THE AUCTIONEER

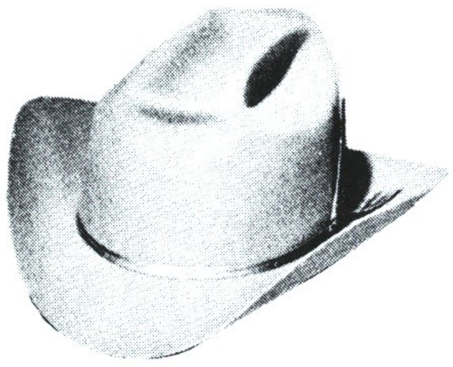
The Magazine of the National Auctioneers Association • July 1990



Inside . . .

- *Advertising*
- *Financial Planning*
- *Bid Calling*

ATTENTION ALL NEW AND OLD MEMBERS OF NAA



Stetson "Wisp"

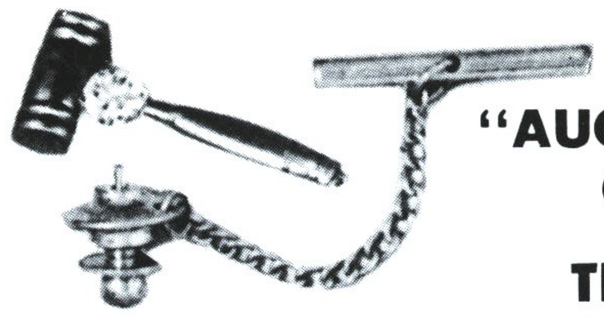


Auctioneer Hat

We have been privileged in the past to supply a few items that have been beneficial to the well being of many old as well as new auctioneers throughout the country. Back in the 60's we contracted with a major hat manufacturing concern to make the "Auctioneer" hat which comes in both "Felt" and "Straw" and in three different brim widths (2 1/8", 2 3/8" and 2 5/8"), the felt in silver belly (light grey) color and the straw, rice color. Down through the years we have sold thousands of these hats to auctioneers in every state. Eighty percent of our business is "repeat" in that those who wear them like them. Several years later we added the Stetson 4X silver belly "Wisp" hat—this is the hat you see advertised and worn by the "Marlboro Man". The two pictures above depict both the "Auctioneer" and the ever popular "Wisp".

We had so many calls for the white Panama hat that we added that to the line in a 2 1/2" brim width. Nothing is better for summer wear that a white Panama Stetson hat.

I have heard, "What do you give an auctioneer who has everything", many times and the best answer I know is an auctioneer's Gavel Tie Tac. They are an attention getter and will provide many a conversation. I have booked several sales because of the one I wear—I never go anywhere without mine and would feel naked without it. Sterling Silver or Gold Plated tac with or without man-made diamond start at $50.00. Solid 14k Gold Tacs start at $320.00. To add a diamond additional prices are $120.00 up according to the size diamond you wish mounted thereon. Call for prices. They make great Christmas, anniversary, birthday or just because you love 'em presents.



"AUCTIONEER'S GAVEL" TIE TACK

Silver Belly Felt "Auctioneer" hat (2 1/8", 2 3/8", 2 5/8" brims)	$57.50
Wisp 4X Beaver Stetson Hat	$80.00
White Panama Hat (2 1/2" brim)	$32.00
Milan Straw Hat (2 1/8", 2 3/8" and 2 5/8" brim)	$30.00
London Fog Jackets w/emblem	$32.00
NAA Emblems (4 color embroidered)	$3.50
Tie Tacs (14k gold, sterling silver, gold plated with or without diamonds or man-made diamonds from	$50.00
Call for prices.	

(All items plus 5% sales tax)

Please note a slight price increase that has been brought about due mostly to over a 500% increase in advertising costs since we first started this mail order service.

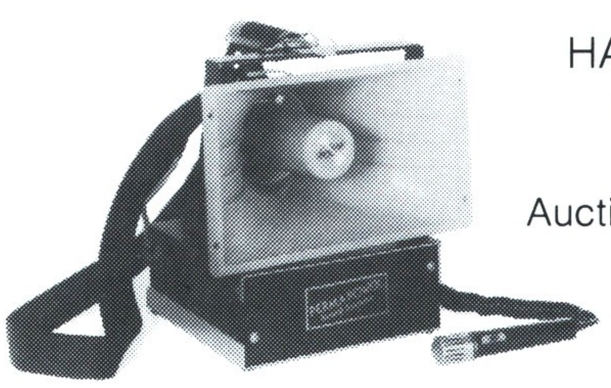
We have not given the best service in the past year because we have had difficulty getting delivery on our hats — now that has been remedied and by spring we will have a complete selection of felt hats. Get your orders in now for spring delivery. Animal protection groups have caused the acquisition cost of Beaver Pelts to skyrocket some 400% within the past 12 months and the demand for high quality hats has gone up some 300% and that is the reason for the price increase on the felt hats.

Colonel W. Craig Lawing

5521 Brookshire Blvd.—Charlotte, N.C. 28216
Telephone: Area Code 704/Office 399-6372
Home 394-7678. (800) 632-3043.

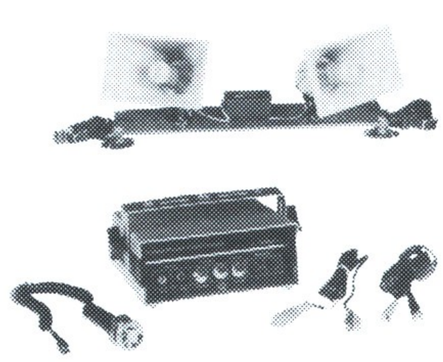
AUCTIONEERS P.A. EQUIPMENT AT WHOLESALE PRICES!

"The Professional Auctioneers' Choice"



HALF-MILE HAILER
MODEL S-610
List: **$349.00**
Auctioneers Cost: **$279.50**

SOUND CRUISER
MOBILE P.A. MODEL S-310
List: **$599.00**
Auctioneers Cost: **$479.50**



HALF-MILE HAILER MODEL S-610 — Projects further, louder, clearer than horn hailers . . . doesn't block vision . . . perfect for crowd control, athletics and other outdoor use. **AMPLIFIER:** Model S-702: 35 watt: all transistor. **CONTROLS:** On-Off, Volume. **Inputs:** For ceramic or dynamic microphone: auxiliary input for phono, tuner, tape recorder, etc. **3 Outputs:** For additional speakers: tape recorder. **Power Source:** Ten "D" size flashlight batteries: alkaline type provides up to 200 hours operation. **MICROPHONE:** Cardioid probe-type, noise-cancelling, hand-held microphone, supplied with 8' coil cord, on-off switch. **SPEAKER:** Weatherproof horn, can handle full amplifier output: detachable. **CONSTRUCTION:** Removable metal bracket attaches to amplifier with screw knobs: gripper handle and shoulder strap included. **Dimensions:** 11½" high, 11" wide, 9" deep. **WEIGHT:** 14 lbs. (with batteries). **Order Model S-610**

SOUND CRUISER MOBILE P.A. MODEL S-310 — Make any car a sound truck in 45 seconds. Ideal for cars, trucks, buses, boats. **AMPLIFIER:** Model S-302: 32 watts: all transistor. **Controls:** On-Off/Tone; Master Volume; Auxiliary Volume. **Inputs:** For microphone: for radio, tuner, recorder, etc. **Outputs:** For 8 or 16 ohm speakers. **Power Source:** 12V dc: plugs into auto cigarette lighter socket. Terminals provided for permanent installation. 120V ac and flashlight battery adapters available. **Size:** 8⅜" wide x 3¼" high x 8¾" deep. **Mounting:** Handle supplied for easy carrying or ready mounting under dash. **SPEAKERS:** Model S-1210: Two weatherproof horn speakers that swivel and lock in any direction, can handle full amplifier output, mounted on car-top carrier ready to clamp to car. **MICROPHONE:** Model S-2080: cardioid probe-type, noise-cancelling hand-held microphone, supplied with 8" coil cord, on-off switch, mounting clip. **WEIGHT:** Complete system, 25 lbs. **Order Model S-310**

Order by mail — payment with order — we pay postage . . . C.O.D., you pay postage.
North Carolina residents add 5% sales tax.

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Member

If you need good quality equipment,
this is your opportunity.
Write for Equipment Brochure today.

Mendenhall School of Auctioneering

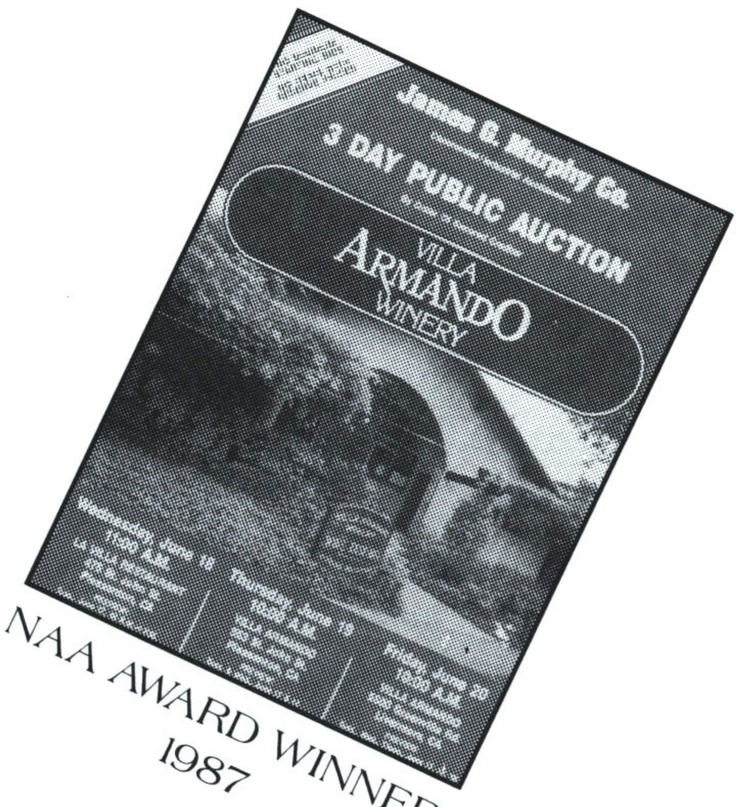
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NAA AWARD WINNER
1984



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NAA AWARD WINNER
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The Closer You Look The Better We Look



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THE AUCTIONEER

July 1990

Volume XXXI, Number 7

FEATURES

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Albert L. Thompson, CAI, *reviews some basics you need to make informed decisions.*

10 Finances —

The key to financial security may be to diversify your holdings, says a specialist.

12 Withington —

The impact of ***Richard Withington*** *upon his community is examined.*

15 Buyer's Premium —

NAA Director ***Dean Howard, CAI,*** *explains advantages of this popular device.*

17 Prospects —

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23 Mini-Seminars —

Details behind a new educational program that is being offered.

24 Bid Calling —

The last in our series. A different viewpoint is expressed.

40 Perspective —

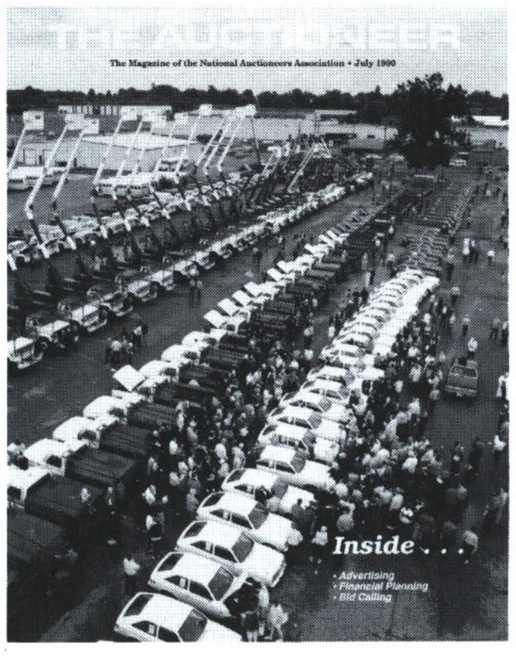
Dave Woolery *says auctioneers should encourage new business rather than fight over what exists.*

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Plus . . . Many other items of interest.

