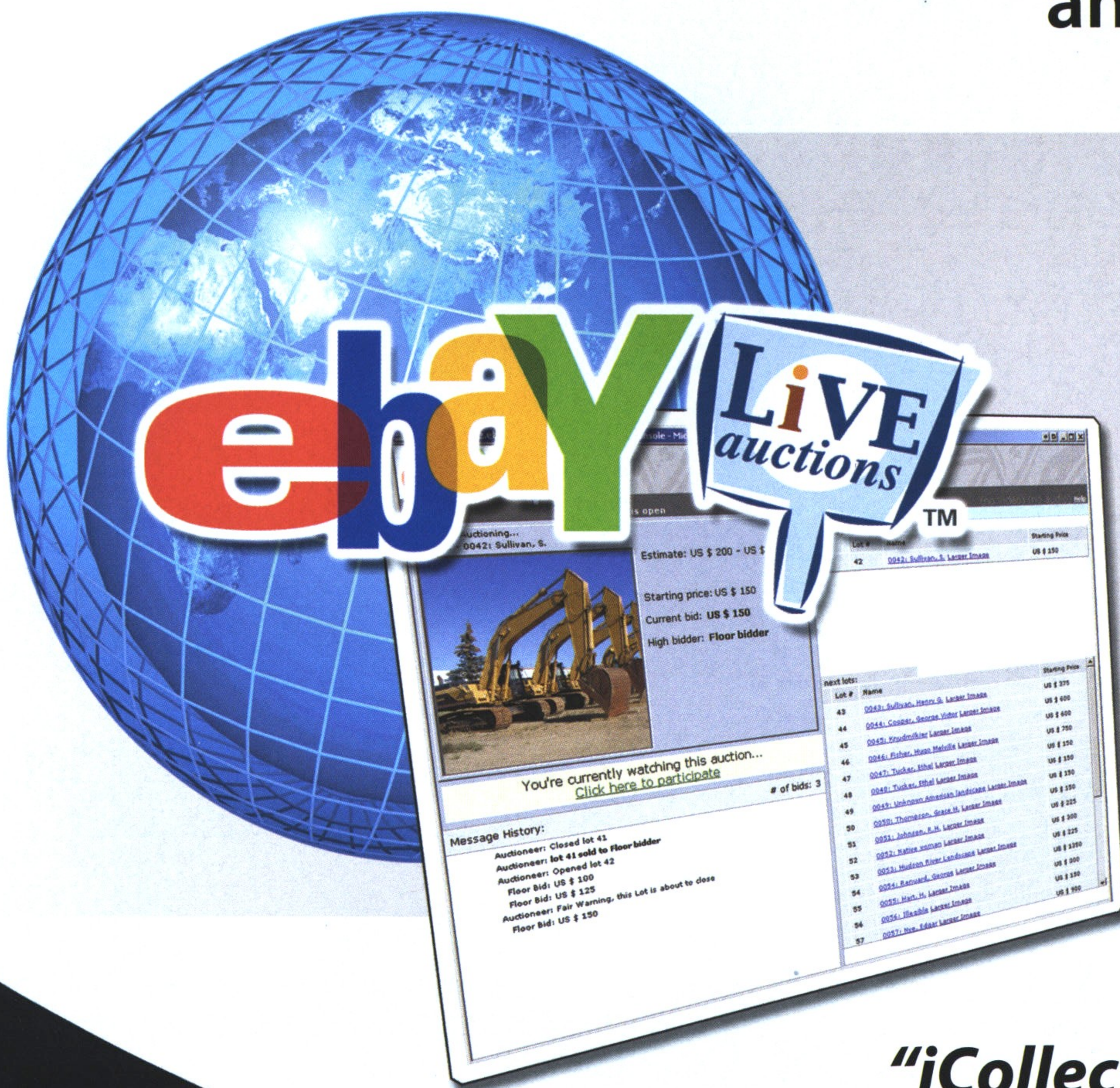


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# CAI 2007 provided premier education to over 170 auction professionals

One of the goals of the NAA Education Trustees is to provide outstanding educational experiences for Auctioneers. This year's Certified Auctioneers Institute was an exceptional example of that goal.

CAI has become the premier Auctioneer education program in the world, training auction professionals in marketing, finance, law and other vital topics for success. Classes are held each March on the beautiful campus of Indiana University in Bloomington, IN.

Over 170 CAI class members were provided five days of top-notch education from some of the most pre-eminent presenters in the auction and business world. From comments heard in the halls, participants raved about the curriculum of these courses. Many Class I members were saying that they should have come years earlier.

Some of this year's highlights included the creation of an award for the best auction proposal submitted by an incoming Class II member. The winner this year, Annette Wells was presented the first Pat Massart Award for an outstanding proposal. Pat was also given a special plaque to honor her for all her years of hard work to benefit CAI.

Matt Holiday won the coveted Rose Award for the Best Auction Summary. Also awarded were Marty Higginbotham, who won the Outstanding Faculty Award; Drew Norris of the Indiana University staff, for over 20 years of service to CAI; and the Delta Award to 83-year-old Jasper Jones for his dedication and inspiration to CAI. Jasper graduated CAI this year.

The committee overseeing the Certified Auctioneers Institute is dedicated to preserving and maintaining the high level of excellence of this program. Each year the complete three year curriculum is reviewed with changes made to the course schedule and course content. We continually evaluate our classes to determine the relevancy to today's auction executive.

CAI is not a basic auction school course. All candidates applying for admission must have two years experi-

ence in the auction industry and must have been actively involved in the conducting of 10 auctions or have graduated from an approved auction school, completed the auction manager course with one year experience and been actively involved in the conducting of 10 auctions.

The CAI Committee has already held its first meeting to work on CAI 2008. The committee promises an even better curriculum with some new events. For more information about CAI 2008, call the NAA Education Institute Office at (888) 541-8084, extension 19, 23 or 28.



**Mark Manley, left, presents to Annette Wells the Massart Award.**



**Pat Massart, center, with her family. An award is named after her.**





**Matt Holiday won the Rose Award for the best auction summary.**



**Jasper Jones, left, receives the Delta Award from Traci Ayers-Downer, CAI, AARE.**



**Steve Boyd teaches at CAI.**





**Jack Christy, CAI, GPPA, CES, chair of CAI, speaks to group.**



**NAA President Bill Sheridan, CAI, AARE, GPPA, speaks to CAI.**



**Sunday brunch at CAI.**





CAI class I 2007



CAI class II, 2007



CAI class III, 2007



# Auction Advantage: A communication tool that links Auctioneers with regular customers

One of the best ways to build and maintain a clientele is by keeping the lines of communication open. Make customers aware of who you are, the services you offer, and how your services can benefit them. Most importantly, keep your company's name in the forefront of their minds.

You can make all of these things happen simply and economically by signing up for the National Auctioneers Association's customer newsletter called Auction Advantage. This four-page newsletter is created by NAA designers, and then your logo, photo and company contact information are printed on it to customize it. Your photo goes in a spot on the right side of the front page in a column urging customers to come visit your auctions this season.

NAA then mails this newsletter to your client list that you send to NAA. All this for only 45 cents per issue mailed to each client, barely more than standard postage.

A new issue of the newsletter is mailed each spring, summer, fall and winter; keeping your company in the mind of your regular customers with a glossy four-color publication.

This quarterly newsletter has positive auction stories of interest to the consumer, telling them about the benefits of auction, how to buy and sell at auction, facts and stories of interest, including auction history, the definition of auction terms and the advantages of using the auction method to sell goods.

A growing number of NAA members are signing up for this service. They send the newsletter to not only regular customers, but potential customers, including bank executives.

Some of benefits of the newsletter includes:

- **Publicity**—It will raise the awareness of the auction method of marketing among clients, prospects and influencers;
  - **Improved Customer Retention**—Ongoing communications are essential to maintaining connections with existing customers;
  - **Brand Development**—It will enhance your reputation as a knowledgeable, professional auctioneer and auction company.
- The newsletter is customized for your auction business with:
- **Your company name**

## Auction Advantage

A QUARTERLY NEWSLETTER FOR THE AUCTION CONSUMER VOLUME 1 ISSUE 1

**Your Company Logo Here!**  
Increase brand awareness through your company logo and regular contact with customers.

### Participating in an Auction, from Check-in to Check-out

*A brief tutorial*



Auctions are exciting for many reasons, including the thrill of bidding and of getting a bargain on a special item. And, it's good to know at least the basics of how to properly participate in an auction. Here are some simple suggestions.

When you arrive at an auction site, register to get a bidder number card, so you can bid if you choose. You do not need to bid (some people only wish to watch on a certain auction day), but by getting a bidder card, you are ready to hold up your card to make a bid if you choose to do so.

When you register, you may also get an auction catalog or other printout of the items in the auction that day. The catalog may have the "Terms and Conditions," of the sale printed there, as well as on posters or other brochures. Be sure to read these. They often describe that items are sold "As Is," and they may talk about guarantees. Be a knowledgeable buyer about terms of the sale. If you don't understand a policy, feel free to ask one of the auction staff before the auction. They will be glad to answer questions.

Next, closely inspect the merchandise you're interested in, as most is auctioned in "As Is," condition, meaning it is sold in the state you see it at the auction. It is not sold with any promise that defects will be repaired before you take possession.

Many Auctioneers spend time before the auction addressing common questions and explaining how the auction is going to work. Some even conduct a "practice auction" before the real auction starts, just to show first-time attendees what the Auctioneer's chant sounds like and how he or she takes bids when cards are raised in the air.

Always remember that at an auction you're free to ask a question if you don't understand something. Auctioneers and their staffs want people to continue to come to their auctions, so they'll do all they can to encourage repeat business!

When the auction starts, the Auctioneer will announce what

*Continued on page 4*

### Celebrate the Auction Trade

The hammering sound of the auction gavel is more prevalent in spring at our company. That's because the third Saturday in April is recognized as National Auctioneers Day nationwide.

National Auctioneers Day is a time to recognize the creative efforts of Auctioneers all across the country, and to celebrate the auction method of marketing. It is set this year for April 17.

In commemoration of this day each year, auction professionals hold open houses, serve as guest speakers at community events and create special programs to educate consumers about their trade.

It's a great time for everyone to learn more about the art of auctioneering. If you know someone who has never been to an auction before, April is a great time to bring him or her to one of our company's exciting auctions.

**Your Image Here!**  
Using your image gives the consumer a sense of familiarity and association with you.

**Auctioneers and their staffs want people to continue to come to their auctions**

### INSIDE:

- Car Auctions Spur Creation of New TV Show
- Painting from Attic Nets \$1 Million at Auction
- Advantages of an Auction: Less Time, More Money for Seller
- Auction Terms
- Looking Back: A Bit of Auction History
- Symbol of Excellence

Auction Advantage newsletter can be obtained from the NAA.

- **Your company logo**
- **Photograph of your company president or general manager**
- **Your web site address**

The best part is the cost. For only 45 cents per newsletter, the NAA will setup and mail the publication to your provided list of clients.

To view a copy of the premier issue, go to the "members only" section of the NAA web site, [www.auctioneers.org](http://www.auctioneers.org), and click on "Auction Advantage."

It's a labor free marketing tool that keeps working for you all year long. To sign up for this service call NAA's membership department at (913) 541-8084, ext. 15.



# Change your auction niche with preparation

By Kim Hahn

If you're ready for a new auction niche, you can do so using many of the principles that guide professionals in other industries also. Perhaps you are thinking of going more in to real estate, benefit auctions or some other specialty.

These days people in many businesses are adding or changing niches to adapt to current markets. This can be in sales, marketing, finance, product development, website development and other areas.

Here are seven steps you can take to start fulfilling your dream of career change today.

## 1. Identify Your Area of Interest

Make a list of your talents, your interests, and the things you like to do, then link this list to the kinds of work you want to perform in a new job. Most human resource departments have tests that can assist you in identifying what's most satisfying to you.

## 2. Let Your Desire to Change Be Known.

Spread the word that you're interested in making a niche change. Just putting your wishes out there can start setting possibilities in motion.

## 3. Seek Out a Mentor

Most successful people love to share their secrets for success and are willing to give advice, make introductions, and assist an up-and-comer in the organization. You can learn a lot from someone who has mastered the career you aspire to. These are the things you can't learn from books!

## 4. Network, Network, Network

Meet with as many people as you can within your niche to learn about the career you're interested in, find out about new opportunities that are becoming open, and get your foot in the door. Make friends and ask them to lobby upper management for you.

## 6. Identify the Skills, Education, or Experience You Need.

Take inventory of what you can bring to the table and what new tools you'll need to acquire. Although you may not have done this particular job before, you most likely have skills and experience that will transfer. As with any career change, you may need to take a few classes. Most employers will give you time for this, and often even provide financial support.

## 7. Develop a Timeline for Making the Change.

Be realistic about how much time this change may take. Then sit down and draft out the steps you plan to take, and set goals for yourself. You'll find that once you get on the path to change it feels almost as good as reaching the destination.

People need to grow and change. By making a niche career change within your current company, you're not only providing yourself with growth opportunities, but you're also giving your company an employee who is more diversified, skilled, and valuable in the long run. So take steps to realize your own growth, and make your dreams come true.

*Author Kim Hahn is the founder and CEO of Intellectual Capital Productions, Inc., a multimedia company featuring Conceive Magazine and the online radio show, Conceive On-Air. For more information, please contact Kim at (407) 447-2456 or at [kim@conceivemagazine.com](mailto:kim@conceivemagazine.com).*

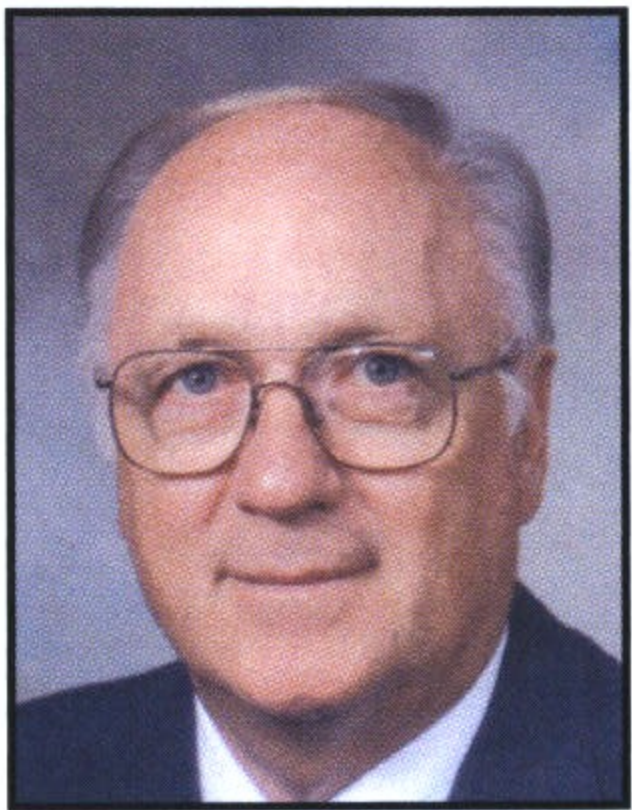
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**Higgenbotham**

# Investing in our Future

Dear NAA members,

These are exciting times to be an Auctioneer. I personally feel very blessed to have seen our industry grow to unprecedented levels, now exceeding \$257 billion!

As Chairman of the National Auctioneers Foundation, it is my privilege and responsibility to fulfill the Foundation's mission of enhancing the auction profession. Through research and education efforts, NAF continues to be a catalyst for industry growth and understanding.

As you know, today our highest priority is the successful completion of the "Investing in our Future" campaign. It is my personal hope that you will pledge your support to this worthwhile effort so that our industry will continue to thrive and prosper. We are very close to meeting our member target of \$4 million having raised in excess of \$3 million. To succeed; however, I need your help to get us over the top

If every NAA member pledges \$1,500, to be paid over the next five (5) years, we will reach our goal. If you want your pledge to be directed to one of the four core areas of research, public awareness, historic preservation or capital improvements, you may do so.

To add a little incentive to our member drive, one of our generous benefactors has made a significant challenge grant, agreeing to match NAA member pledges, up to \$100,000! So, for every dollar you pledge, the foundation could receive an equal match, doubling your impact on the Initiative. As you have heard in the past our goal is for all NAA supporters to pledge something so we all can celebrate this historic success in San Diego.

If we all come together and do our part we will ensure that as NAA members we receive the advantages that come from the research, education and awareness programs of the auction industry. The road to success begins with your pledge of support. Please join me and the others who have already made their commitment by "Investing in our Future"!

I look forward to seeing everyone in San Diego!

Sincerely,

A handwritten signature in cursive script that reads "Marty Higgenbotham".

Marty Higgenbotham, CAI  
Chairman  
National Auctioneers Foundation



# The National Auctioneer's Foundation

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*We Took the  
Initiative!*

## The NAF also gratefully acknowledges the following early donor/investors to the initiative:

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G. Burdette Wilber, CAI, GPPA  
Williams & Williams  
Wisconsin Auctioneers Association  
Brad H. Wooley, CAI

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



## Staffers honored at Max Spann Company

CLINTON, NJ - Max Spann Real Estate & Auction Company has announced that four of its staff members have recently been honored for their accomplishments in the real estate industry.

Max Spann, Sr. said "As the real estate industry is experiencing a downturn, and companies and people are moving from the traditional methods of real property sales to the auction method, we are proud to have a staff that is recognized for their knowledge, education, and commitment to assisting clients with successful transactions."

The four people honored are:

- **Max Spann, Jr.**, partner and president company, has been elected President of New Jersey State Society of Auctioneers. He has also been appointed the New Jersey State Representative by the National Auctioneers Association as an Auction Action Network representing the state in Washington, DC. Max Spann, Jr. has over 20 years of diverse experience in commercial and residential real estate as a broker, developer, site acquisition officer, and, marketing executive. During his career he has purchased and managed development of thousands of resi-

dential units and hundreds of thousands of square feet of commercial space. His multi-faceted experience includes acquisition, tenant/landlord representation, financing, development, asset management and commercial leasing.

- **Robert Dann**, Vice President Operations, has been elected to the Board of Trustees and appointed Secretary/Treasurer for the State Society of Auctioneers. Dann is a New Jersey, Pennsylvania, and New York licensed salesperson. Adding to his Accredited Auctioneer of Real Estate training, he recently graduated from the Missouri Auction School.

- **John Dobos**, sales associate, has received his Pennsylvania Real Estate Sales license. His responsibilities include assisting with development of the marketing and advertising plans, customer relationship management, and individual client sales. His 20 plus years experience in the hospitality industry add a unique perspective and set of skills to the overall Max Spann Real Estate Team. John is a licensed New Jersey Real Estate Agent.

- **Norman Zimmer** has become a member of the American Bankruptcy Institute and has received his Pennsylvania Real Estate license.

## Daye joins Rowell Auctions

Jere Daye, II, CAI, AARE, MPPA is now associated with Rowell Auctions as National Sale Manager, working with affiliated auction firms, institutional clients, and specializing in multi-parcel real estate sales both live and on-line. Daye currently is member of the NAA Education Institute Trustees and is chair of the AARE Committee. Daye is an instructor for AARE and GPPA.

## Industrial Publishing and Accessible Data Services unveil Cornerstone Mailing Innovations

Industrial Publishing (IP) and Accessible Data Services (ADS) have unveiled Cornerstone Mailing Innovations, a print-through-fulfillment joint-venture that brings printing together with advanced data management and enhanced mailing services in one company.

IP President Jason Pierce says the joint venture combines the strengths of the two companies, each being leaders in their respective niches. "ADS excels at capturing, merging, manipulating, cleaning-up and using data, as well as address verification. IP is known for its quality printing and rapid turnaround, from concept to drop fulfillment. We're a one stop shop now," says Pierce.

**continued on 87**

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## 13 Candidates run for officer, board positions

To help NAA members learn about candidates running for positions as officers and directors of the association this July, profiles of the 13 candidates are printed on the following pages.

The profiles identify the office each candidate is running for (at the top of the page), and has brief biographical information as well as answers to questions about NAA and the industry.

This year two people are running for vice president, and seven people are running for four open seats on the Board of Directors. NAA's board is composed of 12 directors, a president, president elect (the upcoming president), vice president, treasurer and chairman of the board (past president). Board members serve three-year terms as elected

by the membership at the annual meeting during the Conference and Show, so each year four new board members are elected.

As an NAA member, you are urged to study the profiles carefully. These candidates, leaders from different parts of the country, have differing backgrounds and varied opinions on how NAA can improve.

NAA President William Sheridan, CAI, AARE, GPPA encourages each member to get involved in the process. "Read the candidate profiles to get an understanding of each candidate's goals and views," he said. "With this section published in May, you will have many weeks to study the information and make an informed choice by election time."

### Annual Business Meeting and Election Thursday, July 19, 8:30 a.m. to 11:30 a.m.

NAA members are required to formally check-in and register to vote if planning to participate in the annual election. To register to vote, please report to the NAA information booth in the foyer of the Town and Country Resort & Convention Center.

#### Voting check-in hours are:

Monday, July 16, 8 a.m. to 5 p.m.

Tuesday, July 17, 7:30 a.m. to 5 p.m.

Wednesday, July 18, 7:30 a.m. to 5 p.m.

Thursday, July 19, 6:30 a.m.

**For Conference details,  
visit [www.auctioneers.org](http://www.auctioneers.org)**

## 2007-08 Candidates

#### President:

**Tommy L. Williams, CAI**

#### President-elect:

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

#### Vice President:

**W. Ronald Evans, CAI, AARE, CES**

**Scott Musser, BAS**

#### Treasurer:

**B. Mark Rogers, CAI, AARE, CCIM**

#### Director:

**Paul C. Behr, CAI**

**William L. Head, CAI, AARE, CES**

**Willie A. Johnson, CAI**

**Monte Lowderman**

**Chuck McAtee, AARE**

**Harry Mullis**

**Jay Nitz, CAI**

**Brian Rigby**





## Thomas L. Williams, CAI

### Bixby, Oklahoma

**Family:** Married to Trudy for 46 years. Children: Three. Grandchildren: six.

**Years in the profession:** 44

**Years as an NAA member:** 44

**Previous work history:** Ran all purpose auction company in Macomb, IL.

**Community activities:** Masonic Lodge, Paul Harris Rotarian and life member American Angus Association.

**Hobbies/Interests:** Selling of purebred Angus cattle.

**Member of state associations:** Oklahoma and Illinois.

**Auction Specialty:** real estate

**Number of auctions conducted annually:** Our company does 4,000 per year.

**1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?**

I want to keep NAA on the leading edge of the rapidly changing auction world through continued research and constantly updating and improving our educational opportunities. We must be the best available service provider for our membership from Internet opportunities to education and everything in between. We must provide the most bang for the buck, while stressing time savings, such as the online education. I feel the recent partnership with the TV Auction Network and the new real estate MLS site will reshape the world of auctions as we know it.

**(2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?**

I have 44 years of auction experience in many auction venues. The auction business has been our family's business for those 44 years. We earned our living through auctions. This wasn't an experiment. Auctions put food on the table. Auctions have been the passion of my work life and I bring that passion and dedication to NAA.

**(3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?**

Promote the auction industry through the TV network. Continue the research updates so we know where we are going. Expand our membership to include all that derive their living from the auction industry. Improve our education and delivery of same through online opportunities. Constantly improve the services we offer the membership such as having the best E & O insurance opportunities available.

**(4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?**

The Internet is reshaping the auction industry by the day; not by the year. We must stay abreast of the ever-expanding marketplace. Educating our members on how best to adapt and utilize the rapidly-changing technology is paramount. The Auctioneers quick adaptation to the needs of their sellers and buyers alike will dictate the ultimate success of that Auctioneer. Our biggest challenge is to provide the tools needed to prosper in the new world of auctioneering. The successful Auctioneer will blend the best of the past with the best of the future.

**(5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?**

All those involved in auction marketing should be part of NAA. It is not for us to dictate how members conduct their business, only that they do it in an ethical and business like manner. The auction profession is entrepreneurship at the highest level.

Let the marketplace speak to the success or failure of an individual's approach. I am not the judge, nor should NAA be. I remember when I thought the number system was a bad idea. I am passionate about my beliefs, not about enforcing my beliefs on others.

**(6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?**

Recently your board formed a partnership with the new TV Auction Network. The possibilities offered by this partnership stagger the imagination. Sponsoring TV features such as the bid calling contest, the new ringman contest, the new Junior Auctioneer's Contest and the children's auction offer promotional opportunities to the public never dreamed of before. Auctions and Auctioneers offer limitless stories the public will clamor for.

**(7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.**

It is an awesome responsibility to be your president. I will give the outstanding leaders serving on your board, NAA's dedicated staff and each member the effort and commitment they deserve. Having spent several years working with those leading NAA, I appreciate the time and careful analysis put in to every decision. I firmly believe if every member could sit in on the decision-making process, having full knowledge of the facts, they would agree with the decisions made. No decision is taken lightly. What is good for the membership and the industry is always number one. I commit to this premise and will do my best.





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

### Post Falls, Idaho

**Family:** Married to Annette. Children: Johnna, 29; Joshua 26.

**Years in the profession:** 22

**Years as an NAA member:** 11

**Previous work history:** US Navy Seabees, management position for Radio Shack and Tandy Corporation, self employed store owner for 19 years and an Auctioneer for 22 years.

**Community activities:** Past president of the Post Falls Area Chamber of Commerce, past officer in Post Falls Education Foundation, Lions Club, instructor for Junior Achievement Post Falls High School, Julyamsh Pow-wow Circle Society Coeur d'Alene Tribe, benefit Auctioneer for many groups.

**Hobbies/Interests:** Collecting toys, Native American items and Western memorabilia.

**Member of state associations:** Idaho, Washington, Oregon, Montana and Wyoming.

**Number of auctions conducted annually:** 30-35 real estate, benefit and personal property.

**Your auction specialty:** Antiques & Collectibles, Benefit, Business Liquidations, Estate & Personal Property, Office & Personal Property and others.

#### (1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?

NAA is providing more services and benefits to its membership than ever before. They also have representatives speak to Auctioneer graduates at several auction schools and at state conventions. The Auctioneers we need to reach are those who have been in the auction business, either part time or full time that do not know about the added value of an NAA membership. We all know an Auctioneer that is not a member of NAA, so it is up to all of us to explain to them the value of becoming a member and utilizing the many benefits and services that an NAA membership has to offer.

#### (2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?

We had a successful auction business for eleven years, but not nearly as successful as we were after we joined our state and National Auctioneers Association in 1996. Because of this we know the value of the educational opportunities and networking possibilities that NAA has to offer. My family and I realize how important it is to attend as many seminar's as possible and always attend Conference and Show. I am a firm believer in "paying it forward" and have been able to help other Auctioneers as a mentor, an instructor for GPPA, Auction Manager Certificate Program and as an advisor and instructor for CAI. The experience I gained on the Auction Marketing Institute board and on the NAA board has given me experience, qualifications and dedication that will be a benefit to our NAA board and our membership.

#### (3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?

1--Establish a professional speaker's bureau with training directed by Dr. Harlan Rimmerman and the Education Trustees. A speaker's bureau can supply speakers that will enable us to educate the banking industry, American Bankruptcy Institute, NAR and others on why they should say, "Auction First". 2--Continue the work started by Bill Sheridan in establishing a working auction committee made up of Realtors from NAR and Auctioneers from NAA. 3--Add other professionals, who are not in the auction business to our long range planning committee, or establish a separate advisory committee. Thinking outside the box is easier when you have never been inside the box. 4--Look into issues involved and the benefits received by hiring a professional PR firm to help NAA spread the word about what Auctioneers do and how we get it done. 5--Have a professional firm do a "SWOT" analysis and identify our Strengths, Weaknesses, Opportunities and Threats within the NAA and the live auction industry.

#### (4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?

The Internet auction industry is exploding. We have announced to the world that we are a \$257 billion dollar industry. Now more than ever we need to think outside the box, because those who are not in our industry are already there. If you do a search on the word "auction" on the Internet you will find over 211 million web sites. Google "Auctioneer" and you will find over 4 million web sites. If we are to lead as an organization we must acknowledge other venues of auctions and Auctioneers.

#### (5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?

Offering membership to those that are not traditional bid callers is a double-edged sword. As a traditional bid caller I would like to leave things just as they are, however, our industry is changing and we as an industry must learn to accept change. How can we as an organization expect others to abide by our bylaws and code of ethics, unless we offer membership and education to other types of non-traditional Auctioneers?

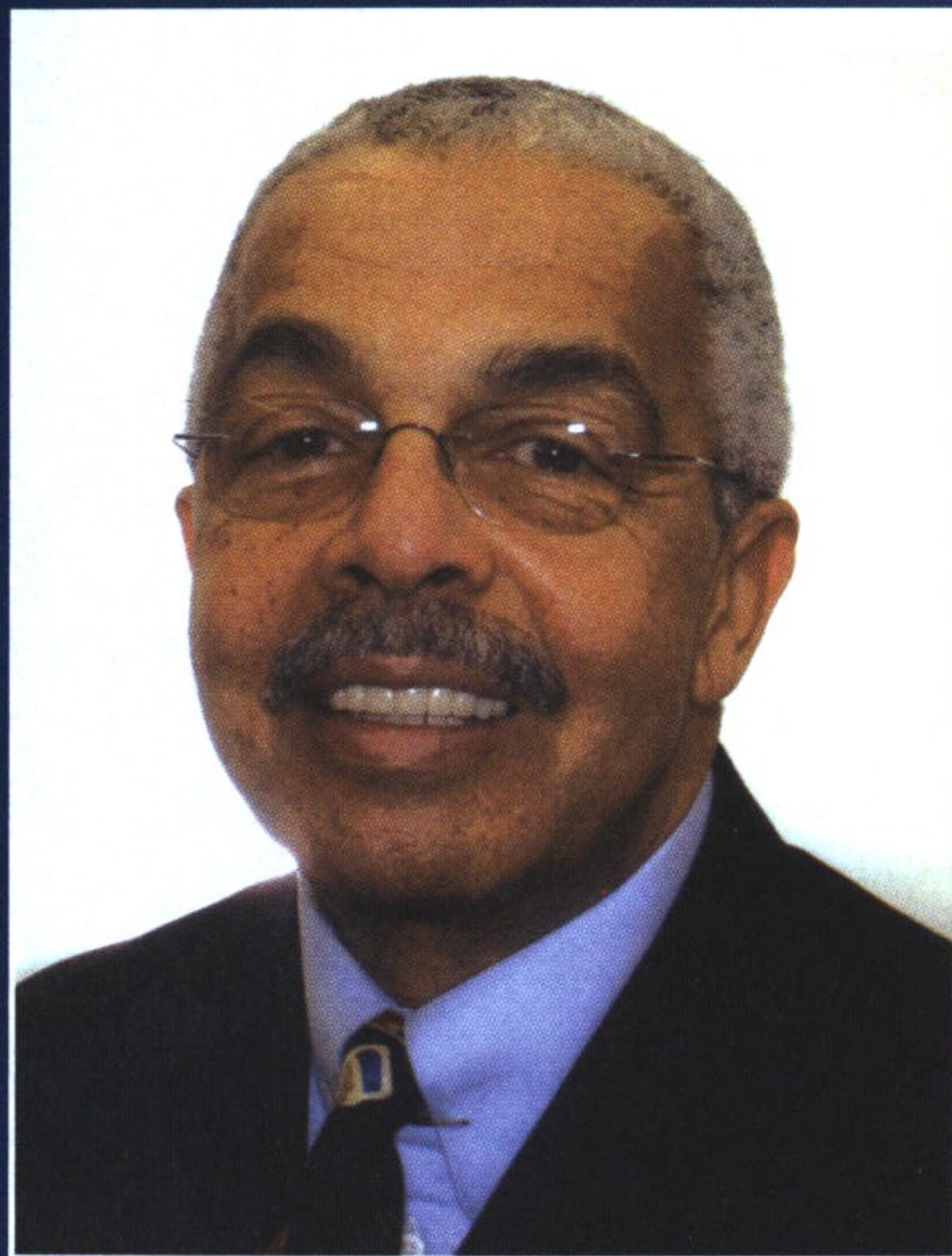
#### (6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?

Our image can be enhanced through Internet and television programs, educational opportunities and updated PR information for our membership. The more education our members receive the more professional they will become. Our customers and clients are more informed than ever before. By providing education for us and by us we can provide those customers and clients with answers to the questions they ask and supply them with the information they seek.

#### (7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.

My role will be to lead, listen and make decisions that are best for NAA and its members. We need to not only listen to our membership, but also listen to the environment that is using the Auction Method of Marketing and really listen and educate the environments that do not use the Auction Method of Marketing as their first choice. Listen, create new ideas and turn those ideas into results, plan our work and work our plan so we can keep the National Auctioneers Association as the leader for the auction industry. I thank you all for your commitment to NAA. Enjoy each day and remember, "It's Your Attitude, Dude."





## **W. Ronald Evans, CAI, AARE, CES**

### **Washington, D.C.**

**Family:** Married to Crystal. Children: Mark and John.

**Years in the profession:** 27

**Years as an NAA member:** 26

**Previous work history:** Real estate business since 1960.

**Community activities:** Member and past president of Washington D.C. Chamber of Commerce; chairman of National Capital Revitalization Corp/Redevelopment Land Agency Revitalization Corp.; associate minister at Evangel Missionary Baptist Church.

**Hobbies/Interests:** Swimming, fishing, volunteering.

**Member of state associations:** Maryland.

**Number of auctions conducted annually:** Over 150.

**Auction specialty:** Real estate and Personal Property.

#### **(1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?**

My intention will be to lead our organization further into and through the 21st century to show a diverse approach to membership development by enhancing the exposure of the auction method of marketing to the global marketplace. Service on the board of directors has given direction towards continued growth and development of our individual businesses, thus providing influence to others to become members of the organization, by providing more educational, business and growth opportunities, to the small, medium and large professionals in the auction industry.

#### **(2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?**

Continued leadership in the NAA will allow many others to recognize the opportunities and growth potential by participating in and joining NAA. The desire to educate the Congress, the country and the world about the oldest legitimate business in the world to the possibilities and growth potential will benefit the organization as a whole and individually.

Life in the auction industry has enhanced my overall growth, thus allowing opportunity to further others in the industry. The comrade relationships that have been established have allowed continuing throughout the world, including Canada, New Zealand, Australia and South Africa.

#### **(3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?**

(1) Promote the auction industry by increasing the public awareness of the auction method of marketing and by removing the negative image of the Auctioneer, and provide more information to our public officials. (2) Continue professional ties with other international organizations. (3) Continue growth in educational opportunities, additional designations for the promotion of educational programs, allowing a professional presence. (4) Staying in touch with local and national legislators, and education to them on the industry goals, objectives and self-governing orientation. (5) Provide opportunities to the entire membership, small, medium and large companies in growing their businesses, by enhancing and developing state associations providing all with educational, governmental and board partnership support. Also, develop youth entrepreneurial Auctioneer workshops at Conference and Show. This will develop our future for our survival for generations in the industry.

#### **(4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?**

The next five to 10 years are very important for our membership, however we need to look at the next 15 to 20 year goals and objectives. The industry will change drastically and we need to prepare for the future of the industry beyond the next 10 years. Provide steady employment, business and an opportunity for the future generations. Technology has proven we are changing daily to get ahead of the curve and stay outside the square.

Social behavior, business and leadership skills need honing and enhancement to better our position in our respective communities, to be better citizens. Being proactive in our responses to all issues as opposed to reactive will posture the organization toward future growth and development.

#### **(5) Most members agree that changes in the industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?**

Yes, to the extent that their involvement is in fact in the auction method of marketing. There are organizations that we need to partner with, but not necessarily include them in our general membership. Certainly we should not limit the ATuxiliary and affiliated organizations from participating with the NAA.

#### **(6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?**

By providing marketing techniques and continued educational opportunities for the continued enhancement of the individual, company and organization.

#### **(7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.**

The role of my candidacy for vice president will be the continuing effort of establishing a better position in the marketplace as a whole. The business, political and community involvement in the past provides an opportunity for NAA to capture the experience passed on to others. Helping others in the business enhances their continued growth and development. Going to the next level should be the objective and goal of each and every member; not limiting us to a limited marketplace. We are seen as a global business as we reach out to the world.





## Scott Musser, BAS

### Kennewick, Washington

**Family:** Married to Teresa for 22 years. Children: Jake, 20; Josh, 17; Jacqueline, 13; and Wyatt, 10.

**Years in the profession:** 25

**Years as an NAA member:** 20

**Previous work history:** I am a second generation Auctioneer and I've been a professional Auctioneer all my adult life.

**Community activities:** Past President of Tri-Cities Area Chamber of Commerce, board member of United Way, Rotary and other civic organizations.

**Hobbies/Interests:** Aviation and technology.

**Member of state associations:** Washington (president, 1999).

**Auction specialty:** Agribusiness, real estate, commercial.

**Number of auctions conducted annually:** 60-80

**(1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?**

(A) Encourage membership to all who are involved in the auction marketing process. Currently today we have a surge of professionals who are entering the auction marketing profession. By opening our arms and encouraging all who are interested in auction marketing, we not only assist them in becoming more professional, but we strengthen ourselves by learning from them. (B) Continue to develop NAA as the premier auction organization by doing everything possible to enable our members to be more professional, more knowledgeable and more effective. (C) Build upon the foundation laid years ago by the pioneers in this industry to create an "Auction First" mentality amongst consumers and industry.

**(2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?**

I am a second generation Auctioneer and I've been a professional Auctioneer all my adult life. I have children that are interested in entering the profession. I have served the NAA as a director, treasurer and as the 2001 International Auctioneer Champion. I have a great deal of affinity for the NAA and will do all I can to better the NAA and its membership each and every day. Every decision I make is predicated upon the Rotarian 4-way test: Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?

**(3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?**

(A) Build our financial resources and reserves through sound financial controls. NAA can only help its members be strong if it is financially secure. (B) Create an association that is less dependent upon membership dues, and instead, create an association that can rely on a steady income from affinity programs and services, thus increasing the level of benefits that we can provide our members. (C) Continue the forward-thinking progress of our association, while respecting and building upon the foundation that has wisely been set down by previous leadership. (D) Embrace new technology and be ready, willing and able to help enable NAA members in utilizing such technology. (E) Continue to research and study our industry and use such information to leverage the NAA Auctioneer in the media and industry.