On The Cover



This panoramic view of an equipment liquidation auction was provided to *The Auctioneer* by the Vilsmeier Auction Co. of Montgomeryville, Pa. One of the auction company's biggest clients is Consumer's Power, an electrical utility in Charlotte, Mich. Vilsmeier Auction Co. conducts two or three auctions a year for the utility, which uses The Auction Method of Marketing to dispose of much of its surplus property. The auctions gross between $500,000 and $1 million.

THE AUCTIONEER magazine is the official publication of the National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214-1985. Phone (913) 541-8084, FAX (913) 894-5281. Submit all advertising to the above address. Published monthly with the exception that an August issue is not published (11 issues annually). THE AUCTIONEER magazine is published as a means of exchanging ideas that will serve to promote the auctioneer and the auction method of marketing.

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

Faison Reflects On His Year In Office

Dear Fellow NAA Members,

This year began slow and uphill, but with your thoughts and prayers, and the wise and dedicated leadership of the entire NAA Board of Directors, we now have a financially sound and more progressive association.

The many hours of hard work of the Executive Committee, searching for just the right person to fill the position of Executive Vice President, paid off. Joe Keefhaver is an excellent choice. All the interviews with the other applicants proved to us that Joe was the one for the job.

The new NAA office staff was selected with careful and predetermined objectives in mind. I am happy to report that our present staff is very hard working, dedicated, and are loyal employees with you, the individual NAA member, in mind.

Your present NAA Board of Directors has set in motion the positive direction that will take our great association into the 21st Century. Within the next five years, you should see our membership double and the benefits for all members increase accordingly.

Thanks to the dedicated NAA Board of Directors. Many of the decisions you made were not the most popular but were best for the entire membership.

And now I join the 40 other past presidents and hope to be remembered as one who did his best for the association.



With Warmest Personal Regards,

Ronald W. Faison

Ronald W. Faison, CAI
NAA President

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Advertising

What's The Best Deal?

From Billboards To Television

by Albert L. Thompson, CAI
West Hamlin, W.Va

Auctioneers, ask yourself what is GRP, ADI, SAU, viewings, qualified circulation, response rate and households in the universe?

Sounds like some outer space or designation jargon? If so you may need to brush up on your advertising lingo because that is what it all refers to. **ADVERTISING!**

As confusing as the advertising jargon may seem, when you are considering the best way to advertise your auction firm, you can follow a few simple steps to get yourself started. Once you've gotten your feet wet, you may want to expand into other areas that once seemed intimidating.

These steps may not work for everyone, but they provide a starting line for your race for further information. If one of the suggestions doesn't seem to work for you, take a look at your auction company, your auction facility, if applicable, your community and your available media to find a method of advertising that will work for you.

I. Decide on the ideal media mix for your auction company.

This is a little harder than it may sound of course, the standard answer is newspaper, radio, and television, but what about direct mail, billboards, magazines, in-house advertising and free public relations? There may be some other advertising avenues available in your locale that need to be added to this list. Once you've listed all of the possibilities, decide which one or combination will best serve you. Then figure out how you want to divide your advertising dollars by percentage to each medium, based on the coverage received.

Following is a working model for a hypothetical auction company located anywhere. Each medium is listed along with the reasons for its selection or elimination. The percentage are a "best-guess" based on you; the auctioneer's knowledge of how well that medium covers the market area that you want to target.

Newspaper — 20%

1. The local and daily and Sunday newspaper covers 80% of the adults in the county.

2. Two adjoining counties and two cities should also be considered fair game because of proximity and adequate transportation and shopping opportunities. The newspapers that cover these areas must also be investigated.

Radio — 15%

1. Must use the local station that is No. 1 among the targeted age group.

2. To find the appropriate age group to target, customer demographics must be determined by conducting an in-house survey.

3. There are many radio stations in the market, but you, as the auctioneer, do not feel that this is the most efficient way to reach the most people for your auction company.

Television — 0%

1. The major networks cover 99% of the households of the universe , so coverage is excellent.

2. Do the networks sufficiently cover the households in this county, without going so far away that the message is wasted on over half the audience that will see the commercial?

3. Are the three major networks affordable? Are the affordable time slots during programs that customers of an auction company's services would be watching television? Is your local cable channel a viable alternative?

Direct Mail — 20%

1. This has worked for the auction company in the past.

2. Needs a high percentage of the budget to cover postage costs.

(Continued on page 7)

Advertising

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Billboards — 5%

1. The efficiency of billboards is an unknown for this auction company, but the auctioneer recognizes that they are highly visible in the right locations and will try them.

Magazines — 15%

1. There are some local publications that the auctioneer sees customers pick up and carry with them.

2. Choices include local TV guides, entertainment publications, real estate magazines, and weekly traders.

In-house Advertising

1. The auctioneer must continue to spend money for hand-outs, flyers, posters, banners, and other promotions.

2. Cross promotions are a consideration. The auctioneer has talked with some non-competitive merchants about giving out his promotional material, and, in return, he will give out their items.

Free public relations — 5%

1. The auctioneer sponsors an annual benefit.

2. The auction company has been approached by non-profit organization to work on a fund raising project.

3. In search of ways to expand, the auctioneer has talked with the city/county governments about services for public events.

Once the auction company owner has written down an overall plan of how he/she would LIKE to spend advertising dollars, he must move on to the next step.

II. Decide how you want your advertising to look.

Now that you've decided what media mix to concentrate on, you must decide how you are going to present your auction company. To create a focus for your advertising dollars you may want to ask yourself some questions, such as:

- Will my advertising thrust be to create an image?
- Will my advertising revolve around specific campaign/promotions?
- If so, are these seasonal?
- If not seasonal, how many promotions per year?
- Do I need a unique logo for my auction company?
- Will my ads need artwork?
- Will the radio station produce my spot for me without charge?
- Am I creative enough to handle my advertising?
- Do I need the help of an agency or freelance artist to get started?

If you've decided that an advertising agency is the best way to get your advertising up and flying, you can stop reading now, put your feet up and let them go to work. If, however, you've decided to handle your advertising on your own, keep reading!

III. Call each media with which you have selected to work.

Get the name of your sales rep and have a long talk about the specific medium, what the rep can offer you and what rates you will be charged.

Once you have discovered what your rates will be, you can work up a ballpark dollar amount to be spent with each medium over the course of the year. A common guideline to follow is that approximately 5 percent of your total yearly sales commission should be returned to your advertising budget.

Before talking with each rep, there is some basic information you should know and some questions you should be prepared to ask in order to uncover the best media plan for you. Each of the media listed in the hypothetical model is given below in one of two categories, along with some background information and possible preliminary questions that may help you.

Find a Rep for Your...

Newspaper

YOU NEED TO KNOW:

- Newspaper rates are based on the size of the ad, which can be measured in column inches or lines.
- Contracts are available providing a discount rate based on the amount of advertising done during the contract period.
- Most newspapers have a measurement system that allows for uniformity of ad size: this system is based on the SAU or Standard Advertising Unit.
- Positioning is important and unless you specify which section and page of the paper your ad should be placed on, you will receive ROP, or Run of Press, which is whatever location is convenient for the newspaper when it is laid out.

YOU NEED TO ASK:

- What are the deadlines for getting the ad to the newspaper?
- Can you see a proof (a copy of your ad exactly as it will look in the newspaper) to make corrections?
- Does the newspaper provide production services, including staff artists, designers, etc.?
- Are there any special sections coming up that you should be a part of?

Radio

YOU NEED TO KNOW:

- Your targeted audience's age and gender
- The radio day is divided into "dayparts": morning drive, 6-10 a.m. (typically the most expensive because of the highest listenership), midday 10 a.m.-3 p.m. (often news sponsorships are available, afternoon drive 3-6 or 7 p.m. (a high listening period), evening 7-11 p .m., and overnight 11 p.m. -6 a.m.
- A "remote" is a broadcast originating from hour facility or auction, typically for a special auction.
- An individual radio commercial is called a "spot".
- A "buy" is the overall term for the amount of air time you purchase, regardless of the daypart or length.
- Each station will have a published rate card, but you can negotiate for a different rate, since the rates change each quarter (the least expensive time is the first quarter, January-March; next is the third quarter,July-September;next is the second quarter, April-June; and the most expensive is the fourth quarter, October-December).

YOU NEED TO ASK:

- What are the station's demographics as compared with your own?
- Where does the Arbitron and/or Birch Report rank this station in the whole market?
- What is the station format?
- Will there be production costs

(Continued on page 8)

Measuring Advertising Results Is Important

The hardest question to answer is, "How do I measure the results of my advertising?"

If sales are up 20 percent, is it because of your good advertising strategies? If you had not advertised at all, would you still have achieved a 20 percent increase in sales?

If sales are down 20 percent, can you blame it on your advertising? Had you run more advertising, could you have overcome the 20 percent drop in sales? Which advertising worked and which was wasted?

Every advertiser constantly wrestles with these questions. That's because the marketing process contains many variables aside from advertising, so you are never sure how much of your sales result from advertising. Economic conditions, the weather, human behavior, price, public opinion and quality are some of the other factors that enter into purchasing decisions. Realistically, accurate measurement of advertising results cannot be done in a totally satisfactory manner.

This doesn't mean you shouldn't try to measure them. Whether you use an advertising agency, or handle your own advertising, you should always demand results from your advertising. Know and document what works and what doesn't. Create methods of measurement to help you judge effectiveness of your advertising.

But don't get frustrated if you discover your answers are not precise and conclusive. By trying to measure your results, you will reduce uncertainty about certain types of advertising and acquire a "feel," if not factual information, for what works and what doesn't .

Try a telephone survey

One way to measure consumer awareness of your advertising is a simple telephone survey.

Make 100 random phone calls in your marketing area. If adults answer, say you are conducting a research study and would they please answer five simple questions regarding advertising?

1. "Of all the advertising you have seen, read or heard in the last 30 days, which comes first to mind?"

More than likely you'll receive an answer such as "Coca-Cola" or "McDonald's". So your second questions narrows the answer to the ones you're interested in.

2. "Of all the advertising of local advertisers you have seen, read or heard in the last 30 days, which comes first to mind?"

Now you're starting to gather information that's more pertinent to what you want to know.

3. "Of all the local auction advertising (use the proper category for your type of business) you have seen, read or heard in the last 30 days, which comes first to mind?"

This is the key question. You will be able to measure the awareness of your advertising in relation to the competition. If your business is given as the answer to question No. 3, go directly to No. 5. If not, "assist" the respondent with question No.4.

4. "During the last 30 days, do you remember seeing, reading or hearing the advertising for (insert the name of your business here)?"

Now you're aiding the respondent, so you're no longer measuring

(Continued on page 9)

Advertising *from page 7*

for your spot?

• Can you hear the spot before it airs?

Television

YOU NEED TO KNOW:

• Time periods that are for sale are called "avails"

• Local programming commercial rates are lower than for network shows

• Each station is assigned to an ADI (Area of Dominant Influence or geographic area where the signal effectively reaches the majority of households) by the FCC; however your county may be assigned to one ADI, yet receive clearer programming from a station originating from another ADI.

• A "buy" is the same as in radio.

• The effectiveness of a commercial is measured in reach (the percentage of a particular group exposed to an advertising schedule at least once during a given period) and frequency(the number of times a population group is exposed to an advertising message during a given period).

• Reach times frequency, equals gross rating points, or GRP's and are expressed as a percentage of a given population group called the universe.

• The cost efficiency of your buy in term of cost-per-rating-point and cost-per-thousand.

YOU NEED TO ASK:

• Can your commercial be produced in the studio or do you need to go on location?

• What are the production costs for your commercial?

• Who will provide the talent for your commercial?

• What type of audience are you reaching during the time periods you have selected?

• When is the deadline for getting commercial produced?

Billboards

YOU NEED TO KNOW:

•Billboard effectiveness is meas-

(Continued on page 9)

Advertising

from page 8

ured in viewing per day (the number of times in one 24-hour period a car will pass by that location).

• Billboards are available in posters or panels.

• Any extension beyond the standard size costs a premium.

• Contracts are available.

YOU NEED TO ASK:

• How will the art be produced for the billboard?

• What are the deadlines?

• Can you see the board before it goes up?

• Will the board be readable to drivers whizzing by?

Magazines

YOU NEED TO KNOW:

• The circulation of the magazine.

• How the magazine is distributed to the individual or locations.

• The characteristics of readers to see if they match with your target audience.

• If the magazine is respected among the local populace.

YOU NEED TO ASK:

• What are the ad sizes available to see if you can use your same newspaper ad here?

• What are the deadlines?

• What is the frequency of publication?

• Are frequency discounts available (as with the newspaper contract)?

• Are there production costs if you do not provide the magazine with camera-ready art?

Do It Yourself for...

Direct Mail

CONSIDER:

• Where will the mailing list come from?

• Can you buy a mailing list?

• Do you have the time to sort mail by zip codes to target a geographic area?

• What are the most economical postal charges?

• What is an acceptable response rate so that you would use direct mail again?

In-Store

CONSIDER:

• Who will do artwork and lettering on posters?

• Why not use different colored paper for the handouts for each advertised event?

• Not all handouts or flyer have to be 8-1/2 x 11! Post cards!

• Could a cross promotion work for you?

• Would ads be more effective if you added a second or third color on colored paper?

• A permanent vinyl banner would be great to re-use for seasonal events!

• Mall or shopping center promotions may occur unexpectedly and wreck your budget.

Free Public Relations

CONSIDER:

• You have to hunt up the opportunities, but your competition probably won't be fighting you for the chance!

• Start developing future employees by offering a workshop on processing for a local high school science class.

• Ideas from customers, the newspaper or organizations you are affiliated with will give you a head start — the sky's the limit!

Now that you are full of information, you are ready to proceed to the fourth and final step: creating a comprehensive media plan.

IV. Make changes in the percentages by media as you feel necessary; create a specific budget for each medium; create a yearly schedule for each medium.

Now that you are down to the end and deciding which ad you want to use with which of the media, don't forget these fine-tuning points:

• deadlines

• hidden costs—production, mailing, reprinting, free lance artists

• available discounts

• contractual obligations

• seasonal fluctuations in rates and your business

• informing your personnel of promotion dates

• flexibility within any promotion/campaign

Once you've gotten started, you'll see how easy it is to make changes and adjustments as you go along. Don't be afraid to ask your reps for advice (you don't have to take it), since another opinion doesn't hurt and they've probably been in the business longer than you have.

If something isn't working, decide whether it should be fixed or scrapped. Don't be afraid to try new things with each promotion, until you find just the right "mix."

Don't consider advertising lost profits: consider advertising an investment in a bright and prosperous future for your auction company.

Results

from page 8

the awareness level of your advertising, but are trying to find out which type of advertising you're using is working best.

5. "Where did you see, read or hear the (insert the name of your business here) advertising?

Get the respondent to be as specific as possible. If they say "radio," ask which station. If they say "TV," ask which TV program.

Always close pleasantly.

"Thank you very much for taking the time to participate in our advertising-awareness survey. Have a nice day."

The "awareness level" of your advertising is determined by the first three questions. Add the aided responses of the last two questions, and you can determine what advertising (radio, TV, newspaper, etc.) works best for you.

Create Wealth And Security From Your Auction Business

by David A. Lucca
Dallas, Texas

A client recently sought out our advice concerning how to utilize the opportunities he had through his business to build his personal wealth and financial security.

Typical of many entrepreneurial business owners, our client had a high but irregular income. Often this is true of sales professionals, including auctioneers.

Their earnings are clustered throughout the year due to large sales or periods of high activity. It is a mixed blessing to be affluent at one or two month intervals.

The income received during these high-income periods is usually spent with abandon, motivated by a feeling of affluence. This is one of the greatest obstacles to building personal wealth and a secure financial future.

We advised our client of the following four strategies to deal with this problem. These strategies could be applied equally well to all auctioneers who own their own businesses.

A Long-Range Plan

Because our client's business provided a high, but irregular source of income, his biggest need was to develop a long-range plan that would force him to work toward his goals.

Most people fail to realize that one of their greatest assets is their income. During a lifetime, hundreds of thousands of dollars, perhaps even several million dollars, will pass through their hands.

Financial success is not measured by how much you make, but by what you keep. Only the long-term view provided by a comprehensive plan enables you to channel that income toward your goals.

We developed a highly customized, personal financial plan that examined our client's complete financial world and outlined a series of steps for him to take to reach his goals.

This plan included coordination of his savings, investments, taxes, and insurance coverages, retirement and estate planning. Each of these six areas impacts the others.

Through computer analysis we were able to make recommendations, knowing how each area was affected. Our analysis revealed several ways he should protect his income and assets, channel his income, and separate his business risk from his investment risk.

Protect Your Income And Assets

As a business owner, he faced three major risks that could have kept his financial goals from being reached. We analyzed these risks and suggested solutions to guard against them.

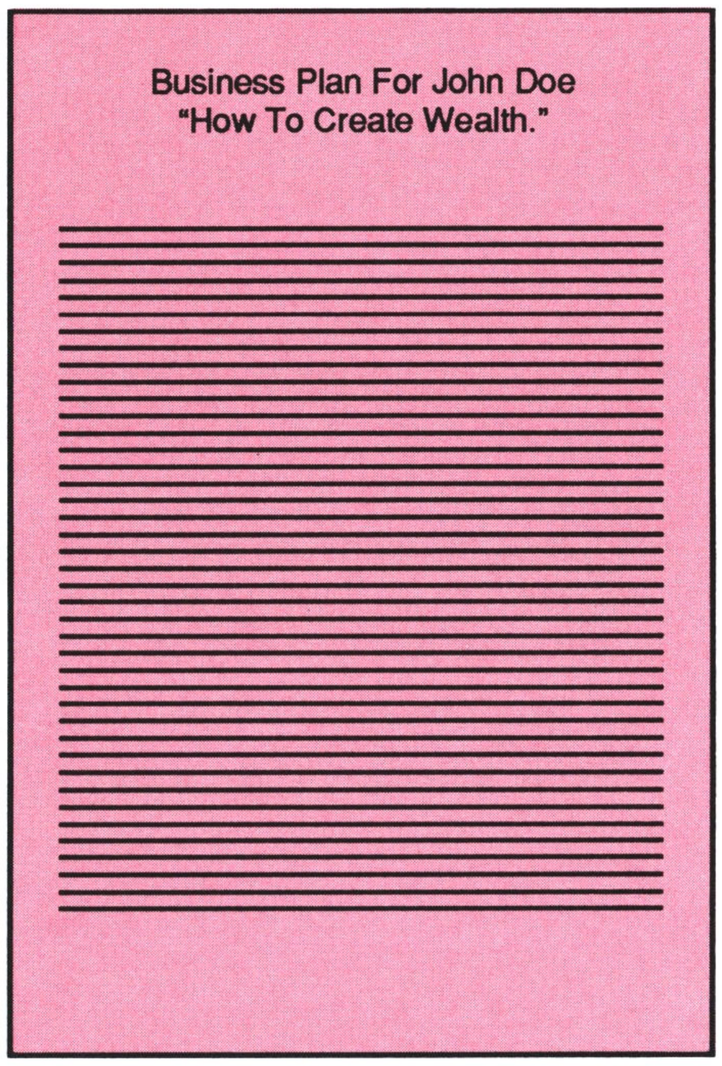
First, there was the danger that his income stream would be cut off. As a self-employed businessman, you might wonder how his income could be cut off.

While there is always the possibility that a business might fail, there is another, perhaps more tragic likelihood — suffering a disability. Since the survival of his business and his own financial well being depend on his good health, a disability could end both at one time.

This is a very real danger since there is a statistically greater probability of disability than of death for most age groups.

As auctioneers, there are many disabilities that would not affect your job performance, but there are two that could quite possibly end your career: blindness or loss of voice.

Have you stopped to consider how you would make a living if you could no longer recognize a bid or call bids? Reaching financial goals requires an ongoing income stream. We recommended a disability insurance policy to our client that would continue to provide an income stream if a disability should end his career.



The second major danger to accomplishing his financial goals is common to everyone who deals with the public.

That danger is liability arising from business activities. Whether breach of contract or a medical claim that occurs while you are conducting an auction, the possibility exists that a lawsuit could strip you of all your assets.

We all conduct business in a society that rushes to court. Most of us will face a lawsuit at some point during our lifetime. A professional liability coverage policy is like an umbrella that shields us from the storm.

The final risk we face is that we will die too young. Assuming that our desires for financial security include providing for those we leave behind, we must provide a way to accomplish our goals in our absence.

Only life insurance can provide an immediate estate to our survivors. With proper coverage we can guarantee that our goals will be reached. Exactly how much life insurance it takes to meet our goals is an individual decision, but with proper

(Continued on page 11)

from page 10

planning that number can be measured.

Our comprehensive plan included an analysis of what it would take to reach his financial goals in the event of his death — including the consequences of estate taxes. With that knowledge he would make a life insurance decision based on objective facts.

Knowing that the major dangers to financial success are planned for and covered brings peace of mind. It frees you up to concentrate upon that which you do best — operating your business.

There are times, however, that it is valuable to step back and evaluate the business itself to see how it impacts your personal finances.

Separating Business Risk and Investment Risk

Being in business, any business, involves risks. Investing for your future involves risks also. A wise person knows not to mix theses two risks.

Unfortunately, business people who deal with real and personal property, and know their field well, are often the most tempted to mix these two risks. For example, if someone is a real estate agent, he wants to invest in real estate.

Likewise, auctioneers who know the true value of items they auction are tempted to pour their investment dollars into those very things they perceive as undervalued.

By following this impulse you violate the first rule of successful investing: don't put all your eggs in one basket. There is no diversity in having both your income stream and your investable assets all tied to one source.

A financial plan will show you how to make money through your field of expertise and invest it elsewhere.

Take advantage of these opportunities within your business to provide as much wealth as you can, but always keep in mind that your goal is to reinvest these funds outside your business to reach your financial goals. This protects your personal assets, provides diversity, and teaches you to view your business for what it really is, a wealth generator.

Having already mentioned legal liability in respect to protecting your personal assets through liability coverage, there remains one very large business risk to consider.

The legal form of your business (ie, sole proprietorship, partnership, S or C corporation) is a major factor in determining whether your professional activities put your personal assets at risk.

In a sole proprietorship there is no legal distinction between you and your business. You are the business. Your business activity places your personal assets at risk to both liability claims and creditors' claims.

A partnership poses a special risk to your assets. Not only are your personal assets subject to legal liability and actions of creditors from your personal business activities, but the actions of your partner can imperil your personal assets.

Only a corporation can provide a separate legal identity for your business. This corporate form can serve to separate your personal assets from those of your business.

The proper structuring of a business form rests on a large number of factors including tax, legal and personal considerations. These are beyond the scope of this article. You should examine the proper form of your business under the guidance of professional counsel.

Be aware, however, that there are consequences of this choice that could affect your personal assets, and plan for the worst case.

Making Use Of Retirement Plans

Since the 1986 Tax Reform Act took effect, there are very few opportunities for sheltering income from federal taxation. Fortunately, tax opportunities still remain that are available primarily to business owners.

While many benefits are only available to businesses which are incorporated, retirement plans are available to all business owners.

A retirement plan can do three important things for the business owner. First, a qualified retirement plan allows you to deduct contributions you make from your income — or your company's income.

Because it is tax deferred, your investment will grow at a faster rate and provide for your future security. Second, a retirement plan can be flexible enough to encourage you to invest during periods of high earnings, yet not lock you into investing during lean periods.

Finally, a retirement plan can be structured to accomplish other business goals you may have, such as retaining key employees.

Our client set up a Simplified Employee Pension Plan (SEP) and chose to make the maximum contribution. By doing this we effectively sheltered $30,000 from income taxes this year. Since he is in the highest effective tax bracket, he saved almost $10,000 in income taxes. In addition to showing him how to invest for maximum tax advantage, we also developed a plan to show him where to invest.

It has taken some time, but he now has an investment portfolio that provides safety, diversity and growth. Each year we will review his financial plan and decide how much to place into the retirement plan.

Conclusion

Through a long-range plan, protection of his income and assets, separation of his business and personal risks, and a new understanding of how to invest his high income, our client is well on his way to a financially prosperous and secure future.

These same strategies could be incorporated into your own financial affairs. Your personal wealth and future financial security depend on what you do now.

David A. Lucca, CFP is a Certified Financial Planner practicing with the Dallas/Rhoads/Association in Dallas, Texas. He specializes in planning for the investment needs of owners of closely held businesses and high income sales professionals located throughout the United States.