**(4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?**

More people will be exposed to the auction method of marketing. More and more people will adapt to and utilize the auction method of marketing. Real estate will continue to be the fastest growing segment of the auction industry. NAA needs to be positioned to be the "go to" association for all professionals practicing the auction method of marketing. NAA needs to provide services and tools that enable the NAA Auctioneer to have "top of mind" awareness among consumers.

**(5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?**

Yes. There are many who are entering the auction marketing profession. NAA needs to embrace these people and assist them in becoming more professional and more effective. In doing so, NAA will become a stronger organization and we will all learn from each other. We cannot put our heads in the sand and think the world will not notice. If we are not learning, changing and growing, we are dying.

**(6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?**

By continuing to foster research and development about our industry, and by assisting our members in maintaining a level of professionalism that enhances our profession and method of marketing in the eyes of the public. By requiring members to adhere to a strict code of ethics so that the NAA Auctioneer will be revered and respected.

**(7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.**

My role if elected vice president is to provide direction and leadership for our association. Having served as a director and then treasurer of our association, I feel that I bring a depth of experience to the job. I'm familiar with the financial fundamentals of our organization and will strive to keep the NAA fiscally sound.





## B. Mark Rogers, CAI, AARE, CCIM

### Mt. Airy, North Carolina

**Family:** Married to Deidre Blackmon Rogers 25 years. Children: Dustin, 21; Deyton, 17.

**Years in the profession:** over 25.

**Years as an NAA member:** over 20.

**Previous work history:** Grew up working on neighbors' farms. Have worked all aspects of the auction profession, from setting up personal property auctions to being the Auctioneer.

**Community activities:** Mount Airy Rotary Club, Paul Harris Fellow, Young Life Committee member, high school Foundation President; Habitat for Humanity volunteer; Sunday School teacher for 10th to 12th grade; served as President of local board of Realtors; served as regional vice president of the North Carolina Association of Realtors.

**Member of state associations:** North Carolina.

**Number of auctions conducted annually:** 60 to 100.

**Auction specialty:** Real estate

#### (1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?

First, we must provide as many services as possible for the NAA member. We must educate the non-members about the benefits of NAA membership. I suggest a one-on-one program. If each member will recruit one member per year we could have significant growth. When the non-member realizes that NAA Auctioneers are getting the best auctions and are sought more often than potential clients, they will come to us. Second, we must continue to develop educational programs for other auction specialties. Third, I believe we should promote the virtual member for those who use the Internet to read magazine, newspapers, etc.

#### (2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?

I am the beneficiary of growing up in and around the auction business. I remember the days of riding through small towns announcing the auction that day over a bullhorn on the roof of the station wagon. Large posters were placed in store fronts and on fence posts out in the country. I've witnessed the transition from posters to brochures for direct mail, to websites and email auction notices. I've clerked auctions with a simple line item entry on a legal pad and watched the transition to clerking tickets to computers to wireless entry.

#### (3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?

#1 Education—it has to be first. The auction method is changing rapidly and we need to prepare our members to conduct great auctions. Those auction will be the best publicity for the auction method.

#2 Member Benefits – We have to keep members with us for the long haul. We are not getting the message out that our benefits far outweigh their costs.

#3 Membership Growth – There is strength in numbers. By creating partnerships with other auction associations, such as the automobile and livestock Auctioneers, perhaps with time we can get them to be fully engaged as a part of NAA.

#4 Technology – We must embrace the ever-changing technology. Offer basic computer classes for Word, Excel, Outlook and more at Conference and Show.

#5 Outreach – Outside of our NAA network, encourage young people to consider auction marketing as a profession. We can develop programs for middle schools, high schools and colleges.

#### (4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?

The competitive bidding marketplace will have a paradigm shift to Internet bidding for most types of auctions. The Auctioneer that embraces the change will have a bright future. I really believe that more combination marketing with traditional Auctioneers using online bidding will be the dominant auction method for several years. NAA must educate its members to use technology that is beneficial to the consumer, the Auctioneer and bidders. Maybe it is time to revisit the concept of an e-auctioneer designation for our members.

#### (5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?

Yes, we should offer more programs for our event scheduling, advertising and auction company management personnel. It will help to bridge the gap between traditional Auctioneers and online marketing personnel. If they are educated to the benefits of using the traditional Auctioneer in conjunction with online methods, it should put traditional bid callers in a bigger spotlight. It can open doors to more buyers and sellers for our services.

#### (6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?

First, we must keep conducting successful auctions. I think we need more auction advertisements on network and cable TV. The more live broadcast auctions that can be viewed by larger audiences, the more we can promote our image and methods. NAA must help members buy airtime at discounted rates. NAA needs to lead the development of the auction marketing TV network. It may start with broadcasting live auctions at [www.Auctioneers.org](http://www.Auctioneers.org) to broader audiences. Then we can make the transition to Auction Network or Auctioneer Live Network.

#### (7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.

As an officer I believe one of my roles would be to help NAA "raise the bar." We must help our members reach higher, dream bigger, and seek greater ways to promote our expertise. I believe I can be a voice for all members. I can draw upon my experience of 25 years in the auction industry and use it to help move the association forward. I will draw upon my experience as a directory for three years and it will be very helpful in serving as Treasurer.





## Paul C. Behr, CAI

### Foxfield (Denver), Colorado

**Family:** Single. Children: Matthew, 26.

**Years in the profession:** 36

**Years as an NAA member:** 26

**Previous work history:** United States Marine Corps 1969-1971, Vietnam Combat Veteran.

**Community activities:** Active in various church and community activities and causes.

**Hobbies/Interests:** Horseback riding, fishing and hiking

**Member of state associations:** Colorado and Minnesota.

**Number of auctions conducted annually:** 225-300.

**Auction specialty:** Automobiles, collector cars, fundraising / charity, real estate, livestock auctions.

#### (1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?

If elected, I offer the following: To encourage members to take advantage of the wide variety of benefits and services the NAA offers its members – thus retaining contented present members as well as welcoming new members; Reach out to educate non-members of the benefits, services and education of being a member. Continue to work with auction schools and recruit new members and actively recruit automobile and livestock Auctioneers; Be approachable to members and non-members alike; Encourage every member to sponsor one new member to NAA; Seek working relationship with NAR, LMA, NAAA and WAAPA.

#### (2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?

I have been blessed to be an Auctioneer since 1971 (full-time since 1973) and conducted approximately 8000 auctions. I have helped, trained, educated and encouraged Auctioneers for years as I feel to give is to receive. I am a past member of the Certified Auctioneers Institute Board of Governors. I am President/Owner of the World Wide College of Auctioneering, President/Owner of the World Automobile Auctioneers Championship, Past President of the Minnesota State Auctioneers Association, Past President of World Automobile Auctioneers Professional Association, First International Champion Auctioneer, World Champion Livestock Auctioneer, All-Around World Champion Auctioneer.

#### (3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?

#1 - Membership Growth: Put in place membership program in conjunction with a state Auctioneer association partnership stressing the importance and opportunity of the NAA education and growth for the professional development of its members. #2 - Educating the Public: of the benefits of the auction method of marketing, increasing web presence and promote the auction method of marketing through T.V., Radio and the newspaper. In my opinion NAA has done a great job in branding and marketing. #3 - NALLOA: Have common Auctioneer license laws for every state. #4 - NAA Educational/Opportunities: Continue to update all areas of Technology and Education. #5 - Fiscal Responsibility: Be fiscally responsible to NAA members by working within the budget as it is the members' money. We have a fiduciary duty to them and the association.

#### (4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?

As in our personal lives, so also will our professional lives change. I see more advancing technology. Dispersing information to our clients,

cashless commerce will become more the norm, on-line and live internet bidding will continue to increase. Although change will occur, the Auctioneer will always be there first and foremost doing what he or she does best: conducting a good auction.

#### (5) Most members agree that changes in the industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?

I am a bid caller/Auctioneer first and foremost and this part of the auctioneering profession is one of the most rewarding parts of my professional life. The NAA, its officers and members, and the auctioneering profession have always been a group of inclusion, not exclusion. Bid calling is the most recognized part of being an Auctioneer (indeed the auction profession) by the public and Auctioneers. I feel it will always be that way. There are more people entering the profession in all areas, and we should welcome them.

#### (6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?

NAA can enhance the image of the auction by continuing on and broadening its present course; by interaction with related government agencies on the national and state levels, by gathering and dispersing Auctioneer profession information to NAA Auctioneers, non NAA members, the public and others.

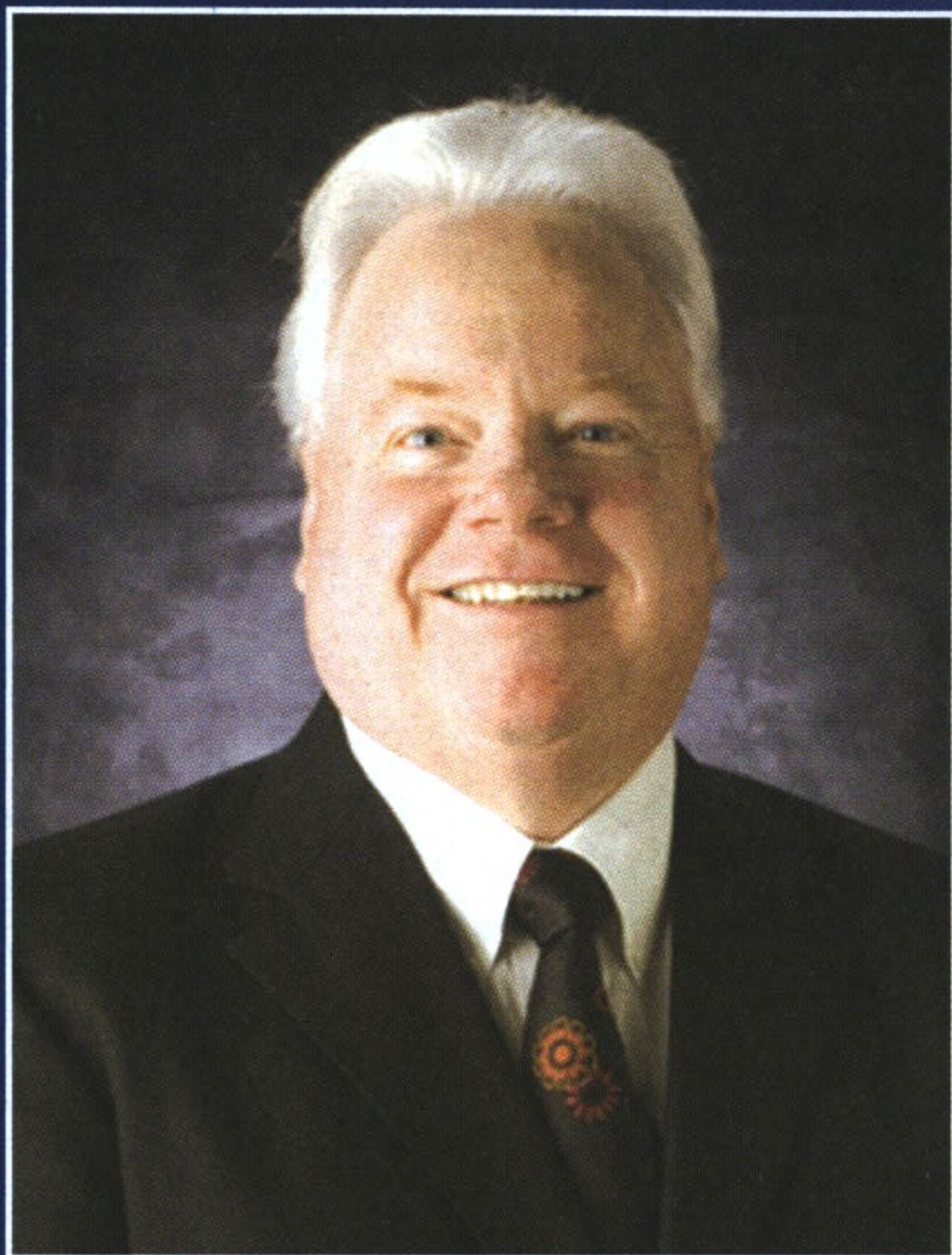
We also need to stay associated and closely aligned with state associations/auction schools etc. Success breeds success. We must all keep on conducting successful auctions. NAA ethical Auctioneers, with the clients' first motto "Only at Auction," is perfect public relations. We are paid to do our best. NAA Auctioneers deliver.

#### (7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.

I think I can make a difference being on the NAA board by my strong commitment to the auction profession, the auction method of marketing and NAA members. I do not feel it's me versus other candidates, as all the candidates have a love for the profession and all wish to do our best for it. It's a win-win situation when many qualified people have that passion for the auctioneering profession and want to serve their association and profession.

If elected I will be an attentive listener and supporter of the NAA and its members. I have always been, I am now, and always will be an Auctioneer. The auctioneering profession is the horse I ride and I consider it an honor to be an Auctioneer.





## William L. Head, CAI, AARE, CES

### Flora, Mississippi

**Family:** Single. Children; William Lindsey Head, 26 and Zachary Lee Head, 23.

**Years in the profession:** 5

**Years as an NAA member:** 5

**Previous work history:** Realtor.

**Community activities:** Board of directors for the Make A Wish Foundation, past board member and director of Child Safety Programs, Mason and Shriner, member of the Madison Chamber of Commerce, member of National Realtors Association, Mississippi Realtors Association, Jackson Realtors Association, and the Mississippi Commercial Realtors Association, member of St. Andrews Episcopal Church.

**Hobbies/Interests:** Travel.

**Member of state associations:** Past president of Mississippi Auctioneers Association.

**Number of auctions conducted annually:** Over 50.

**Your auction specialty:** Real estate, business liquidations, estate sales.

#### (1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?

We still have many Auctioneers that are not aware of the benefits of the NAA. I would like to divide North America in regions. Each region would organize districts. Each district would be responsible for informing Auctioneers of the benefits of the NAA. They would do this by snail mail, e-mail, personal phone calls, and visits. We need to let non-members know how NAA can benefit them and how they can help us. Make sure we let them know how important they are to us.

#### (2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?

While only being an Auctioneer for a relatively short period of time compared to most of our members, I have been an entrepreneur all my life. The skills and knowledge I have obtained to make the businesses I have owned successful will help me in making decisions that will also benefit the NAA. I have served our state association as board director, vice president, and as immediate past president.

#### (3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?

Education should be a top priority. Both formal and informal education benefits all our members. An educated Auctioneer helps ensure a more successful auction. This benefits them as well as our entire profession.

Legislation awareness is another top priority. We cannot stand by and let our profession be legislated out of business. We must participate on a local, state, and national level to ensure our great profession is protected.

Membership should be a constant concern. Not only do we need to recruit new members, we need to work to maintain the membership we have. I personally don't think everyone who has sold an item at auction is a candidate for the NAA, but I do think we have professionals who could benefit from our association and we could benefit from them.

Public Perception of our profession has changed over the years but we still have work to do. A good auction is good for all of us. A bad auction is bad for all of us. My door is always open for anyone who wishes to talk about improvements, problems, opportunities, or any area of concern they may have. In my opinion the best way to change any negative opinions someone may have about auctions is have a good one.

Clear Direction is important to the members of our association. Let them know where we are and where we plan on going all the time. We may hit snags, road blocks, and inconveniences, but that will not stop us from reaching our goals.

#### (4) What changes do you foresee in the profession in the next 5 to 10

#### years, and how can NAA be best positioned to address those changes?

We will see an effort to enact legislation that will affect our profession. We need to let our politicians know we are united and in numbers. If we think the legislation will benefit our profession we need to let them know. If we think it will not help we need to do everything in our power to insure it does not pass. Too many businesses have been legislated out of business. We can not let this happen to us.

Each month I see our profession becoming more and more professional. We need to continue this trend. To do so we need to take time to help and educate the new auctioneer. Some will say they are our competition, I say, if they do a good job, they are the best advertisement we have.

#### (5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?

When I graduated from auction school, I, like everyone else, thought bid calling was the most important tool of being an Auctioneer. It didn't take long for me to realize how wrong I was. You can be a good bid caller and make an excellent living. You can not be just a good bid caller and run an auction company. It takes all areas of expertise to run a good auction company. Sometimes one person can do that and be a bid caller. Sometimes it takes more personnel. I think the association should be open to accept these hard working representatives as members.

#### (6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?

I think we have enhanced our image with the recent program on the Today Show. The show was informative as well as entertaining. We need to continue in this direction not only locally, but state wide as well. Let the media know when you are having an auction or your association is having a meeting. Spread the word, auctions are good.

#### (7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.

Attend all board meetings; use my experience as an Auctioneer and a businessman to help direct and make intelligent decisions for our association; promote the NAA; answer all questions my fellow members may have about our association; ask questions and get answers that fellow members would like to know; raise questions about direction without being shy.

I see my role as a board member as one of purpose. I do not view this as a figurehead position. I consider all NAA members family. I will take care of my family. Your voice will be heard.





## **Willie A. Johnson, CAI**

### **Greensboro, North Carolina**

**Family:** Partner is Dorothy Cole. Children: Chapelle Renee Johnson.

**Years in the profession:** 18

**Years as an NAA member:** 16

**Previous work history:** Retail for 27 years.

**Community activities:** Vice chairman of the North Carolina Auctioneer Licensing Board.

**Hobbies/Interests:** Hunting small game.

**Member of state associations:** North Carolina.

**Number of auctions conducted annually:** 30 to 40.

**Auction specialty:** Personal property and real estate.

**(1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?**

As a NAA board member I will work with the other board members to assure that our membership benefits are up-to-date and meet the support needs of the Auctioneers and auction marketing managers in their day-to-day businesses.

**(2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?**

I have completed Class I, Class II and Class III of the Certified Auctioneers Institute. I am currently vice chairman of the North Carolina Auctioneers Licensing Board. President of the Auctioneers Association of North Carolina in 2005. Owner of Willie Johnson Auctioneer and Associates for 17 years. I was made a Mason in the Fraternity of Freemasonry in 1969.

**(3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?**

Strong state associations should always be a goal of NAA. "NAA State Leadership Forum" should also include state presidents-elect to assure great state leadership.

NAA should continue to update its designations and educational courses. With a strong NAA Education Institute we should consider teaching CE courses to Realtors.

**(4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?**

In ten years the auction industry buyers and sellers will demand that Auctioneers be professionally educated business managers/marketers. Universities will be teaching auctioneering in their business schools. NAA needs to consider getting copyrights for the designations and courses we offer. Also NAA should work with the universities and colleges to assure that we are part of this change.

**(5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?**

I would like to see NAA offer membership to the "end users" of the auction industry, such as Purchasing Directors, Fleet Managers, Timber Cursors, Auto Seller, and Heavy Equipment Dealers.

**(6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?**

NAA must remain vigilant for the changes in auction industry. We need to adjust the NAA ten-year plan each year. NAA is comprised of independent contractors. To the membership NAA is in a "B-to-B" business to supply their needs.