See Dick Run:

Richard Withington, 2,000 Auctions Later

by Laura Beach
Antiques and the Arts Weekly, Newton, Conn.
(Reprinted With Permission)

Two thousand sales later, **Dick Withington** is the singular phenomenon that he was when he started his own auction business 40 years ago.

The razzmatazz began the day of his solo debut, Sept. 8, 1949, when the *Hillsboro Messenger* unerringly predicted that "With a knowledge of values, an extrovert nature and the necessary push, he [Withington] is destined to become one of the better New Hampshire auctioneers."

Proof will be provided yet again on Aug. 4 when Mr. Withington celebrates his anniversary auction. A barn full of early American furniture and accessories is marked for the Hillsboro, N.H., sale, as is a rare "North Bend Tippecanoe" cabin bottle made by the Mount Vernon Glass Works. (A hint: surprise festivities are planned for the many Withington fans expected to attend.)

Ask Dick Withington what he would have done if he hadn't been an auctioneer. Go wild, you tell him, use your imagination. He pauses and then maddeningly replies that he would have been a salesman. He is a salesman! Unassailably himself, Dick Withington is perhaps struck by the absurdity of being anyone else.

I'm driving to Hillsboro from Nashua, where the auctioneer hosts several successful doll auctions each year. Mr. Withington is at my side. "I'm a busy guy. I am never relaxed," he tells me. The pace of his clipped discourse, on stage and off, is unrelenting. Many a year the auctioneer has conducted a staggering 70 auctions. Now 71 and a millionaire several times over, he devotes the same energy to other pursuits. Last winter, for instance, he played 120 games of golf.

Most Famous Auctioneer

Much has already been said about Dick Withington, the most written about auctioneer of our time. Many a reporter has made the pilgrimage to the Withingtons' relaxed solarium, where several volumes of photographs and press clippings lie neatly stacked and waiting.

Over time, the consistency of the printed word has given fact the stature of legend. Richard W. Withington, the best of callers, was born in Boston in 1918, where, with little success, he attended the Rivers School, Roxbury Latin and Boston Latin.

"I flunked out of a couple of Boston schools, did everything bad," the auctioneer says mischievously. "I was making good money and I didn't see the feasibility or the need of college."

The Withingtons had a family home in Hillsboro. In the late 1920s, Edith Nelson Withington bought the house next door and started selling antiques. The fast-talking Edith, who kept the business going until she died at 98, could be heard from up the road. Occasionally blunt and always disdainful of browsers, she invited annoying customers to show themselves the door.

By his mid-teens young Dick was out picking for the shop. "I'd buy a truck load almost every day," he says, "and there'd be people waiting there when I'd pull in." At 12 he started helping Henniker, N.H., auctioneer Silas Rowe. At 16, he'd joined Keene auctioneer James A. Hall. Known as a wit and one of the best auctioneers around, the 56-year-old Hall was an important influence on his young assistant. In 1949, when Hall was 70, the 30-year-old. Withington struck out on his own.

Star Quality

In the antiques world, celebrity status is usually reserved for the most persistent collectors and savviest dealers. Auctioneers are always in the public eye but less often in the limelight, even though they muster the ultimate diplomacy in negotiating the finally contradictory interests of buyer and seller.

Yet Richard Withington is unique. He is Webster's definition of a "star" — "an outstanding talented performer." By sheer wattage he was courted by both *Time* and *Life* magazines, became Hillsboro's "Man of The Year," represented the state in its legislature and held New Hampshire Auctioneer's License number one.

Like many stars, he values his fans and is nurtured by their support. "My customers are close friends. I love them all," he says, adding that he has gotten all sorts of cards wishing him well on his 2,000th auction.

A conservative Republican, Dick Withington personifies an America that some thought had gone the way of massive trade surpluses. A hard-working, self-made man, he believes in running his own show, skirting debt and paying on receipt.

With the help of just over a dozen staff, he runs his business from a small office in his home. He spent the Saturday two weeks before his 2,000th sale addressing thousands of fliers; only that way, he argues, will he know each and every customer by name.

Though hundreds have worked for Dick Withington (alumni include several auctioneers, a dentist and a judge), he relies on a small but exceedingly loyal staff. Dan Hingston, Withington's right hand man, has been with the auctioneer for 30 years. Theirs is one of the most enduring partnerships in the business. "Dan is probably the most respected antiques authority in the state of New Hampshire today," says Mr. Withington. "He does all appraisal work for the company."

Like many entrepreneurs, Dick Withington is still startled by his fortune and remains unabashedly acquisitive though his needs are now few. Tellingly, he is the principal owner of a commercial bank and 94 mechanical banks. He owns quantities of real estate besides.

Sharp Figure

He cuts a sharp figure in blue

(Continued on page 13)

Withington

from page 12

blazer, red tie and khaki trousers. On stage, his banter is lightening quick. He always ad libs, though he admits that after 40 years of auctioneering little hasn't been said before.

As others have observed, Withington is to the antiques business what Johnny Carson is to late night television. (Actually, Withington finds Carson a bit lame and more admires Bob Hope.) But his showmanship is always driven by the desire to sell.

"You can go to a lot of auctions, but you won't see any as interesting and fiery and peppy as mine," he boasts. "If someone better is coming along, more power to him. But it's going to be a long time before anyone can beat me. I really can sell. You know it and I know it." Modesty is not Dick Withington's strong suit, but he so freely admits it that one likes him all the more.

Pranks are an important part of the Withington shtick. In good fun, the auctioneer has been known to jump out of a cupboard or into a bed with a comely staffer. Once, assistants planted a garden snake in a teapot. To everyone's horror, it came slithering out when the lot was presented.

"We do some things that other auctioneers don't. We put on a show and do a lot of crazy things and entertain. When I sell I can run the numbers up without thinking about them," says the auctioneer. "Getting people to respond is what is important."

Selling Principles

Dick Withington considers certain principles inviolable. "The number one thing is honesty. It's the most important thing of all. The second thing is temperament. Good sense of humor. I'm happy, I effervesce happiness, I make people bid and support me. And the third thing is to know the value of what you are selling," he says.

Much of his technique is based on principles of personal selling. "Liking people is the first way to do well in business. If you like them they will like you," he says.

Even at his huge January Americana sale, Withington does not use numbers or paddles. Customers do register, and the auctioneer makes every effort not only to know everyone in the room, but where each lives, summers, how many children he has and what their names are.

Big crowds are his nemesis: "Bigger the crowd, the more trouble you have," says the auctioneer. "Small crowds are better because you get good buyers." The intimacy and intensity of the doll market makes it one of his favorites. The auctioneer once joked that doll buyers are so absorbed in their pursuit that they haven't noticed who's president. He took heat for the remark, and these days simply commends their dedication and expertise.

The auctioneer appeals to personal vanity, and it works. He doesn't push too hard, knowing that it is just as bad to get too much as too little for an object. He never gets upset. ("If my own house burned down I'd sell it tomorrow," he says) and he always puts the most important lots in the front sale so underbidders won't go home empty handed.

Chinchillas to Sled Dogs

"I've sold everything," says the auctioneer, whose more memorable commissions included chinchillas and sled dogs. As a youngster he sold Fuller Brushes. Within six weeks he had six people working for him and was getting 5 percent of their commissions, he says.

But he's at his best in a pinch. Twice stopped for speeding in recent months, he talked his way out of both tickets. And Withington often dares his audience to bid on the most homely relics. "If you've got something good to sell, anyone can sell it," he concludes. "It's the guy who can sell stuff that's not so good, that's where the effort is needed."

So strong is his commitment to selling that he never allows another auctioneer to stand in. He's sold from 9:30 in the morning until 9:30 at night and for days at a time. He was in the midst of a doll sale when his first wife died of cancer nine years ago. He returned to the auction the next day, taking immense comfort in the sympathy of his customers.

More and more, auction houses are competitively offering services once only provided by dealers and other specialists. While absentee and phone bidding are now standard, Withington accepts neither. Neither does he catalog his sales (except for dolls), provide guarantees, make deliveries or accept returns.

Fierce To A Fault

He drives a hard bargain with both buyers and sellers, though such obstinacy has sometimes cost him dearly. A fierce opponent of buyer's premium, he just this year relented to the widespread practice. He still stings from the loss of the Roger Bacon and L.L. Bean estates, sales he says were lost to the buyer's premium which by all rights should have been his.

Dick Withington's current wife, Joan, is firm and intelligent, a cool contrast to her firebrand husband. The two dated in high school and college, then lost track of each other for decades. Asked about their marriage, she says with a twinkle, "He's a love to live with. Talks a great deal. And I'm tired at the end of the day and he could go dancing. He doesn't need any sleep. He has low blood pressure and so he's full of energy. He never stops.

"He's just exactly the same as when I first met him," she continues. (He interjects that he had more hair, she disputes it.) "He flirts with all the women. Gets the life history of every girl who ever waited a table. It was just the same when we were young."

Withington the whirlwind finds repose in a tranquil domestic setting. He virtually owns Hillsboro Center, a quaint collection of buildings now part of the historic district of which he's president. Two of his four children, Richard Jr. and Janet, and four grandchildren live nearby. Both sons are in the antiques business: Richard until recently operated the family's Well Sweep Antiques while Robert and his wife Nancy are well known as the York, Maine, duo, Withington/Wells.

"In 40 years I've seen a lot of changes. I've seen auctioneers come and go. Let me tell you, the name of the game is being out there and living. That's where I've got them beat," says Dick Withington. It's auction 2,000, and he's still counting.

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President, Action Auctions, Inc.
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President, Spear Auction & Realty Company
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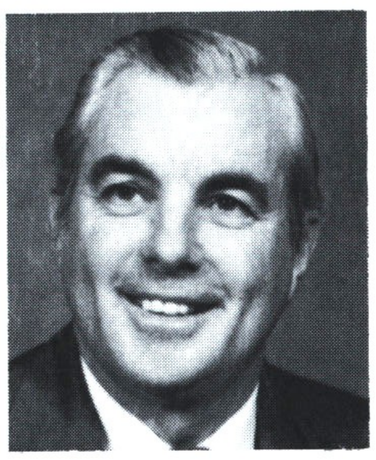
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Buyer's Premium Advantageous For All Parties

by C. Dean Howard, CAI
NAA Director
Decatur, Tenn.

The Buyer's Premium is one of the greatest things that has come about in the auction profession. After using the Buyer's Premium exclusively on every auction we have conducted in the last year, I cannot see any difference in the bidding participation except in the small items less than $10. There seems to be more complaints from the buyers of items $50 and less than from the high-ticket buyers, such as real estate customers.

By using the Buyer's Premium, the seller has more flexibility to pay advertising cost, clean-up, and survey, in the case of a real estate auction, and any other costs that in many cases the owner or auctioneer normally absorbs. The sellers feel more at ease when he/she is only paying auction expense rather than commission and auction expense; and, the auctioneer can take home more money from the auction when the Buyer's Premium is used.



Buyers adjust quickly. Using a 10 percent buyer's premium, or any amount your company is comfortable with, works well. This set amount should be consistent; and, therefore, considered part of the deal.

When using the Buyer's Premium, place the premium amount in all advertisements, brochures, newspaper ads, and place a sign at the registration desk on the auction site. Always announce that there is a Buyer's Premium to be added to the winning bid price, so you will have a taped statement on record, along with the terms and conditions of the auction.

Financial institutions, lawyers and executives seem to adapt to the Buyer's Premium best. After all, these businesses have used some form of add-on expense for years. Example: When we talk about a loan, most of the time, there is an origination fee added, and when we talk about preparation of documents, there is a legal fee added on.

Marginal and over-financed property owners will go with Buyer's Premium auctions with greater acceptance than if a commission was coming out of the proceeds rather than added on.

Using the Buyer's Premium in your hometown or community is probably harder to get satisfactory acceptance than it would be in an area that you are not personally known by most of the auction attendance.

Clerks must be very well trained and have a lot of patience because they are the ones that get the "Heat". Most complaining buyers are alright when we tell them the Buyer's Premium helps pay some of the sellers cost and is very much like "Taxes." We just add the Buyer's Premium to the bid price to make a contract price.

The auctioneer that uses a Buyer's Premium has a competitive edge on the competition by not having to get the mortgage amount plus a commission. Instead, when they reach the mortgage amount, the commission is built into the Buyer's Premium, which is just added on.

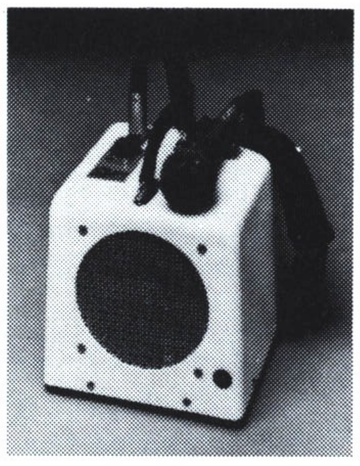
Convention Exhibitors

The following companies and organizations registered as exhibitors for the 1990 NAA Convention in Baltimore:

- Alliance Computer Group, Lebanon, Pa., *computer software and hardware.*
- Auctioneers Association of Maryland.
- Auction X-Press, Minneapolis, Minn., *printing.*
- Certified Auctioneers Institute.
- C-U-S Business Systems, Fort Lauderdale, Fla., *auction software.*
- Dee Sign Co., Cincinnati, Ohio, *yard signs.*
- Dewey Carter Sign Systems, *sign-making equipment.*
- GAM Systems Inc., Cedar Park, Texas, *auction software.*
- Industrial Publishing Inc., Eugene, Ore., *auction brochure printing.*
- International Society of Appraisers, Freehold, N.J., *professional organization for personal property appraisers / educational courses.*
- Kiefer Companies, Fergus Falls, Minn., *Kiefer Auction Supply Co., Auction World, American Brochure Co.*
- Lectrosonics Inc., Rio Rancho, N.M., *sound equipment.*
- The Micro Team Inc., Syracuse, N.Y., *auction software.*
- National Auctioneers Association Foundation.
- National Manufacturing, Alexandria, Minn., *Tow-A-Toilet portable toilet.*
- Cliff Shuler Auctioneer, Titusville, Fla., *tents.*
- Sun Foundry, Burbank, Calif., *bronze sculptures.*
- Thorne Auction Systems, Lisbon, Ohio, *computer software.*
- USA Today, Arlington, Va., *newspaper advertising.*
- Wagon Masters Chuck Wagon, Humboldt, Iowa, *barbecue grill / beverage trailer.*

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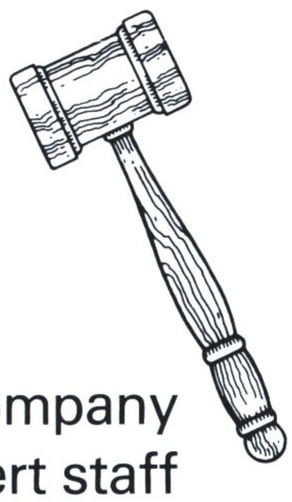
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GAA

Crain Details Eight Steps To Help Build A Prospect List

by Frank W. Crain, CAI
CAI Chairman of the Board
Elizabethtown, Ky.

Auctioneers at the very top of their profession have at least one common denominator — a carefully constructed prospect list. Without this list, an auctioneer must rely almost entirely on good fortune to stay in business. Learn this valuable lesson early in your career.

Prospecting is the very lifeblood of the auction industry. More often than not, it determines the success of an auctioneer or an auction company. It follows that prospecting must be accorded its proven importance. Whether you are a well-seasoned veteran or a spanking new auctioneer, the following suggestions can help you build, repair and retain that all-important prospect list.

1. **Past clients**. The very best prospects are those who have already worked with you. Once clients have purchased an item from you, they should be considered as valuable as a priceless jewel, and they should receive the same protection and care. Past clients who have received superior service will be your future buyers, as will your "centers of influence" (a person who is particularly well known and influential in his or her community, profession or company). They will also provide additional clients through referrals. Be sure to include all past clients on your prospective list and stay in touch with them on a regular basis.

2. **Personal friends and acquaintances**. Many auctioneers don't want to call on their personal friends to offer their professional services. This is a mistake. Make a list of everyone you know and start thinking of them as potential buyers. The names that go on your prospecting list should be those people who would recognize your name if they received a phone call or a note.

3. **Business contacts**. The next best source of referrals is people from whom you purchased something. What have you bought recently? Who did you buy it from. You have a common bond with these people; if they cannot remember your name immediately, a mention of the goods or services they provided will probably jog their memory. Because they will also view you as their future prospect, you can be reasonably certain that they will at least politely listen to what you have to say. Go through your checkbook and your credit card receipts; list the names of people from whom you have purchased goods or services and put them on your prospect list.

4. **Key occupations**. If you are like most auctioneers, you had a previous occupation; you made your living doing some other kind of work before you went into auctioneering. Whenever you meet new people, make it a point to learn what they do, or have done, for work. You have a natural rapport with the people in your previous occupation, and this common experience or bond can be an exceptionally useful icebreaker.

5. **Club members**. Are you active in social clubs, service clubs or alumni associations? Your participation at meetings and events brings you in close contact with many other club and association members. Get a list of all other members of these organizations — even those who are relatively inactive — and solicit them as prospects. Your membership gives you an identification and an excuse for contacting these people.

6. **Church groups**. Are you active in a church? This is an excellent source of business for most auctioneers. Just as with clubs and associations, active participation in church-sponsored events can provide instant rapport and solidify the common ground you share with other members of your church. Because of your affiliation with them through the church, members will receive you in a trusting manner.

7. **Cold calls**. Most auctioneers avoid cold calling because they do not want to be rejected, and cold calls — let's face it — do invite refusal. But remember, refusal is not rejection. Strangers may refuse your proposition, but they cannot reject you. Only people you deeply care about can truly reject you. If you understand this, then you will have discovered one of the most beneficial secrets of selling. Select the names of people you do not know, but who you believe would be good prospects, and add those people to your list.

8. **Referrals**. The easiest and most successful way to prospect is to get a referral from either a past client, a personal acquaintance or a "center of influence." Your prospect list should be full of referred potential buyers. How do you get referrals. Ask. Who? Everyone. But particularly your past clients, your friends and your business contacts. People with whom you have the best rapport will give you the best referrals.

A good prospecting list should contain names representing a good mix obtained by all eight methods. By creating this kind of list, you never rely too heavily on one source; you are never temporarily out of business because you have no one to approach. Your prized, lovingly-cared-for prospecting list will keep you in business.



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Great Ideas

These "Great Ideas" were presented at the Cincinnati Convention during the Great Ideas Workshop. Although the majority of "Great Ideas" that have been printed were from that convention, we have also published "Great Ideas" sent in by members. So, keep those "Great Ideas" coming.

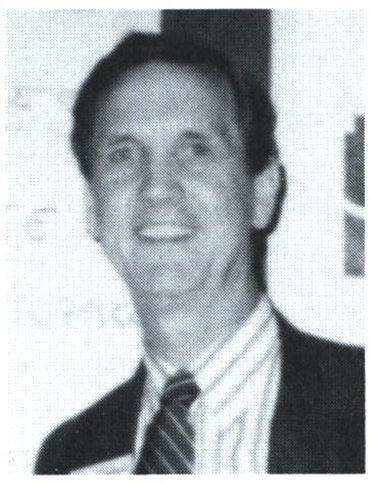
Hack Ayers, CAI
Lafayette, Tenn.

I have two real estate related tips.

We've always had problems selling several residential lots at the same auction. Sometimes it can be hard to reach the prices that the lots should sell for.

However, I've come up with a way to deal with the problem.

If you need to reach $10,000 on a particular lot and you are sitting at $3,500, asking for $4,000, and then somebody calls out a $100 increase, I just announce that I will loan that individual $400 to reach $5,000. The key is to get off of $5,000 real quick.



Another bidder will usually come in at $5,100. Loan that bidder $400 to get to $5,500, and repeat the process all the way through. Do it, then move on and get somebody else to bid fast.

My second tip should lead to more business for you. I live in a small town, about 10,000 people. It was not easy to get estate sales when I first branched out into the real estate business. Prior to entering the real estate field, I was in the used furniture business.

We started putting a little classified advertisement in the local paper: "Cash paid for farms, homes and acres." Ever since I started real estate in 1970, we've kept that small classified in the newspaper. We also circulated posters, saying the same thing.

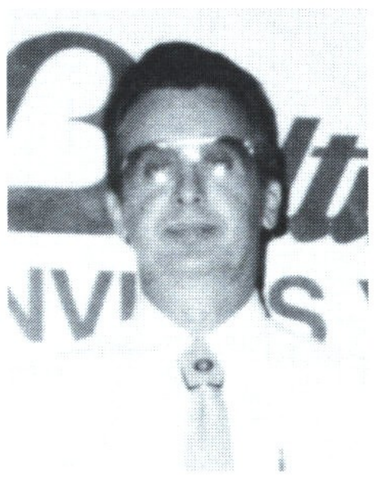
This advertising puts you in touch with the people that really need to get rid of property. They see your advertisement, and many times you're at their home before anybody else knows the property is for sale.

When I first meet with my potential clients, I tell them I can do one of two things: sell it for them retail or we can buy it from them wholesale — whichever they like. I tell them there is usually a 25 to 30 percent price difference between retail and wholesale.

We end up buying a lot of property every year, but we also get a lot of auctions out of that small classified advertisement. The advertisement is inexpensive, and you won't buy every piece of property you look at — but you'll sure know the property that's for sale in your community.

Gerald Niessen, CAI
Kelowna, B.C.

I've got a very simple thing that I'd like to pass on to you. It makes me a lot of money, and here's how I do it. We run a weekly consignment auction business where we liquidate two to three households per week. In the spring we tend to get a lot of garage sale items that come to our auctions. We turn away a majority of them.



Despite this, we still accumulate more small consignment items than we care to handle. We've taken care of this by charging 25 percent commission on any item that sells over $20; any item that sells $20 and under we charge 50 percent commission.

We have found that this has raised our average up from 25 percent to about 35 percent, a pretty good return for an auction company.

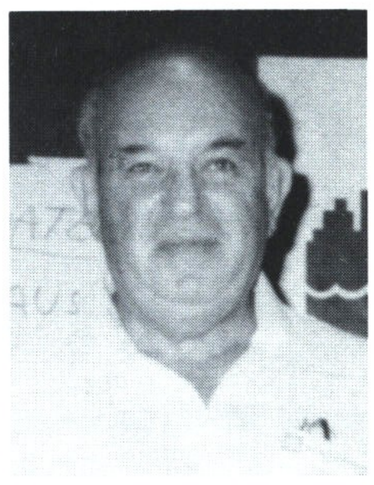
Another little item that we use is that we guarantee every appliance that we sell. I don't always use as is, where is. I guarantee the appliance. If the appliance doesn't work, I don't take it in the first place because who the heck wants to buy an appliance that doesn't work.

We guarantee it for four days. We sell it on Thursday; buyers have got until Tuesday night to return that item to us for a full refund. We pay our consignor out the following Thursday. So it gives us ample time to get that appliance back and get the consignor paid out. We probably get one or two appliances back for every 100 that we sell.

We have to make sure that our consignors knows our policy when they brings in appliances because they will not get paid for ones that don't work.

Frank Weade
Washington, Ohio

When you have a property where you might have only one buyer, our solution is to have a backwards auction or a dutch auction.



It works this way. You have the property appraised. Start the bidding at $35,000 or $40,000 for a $25,000 property and then start decreasing the price.

The first person to speaks is the owner after you say the sale is on, and the first person that addresses the bid and comes forth, he's the buyer. In other words you put all this pressure on the buyer instead of on the seller.

If you have two people that answer up at the same time, then using the same increments you came down with, go on and have your auction sale just like you would normally.

You need advertise according to what type of auction you're going to have. Explain in detail in your advertising the method you will use. You'll have a lot of curiosity seekers appear, but there's no substitute for a crowd at an auction sale.