NAA should continue to update its designations and educational courses. In this changing industry we need to consider the idea of appointing a "university educator" to serve on the board of the NAA Education Institute. They will be teaching auctioneering in their business schools in the future and we should establish a relationship with them. I can visualize university educators in our membership.

Membership growth can be achieved in many ways. With a very strong NAA Education Institute we can consider reaching out to and teaching CE courses to REALTORS, Land Developers, Builders, Antique Dealers and Heavy Equipment Dealers for example. Also we need to work with the real estate commissions in each state to get them to approve our AARE courses as continuing education to REALTORS/Auctioneers.

**(7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.**

As a NAA board member I will work hard to be a good representative to the total membership. I will communicate with the membership by email, telephone and visits to the state associations.





## Monte W. Lowderman

### Macomb, Illinois

**Family:** Married to Carrie for 15 years. Children: Rhett, 6.

**Years in the profession:** Began working auctions on a regular basis in 1981.

**Years as an NAA member:** 9.

**Previous work history:** I grew up in the family auction business and have been fortunate to make my sole livelihood in the auction industry since high school.

**Community activities:** Auctioneer and committee member for community events and benefits: WIU Purple and Gold Gala, Miss Macomb Pageant, Peoria Youth Farm, Ducks Unlimited, Governor's Sale of Champions; church elder; Alpha Gamma Rho, Alpha Tau Alumni board; Masonic Lodge.

**Hobbies/Interests:** Purebred Hereford operation; spending time with family; attending high school and collegiate athletic events, and collecting livestock market memorabilia.

**Member of state associations:** Illinois.

**Number of auctions conducted annually:** Over 100 plus.

**Auction specialty:** Real estate, purebred cattle, family owns all-purpose auction business.

#### (1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?

I would encourage each and every person that I came into contact with, that is a part of the auction industry, to join and be an active member of the NAA. I would recommend they take advantage of the educational opportunities, and member services that NAA provides. This information will enable them to stay in tune with the issues affecting our industry, and enhance their professionalism. Supporting education, membership, and involvement in NAA will enhance the professionalism of the practitioners of the competitive bidding methods, and increase the awareness of the auction industry.

#### (2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?

I feel blessed and very fortunate to have grown up in a family auction business. Together with my parents and their partners, I have gathered a wealth of knowledge in my young 39 years. I have progressed through all the jobs associated with an auction business and I have a deep passion and belief in the auction method of marketing. I believe my leadership abilities, experience, and my desire and willingness to learn, will help the NAA, and its members. A favorite passage of mine is: Success is not a goal, rather a pathway. Each one of us may have different pathways, when combined it will enable all of us to better serve our clients and promote the industry.

#### (3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?

Promotion and awareness; market research; enhanced education; increase member benefits; and build competitive bidding alliances. Promotion on a national basis that increases awareness to the general public of the advantages of the competitive bidding method of marketing for both sellers and buyers. This will help all involved in the auction industry. Market research will point each of us in the right direction. Educational workshops that continue to bend the bar and enhance professionalism. Embrace and welcome auction staff and those in the marketing industry into our profession and substantiate their membership value. When we build alliances, everybody wins.

#### (4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?

I foresee many changes, some of which are still on the horizon. Some that come to mind include: Increase usage of live internet auctions and technology; increased usage of diverse marketing plans for both sellers

and prospective buyers; and an increased use of the competitive bidding method, in all of its forms. NAA is the leading visionary for the auction industry. By staying in tune with the NAA each of us will be able to react to the industry trends and better serve our clients. By providing research and enhanced education, through membership NAA will stay at the forefront of the auction industry.

#### (5) Most members agree that changes in the industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?

Yes. The auction industry's foundation is built upon the traditional "bid caller" and often is the preferred choice. I believe we need to embrace all involved with the competitive bidding process and welcome them to our association. One of America's greatest opportunities is the individuals' right of choice. What works for one may not work for the other. The key is that we respect each others' opinions and alternative ways of doing business.

#### (6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?

Tremendous strides have been made in this area. I recognize that many programs are being implemented to increase awareness of the competitive bidding method. We need to continue our multi-media marketing efforts. NAA's promotion of the industry offers unlimited value to the industry and the individual Auctioneer. In the end, the real responsibility always rests with the individual. We must get involved with NAA assisting with its mission and vision. Working together through cooperation and embracing new ideas and change we can take our industry to new horizons.

#### (7) Please explain what you see as your role, if elected to the board, and how you will make a difference in NAA versus the other candidates.

I will listen, communicate, evaluate and make decisions that are best for the membership as a whole. I have a deep passion for the auction industry. I have been told that I'm a people person. I thoroughly enjoy visiting with members of the NAA and will make myself available anytime for member discussion. I will promote the advantages of getting involved. I will follow those that have gone before, building upon their accomplishments. Orien Samuelson, a national farm market reporter said, "Find something that you love so much that you would do it for free, and then do that job so well that you get paid for it." I believe I have found that and welcome the opportunity to represent the membership of the NAA on the board of directors.





## Chuck McAtee, AARE

### Bakersfield, California

**Family:** Married to Cathy. Children: Lauren, 16 and Chase, 10.

**Years in the profession:** 17.

**Years as an NAA member:** 9.

**Previous work history:** Real estate auction profession in Paducah, KY.

**Community activities:** Rotary.

**Hobbies/Interests:** Activities with family.

**Member of state associations:** California since 2000, was president of CSAA in 2005.

**Number of auctions conducted annually:** About 500.

**Auction specialty:** Homes, land and commercial real estate.

**(1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?**

If elected, I will make membership growth a constant aspect that I address. NAA membership is important to me as the owner of Pacific Auction Exchange, Inc., a real estate auction franchise company. My goal is to grow NAA membership by over 100 in the next three years through our franchise system.

**(2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?**

Auctions and auctioneering are my life's work. I have had auctions in ten states, and over 500 auctions per year and growing. After 17 years in the business of auctioneering, I come close to seeing and experiencing it all! I believe my experience will be extremely helpful to NAA.

**(3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?**

- Double the size of the NAA membership in the next five years
- Have the NAA Leadership more available to new members
- Do more to increase the number of members at Conference and Show
- Continue to make AARE and CAI the best they can be
- Fully secure the monetary needs of NAA Foundation

**(4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?**

Again, I express my opinion about the real estate market. The NAA should be doing more to create a lasting relationship with the National Association of Realtors. This association is a link to a real of possibilities for the NAA to expand upon.

**(5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?**

I hold a firm belief that anyone in the auction profession should be able to become an NAA member. By extending a hand to anyone interested in this business, we are continuing to become a predominant organization and establish ourselves further among both those well acquainted with the business, and those just becoming interested.

**(6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?**

The NAA is very capable of enhancing the auction method of marketing and the individual Auctioneer by campaigning to the general public that auctions can be a household name. This is how I market my own company. We are a brand name. By making our name aware in households nationwide, we become a confident way to market. I see this for the NAA as well.

**(7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.**

I believe I can have a very positive role in the NAA. I have had the great opportunity to work with many outstanding NAA members all over the country. With my experience, dedication and willingness I will do all that I am able to assist the NAA board of directors.

I love NAA and know how important it is to all of us. I will do my best to help guide us through the changes of the coming years.





## Harry Mullis

### Reidsville, North Carolina

**Family:** Married to Judy. Children: Derek and Terrel S. Mullis, Sr.

**Years in the profession:** 31

**Years as an NAA member:** 19

**Previous Work:** U.S. Army 21 years, retired Lt. Col, two tours in Vietnam.

**Community activities:** Red Cross board of directors, Rockingham County Tomorrow Task Force.

**Hobbies and interests:** County Horseman's Association.

**State associations member:** North Carolina (past president), South Carolina.

**Number of auctions conducted annually:** 12 to 18.

**Auction specialty:** None. I conduct estates, real estate, personal property, business liquidations, farm equipment, manufacturing equipment and plants, antiques.

#### (1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?

I would strive to make the NAA a more inclusive association by (a) developing some form of absentee voting to provide members a way to have their voices heard by leadership, even when they cannot attend Conference and Show for whatever reasons; (b) roll back dues to make the association more affordable for all Auctioneers. (c) Improve retention rate for first and second year members by assigning a sponsor/mentor to contact the member before expiration and offer some form of "re-enlistment bonus" to rejoin for another year.

#### (2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?

I spent 21 years in the Army (10 years in Research and Development) leading troops in peace and combat. I commanded the base camp activities in Fulda, Germany delivering basic daily services in housing, education and other areas. I conducted a very successful live online auction in September 2001. I have won advertising awards and member recruiting awards in NAA and the Auctioneers Association of North Carolina.

#### (3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?

(1) Increase membership to 8,500. We have approached 7,000 in recent years and should increase to 10,000 within 10 years. (2) Make NAA more inclusive of traditional Auctioneers and enhance the role of the traditional Auctioneer, which includes marketing skills. (3) Develop clear definitions to distinguish between a traditional Auctioneer using the increasing bid technique and the salesman using the online timed sale method. (4) Strengthen the power of the grievance committee and the Code of Ethics by providing some form of disciplinary action for founded violations, such as an ethics compliance rating scale for members, or sanctions for founded infringements. (5) Enhance the public image of auctions and Auctioneers in an attempt to make auctions a first choice. Provide a public information section easily found on the web site to enlighten the public concerning the auction method of marketing. Such a section would provide an overview of auctions for potential sellers and buyers, including auction-specific definitions.

#### (4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?

I see the auction profession beginning to dominate the real estate market as people begin to accept it as the best form of establishing market value. NAA must continue to educate the public about true auction methods, the absolute auction, and mortgage lenders about true

market values. Technology will continue to play a major role in the expansion of real-time/live online auctions. NAA must continually maintain a vision in technology advances and applications to the auction profession. It is imperative that the long-awaited NAA real estate website be launched.

#### (5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?

Yes, however first NAA must clearly define the difference between an auction marketer and a sales person who uses timed sales on the Internet or other medium. A classified advertisement in the newspaper selling to the best offer at a timed ending does not make an auction. However, the use of the services of many software vendors supporting our industry lends to real-time/live online auctions and marketing as a viable and powerful addition to the auction profession.

#### (6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?

Only by holding all members to the highest standards of ethics and conduct can we enhance the image of Auctioneers. A form of sanctioning violators of the Code of Ethics should be used to develop and maintain a positive image of member Auctioneers. Letters of counsel concerning code violations should be mailed to members who are found in violations of the code. The auction method of marketing concept may be enhanced by continued public information releases and demonstrating results of auctions.

#### (7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.

It is important that directors stay in touch with the membership to adequately represent all members of the association, even those who are unable to attend Conference and Show. This may be accomplished through board members' active participation on the NAA discussion forums and through keeping open channels of communications to the membership. I have read more than 90 percent of all posts to the forums since the first one was incorporated in to the then in-house website. I also think it is important to make the activities of the board more open through communications with the membership. A major first step to this end would be by scanning and posting minutes of meetings in the Members Only section of the website.





## Jay D. Nitz, CAI

### Fremont, Nebraska

**Family:** Married to Vicki for nearly 20 years. Children: Courtney and Justin, both 19.

**Years in the profession:** 25. Graduated from Missouri Auction School in 1982.

**Years as an NAA member:** 25

**Previous work history:** Farming.

**Community activities:** Fundraising auctions, member of St. Matthews Lutheran Church, chairman of Cedar Bluffs High School Alumni Celebration, member of Fremont Area Chamber of Commerce, past member Fremont Area Jaycees.

**Hobbies/Interests:** Hunting, reading, family time.

**Member of state associations:** Nebraska, former board member.

**Number of auctions conducted annually:** 70 to 80.

**Auction specialty:** Real estate, trucks and trailers, construction equipment, business liquidations.

#### (1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?

I would like to see more emphasis put on retaining the new members. Every person has their own set of circumstances and motivations for joining/leaving an association and I feel that more time and energy needs to be put into researching the dynamics of those motivations. Secondly, I feel that the association has done a great job of finding new services to justify membership, but I feel that they have done an average job of communicating this to the general membership. We need to have some kind of a "hook" to get them prompted to look.

#### (2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?

I bring the perspective of the long-established firm-type person to the table that has also embraced most of the new technology available to our profession today. I feel that I also bring a very high level of integrity and honesty because of the way I was brought up. I also bring a wealth of experience in many areas. I can also bring youthful exuberance tempered with some of the calm of the seasoned professional for balance to the board.

#### (3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?

A. Look into the possibility of a syndicated radio talk show to expose the nation to more of the possibilities that are available through the auction profession. I think that it could be very positive and could deal with such issues as legal questions, values, enhancement of property questions, etc.

B. Research into what the dynamics of membership retention relate to and how we can retain more of those people who are "lost" each year. I feel that if we can plug some of the holes where we are losing members, it will naturally lead to an increase in membership by retaining more members each year.

C. I believe that the new fundraising initiative has the potential to be a very positive vehicle to carry us, as an association, into the next 10-20 years. I think that we need to increase the awareness of the program and attempt to get more people involved.

D. We need to have more variety in our choice of locations for Conference and Show.

E. I feel that the "Think Tank" Program is a wonderful program and needs to be continued. I was fortunate enough to be able to participate and enjoyed it tremendously. I hope more Auctioneers have the opportunity to be a part of that program.

#### (4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?

The trend toward more technology in our business is inevitable. If we do not get on board and attempt to stay ahead of the learning curve, many of us, and maybe the profession as a whole, will get left behind. There are many exciting changes occurring before our eyes. I still feel, however, that some of the "tried and true" methods will still have a place in this business and we should not just cast those methods aside. I think a blend of both would be a good mix.

#### (5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?

Our association exists solely from the base membership who are traditional "bid callers." With that said, I think the question begs to be asked "What is the true motivation for having 10,000 or more members? Is it just for increased revenue? Until we have a clear picture as to the motivation, we can not come up with an intelligent answer to getting those new members. I feel that if these non-traditional Auctioneers want to join NAA, I would welcome them and allow them to enjoy all the benefits that the association with one major exception – I would not allow them to vote in any capacity regarding the direction or the bylaws of NAA.

#### (6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?

There have been great strides made so far in the area of furthering the image of the Auction Method of Marketing. eBay and Antiques Roadshow have enhanced the public's awareness of the "auction" business. I realize that they are not traditional "Auctioneers", but the general public is talking about auctions and are more receptive.

As far as the individual Auctioneer is concerned, I believe that if the NAA will utilize some of the avenues through the media, then the image of the individual Auctioneer will be greatly enhanced by the exposure.

#### (7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.

I see my role as being a part of a team that is constantly searching for new ways to improve and enhance our profession so that our membership not only sees the benefits of belonging to the NAA, but "feels" the benefits. What I mean is simply that I would like to get the Association to the point that all the Members that belong to the association are reaping benefits that their neighbors and competitors can only dream about (i.e. – TV and print exposure, branding and others) so that people feel they have to belong to NAA or they will get left behind.





## Brian Rigby

### Rogersville, Missouri

**Family:** Married to Patty. Children: Brett and Brennan.

**Years in the profession:** 26.

**Years as an NAA member:** 14.

**Previous work history:** Associate Director of Advertising at Quarter Horse Journal. Territory manager for Cargill, Inc.

**Community activities:** Chamber of Commerce, Second Baptist Church and member of American Quarter Horse Association.

**Hobbies/Interests:** Boating, camping, upland bird hunting, field trial competitions, collecting old gavels.

**Member of state associations:** Missouri.

**Number of auctions conducted annually:** Over 150.

**Auction specialty:** Auto, Real Estate and quarter horses. Founder and Chairman of Professional Ringmen's Institute.

**(1) If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve?**

If elected, I am in a unique position, as Chairman and Founder of PRI, to help increase the membership of NAA in direct proportion to the growing increase in number of PRI graduates. Through my monthly Auction World column, I have an opportunity to increase the awareness of the important contributions of professional ringmen and I can see the NAA membership increasing as a result.

**(2) What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?**

I've owned my auction business since 1981 so I have the experience necessary to manage a successful auction company. I have also earned two Auctioneer championship titles and I was selling over 300 auctions per year for several years. I've had the opportunity to serve as keynote speaker and I've given seminars for various state associations.

**(3) What are the top five goals that NAA should include in its Long-Range Plan for the next five years?**

Increase the awareness of the importance of appropriate education. Increase the awareness of the contributions made by Professional Ringmen. Increase membership through an attractive broad membership benefits package. Promote more educational seminars to educate the public regarding the attributes of successful auction marketing. Create more awareness among auctioneers regarding the use of professional ringmen as opposed to part time bid spotters.

**(4) What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?**

I think technology, education and skilled marketing strategies will help take this industry to the competitive next level. NAA should endeavor to include and make available as much training and education as feasibly possible regarding the technology Auctioneers and their associates need to incorporate into their respective businesses to remain successful.

**(5) Most members agree that changes in the auction industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?**

Absolutely. NAA should attempt to attract, educate and include all those who have an active and even part time role in the Auction industry. Through the Auctioneer, Auction World, NAA Membership Benefits and the growing educational opportunities and designations, anyone associated with the Auction industry will benefit from NAA membership.