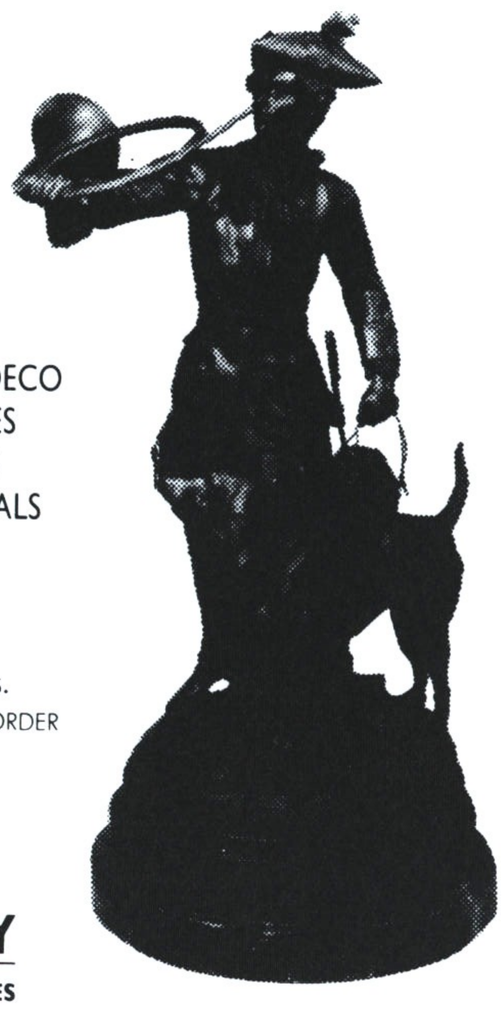
You've got to realize that you might possibly have just one real monied buyer. In other words, if he does bid on it, you're not going to have competition, you're not going to have the opposition here for this one buyer. But you put the pressure on

(Continued on page 21)

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Nebraska CAI

Officers for the Nebraska chapter of CAI were selected during the Nebraska Auctioneers Association state convention. New officers are, from left to right, ***Jay Nitz, CAI, Jack Nitz, CAI, Mars Garey, CAI,*** *secretary/treasurer;* ***Dale Standley, CAI, Dennis Fowlkes, CAI,*** *president; and* ***Randy Fleming, CAI,*** *vice president.*

More License Plates Sent In

Some more samples of NAA members proudly displaying their profession have come into NAA Headquarters.



Roy I. Ebersole
Lebanon, Penn.



Ed Ruehle
Issaquah, Wash.

Weade *from page 19*

him; whoever speaks up first is the owner of the property at the time. So, a crowd keeps that one bidder honest.

The whole idea is to get the people there because no one then knows who's going to bid. No one knows who's going to speak up first, and the one that speaks up first, he owns it right now. He is the buyer. Then you go into contracts with him.

Convention Workshop Presenter Profiled

Blaine N. Rentzel of Emigsville, Pa., will be one of the presenters at the "Agri-Business At Auction" workshop at the Baltimore Convention. His information was not available for publication by the deadline for the June issue of *The Auctioneer*, which contained profiles on all the other speakers.

The workshop will be held from 1 p.m. to 5 p.m., Thursday, July 12. Rentzel has been auctioneering since 1960, mainly selling farm equipment at equipment and farm auctions. However, in the past three years Rentzel has also been very active in real estate sales, auctioning $3 million in real estate each of those years.

A graduate of Reppert School of Auctioneering, Rentzel conducts 200 auctions a year. He is in business with his son Nevin.

Rentzel will discuss "Farm Machinery At Auction: Listing Through Closing" at the workshop.

Newspaper Promotes Auction Marketing

One of the more impressive promotions of National Auctioneers Week was the one done by the *Peoria Journal Star.*

The Illinois publication put in its own advertisement, saluting auctioneers and auction marketing at the start of National Auctioneers Week.

Ads provided by the National Auctioneers Association were also used by the *Journal Star* to promote the Auction Method of Marketing during National Auctioneers week.

Also, a story in the *Branson (Mo.) Beacon* about National Auctioneers Week.

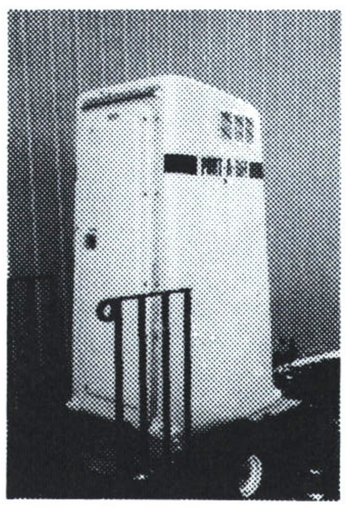
The story concerned a presentation made by **Dave Woolery** of Branson, Mo., to a local Lions Club during National Auctioneers Week.

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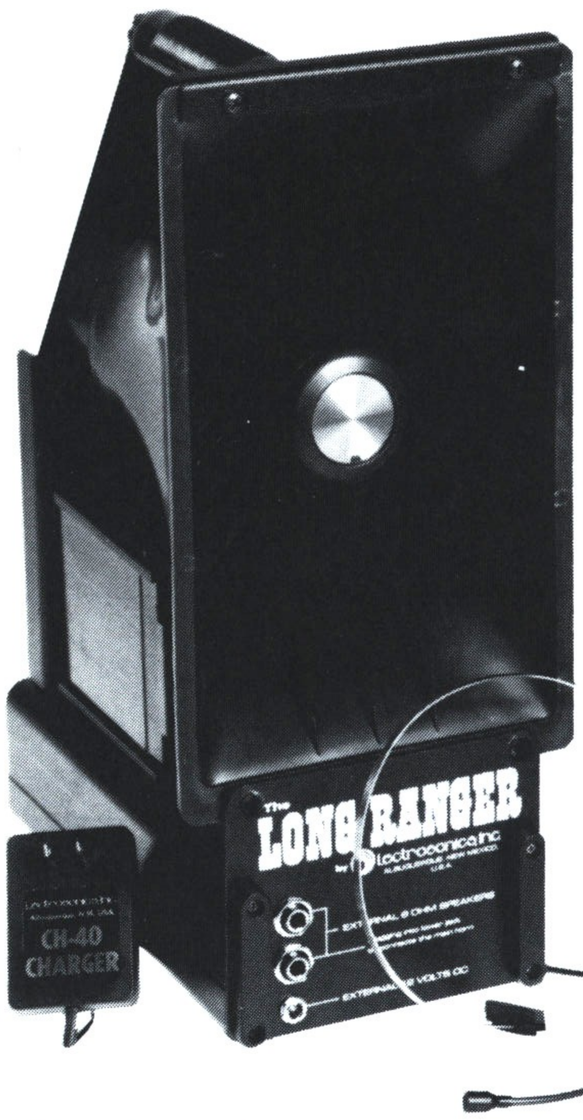
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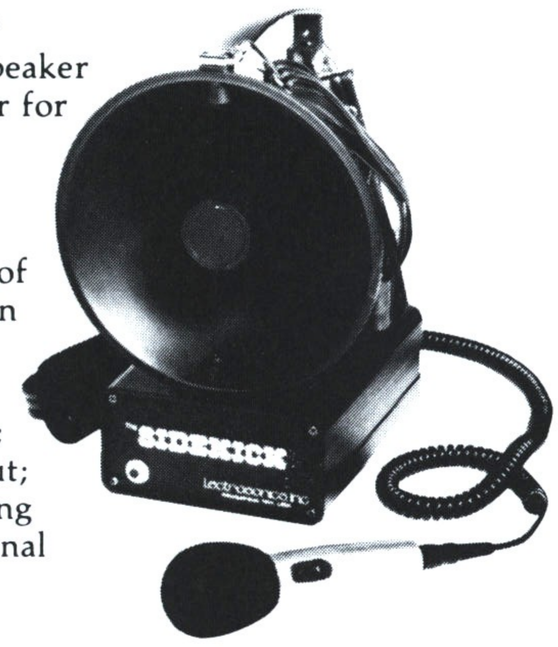


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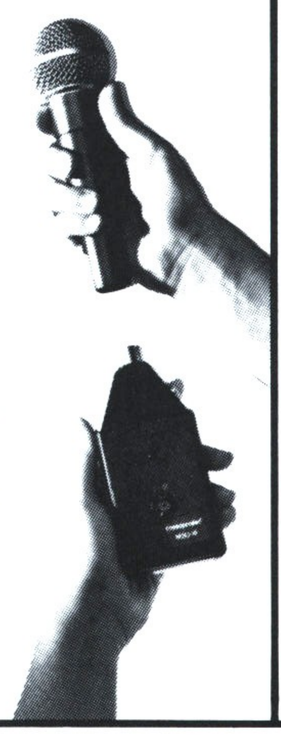
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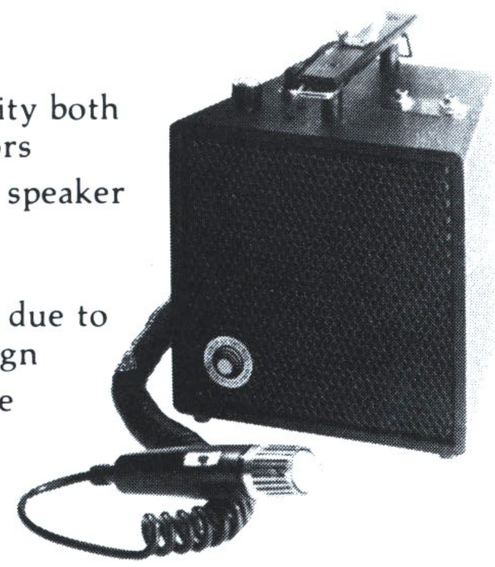
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NAA Directors Will Speak At State Conventions, Mini-Seminars

You can never have enough education seminars. With this is mind the National Auctioneers Association Board of Directors has created a new program designed to help state associations create mini-seminars.

The NAA is encouraging state associations, or groups of state associations, to organize small seminars that can be operated with a low budget. The NAA will provide of list of speakers (NAA directors) who will be available to come to these mini-seminars. Although not a requirement, the NAA Board of Directors suggest two speakers for each seminar.

The seminar speakers do not charge for their appearances, but the group organizing the seminar will be expected to pay for their travel and other expenses.

This "mini-seminar" concept is in addition to the speakers NAA provides for state conventions. NAA will still provide one speaker for state conventions, with the NAA paying for transportation and the state association paying for all other expenses.

To arrange for a speaker for either a mini-seminar or a state convention, contact Joe Keefhaver, NAA executive vice president.

It is hoped that the low cost of providing speakers for mini-seminars will encourage more state associations to organize mini-seminars that can be held at times other than during conventions.

The speakers and their topics include:

Ronald W. Faison, CAI — Computers. Ringmaster. Business Liquidations. Building Your Auction Business. Teaching Techniques.

Wayne Stewart, CAI — The Professional Approach To Selling Real Estate At Auction Involving Real Estate Agents.

Robert Steffes, CAI — Second Generation Auctioneers. Business Liquidation Set Up.

Dudley Althaus, CAI — Working Ring. Exotic Animal Auctions. You, The Auctioneer.

Richard Keenan, CAI — Preparing A Real Estate Buyer's Prospectus.

Jim Gall, CAI — Real Estate Auction Marketing. Ten Percent Buyer's Premium.

Barry Gordon, CAI — Building An Auction Business. Computers In The Auction Business. Residential Real Estate (not distressed).

T. Eddie Haynes, CAI — Real Estate. Advertising.

W. Ronald Evans, CAI — Legislation.

Wil Hahn, CAI — Opening A New Office. Public Relations From The Block. A Professional In Your Community. Motivational Topics.

C. Dean Howard, CAI — Multi-Parcel Real Estate.

James G. Murphy — Advertising And Promoting Your Auctions.

Robert G. Frey — Construction And Heavy Equipment Auction. Farm Machinery Consignment Auction.

Paul McInnis, CAI — Antiques And Estate Auctions. Real Estate. Advertising.

Joe Tarpley, CAI — Real Estate, NAA Promotion.

R.C. (Ronnie) Wiley, CAI — Building Your Auction Business. Ring Personnel. Promotion. Public Realtions.

Organizing a Mini-Seminar: A Quick Look.

First: Decide where your attendance is coming from. Do you want to draw primarily from your state? If that is the case, the seminar needs to be located in a central area of the state or an area that is accessible to the most auctioneers.

If you want to organize a regional seminar, decide what would be the best location for the most people in that region. In setting up a regional seminar, solicit the assistance of other state associations. But remember, one state association should be "in charge" to avoid confusion.

Second: Identify your target audience. Since one of the primary reasons for holding a mini-seminar is to assist auctioneers who may not be able to afford to attend NAA seminars, you might want to gear the seminar to the beginning auctioneer. NAA suggests seminar attendees not be required to be members of either the NAA or a state association. After these new auctioneers have seen the benefits of education, they will want to join.