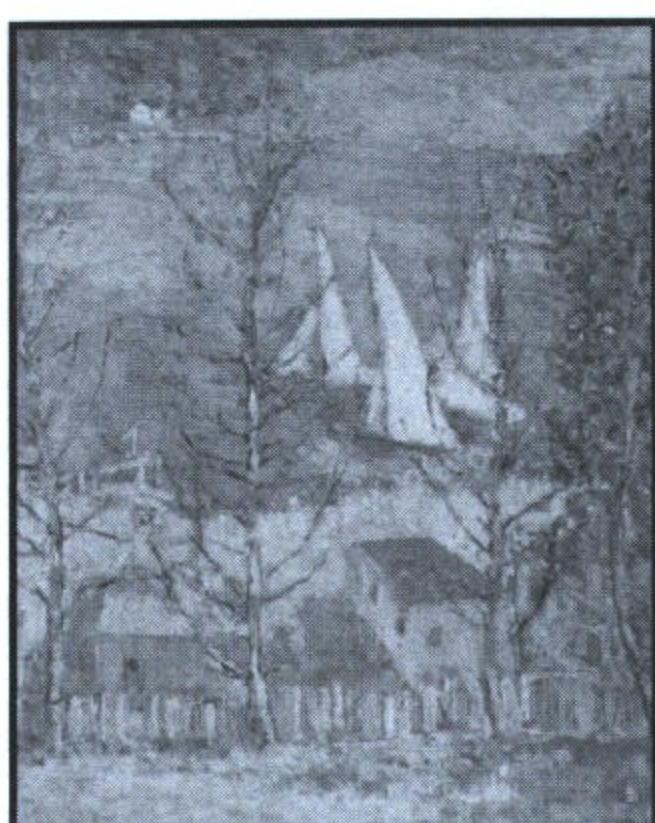
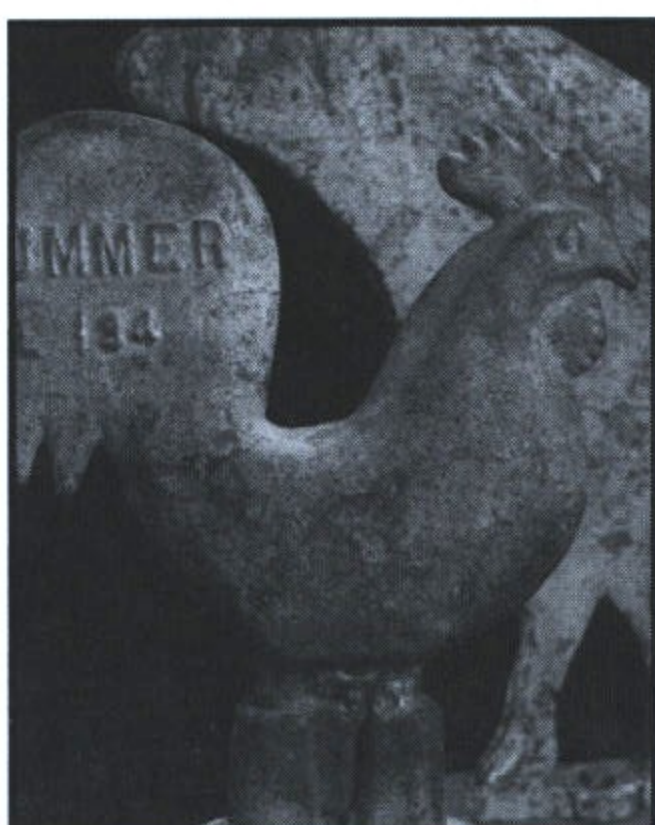
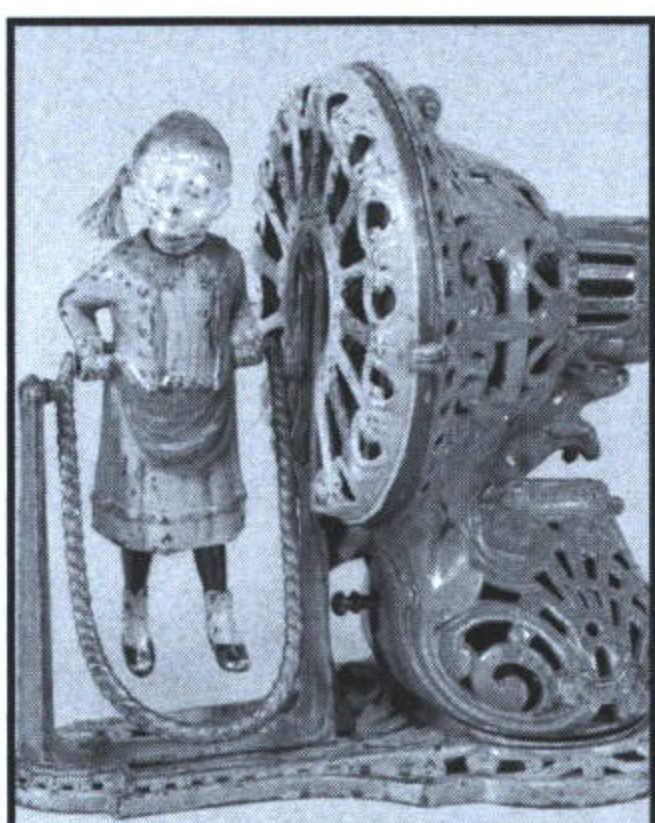
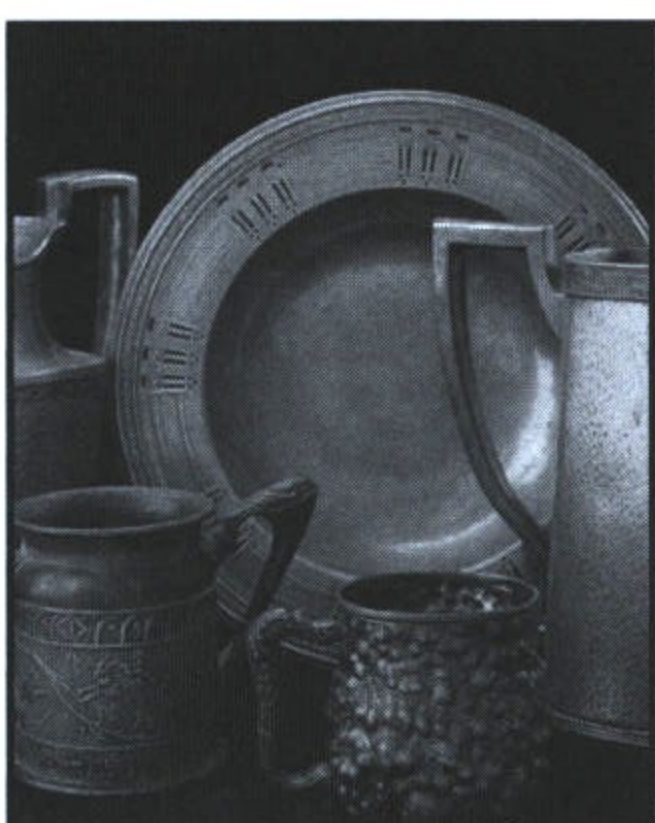
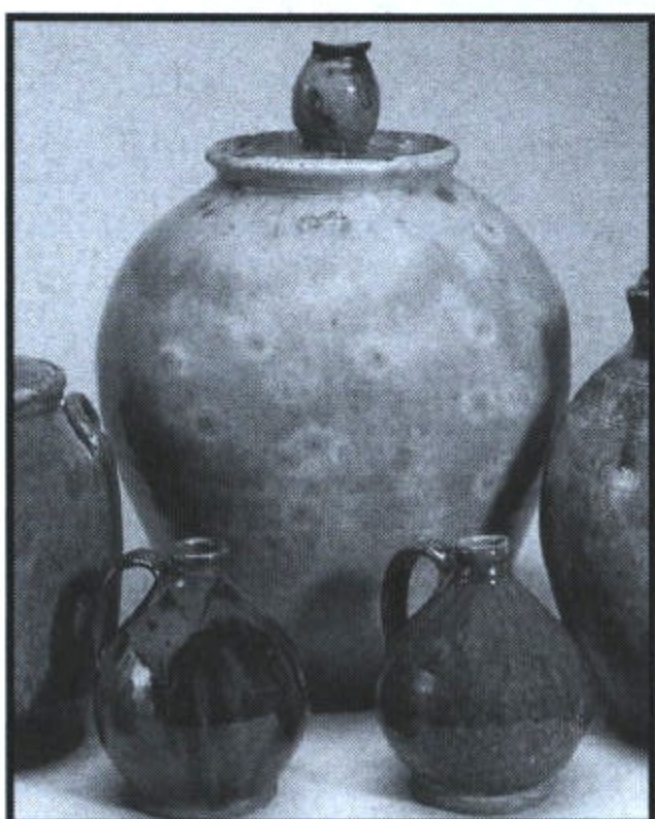
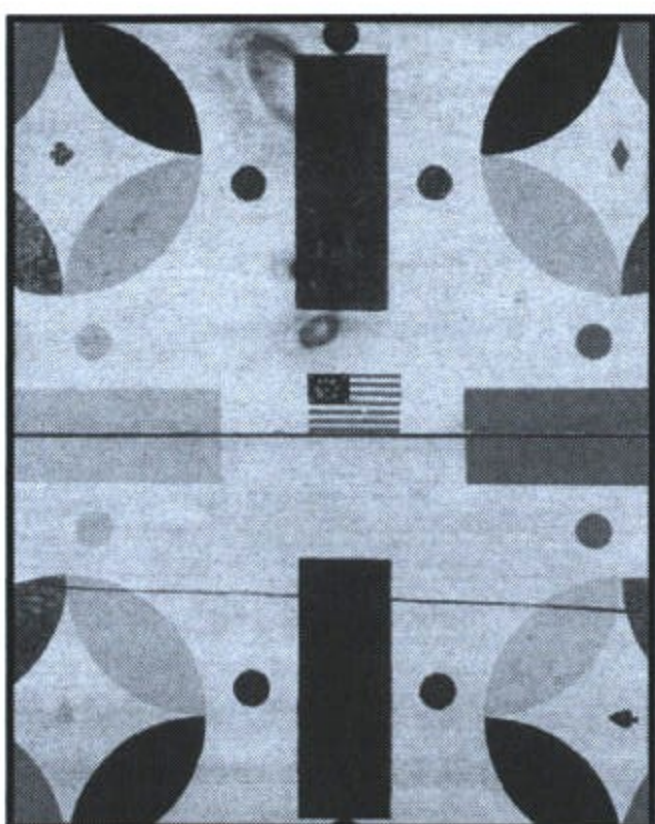
**(6) In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?**

Unfortunately, image is still an area for concern. I believe NAA can offer more educational seminars directed at exactly that...creating a positive and professional image for yourself and your auction team. At PRI, image is a topic we include in our training format as it certainly applies to our professional ringmen as well.

**(7) Please explain what you see as your role if elected to the board, and how you will make a difference in NAA versus the other candidates.**

As an NAA director, I can bring a unique and important area of support to our auction industry through the awareness and contributions of the Professional Ringmen's Institute. Professional ringmen play a very important role in the success of every auction through their professionalism and integrity while serving with their Auctioneers. I also believe that every NAA member desires to be heard and I will do my best to listen, interpret and serve our membership as an effective voice.





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# Second class of Benefit Auctioneer Specialist is a success in Cincinnati



The second class of the new BAS program established recently by the NAA Education Institute was a strong success when it was held March 31 to April 3, in Cincinnati, OH.

The Benefit Auction Specialist program began with a January class in Seattle, WA.

The second class was taught by Lance Walker, CAI, CES, BAS, of Memphis, TN.

The course is designed to teach the planning techniques that create successful benefit auctions. Students learned fundraising components; event details, including theme and décor, the time line, silent auctions, food, merchandising, volunteer training, item acquisition, audience development, additional revenue items; Auctioneer fees, ethics and performance; event budget; contractual agreements; how to solicit benefit auction



**Lance Walker teaches the class.**

clients; public relations; and more.

Class members in Cincinnati included: Shawn Bailey, Gene Bass, Maggie Beckmeyer, CAI, AARE, GPPA, CES; Julie Bex, CAI; Darrell Cannon, CAI, CES; Bart Darfler; Natalie East; Tony Elfelt; Kristi Forbes; William Forbes, CAI; Shawn Gannaw; Peter Gehres, CES; Jerry Gilbert, CES; Joseph Gribbins; William Head, CAI, AARE, CES; Will Head; Cathy Hearn, CES; Scott Heise, AARE; Matt Holiday; Karen Huelsman; Harold Helm, CAI, AARE; Richard Henry; Kurt Johnson; Paul Klote; T. Randy Ligon; Kenny Lindsay; James Littlejohn, CAI, AARE, CES; Michael Hoffman, CES; Tim Milks; John Miller; Edward Morris, GPPA, CES; David Neville; Mary O'Connor; Harry O'Neill; Walter Partridge; Kim Popp; Martin Raml; Barbara Richards; Krista Richards, CAI; Bill Royce, CAI, AARE; LaDonna Royce; Kristy Schaefer Miller; Andrew Schechter; Jerry Scott, CAI; Doug Sorrell; Jama Smith; Max Sprague; Deborah Stalter; Frank Trunzo, CAI; John Ugstad; Scott Vander Kolk, CES; Terri Walker, CES; Brian Ward, GPPA; Kim Ward, CES; Rick Wardlow; Susan Weitzel; Robert Storment, CAI; Jenelle Taylor, and Annette Wells.

In response to more member requests the will class be offered in different locations. The next class will be held in San Antonio, TX, May 6-8, 2007.

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





Barb Richards, left, and Lance Walker hold a quilt during an auction as part of the class.



Class members.

## HARRY MULLIS

CANDIDATE, NAA DIRECTOR



*I ask for  
your vote  
on July 19.*

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



# Care of the *high-maintenance* client

By Kate Zabriskie

Service customization, competition, and the phrase "The customer is always right" have helped create more than a few high-maintenance clients in all types of businesses. Some people call these customers "customonsters" because of the difficulty of dealing with them.

To endure demanding customers and give your employees the tools they need to successfully manage, here are several actions to take.

## **Determine what you will and won't do to satisfy customers.**

If you will take back tires, fine. If you will only do it for your "platinum" customers, that's fine also. You must have rules in place. Otherwise, you are headed for a path of inconsistency and dissatisfaction. To kick off your planning, answer the following questions:

- \* Are there some customers we would rather not have? If so, who are they?
- \* How much abuse do I expect to take or expect my employees to take from difficult customers? Am I willing to be yelled at? Called stupid, incompetent, etc.?
- \* What special accommodations will I make to satisfy the demanding when they are justified in complaining and when they aren't?

## **Train your employees on the rules you have put in place.**

Be prepared to revisit this step several times. Turnover and other circumstances will affect your need for training. One training session is usually not enough. Practice, practice, and more practice makes for better service. Your training should include most if not all of the following information:

- \* Teach your employees to explain your processes to your customers to align their expectations with what you can realistically deliver.
- \* Remind employees to stay calm and not to yell, no matter how angry the other person gets.
- \* Keep the focus on the problem, not the person. If the customer is unhappy that you don't have a service or product available today, keep

the conversation about what services or products are available, what you can substitute and any discounts you may have.

\* Give employees a Plan B. If the customer is not happy with an employee's efforts, have someone else, such as a manager or supervisor, who the employee can direct the customer toward. If you don't do this and employees don't know what to do, all bets are off as to what you might get. Do yourself a favor and don't leave Plan B up to chance.

## **Recognize and reward employees who handle difficult customers well.**

It's impossible to expect employees to make the right decision all the time. However, if they know you are watching and that you treat every mistake as a learning opportunity, you are more likely to get the best out of your staff.

Never embarrass your employees in front of customers, never yell at them in front of customers, and don't immediately assume that the customer is giving you the full picture. "Customonsters" feed on negativity. The last thing you want to do is reinforce bad behavior by communicating through your actions that abuse is okay - even if you have decided that you will take a fair amount from the customers yourself.

If all else fails, you may consider freeing your "customonsters" by suggesting other businesses that they might find more suitable.

But remember, most of the time you should be able to satisfy your customers - even the material boys and girls, if you have solid processes in place, act professionally, and follow up on any promises you make.

*Author Kate Zabriskie is founder of Business Training Works, Inc., a company that specializes in down-to-earth soft skills training in the workplace. She and her team help people develop business etiquette, interpersonal communication skills, business writing, presentation skills, customer service, negotiation, time management, and other essentials. For more information, visit: [www.businesstrainingworks.com](http://www.businesstrainingworks.com) or call: (301) 934-3250.*





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## California State Auctioneers Association

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

- To encourage and develop high ethical standards within the auction industry and to recognize those whose outstanding contributions have made a positive impact on our profession.
- To provide our membership with learning opportunities by recognizing the importance of knowledge through continuing education and futures planning.

- To review and develop information on technology changes in the field of auction marketing to better assist our members in providing cost effective services
- To encourage and develop opportunities to network and exchange ideas with other professionals in our industry.
- To develop and disseminate educational programs designed to enhance public trust and confidence in the auction method of marketing in California and to ensure those individuals providing these services are qualified.
- To work with the National Auctioneers Association in the promotion of auction marketing to governmental agencies and private industry.
- To develop and promote programs designed to increase membership and participation within the association and the National Auctioneers Association.

California has one of the largest auction markets in the country. Many association members conduct auction sales not only in the state, but nationwide. Their auctions draw bidders from all 50 states and internationally.

Our mission statement is "The California State Auctioneers Association promotes the advancement of the auction method of marketing through education, networking, community involvement and advocacy." Our vision statement is "To develop a dynamic network of professional auction industry leaders who actively support the auction method of marketing."

For more information about CSAA, visit [www.caauctioneers.org](http://www.caauctioneers.org).

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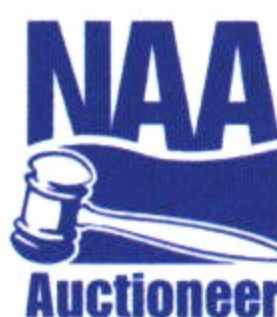
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Visit the 2007 Conference and Show website at [www.auctioneers.org/conference/2007/index.php](http://www.auctioneers.org/conference/2007/index.php)

## NAA HEADQUARTERS

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

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

Registration forms can be downloaded from [www.auctioneers.org](http://www.auctioneers.org), and are available in the official Conference and Show Brochure that is bagged with this issue of *Auctioneer*.

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

New events to take note of in the brochure will be the Benefit Auctioneer Specialist (BAS) designation course, the Professional Ringmen's Institute Training, First-Timers and Mentors Breakfast, the International Junior Auctioneer Championship, International Ringman Championship and

the NAF Benefit Auction, and lunches served on the trade show floor. In addition to the Full, Super Saver 1, and Super Saver 2 Packages, NAA is offering the new Conference and Show on a Shoestring Budget package.

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

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

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

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

## MONTANA

### Montana names bid call champion

Michael Heitmann of Cut Bank, MT was named the 2007 Montana State Champion Auctioneer and Bid Caller on Jan 26th at the Montana Auctioneers Association Convention. The Convention and Bid Call Competition were held at Lewistown in conjunction with the Montana Winter Fair. After being judged by five professionals who were rating his bid-calling ability, presence, poise, and ability to sell items in a timely manner, Heitmann was named best of the competition in a field of 12 professional Auctioneers from around the State. He will represent Montana at International



Heitmann

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Auctioneer Championship in San Diego in July. Heitmann was awarded the Dale Strommen Memorial Traveling Trophy and a silver belt buckle along with \$300 prize money.

Heitmann also won the Colorado bid calling contest two weeks earlier and will represent both states in the IAC. Heitmann makes his home between Cut Bank and Colorado Springs, Colorado where he also works for Homeland Security at U.S. Northern Command/NORAD as an aerospace operations watch officer. An Auctioneer since he was a freshman in college, he decided to keep his skills active while stationed in Colorado Springs and began working as an independent Contract Auctioneer for prominent Colorado auction companies, including Ross Auction, Holt & Associates, Ed Kovitz & Associates, Schwab Auctions, and Success Auctions.

In both 2004 and 2006 he was the first runner-up in the Colorado Championship Competition, and second runner-up in the 2001 Mt. Auctioneers Association Championships as well. Heitmann owns his own auction company in Montana (MH Bar Enterprises) and also serves as the official auctioneer for the Denver Chapter of the Marine Corps Scholarship Foundation.



**Dale McPherson sells cattle at Faith Livestock just as he has every week for over 50 years.**

## **SOUTH DAKOTA**

After more than 50 years, Dale McPherson retires from weekly livestock auction

Auctioneer Dale McPherson presided over his last livestock auction at Faith Livestock Commission Inc. in South Dakota on March 26, ending a career that spanned more than 50 years. He will continue with his own company, but not the weekly livestock auction.

The McPherson family will be emphasizing the other aspects of McPherson Auction & Realty Company in Rapid City, and the Vance family of Faith Livestock Commission will continue to grow their state-of-the-art operation to ensure that the needs of all producers are met.

"I've been there with three generations of the Vance family – Lawrence, Gary and Scott," McPherson said. "Their integrity and dedication to the producers and buyers is unmatched. Their crew, office personnel, field men and auctioneers are among the best in the



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business.”

McPherson said that “It has been a true honor to sell what are unarguably North America’s best cattle and sheep from some of North America’s best producers at Faith Livestock for over 50 years.”

“Dale has been working with Faith Livestock even longer than my family has been involved in it,” Scott Vance said. “It has been a privilege to work with him.”

McPherson has seen many changes in the livestock auction business during more than 50 years of service to the industry.

In the early years at Faith Livestock, “They had a little old ring, a small scale and a big pot-bellied stove that would get red hot,” McPherson said. “In those days, you could only weigh 10 head of cattle at a time. Now you weigh full pot loads.”

“When Dale started, we barely had a telephone,” Vance said. Today, you can watch and bid on livestock selling at Faith Livestock auctions live over the Internet.”

Dale remembers heading to Faith when gasoline was 20 cents a gallon, and driving in his 1949 Mercury along Highways 34 and 212 when they were still partially gravel. “Traveling to as many as six livestock auctions per week and racking up more miles than I care to count, the drive to Faith was how every week started, just like clockwork,” McPherson said.

McPherson has been inducted into the South Dakota Auctioneers Association Hall of Fame, and honored as the Black Hills Stock Show & Rodeo Agri-Business Person of the Year. He was a charter founding member of the state Auctioneers Association and is a past national director and current member of the National Auctioneers Association. He is a past state champion livestock auctioneer as well.

Now, along with sons Todd and Kevin and wife Dorothy, McPherson will be focusing on current and future agricultural real estate and equipment auctions in the five-state region. He will also continue to travel the United States selling classic car auctions and helping several regional non-profit organizations raise funds at annual banquets and auctions.

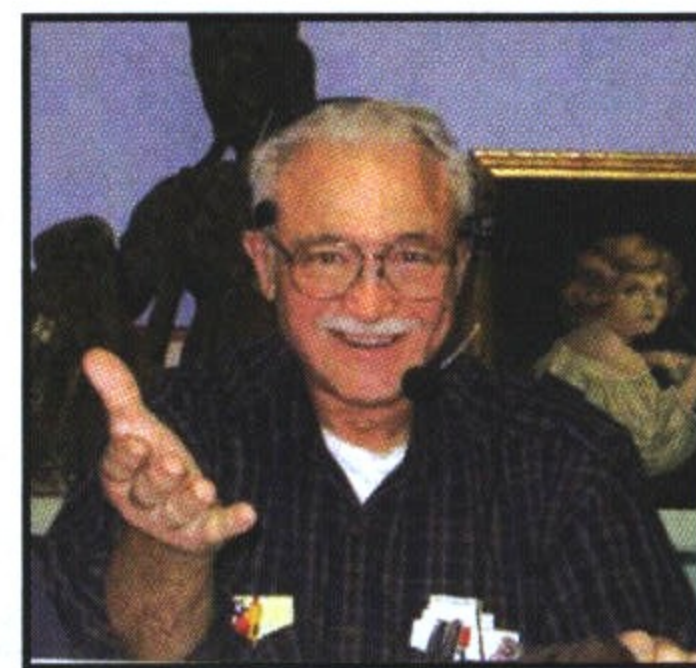
“I’m not retiring, just getting away from the weekly livestock auction markets,” McPherson said. “I’m stepping down in order to spend more time with McPherson Auction and Realty Company, which I started in 1949, to watch the grandkids compete in rodeos and motorcycle races, and maybe sneak in a round or two of golf.”

For more information on McPherson Auction & Realty Company, go to [www.mcphersonauction.com](http://www.mcphersonauction.com). For more information Faith Livestock Commission Inc., to go [www.faithlivestock.com](http://www.faithlivestock.com).

## OBITUARY

### *Donald Joe Bennett*

Auctioneer Donald Joe Bennett, 72, of Hillsboro, TX died recently at his residence in Hillsboro.



**Bennett**

Donald Joe was born May 26, 1934 in Wichita Falls, TX. He was the son of Don Russell and Lou Ella Bennett. Donald Joe was born in Wichita Falls and lived in Shreveport as a young child before moving to Hill County in his youth, where he attended Hillsboro schools.

He entered the Air Force at age 17 and served 12 years of active duty and 10 years in the Reserves before joining the U.S. Navy for another 8 years. He received his Associates of Applied Science Degree from Hill College following his military service.

On July 3, 1954, he married Glenda Jean in Las Cruces, New Mexico near where he was stationed while in the military. He was a vocational instructor at Hill College in Hillsboro for 20 years.

An active entrepreneur, he operated Bennett Barbeque and Bennett Auction Service among other enterprises. Donald Joe was an active individual who never slowed down. He was a member of Walnut Street Baptist Church, Hillsboro Masonic Lodge #196 AFMA, Scottish Rite in Dallas, TX, Auctioneers Assn., National Auctioneers Assn., Texas Community College Teachers Assn., the first president of Hill County Water Assn., president of Peoria Cemetery Assn. and past president of Peoria Volunteer Fire Department.

He was preceded in death by his parents, Don Russell in 1967 and mother, Lou Ella Bennett Johnston in 1993; step-father, Aubry Johnston in 1984 and Joe and Jewel "Pee Wee" Atchison, a beloved uncle and aunt.

Survivors include his wife, Glenda Bennett of Hillsboro, children, Brian Bennett and wife, Sarah of Hillsboro, Don Bennett and wife, Wanda of Center, 2 grandchildren, Jack Zane Bennett of Hillsboro and Caroline Jewel Bennett of Hillsboro, aunt, Mildred Foutch of Hillsboro, several cousins, extended family and dear friends.

He was buried at Peoria Cemetery in Peoria, TX. Memorials may be made to Walnut Street Baptist Church, PO Box 1144, Hillsboro, TX 76645 or to the Donald Joe Bennett Scholarship Fund, Hill College, Hillsboro, TX 76645.



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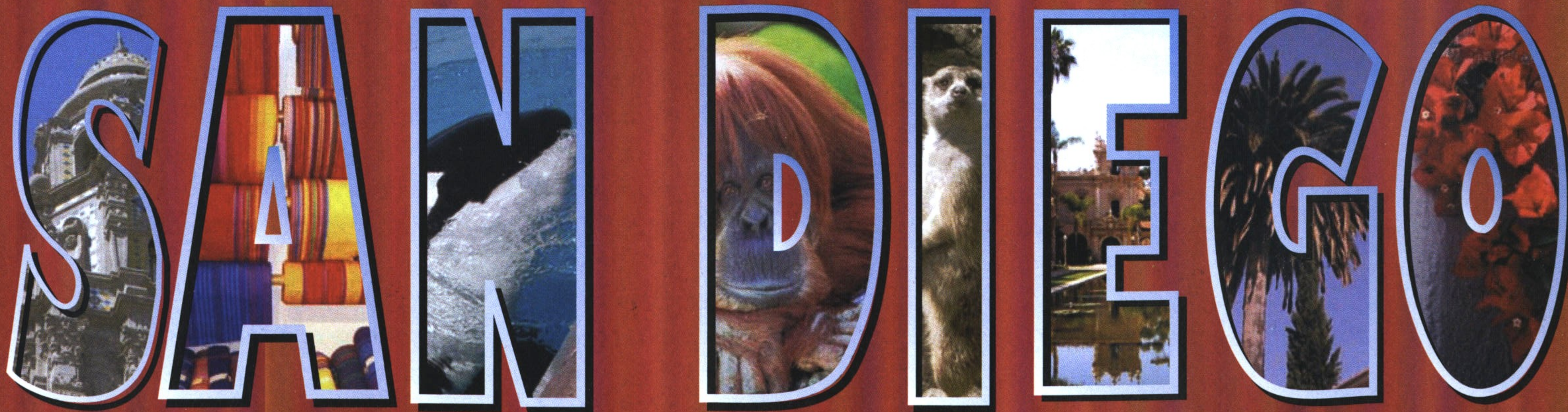
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Breakfast/Orientation  
Fishing Tournament  
Golf Championship  
IAC Buffet  
International Auctioneer Championship  
International Junior Auctioneer  
Championship  
International Ringman Championship  
Kids Corner Program  
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## 58th International Auctioneers Conference & Show



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



# Techniques to inspire employees to perform

By Sheri Jeavons

If you've ever tried to coach someone to stop doing a particular behavior, then you know how difficult it can be to get adults to alter their ways.

The natural tendency for most people is to defend their existing behavior, no matter how disruptive or self-sabotaging it is. If you really want to motivate someone to go to their own next level, then you have to do so in an authentic way, with positive, solutions-oriented language.

Here are some coaching techniques that inspire people to improve:

- Coach the positive rather than critique the negative.

In order to build your professionals to their own next level, you need to first identify what you want that person to achieve. Once you have determined the positive behavior, you can then determine the skill sets that can build the person to the desired outcome.

For example, in a selling situation, most new salespeople will naturally want to tell all they know about their company. They talk about the company, about the product, and about all the reasons why someone should buy from them. In the midst of all their talking, they neglect to ask the prospect open-ended questions that prompt dialog and encourage the prospect to reveal wants and needs. A good approach that will motivate the salesperson to be more open to change is to say, "For the next call, let's talk about how we can facilitate more discussion with the client."

Some other lead-in statements you could use are: Let's have you experiment with this process; Let's talk about taking you to your own next level; Let's discuss how we can engage the customer to create more conversation.

- Ask the other person what he or she needs to learn.

Asking people for their input regarding their own performance engages them about skill sets they want to fine tune and potentially learn.

After you ask someone what he or she would like to improve, have the person clarify in two or three statements some very specific things they would like to learn. This enables you to get agreement that change and improvement are necessary. Next, have the person prioritize what he or she feels the most pressing learning objective(s) should be. Lastly, give some coaching tips and learning ideas so the person feels they have some power in the learning process. Now you're empowering the learner to have a say in their own change.

- Focus on the future.

During your discussions with the person, always talk about "next time." Never go back and recreate the bad situation. For example, with the person who becomes defensive during meetings, rather than point out when he or she became defensive, you could say, "Next time, when you find that you're getting in a defensive conversation with someone, immediately put on your facilitation hat. At that moment, stop defending your position and start asking questions."

Begin the coaching dialog directly after the behavior has occurred - within 24 hours - so the event is fresh in the person's mind and he or she can grow from it. Never wait until a yearly performance evaluation to give someone feedback.

By using these coaching techniques on a regular basis, you will motivate and inspire people to improve.

*Author Sheri Jeavons is known as the Virtual Presentation Coach. She is the founder of Power Presentations, Inc., a company that specializes in presentation and communication skill training programs and products. A recognized expert in her field, Sheri has successfully trained more than 10,000 professionals across America. For more information, please visit [www.power-presentations.com](http://www.power-presentations.com).*



# Appraisal event finds Barbie worth \$9,000

ATLANTIC CITY -- The brunette Barbie doll was originally a Christmas gift for a little girl in 1959, and likely purchased for \$3. When her owner brought the toy to the appraisal booth at the Atlantique City antique show March 24-25, she received found the value at \$9,000 for the doll in today's market.

Caroline Ashleigh of Birmingham, MI appraised the Barbie based on her condition and the price of similar dolls sold at auction. "I kept her in suspense as long as I could," Ashleigh said. The owner was shocked; expecting the doll to bring only a couple of hundred dollars.

For two days at Atlantique City, the world's largest indoor antiques show, a steady stream of attendees filled the appraisal area where 11 celebrity appraisers met with more than 500 individuals to evaluate their personal treasures for free – creating the largest appraisal event in recent years.

The same vibrant enthusiasm was found throughout the entire crowd of collectors and antiques enthusiasts at the show. "We had phenomenal crowds this weekend. March

Atlantique City turned out the best attendance of our last six shows," promoter Eric Bradley said. And they weren't just lookers, they were buyers.

Dealers reported strong sales across genres including Tiffany, Japanese ceramics, furniture, fine art and jewelry. Those who sell collectibles saw an increased demand for comics, lunch boxes and items in spectacular condition from the 1940s and the 1950s. Fine art dealers also sold exceptionally well – to both collectors and public galleries in Philadelphia and New York. "Serious collectors depend on this show to offer the best of the best," said Bradley. "And our dealers didn't let them down."

Marvin Baer of Ridgewood, N.J., showcased his collection of Japanese ceramics and fine continental porcelain at his booth, The Ivory Tower, and said he had a tremendous show. "The gate was excellent, and we had a very aggressive buying crowd," Baer said. "I had an excellent weekend – and I've already signed up for the next two shows."

In addition to the selection of spectacular antiques and collectibles filling the 10-acre Atlantic City Convention Center halls, the rock 'n roll memorabilia special exhibit saw a persistent crowd of rock fans interested in the rare autographs and memorabilia from the Beatles, Jimi Hendrix, Bob Dylan, Bruce Springsteen and others.

The Fall 2007 Atlantique City event, once again featuring "10 acres of antiques" is slated Oct. 20-21, 2007. Visit [www.atlantiquecity.com](http://www.atlantiquecity.com) for frequent updates.

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## Ford Brothers, Inc. gets highest dollar volume per acre in its area

Somerset, KY - Ford Brothers, Inc., Auctioneers – Realtors recently sold at absolute auction 30 acres of prime commercial property, realizing the highest dollar volume per acre of property sold in the area. Although the property is located in the heart of growing Somerset along Highway 27, it had never been annexed into the city. The property in its entirety grossed \$1.75 million at absolute multi-parcel auction, tallying \$58,333 per acre. A local investment group purchased the property for development.



# Auctioneer raises funds for Ontario hockey team

It was cold on the ice, but hot bidding in the stands by hockey fans of the Barrie Colts resulting in \$19,000 raised for the Colts education fund, at their last scheduled game of the season.

Auctioneer Barbara Richards of A Touch of Class Auctions in Barrie, used her skills to empty wallets, while having fun and raising money for a great cause. Approximately 1,000 people stayed after the game on March 17 to participate in the auction of the special one night only green St. Patrick's Day jerseys worn by the players during the game.

The competition was fierce and the bidding was generous, ranging from over \$250 to the top bid of \$3,400 for the sweater worn by Bryan Little. This is the most money ever raised at a Barrie Colts jersey auction. Richards said "I consider it a privilege and honour to be the Auctioneer for this awesome team who represent our community and the young men who are role models for so many young hockey players in the city of Barrie."

Barbara was the Auctioneers Association of Ontario Member of the Year in 2005, a Past President, and two time women's division World Champion Auctioneer. She and her

partners Krista Richards and Shawn Gannaw took the Benefit Auction Specialist (BAS) designation class in March.

A Touch of Class' auction team is the choice for many local benefit auction

events, from small church auctions to upscale gala events. The charity and benefit auction division of the company is known for its auction talents in Toronto, across the province, nationally and in the United States. An office in British Columbia provides service to that province and to Western Canada. On many Saturday nights the chanting of all three Auctioneers are being heard in three different locations. Barbara Richards can be contacted at (705) 728-2114.



**Auctioneer Barbara Richards sells a fundraiser with hockey player Bryan Little.**



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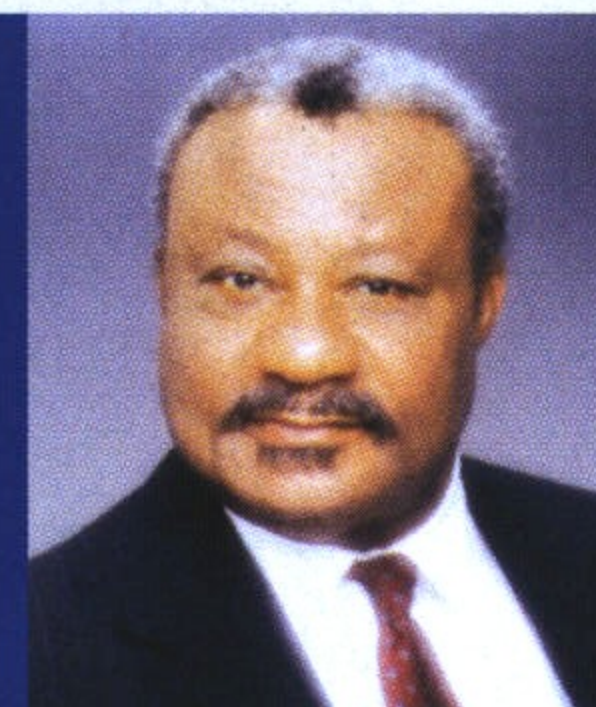
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## Elect Willie A. JOHNSON CAI DIRECTOR National Auctioneers Association



- Member of NAA for 17 years
- NAA State Leadership Forum in Kansas City 2005
- Currently serving (Governor Appointed) on the North Carolina Auctioneer Licensing Board
- Past President of Auctioneers Association of North Carolina

- Graduate Mendenhall Auction School 1989
- Full time auctioneer and real estate broker 17 years
- Endorsed by Auctioneers Association of North Carolina
- Degree in Business Administration 1986
- Fraternity of Freemasonry for 38 years

#### VISION

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

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



# Auctioneers across the nation are helping St. Jude Children's Research Hospital

In recent months many Auctioneers have conducted fundraising auctions for St. Jude Children's Research Hospital, in Memphis, TN, a chosen charity of NAA. More also conducted auctions, or made individual donations, in conjunction with National Auctioneers Day on April 21.

In West Virginia, the West Virginia Auctioneers Association raised \$1,470 for St. Jude's Children's Hospital at its convention held February 2 and 3 in Charleston. Among the special guests were the state's Governor Joe Manchin, who signed items that were sold to help the hospital. NAA Director Darron Meares auctioned a WV Gator Bowl victory shirt that the Gov. autographed and was sold for \$360.

In 2006 one of the fundraisers was by Auctioneer Ron Kirby of Franklin, KY, who hosts the annual "Kirby Derby" at his Tuesday auto auction prior to the Kentucky Derby. The event honors Ron Kirby, Sr., a Kentucky Auctioneers Association Hall of Famer who died following a stroke in 2000. As a tribute in the wake of his sudden death, his fellow Auctioneers and automobile dealers from the Nashville Auto Auction raised over \$10,000 in his name for St. Jude Children's Research Hospital. Subsequently each year since, his family's business continues to raise money for the cause. In 2006, the event raised over \$22,000.

At that event, in addition to the live event in the auction arena, the dealers and employees enjoy outbidding one another for Silent Auction Items, including baked goods.

All NAA members are encouraged to send their photos and news of donations to St. Jude's for publication in Auctioneer. Send to editor Steve Baska at [steve@auctioneers.org](mailto:steve@auctioneers.org). Due to space limitations, only some of the recent photos received are printed here this month, but more will be printed later.



In Kentucky, from left, Auctioneer Jimmy Henry, former St. Jude patient Mary Jo Dietch and Karol Kirby Ahmed, CAI, take and record bids on a home made pie that sold 13 times, totaling over \$700. Their auction raised over \$22,000 for St. Jude.