Third: Keep costs down. Find a facility that is acceptable to the majority of the attendees, but not so fancy as to result in an increased cost. Can the seminar schedule be set up so attendees have to stay at the hotel only one night?

Fourth: Set the seminar fee at a level that will just cover expenses. It should be fairly easy to determine your costs. Air fare and lodging for speakers, meeting room costs, etc. can be determined before setting a seminar fee. The difficult thing is to estimate attendance. The NAA Headquarters staff will be glad to consult with organizers to help them arrive at a fair price that will cover costs.

Use Words That Make Sense While

Bid Calling

Last In A Series

Bid Calling

Bid Calling

Bid Calling

Many auctioneers either do not use filler words or believe that filler words are one of the least important aspects of an auctioneers chant.

Don't count **Jeff Stokes** of Port Orchard, Wash., among that group. In his presentation at the Bid Calling Workshop at the 1989 Cincinnati Convention, Stokes argued for a renewed emphasis on filler words.

The main job of an auctioneer is to communicate, and filler words can aid in that communication, Stokes said.

"If the audience can't understand it, why say it?" Stokes said. "A filler should be used to communicate to the buyers. We use fillers that sound good but have no effect."

According to Stokes, filler words should be understandable to auction audiences. Those words should actually be telling bidders something.

Present-day auctioneers could learn a lot from their predecessors, Stokes said, noting auctioneers used filler words to talk to their audiences while at the same time taking bids. As an example, Stokes cited how auctioneers used to identify their bidders with filler words, creating an atmosphere of communication.

"I believe it's important for us to create buyer-auctioneer interaction," Stokes said. When an auctioneer talks to an audience, the questions he or she asks invites a response. Stokes said.

There is another purpose to filler words that Stokes believes is often overlooked.

"I believe we are not only talking to our buyers, but we are communicating with our crew and ring help as well."

A filler could be used by the auctioneer to ask his crew about individual bidders they have been shepherding, Stokes said.

Many auctioneers like to save all their emphasis for the numbers, using fillers just to get from one number to the next. However, Stokes thinks this is a mistake. Filler words should have their own emphasis, which would aid in communicating the auctioneer's message.

"If we use that emphasis properly, we can hit somebody in the back of the room," Stokes said.

The less experienced bidders at auctions are the ones whom auctioneers should try hardest to communicate with, Stokes contends. Words that don't mean anything do not tell these bidders anything, he said.

By using filler words, an auctioneer never has to stop the auction to impart a morsel of knowledge to the audience. Stokes said descriptions of the item being sold can be incorporated into the auction chant as filler words.

Whenever Stokes discusses filler words, or any of his other bid calling techniques, there is one word he stresses more than any other —communication.

"I believe the best auctioneers in America today are communicators," Stokes said. "They are people that communicate and motivate that buyer to buy when that buyer wouldn't have bought something. That's what our job is as auctioneers."

Although he advocates telling bidders something with filler words, Stokes feels there are times when the optimum chant would contain nothing but numbers.

"My dad taught me a long time ago if people are bidding, shut up and sell," Stokes said. "Numbers are pure communication."

Less sophisticated audiences will need more than numbers to interest them in bidding.

"I sell at three auto auctions a week," Stokes said. "I have to remember that when I go to sell Friday night at a charity auction that I must change my speed to adapt to the audience."

Before every auction, the auctioneer must analyze the audience, Stokes said.

"I think we need to look at the audience to determine age, experience, buying experience and consider their motive for being there," Stokes said.

"Why are these people here? Are they here to buy for professional reasons or are they here for entertainment? Are they here for social reasons?"

The speed of the bidding is after

(Continued on page 25)

Bid Calling

from page 24

all the most important thing, Stokes noted.

"We can only go as fast as the bidders will bid."

Different techniques to adapt to crowds can be used.

Stokes said he sees auctioneers use subtle pauses to adapt to audiences.

"I saw an auctioneer waiting on a bidder. He would hang that number out there maybe a little longer fill that space to wait for the bid," Stokes said. "The cadence was the same, and he hung out the word and stayed in rhythm."

Bid calling is made up of three components, Stokes said. He said clarity, speed and rhythm are the three parts of bid calling.

"Rhythm enables the crowd to listen longer and listen faster," Stokes said.

"The rhythm I use is one that anticipates the next beat."

To keep a strong sense of rhythm, Stokes will use tongue exercises.

"I use a bunch of the different tongue twisters, put them in the same exercise and work on my rhythm.

"Why? Because the auction craft requires us to put big words in small holes and small words in big holes to fill space."

When words are needed as part if the auction chant, they should be understandable, Stokes contends. Besides using non-words, a second reason words are not understandable in the auction chant is that many times they are not used with the beat of the chant, Stokes said.

"If words aren't on the beat, they are harder to hear and understand."

Using fillers on the beat creates a different sound and a different perception that the word acutally mean something, Stokes said.

Besides the bid calling techniques, an auctioneer has to worry about sound quality.

"Projection is a very import part of bid calling," Stokes said. "To project properly you must use your voice properly."

And of course, Stokes agrees that speaking clearly is the key.

"Speaking clearly is using your mouth in the proper manner," Stokes said. "Articulation and projection are more of the same thing.

"I like to think of filling the room with my voice, but I do it from a psycological standpoint. If I really tried to do it, I'd be yelling and screaming."

Yelling and screaming is not the object of projecting your voice throughout a room, Stokes said.

"How many times have you seen someone try to project? He/she ends up yelling and turns red in the face."

When an auctioneer turns red in the face, that is improper projection, Stokes said.

"You can project without yelling."

A problem many young auctioneers have in projecting their voice is that often times it is not their voice they are using.

"Young auctioneers who go to auction schools try to imitate the sound of auctioneers," Stokes said. "This creates a nasal sound.

"The nasal sound comes from trying to copy a sound. Your voice, the voice of the novice auctioneer, is not getting out of your mouth."

According to Stokes, if there is one word that is misused at auctions it is the word "sold."

"We as auctioneers often overlook the importance of saying sold," Stokes said.

Not using sold correctly defeats the purpose of an auction, Stokes contends.

"The auction theory is based on the idea that if you don't bid, someone else is going to own the item up for auction," Stokes said. "The fear of losing the item is what makes the auction work.

"The word sold means you can't get it anymore.

"With that thought in mind, I believe the word sold should be the climax of the auction."

The word sold could be used as a confirmation/congratulations — a powerful psycological inducement to bidding.

"We could do so much more with the work sold," Stokes said. "The tap of the gavel use to be final. Boom, it's a done deal.

"The word sold can do that, and it can create excitement and create that feeling of hey, I missed the train, I'd better get on next time."

Stokes discussed the level of auction education available, also.

According to Stokes, there are three types of education. First, you could be a self-taught auctioneer. Second, you could learn through mail order books. Third, you could go to auction school.

Stokes said that the mail order books were the weak link in the auction education chain.

According to Stokes, most of these books have many different sample sentences.

"In this one book there's probably 500 sentences. And simply what you do is you fill in the blanks, you fill in the blanks to become an auctioneer."

However, even though Stokes is a stronger advocate of filler words than some other auctioneers, he feels that the formulas taught in the mail order auction books have too many words and not enough numbers, which delays movement from one bid to the next.

Series Concludes

Jeff Stokes was one of three speakers at the Bid Calling Workshop at the 1989 Convention. The presentations of the two other speakers, **Gail Pickworth** of Berlin Heights, Ohio, and **Paul C. Behr, CAI,** of St. Paul, Minn., were reported in previous issues of *The Auctioneer*. Although some of the material was repetitive, we hope everyone found something of use in the three stories

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Expect It All In Baltimore

by Doris Todd
Auxiliary President
Rome, Ga.

By the time this article is published, the Baltimore convention will be only days away. I want to share with you some of the highlights YOU CAN EXPECT at this convention.

YOU CAN EXPECT a different kind of educational program this year. The Auxiliary Directors will present a dress code skit called "The Auctioneers Fashionata," with both correct and incorrect auction attire modeled by Auxiliary Directors and their spouses.

YOU CAN EXPECT a delicious luncheon on Friday and entertainment by the Auxiliary Chorus. YOU CAN EXPECT a special surprise if you have paid your Auxiliary dues and you attend the Friday luncheon.

YOU CAN EXPECT to shop in unique Inner Harbor boutiques and tour beautiful and interesting places. So come early and do more!

YOU CAN EXPECT to reminisce with old friends and make new ones! You will enjoy storing up memories of special times with special people!

YOU CAN EXPECT everything to be expertly planned down to the last detail by Pat Zettlemoyer, our convention chairman.

Pat has made several trips to Baltimore where she personally met with the hotel people and arranged for meeting rooms, food, microphones and everything else we might need. Pat has had programs designed and printed, and arranged for lovely floral arrangements depicting our theme "Sail The Auction Way".

And, when it's all over, YOU CAN EXPECT to return home with tired feet from walking, tired eyes from looking, tired ears from listening, tired arms and hands from shaking and hugging, tired mouths from talking and other areas tired from sitting, but it will have all been worth it because you have shopped and toured the city, looked at people and things, laughed at jokes, heard stories, speakers and entertainers, hugged and been hugged, talked with old and new friends, and sat through meetings, workshops, auctions, competitions, meals, presentations and entertainment.

So, pack up everything —your husband, your kids, your nautical duds, your walking shoes, your camera and whatever else you need.

Join us in Baltimore as we all "SAIL THE AUCTION WAY!"

Auxiliary Officers Elected In Missouri

The Missouri Professional Auctioneer Association Auxiliary met in Columbia, Mo., May 5-6 for its spring convention.

New officers are: Arlene Buckles of Keosaugua, Iowa, president; China Livingston of Willard, Mo., president-elect; Pauline Boyer of Jasper, Mo., vice president; Mary Schroff of Herman, Mo., secretary/treasurer; Rhonda Voorheis of Harrisburg, Mo., historian; Kathy Sissel of Brookline, Mo., director; Terri Walker of Hayti, Mo., director; and Norma Johnston of Madison, Mo., director.

A new constitution and bylaws were approved for the auxiliary at the meeting. Livingston was presented a plaque for her many years of service as secretary/treasurer.

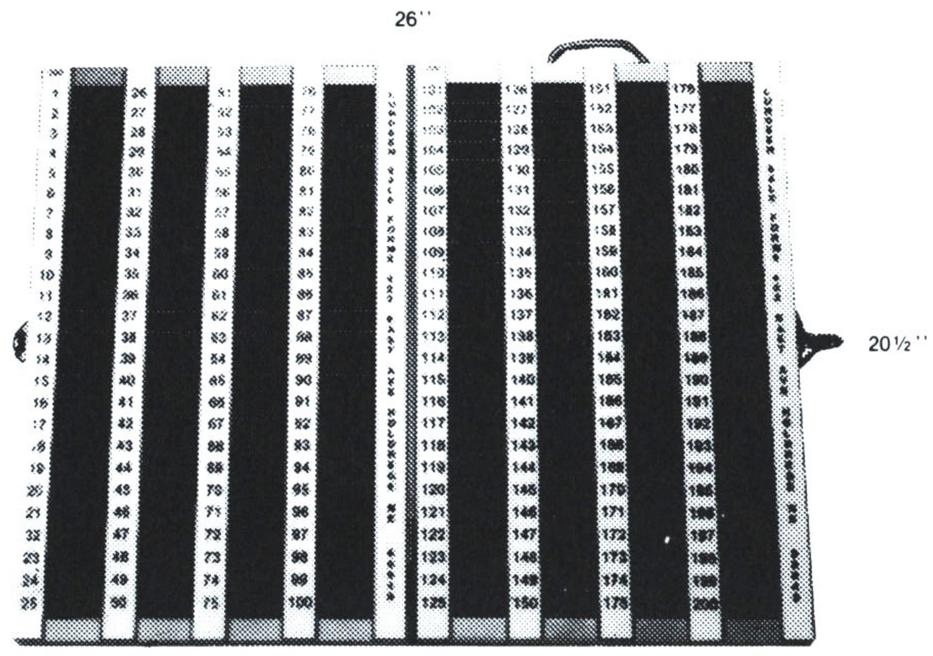
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Auction Success Stories

Dynamite Auction Is Close Call

Auctions can occasionally start off with a bang. On April 21, **Wally, CAI**, and **Bob Laumeyer**, both of Inver Grove Heights, Minn., almost found out that some auctions can start with a boom.