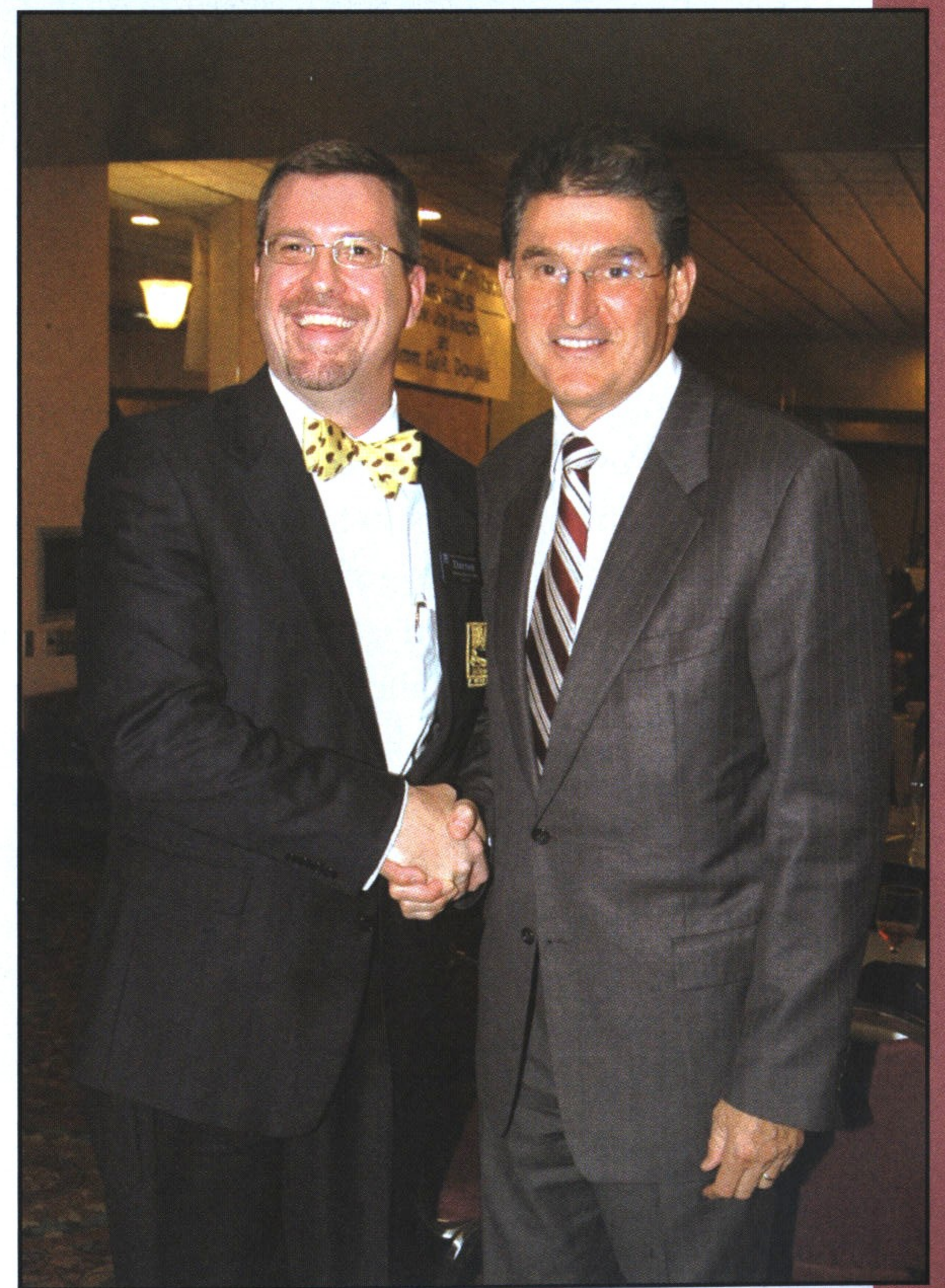
Wisconsin auction, with  
some items for St. Jude



Garth Wilbur of Michigan  
sells at a recent St. Jude  
fundraiser.



Forrest Mendenhall,  
CAI, AARE (on left)  
with Larry Clines, who  
bought a St. Jude tie  
for \$1250 to help  
Mendenhall School  
of Auctioneering's  
November 2006 class  
raise \$7,933 for St.  
Jude.



NAA Director  
Darron Meares,  
left, with West  
Virginia Gov. Joe  
Manchin, who  
signed items for  
sale at a fundrais-  
er for St. Jude.



# BID survey card is ready for you to use

## Customer satisfaction survey helps you serve attendees better

Knowing your customers' preferences and characteristics allows you to effectively focus your marketing efforts and grow your business. That's why NAA recently announced a new member benefit on this topic, and is now releasing the details for you to use.

NAA developed the Business Intelligence Data (BID) survey to help Auctioneers develop a growth blueprint by gathering and analyzing attendee profiles and customer satisfaction data.

The survey consists of an easy-to-use card with your company information on the front and a list of questions on the back for your attendees to fill out. You can hand out the card at your auctions, collect them back at your auctions, and send them to NAA for analysis and a report on the results.

The card front and back are printed with this story for you to see. An order form to get the cards from NAA is shown here, but the actual form can be downloaded on the NAA website at [http://www.auctioneers.org/membersonly/member\\_benefits/index.php](http://www.auctioneers.org/membersonly/member_benefits/index.php).) Members without Internet access should contact NAA Member Services at (888) 541-8084, ext. 15 to receive the forms. Fees associated with this new service are explained at the end of this article.

To begin evaluating your marketing efforts and assess how effectively you manage key customer contact points, here's a quick review of the BID process. Let's start with the tool that creates a customer intelligence base and shapes your growth strategy.

### Survey Content

The front side of the survey has a space for your company name and logo, and directions on where attendees should return the survey. If you would prefer that surveys be returned to a different location, feel free to change the wording. For a better response rate, we strongly advise that attendees complete and return the survey while still on the auction premises.

If you would like to offer an incentive for survey completions, you can include that information too. An incentive option might be to provide either a percentage or dollar amount discount on any item purchased at a future auction.

The first six questions of the survey relate to the characteristics and behavior of your attendees. In the report section,

you'll see how this information can assist you to critique and sharpen your marketing strategy.

Questions 7 through 15 allow attendees to evaluate each step of the auction process from preview to check-out, providing a score of "0" to "4." The report then provides an average score for each item plus an average of all the scores.

Your attendees may provide individual comments and reactions in questions 16 and 17. Review those responses prior to mailing the surveys to NAA. Surveys will not be returned, so you may want to make a mental note or preserve some record of attendees' open-ended remarks. Collect up to 200 surveys and send them to NAA accompanied by an order form.

### Report Format

NAA will then analyze the cards and produce a report for you. There are a number of options for analyzing your four-page report that includes 10 separate tables. You may want only the current surveys tabulated. For a broader perspective, you may also wish to see the results of all your customer surveys collected for the year. If you want to benchmark your evaluations against other firms, a final option is to look at the national market (no companies are identified) from all Auctioneers participating in the BID process.

At the top of the report, a box lists the number of surveys received for the period, the total surveys received from your company this year, and total surveys received from all BID participants. Those figures will be provided regardless of which report format you order.

For the first six demographic questions, we provide frequency distributions for all responses. Your report may also include year-to-date data and national responses if that is your format preference. Scores for the satisfaction questions are shown as numeric averages.

For the current period only, we also provide additional analysis by linking responses for several questions. The sources where attendees learn about your auction are "cross-tabbed" by both distance traveled and attendee expenditures. Your report links advertising and attendee expenditures as shown in the table on the next page.



## Amount Spent at Auction by Attendees Cross-Tabbed by Communications Source

|             | #  | \$0 | < \$100 | \$100-<br>\$999 | \$1,000 -<br>\$4,999 | \$5,000 -<br>\$9,999 | \$10,000 + | TOTAL |
|-------------|----|-----|---------|-----------------|----------------------|----------------------|------------|-------|
| Friends     | 19 | 8%  | 33%     | 42%             | 15%                  | 2%                   | --%        | 100%  |
| Direct Mail | 32 | 1   | 15      | 50              | 19                   | 10                   | 5          | 100%  |
| Radio       | 30 | 3   | 14      | 26              | 38                   | 15                   | 4          | 100%  |
| Newspaper   | 51 | 6   | 24      | 36              | 24                   | 8                    | 2          | 100%  |
| Internet    | 13 | 2   | 13      | 30              | 32                   | 21                   | 2          | 100%  |
| Television  | 40 | 1   | 28      | 35              | 29                   | 5                    | 2          | 100%  |
| Average     |    | 3%  | 16%     | 38%             | 28%                  | 13%                  | 2%         | 100%  |

For the nine questions focusing on customer satisfaction, we present the data in two ways. The first table shows a summary of your satisfaction scores based on the most recent surveys received. Your year-to-date averages and scores of all participating Auctioneers are also provided if you request this report option.

The highlighted areas below identify two areas of concern. Attendees' gave low ratings for their understanding of the auction process based on your explanation of terms and conditions. Your current score was consistent with prior periods, but much lower than the national score.

If attendees are confused about terms and conditions they are probably reluctant to bid. How might you do a better job of communicating this information so that your scores approximate the national average? Your ability to make improvements will be measured by the next set of surveys submitted.

The lowest rated area was how attendees perceived they were treated by auction staff. The current score is not only well below the national average, but also below your year-to-date evaluation. What might account for this drop in satisfaction? Did you reduce or change staff that interact with attendees? Were attendees at recent auctions different than your typical crowd?

## Satisfaction Ratings Summary

|  | Current | YTD* | National |
|--|---------|------|----------|
| I was able to preview items to my satisfaction.  | 3.60    | 3.50 | 3.49     |
| The registration process was easy and efficient.   | 3.72    | 3.68 | 3.65     |
| The bidding and auction process was clear due to the Auctioneer's explanation of terms and conditions. | 3.35    | 3.40 | 4.15     |
| The auction facilities were neat and clean.  | 4.05    | 4.20 | 3.85     |
| I could easily understand the Auctioneer.  | 3.85    | 3.60 | 3.72     |
| I was very satisfied with the food and beverage service.   | 3.85    | 3.88 | 3.69     |
| I was able to check-out in a timely manner.  | 3.66    | 3.58 | 3.70     |
| The auction staff treated me courteously and with respect.   | 3.20    | 3.72 | 4.05     |
| I would return here for another auction.   | 3.90    | 4.18 | 4.25     |

\* Year-to-date

We also cross-tab satisfaction results by the amount attendees spend. This table provides a snapshot of why some folks might have made minimal purchases and how your most active buyers evaluated the process. Look once again at the two areas scored lowest by attendees. You might have concluded that sparse bidding from first-time attendees contributed to your low score in the bidding process explanation. Although ratings did improve gradually with the amount spent by attendees, even your best buyers provided ratings far below the national average. So improvement is still needed.

Attendees were least satisfied with the courtesy of your auction staff. In this case, dissatisfaction was highest among your best customers. Address this problem quickly or you risk lower attendance and diminished revenue at future auctions.



Satisfaction Ratings Cross-Tabbed by Amount Spent

|  | \$0  | < \$100 | \$100<br>-\$999 | \$1,000 -<br>\$4,999 | \$5,000-<br>\$9,999 | \$10,000+ |
|--|------|---------|-----------------|----------------------|---------------------|-----------|
| I was able to preview items to my satisfaction.  | 3.51 | 3.72    | 3.74            | 3.78                 | 3.72                | 3.75      |
| The registration process was easy and efficient.   | 3.26 | 3.40    | 3.60            | 3.58                 | 3.71                | 3.66      |
| The bidding and auction process was clear due to the Auctioneer's explanation of terms and conditions. | 3.13 | 3.25    | 3.33            | 3.46                 | 3.66                | 3.62      |
| The auction facilities were neat and clean.  | 3.81 | 3.76    | 3.65            | 3.78                 | 3.77                | 3.69      |
| I could easily understand the Auctioneer.  | 3.10 | 3.22    | 3.44            | 3.58                 | 3.62                | 3.60      |
| I was very satisfied with the food and beverage service.   | 3.72 | 3.65    | 3.69            | 3.68                 | 3.70                | 3.66      |
| I was able to check-out in a timely manner.  | ---  | 3.81    | 3.80            | 3.83                 | 3.76                | 3.74      |
| The auction staff treated me courteously and with respect.   | 3.25 | 3.34    | 3.30            | 3.08                 | 3.11                | 3.15      |
| I would return here for another auction.   | 3.55 | 3.70    | 3.74            | 38.0                 | 3.69                | 3.75      |

Mailing Surveys and Ordering Your Report

We ask that you include your surveys with the BID Order Form. Please enclose no more than 200 surveys for each report requested, and provide your name, member number, and company name. We will code each survey with your member number so that year-to-date tabulations can be easily run. Surveys will not be returned, so please copy or record any information on the surveys before mailing them to NAA.

The sheet lists your four options for report formats. As this process moves forward, you might discover that additional analysis would be valuable. We will be pleased to provide custom reports in the future based on your desire for specific information. Initially, these four reports should satisfy the needs of most members.

The base report, priced at \$125, provides current survey results only. Members who want to keep a running total of attendee demographics and satisfaction ratings may add the option of receiving year-to-date survey results. Some members may not be interested in year-to-date data, but would like to assess how their attendee mix and evaluations compare to other participating auction companies. Reports containing either of these two enhancements cost \$165. Members may order a report that contains all the analysis options for \$200. (Cross-tabulation information is included for current surveys, but not year-to-date or national data).

A link to the customer survey card order form is on the members-only page on [www.auctioneers.org](http://www.auctioneers.org), and on the member benefits page on that website. The form can be downloaded from there.

NAA BID ORDER FORM

Maximum number of surveys for tabulation is 200

Enclosed are my BID surveys for the period.

Please tabulate the results and provide one of the following reports. My check, or credit card information, for the appropriate cost is enclosed.  
*(Year-to-date data is not provided for the first set of surveys).*

1. COST

- ☐ Current survey data only .....\$125
- ☐ Current surveys plus year-to-date data .....\$165
- ☐ Current surveys plus national comparisons .....\$165
- ☐ Current survey data, year-to-date data, and national comparisons .....\$200

Please fax to NAA at 913-894-5281  
or mail to  
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Overland Park, KS. 66214



2. MEMBER INFORMATION

Member Name: \_\_\_\_\_  
Member Number: \_\_\_\_\_  
Company: \_\_\_\_\_  
Daytime Phone: \_\_\_\_\_  
**3. EMAIL OR PHYSICAL ADDRESS  
WHERE REPORT SHOULD BE SENT**  
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City/State/Zip \_\_\_\_\_  
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4. PAYMENT

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# CUSTOMER SATISFACTION SURVEY

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Above is the front of the survey card.

- 1. About how many live auctions do you attend a year?  
1 ☐ this is my first ever! 2 ☐ fewer than 3 3 ☐ 4-10 4 ☐ 11-20 5 ☐ more than 21
- 2. How did you hear about this auction? (please check only one)  
1 ☐ friends 2 ☐ direct mail 3 ☐ radio 4 ☐ newspaper 5 ☐ Internet 6 ☐ television
- 3. About how far did you travel to attend this auction?  
1 ☐ 10 miles or less 2 ☐ 11-20 miles 3 ☐ 21-40 miles 4 ☐ 41-60 miles 5 ☐ more than 60 miles
- 4. Generally, do you purchase items for resale or for your own personal use?  
1 ☐ resale mostly 2 ☐ personal use mostly 3 ☐ business use mostly
- 5. If your answer to question 4 was "mostly resale," do you sell at Internet auction markets or at antique/collectable outlets?  
1 ☐ Internet 2 ☐ antiques/collectables outlets 3 ☐ my own store 4 ☐ not applicable
- 6. Approximately how much did you purchase at this auction?  
1 ☐ nothing 2 ☐ less than \$100 3 ☐ \$100- \$999 4 ☐ \$1,000 + \$4,999 5 ☐ \$5,000 + \$9,999 6 ☐ \$10,000 +

Please answer the following based on how strongly you agree with the statements. **Strongly Agree = 4 Strongly Disagree = 0 Not applicable = N/A**

|  | 4                        | 3                        | 2                        | 1                        | 0                        | N/A                      |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 7. I was able to preview items to my satisfaction. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. The registration process was easy and efficient. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. The bidding and auction process was clear due to the auctioneer's explanation of terms and conditions. .... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. The auction facilities were neat and clean. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. I could easily understand the auctioneer. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. I was very satisfied with the food and beverage service. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. I was able to check-out in a timely manner. ....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. The auction staff treated me courteously and with respect. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. I would return here for another auction. ....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. What did you like best about this auction? _____   |                          |                          |                          |                          |                          |                          |
| 17. What did you like least? _____   |                          |                          |                          |                          |                          |                          |

**Thank you for your valuable input.**

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9. "Auction Terms"
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2. Select Date/Time Tab. Fill out date & time information and save changes.
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2

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STEP

3

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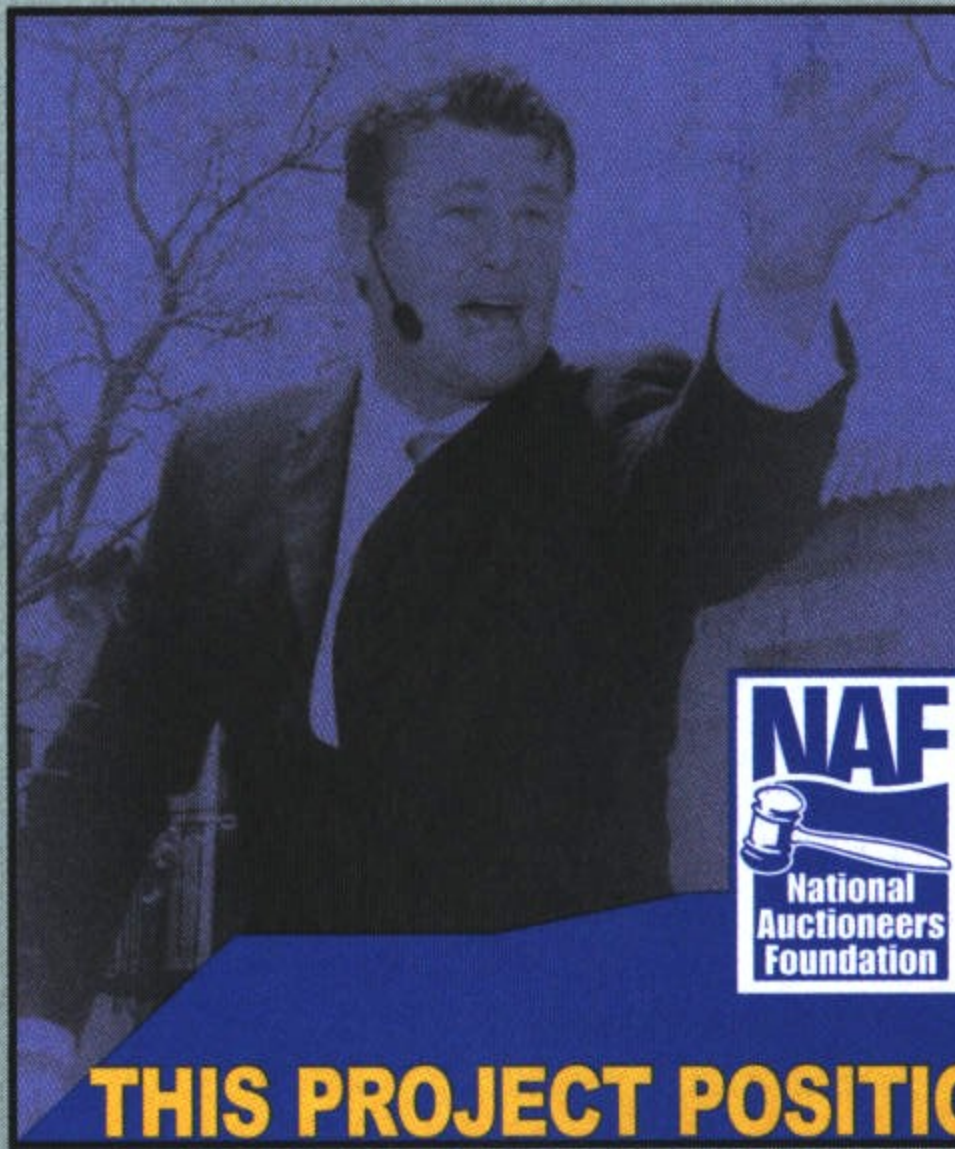
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May 20-21: Massachusetts Auctioneers Assoc., Braintree, MA  
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June 3-4: Arizona Auctioneers Assoc., Mesa, AZ  
June 7-10: South Dakota Auctioneers Assoc., Rapid City, SD  
June 10-12: Alabama Auctioneers Assoc., Gulf Shores, AL  
June 13-17: Texas Auctioneers Assoc., Corpus Christi, TX



### AUCTION INDUSTRY RESEARCH STUDY

The National Auctioneers Foundation has been proud to help fund the groundbreaking Auction Industry Research Study, which was commissioned by NAA and conducted by MORPACE International and Harris Interactive.

The results identified the gross revenue sales in each auction category, providing statistics for the media and Auctioneers to show how vital the auction method of marketing is to the U.S. economy. NAF provided \$200,000 in initial funding for this study and helps fund quarterly updates.

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sense of what may transpire and how their decisions impact the company.

### 3. Teach your employees the lifetime value of a customer.

A big part of the training involves educating your employees on the lifetime value of a customer. That is, explain to them that part of their decision making process should involve looking at how much business that customer has given or could give the company in the future. For example, if a customer is unhappy because something didn't ship on time, and the employee learns that it will cost the company \$100 to overnight the product to the customer, the employee needs to determine if that \$100 shipping fee is warranted. If it's a big customer who gives the company thousands of dollars of business each year, then the \$100 shipping fee is definitely warranted to keep the customer happy. For other scenarios, the \$100 shipping fee may not be warranted, especially if you know this is a one-time sale of an inexpensive item. The key is for employees to give this factor thought as they decide what to do.

### 4. Acknowledge the special skills and talents your employees possess.

Everyone has special skills and talents that they bring to the

table. Know what those are for each member of your team. For example, one company wanted to do a mailer to customers, so they assembled their employees together to brainstorm ideas. As they talked, they learned that their customer service manager liked to draw. They let him run with an idea he had and sketch out a flyer. The company agreed that his flyer was creative, and they sent it out to their customers. Turns out it was one of the best mailers the company ever did, bringing in lots of new business. The point is that when you allow your employees to use their strengths and creativity, they will often amaze you.

### 5. Consistently express appreciation and give rewards to people.

The greatest human desire is the need to feel appreciated. When people feel truly appreciated, they are eager to take on responsibilities and they want the company to succeed. Therefore, make it a habit to thank people, even for small milestones. The thank you could be a simple handwritten note or a big party for a job well done. Also, recognize special events, such as birthdays and anniversaries, and give rewards when appropriate.

The more decisions your employees make, the more productive everyone will be. As the leader, you'll have more time to work on the business rather than in it, and your managers will be able to focus on their long-term initiatives rather than the day-to-day minutia. Additionally, empowered employees demonstrate a stronger work ethic, and they hold themselves accountable.



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*Author Anne Houlihan is President of Satori Seal, where she tripled revenues in one year and increased profits 140% with her innovative budgeting and leadership techniques. Despite her husband's death, Anne managed to grow their business into an international company. As founder of Golden Key Leadership, Anne combines more than 25 years of hands-on corporate experience and coaching to help companies improve management techniques. For more information on her speaking and consulting, go to [www.goldenkeyleadership.com](http://www.goldenkeyleadership.com) or call (951) 235-5405.*



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in the industry, continued from 48

Cornerstone Mailing Innovations began processing all IP and ADS orders in January, formalizing the companies' long-standing client-vendor relationship into a formal partnership. With our combined equipment operating simultaneously, increased capacity is the first benefit customers will notice. "We can do more jobs – or run an extra large order on multiple machines and get it processed in half the time," explains Pierce, who says mailing capacity has increased 70 percent.

Bulk discounts are also improved with the addition of ADS' proprietary list management software. "Postal regulations change continuously and we constantly strive for ways to maximize postage discounts. It's a science that most customers and mail houses don't understand, or don't want to deal with," says ADS owner Richard Russell. Pierce adds, "At Cornerstone Mailing Innovations, clients can be sure that their mail will be delivered at the lowest possible rate."

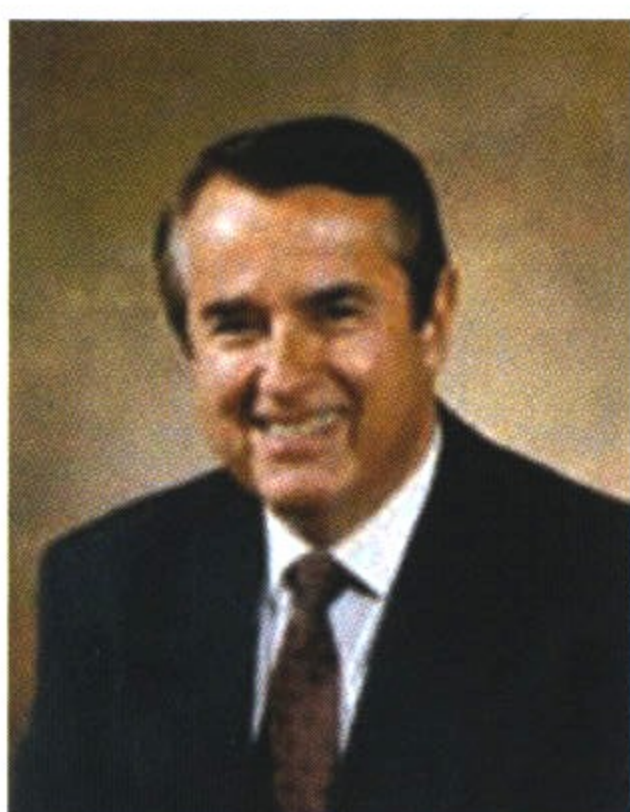
With the standard undeliverable rates between 10 and 30 percent, name and address verification is another important bottom-line benefit attributed to ADS software. Beating the average, more mail pieces processed by Cornerstone Mailing Innovations now arrive at the correct address -- to the right person. "When you look at the cost to print, process, assemble, address, mail and buy postage -- losing 10 to 30 percent is a huge, unnecessary expense," says Russell. "Cornerstone Mailing Innovations reduces that loss, and gives each piece greater return on investment."

Cornerstone Mailing Innovations has the ability to offer highly refined customization that goes beyond simple addressing and design. "This one-to-one marketing concept using 'variable data' is already an important component of what we offer our clients. As postage costs increase and higher return on mailing investment is needed, it becomes even more important," says Pierce.

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Known for 72 to 96 hour turnaround in auction brochure production, IP serves 40 percent of the North American auction brochure market, and prints 11 million brochures annually for over 200 of the country's largest Auctioneers. IP is located at 2895 Chad Drive, Eugene, OR 97408. Phone (800) 929-2800. Website at [www.ipkoke.com](http://www.ipkoke.com).





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### TRICK #1: MIT'S REAL ESTATE COURSES ON THE WEB

<http://ocw.mit.edu/index.html>

Massachusetts Institute of Technology has put much of the content of its undergraduate and graduate course on its website, including many real estate courses. By using the search function, you can find more than 450 links to real estate content from the school's real estate courses. MIT points out that using these materials does not lead to a degree or to certification, nor does it provide access to the MIT faculty. It also does not require registration. But the price is right, because it is free!

### TRICK #2: HOW TO LIVE TO BE 100

<http://www.livingto100.com/>

If you're interested in living 100 years, here is a calculator that helps figure the age you will live to if you continue on your current wicked path, and also what you can do to extend your life. The second part calls attention to good living habits. If a person takes the calculator quiz and scores a 72, he or she will find out how to improve this score. The good news is that your score can improve just by changing your behavior, and the program gives you specific changes along with how many years each change will add to your life span. The cost is free and it is good motivation to shape up.

### GREAT PLACE #1: THE BEST NO-COST SECURITY SOFTWARE

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### GREAT PLACE #2: SOCIAL NETWORKING FOR OVER 50

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

This simple search function is designed to bring some of the Internet social networking to the over 50 crowd of baby boomers, the type of networking that xGeners have been doing recently. The search function called "cRANKy" shows the four highest-rated search results based on the editors' and members' ratings. The ratings and opinions of the community determine how cRANKy ranks sites, making this the world's first age-relevant search engine.

This unique search function is just one of the many features and communities these folks have brought to the web. They tell us that these communities reflect what boomers are most eager to talk with each other about, from 50 plus singles and making new friends, to bookoholics, travel and photography.

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at [www.REcyber.com/reintelligence/cybertips.htm](http://www.REcyber.com/reintelligence/cybertips.htm). Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at [bostonjack@earthlink.net](mailto:bostonjack@earthlink.net). The Society's worldwide web office is open 24 hours a day at [www.REcyber.com](http://www.REcyber.com). Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at [www.REcyber.com/reintelligence/cybertips.html](http://www.REcyber.com/reintelligence/cybertips.html). StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2007. RECS.



# NAA Resources

## NAA Membership and Meetings

For meeting registration, membership applications, and changes to your membership record, contact the **NAA Member Service Department** by phone: 913-541-8084 or 888-541-8084, ext. 15; fax: 913-894-5281; or e-mail: [info@auctioneers.org](mailto:info@auctioneers.org).

## PROGRAMS

### St. Jude and NAA Partnership

NAA members have raised nearly \$4 million to help children since 1999. Opportunities for members to participate vary from donating a percent of auction proceeds to holding a "special" fundraising auction for St. Jude Children's Research Hospital.

### International Auctioneer Championship

NAA hosts the largest bid-calling championship in the world each July during the annual Conference and Show. Participants can register beginning in February through the Conference and Show registration process. This contest has both a men's and women's division and awards a \$10,000 cash prize, a trophy and ring. A promotional video will also be aired nationwide and feature the winners.

### International Junior Auctioneer Championship

The NAA's youngest Auctioneers compete in a bid calling contest in front of a live audience each July during the annual Conference and Show. Open to youth age 12 to 21, the IJAC Champion will win \$1000, a trophy and complimentary registration into the adult division of the International Auctioneer Championship once the winner meets the minimum age requirement for the IAC.

### International Ringman Championship

Professional Ringman to be featured in NAA's Ringman Competition. Ringman play a vital role and have significant impact on the success of an auction. NAA is eager to recognize their efforts and reward them for a job well done. A trophy, a \$5000 cash prize and a championship ring will go to the champion of the IRC, sponsored by the Professional Ringman's Institute. A promotional video will also be aired nationwide and feature the winner.

### National Auctioneers Day

On the third Saturday in April, National Auctioneers Day is designated to recognize the creative efforts of Auctioneers and the benefits of the auction method of marketing. For more information about National Auctioneers Day see the March issue of *Auctioneer*.

### NAA Marketing Competition

NAA has developed a special awards program to recognize the creative efforts of Auctioneers. The award presentations take place during the annual Conference and Show in July. Call for entries along with the rules and regulations are included in the Conference and Show brochure that is sent with the February magazine. This was formerly called the Photography, Advertising and Auction of the Year contest.

### President's Award of Distinction

The President's Award of Distinction is awarded to an Auctioneer for his or her contributions to the industry and profession. This prestigious award is given during the annual Conference and Show in July. The NAA President, along with the NAA board of directors, make this selection.

### NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, GPPA and CES. Visit [www.auctioneers.org](http://www.auctioneers.org) to learn more about NAA's business-boosting programs, or e-mail us: [education@auctioneers.org](mailto:education@auctioneers.org). Phone: 888-541-8084 (extension 23 and 28).

### Online Education

Earn continuing education credits by taking auction-related classes at home. NAA Online, in partnership with the Nashville Auction School, provides six classes, with more planned in the future. Price is \$95 for NAA members. For details call 931-455-5840.

## SERVICES

### Auction Calendar

Members are allowed to post their auctions on the NAA Auction Calendar on its web site—[www.auctioneers.org](http://www.auctioneers.org). NAA's site receives over 4 million hits per month and increases the exposure of member auctions.

### NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases. Cashless Commerce now has a very low rate of 1.67 percent available to all NAA members. Call Cardmaster Solutions at 866-324-2273.

### Discount Advertising Rates

Reach the buyers with Important Publications. Use your exclusive auction advertising programs. Your NAA membership entitles you to discounted advertising rates with *USA TODAY*, *Wall Street Journal*, *Investor's Business Daily*, and *The Network of City Business Journals*. For more information call 800-510-5465.

### Discussion Forum

Allows members to share information online in a quick and easy manner. Any question that you have pertaining to the auction profession can be easily addressed by other members of the association. Check this frequently, as many topics are discussed on this forum. Call NAA Web Services at 913-541-8084 or 888-541-8084 ext. 25 or log on to [www.auctioneers.org](http://www.auctioneers.org) for more information or to sign up.

## Access NAA Online

NAA's Web site, [www.auctioneers.org](http://www.auctioneers.org), Provides fast and convenient access to people, practices, ideas, and resources. Your member account allows you to connect online with colleagues and stay in touch with what is happening in the industry and profession. NAA's Web site is innovative and easy to navigate.

### Free Web Site Development & Hosting

Members can individualize information about themselves and their company as well as post all of their auctions. This free web site development also includes free web hosting service. To take advantage of this service log on to [www.auctioneers.org](http://www.auctioneers.org). With \$75 domain name registration.

### Government Relations

The Government Relations program tracks federal and state legislation impacting the auction industry and notifies you to take action on issues when appropriate. Through the Auction Action Network (AAN), you have the opportunity to sign up to become a member of NAA's government relations network to present a united voice on issues affecting the profession.

### Health Insurance - NAA Insurance Plus Program

NAA is able to offer solutions that can provide you and your loved ones with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! Affordable and comprehensive healthcare solutions for you and your family. Act now by calling (800) 292-3797!

### NAALive.com

NAALive.com provides members live web casts of on-site auctions, allowing you to attract bidders worldwide for \$125 fee & a 1.5% commission for items sold. To take advantage of this service by login on to [www.NAALive.com](http://www.NAALive.com) or call 877-456-LIVE.

### Office Products and Supplies

Purchase office products and supplies that you use every day in your business with discounts up to 80% off current retail. Call toll free to order your catalog. Next day shipping of order is free. To take advantage of this service log on to [www.auctioneers.org](http://www.auctioneers.org) or call 866-606-4601, ext. 318.

### Prescription Drug Program

Program is free to members, families and employees and provides a discount pharmacy card that provides overall savings of more than 20 percent. Call 888-541-8084, ext. 15; fax: 913-894-5281; or e-mail: [info@auctioneers.org](mailto:info@auctioneers.org) for your pharmacy card today. Help line 888-229-5383.

### State License Laws Guide

Guide covering principal requirements in each jurisdiction to assist members with questions on individual state requirements. Log on to the members only section of [www.auctioneers.org](http://www.auctioneers.org) for more information.

### Travel Services

The lowest available member rates for travel—Guaranteed! NAA Travel handles all of the annual Conference and Show and Winter Seminar arrangements. This service is free and can be used for all your business

or pleasure travel needs. Call NAA Travel at 877-363-9378.

## PRODUCTS

### Audio CDs

Audio CDs of the recorded NAA Educational Conference sessions can be purchased by e-mail: [craigmc@cmcg.com](mailto:craigmc@cmcg.com) or calling 800-747-8069; fax: 818-957-0876. For a complete listing of available sessions, log on to [www.auctioneers.org](http://www.auctioneers.org).

### Books

This comprehensive 92-page legal guide, *Waiting for the Hammer to Fall*, A General Overview of Auction Law by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 888-541-8084, ext. 28; fax: 913-894-5281; or e-mail: [info@auctioneers.org](mailto:info@auctioneers.org).

### Membership Directory

This directory provides an up-to-date listing of all members and their contact information. This is updated annually and is published and sent to all members in April. For up to the minute membership directory, log on to [www.auctioneers.org](http://www.auctioneers.org).

### Merchandise

NAA provides a great selection of apparel and miscellaneous promotional items that members can purchase at very attractive prices. Log on to [www.auctioneers.org](http://www.auctioneers.org) for available products or 866-331-0112.

### Newsletter

Have the four-page Auction Advantage newsletter sent to a list of your customers four times a year for only 45 cents per mailing per customer. The newsletter is customized with your photo and company contact information. NAA creates and mails the newsletter. For details call 913-541-8084, ext. 15.

### Opportunity Kit

To request an *Auctioneer* or *Auction World* Opportunity Kit, please call 913-541-8084 or 888-541-8084, ext. 20; fax: 913-894-5281; or e-mail: [wdellinger@auctioneers.org](mailto:wdellinger@auctioneers.org). To learn more about the benefits of advertising please call 913-541-8084 ext. 20.

### Buyers Guide

We have collected information from those companies who have developed products and/or services with the auction company in mind.

### Customer Survey Card

NAA provides to you customer survey cards, which you can give to customers at your auction to get their feedback with 17 questions like "How did you learn about this auction?" The results can be used to improve your business. Send the cards to NAA and get a detailed report back. An order form can be downloaded from the NAA website, or call member services at 888-541-8084, ext. 15.





**Roger Durkin taught a class recently in Uniform Standards and Practice (USPAP).**

## Next Month:

The June issue of *Auctioneer* will feature a story about San Diego, site of the 58th International Auctioneers Conference and Show. San Diego is also home to such world-famous attractions as SeaWorld, the San Diego Zoo, the Wild Animal Park and LEGOLAND California, as well as historic cultural gems Balboa Park and Old Town. The Gaslamp Quarter is Southern California's premier dining, shopping and entertainment district, where you'll find a truly eclectic blend of food, fun and culture all within one of San Diego's most historic areas. World-renowned Balboa Park is home to fifteen museums, various arts and international culture associations, as well as the San Diego Zoo, making it one of the nation's largest cultural and entertainment complexes. SeaWorld San Diego: To entertain, amaze and educate, creating memories that last a lifetime. SeaWorld has hosted more than 100 million guests since opening in 1964.

## Add NAA email to your address book

Don't miss out on the regular emails that NAA sends to all members regarding association programs, seminars, notification of deaths of members and other timely news. To ensure that you receive the emails that the NAA sends, please add our email address, [naamemberservices@auctioneers.org](mailto:naamemberservices@auctioneers.org), to your address book, or your "trusted or approved sender list." In the Outlook software program, the address book is under the "Tools" menu option or under the "To" button when you are composing an email. In Outlook 2003 and AOL 9, images from any sender who is not listed in your address book or approved sender list will not be shown. Add our email address will also aid in making sure our emails get to you and not lost in spam-filters.



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