As the two auctioneers were setting up for an auction, carrying boxes out of a garage, **Bob Laumeyer** made a discovery. He was carrying 40 sticks of dynamite, which was starting to crystalize. When dynamite ages it begins to crystallize and becomes unstable.

The auction was being held to dispose of the estate of a man who had been described as "liking to accumulate lots of different and interesting items."

After three phone calls, the Laumeyers finally managed to convince the police to come to the scene. When they arrived, the police used a large crane to move the unstable explosive. A two-block area was evacuated while the dynamite was removed.

By this time the auction crowd had started to arrive. However, the excitement did not affect the auction, and the Laumeyers reported that it went as expected.

Lynn Helps Raise $15,000

William R. Lynn of Fort Lauderdale, Fla., led the lively bidding at the Palm Beach Cystic Fibrosis Foundation's second annual auction on May 2 in West Palm Beach, Fla.

More than $15,000 was raised for medical research that could one day lead to a cure for this dreaded genetic disease.

This unique auction featured dinner, sports, travel and other leisure packages. Among the unusual items auctioned were a teeth-bleaching procedure from a prominent Palm Beach dentist, a herbal oil massage, private croquet lessons for two, a Windjammer cruise, air fare to Paris and dinner at several exclusive Palm Beach restaurants.

The recent identification of the gene causing cystic fibrosis has given hope that effective treatments will be developed soon.

Krueger Auction Tops $1.6 Million

Continuing strength of the coin market was apparent from many of the prices realized during the April 6-7 Central States Numismatic Society auction in Milwaukee conducted by **Kurt R. Krueger** of Iola, Wisc. The sales total for the 2,234-lot event topped $1.6 million, including a 10 percent buyer's premium on each lot.

Some of the items sold were:

- 1908 $5 Liberty Half-Eagle in MS-60 condition, $2,090.
- 1857-C $5 gold piece in AU-50-plus condition, $5,720.
- 1916-D Mercury dime with full bands in MS-63 condition, $12,000.
- 1879 Flowing Hair $4 gold Stella in MS-65 condition, $125,400.
- framed set of "Coins of the Golden West," containing 36 coins issued for the 1915 Panama Pacific Exposition in San Francisco, $15,950.
- First National Bank of Cuba City $10 bank note, 1882 Value-Back type in choice VF condition, $4,125.
- Eau Claire National Bank $20 bank note, 1875 First Charter in fine condition, $1,705.
- First National Bank of Mondovi $20 bank note, 1882 Brownback in choice AU condition, $2,200.
- Commercial National Bank of Appleton $10 bank note, 1875 series, choice VF condition, $2,090.
- Civil War era Milwaukee merchant's token issued by A.H. Filner in EF condition, $2,200.
- Great Britain five Guineas piece with George I in EF condition, $4,950.
- 1763 Hungarian crown in choice condition, $523.
- 1693 Saxony klippe thaler in VF-EF condition, $440.
- 1761 Teutonic Order Election of Charles Alexander of Lorraine silver medal, $396.
- Russian ruble, pattern of Paul I in AU condition, circa 1796-1801, $633.

Record Price Achieved In Maryland

A 50-acre parcel of the famous Sagamore Farm, which from 1929 until three years ago was Alfred G. Vanderbilt's thoroughbred training facility, was auctioned on April 20 by Auction Specialists, a Maryland-based real estate auction company.

Clouds and a chilly wind failed to damper the bidding as auctioneer **John Koelbel** declared it an absolute sale at a bid of $16,200 per acre. More than two hours later, after diligent work by the auctioneer and the assistants, and resulting 63 raises, the property was knocked down at $22,500 per acre plus a 5 percent buyer's premium bringing the purchase price to $1,181,250.

It is reported to be the highest price ever paid for a single homesite in Maryland.

The seller contacted Auction Specialists last winter after attending an auction conducted by the firm. His intention was to list the property with a broker (in fact the listing form was already completed) and go to auction if it didn't sell by spring. Koelbel advised that due to the uniqueness and desirability, an auction would bring the highest price and convinced the seller to use this method first.

Shearer Auctions Auto For Charity

"Give Kids The World" of Central Florida, a last wish program for terminally ill children, held its first annual Black and White Ball fundraiser at the Peabody Hotel in Orlando, Florida.

The entire event raised nearly $250,000 and $34,000 of it came from a 1990 Lincoln Town Car that was sold at auction by **Don Shearer, CAI**. The car was a special order with many options and was donated by Budget-Rent-A-Car.

Many celebrities were among the 1,200 attendees including Walter Cronkite and his wife, Betsy, US Senator John Glenn, Gordon Cooper, Alan King, Juliet Mills, Nicolas Cage, Michael Crawford, Michelle Phillips, Robert Earl and many more.

Daye Auction Team Covers 9,000 Miles

The firm of Daye Realtors and Auctioneers, headquartered in Baton Rouge, La., with satellite offices in Destin, Fla. and Nashville, Tenn., just completed what was billed as the World's Largest Absolute On-

(Continued on page 30)



Auction Team Assembled

*Part of the team assembled by Jere M. Daye Inc. of Baton Rouge, La., for a huge real estate auction gather at the South Carolina site of the auction. The auction was held at several different location and local auctioneers were recruited to help the Louisiana firm. Pictured here were (from left) two local brokers, Melinda Baudry of Baton Rouge, La., **Bill Yonce, CAI,** of Florence, S.C., **Tom Baudry, CAI,** of Baton Rouge, La., the seller and the buyer.*

Auction Success Stories

from page 29

Site Real Estate Auction.

This auction consisted of 81 properties located in eight states and 51 cities. Organizers of the auction believe this absolute auction of selling 81 properties on site was a first. The task of scheduling the auction was very tricky, but the auction went well and was successful.

Three principal teams conducted the auction with help from other auctioneers in two other states. **Tom, CAI**, and Melinda **Baudry** handled Florida, South Carolina, (with the help of **Bill Yonce, CAI**), Georgia, (with the help of **Wayne Evans, CAI**) and Colorado. Beverly Greenup from the Nashville office was in Colorado to help auction seven properties there.

Another team, consisting of **Jere Daye**, Jay Daye and **Eddie Haynes, CAI**, covered the states of Texas, Oklahoma and Tennessee with the help of Beverly Greenup in Nashville. Texas and Oklahoma being rather large and the properties considerably spread out, these guys really covered some miles.

The third team was **Peter Corby**, Mike Varner and Jan Ellis. They covered all of Louisiana.

A 10 percent buyer's premium was used and it did not appear to make any appreciable difference in the bidding.

"I believe it is bery important when using the buyer's premium to put it on the front of your brochures and in all advertising," said Tom Baudry. "I find it is accepted by the buyers if it has been honestly and openly communicated throughout the campaign."

The results of the auction showed that over 9,000 miles were traveled by all teams cumulatively. The auctioneers were tired, but very happy as they achieved an overall average of 96 percent of appraisals, and most importantly of all, the sellers were happy.

Vases, China Highlight Auction

Superb collections from three different owners were molded into one fantastic auction by the craftmanship of **John** and LaVeta **Woody**, owners of the Woody Auction Co. of Douglass, Kan.

A large crowd attended the auction, held in Lawrence, Kan., on Feb. 17.

Some of the items sold at the auction were:

- RSP ostrich vase, $500.
- RSP old man in the mountain vase, $375.
- RSP black ducks vase, $400.
- RSP black geese vase, $450.
- RSP crown crane hatpin holder, $575.
- RSP bird of paradise plate, $1,450.
- RSP water bird plate, $775.
- RSP master schooner bowl, $425.
- RSP sand sniper plate, $800.
- RSP Gibson girl vase, $775.
- RSP pheasant vase, $400.
- RSP dresser tray with schooner scene, $350.
- RSP snowbird plate, $450.
- RSP footed bowl with mytholigical art, $650.
- Warwick Lebrun vases with portraits, between $70 and $325.
- Warwick vase with Indian in headress, $875.
- two Warwick mugs with Indian portraits, $500.
- Warwick vase with portrait in pink, $375.
- bulbous Warwick vase with geese portrait, $275.
- Warwick vase with pointing bird dogs, $500.
- five-section oak bookcases, $400 and $420.
- four-section oak bookcases, $360, $370 and $390.
- large oak buffet, $500.
- curved glass china cabinet in oak, $500.
- Clarks ONT spool cabinet, $525.
- Belding Heminway Sewing Silks cabinet, $1,400.
- spinning wheel, $600.
- cast iron doorstop in shape of two geese, $340.
- 1948 Coca-Cola tray, $150.

Real Estate Auctions Continue In California

Mel Giller, who has been battling officials in Rancho Mirage, Calif., over requirements for real estate auctions, has had no such troubles in San Clemente, Calif., a suburb of Los Angeles.

In early April, Giller auctioned 39 homes in the Orange County area. All of the homes had views of the California coast line. The auction realized $13,669,750 for the 39 residences. This was 74 percent of the original list price for the homes.

Giller said the builder of the homes was satisfied with the results of the auction. The lower sales figure compared to the listed price was offset by the speed at which the homes sold.

"A good auction is where everyone walks out a winner," Giller said. "This was a good auction."

(Continued on page 31)

Auction Success Stories

from page 30

Nelson Auctions SBA Property

Fourteen bidders, each presenting a $100,000 cashier's check, participated in the May 16 Small Business Administration auction of a 28,000 square feet warehouse in Henderson, Nev. The auction was conducted by **Eric Nelson** Auctioneering of Las Vegas. The building was auctioned for $885,000.

Advertising for the auction attracted nine bidders from Nevada, four from California and one from Utah.

The warehouse is located in the Green Valley Business Park, one of the most prestigious business parks in the greater Las Vegas area.

Airplane Auctions For Almost Double

At a Donn and Associates auction in the company's hometown of Cleveland on April 24, a 1979 Cessna 340 airplane auctioned for $42,000 over its appraised value.

The plane was auctioned for $106,000. Prior to the auction, inquiries about the plane came from 14 states and Canada. Bidders from seven states were in the crowd on auction day.

Donn R. Zalewski, owner of Donn and Associates, called the auction. "We are still receiving calls about the airplane, and future auction is already showing up on radar," he joked.

Large Collection To Be Auctioned

Simmons and Ross Auctioneers of Richmond, Mo., have announced that a remarkable auction will take place July 26 to disperse a collection of graniteware gathered over a 50-year period by a meticulous collector.

The auction will be held July 26 at the Holiday Inn in Terre Haute, Ind., with more than 1,100 pieces of graniteware scheduled to go on the block.

Auctioneers **Bob Simmons** and **Dave Ross** feel the collection contains some museum-quality pieces, which will make it an exciting event for all involved.

Auction Exceeds Appraised Value

Gilmore Auction and Realty Co. of Kenner, La., auctioned 33.89 acres of land in Rio, La., for the U.S. Marshals Service in early May. **David Gilmore, CAI**, is president of the auction company.

The property sold for $35,000 at the on-site auction, which was 123 percent of its appraised value. The property had been appraised at $26,500.

Arts Benefit From Charity Auction

One of the major fund-raising events in the Northwest is the annual PONCHO Auction held in Seattle. PONCHO raises money for the arts in the area. This year's event, co-hosted by NAA Director **James Murphy** of Edmonds, Wash., raised $1,150,000 with 1,000 people in attendance.

PONCHO has been in existence for 25 years and Murphy has been the auctioneer for the last 20 years. This year's PONCHO auction was held April 28.

Besides Murphy, other auctioneers who worked at the auction were Richard Friel, **Timothy Murphy, CAI**, of Kenmore, Wash., **Joe Parypa** of Centralia, Wash., Ron Hannan, **Al Eastman** of Snohomish, Wash., **Mark Eastman** of Snohomish, Wash., and Randy Laswell.

Auction Changes Focus After Discovery

On the eve of National Auctioneers Week, a surprising discovery at a homestead near Birchwood, Wisc., turned a farm machinery auction into an antique auction.

While making an inventory of the items to be auctioned at an estate sale, **Bill Hazlewood, CAI**, of Rice Lake, Wisc., came across a cache of antique toys which changed the focus of the auction. Advertised for weeks as a farm machinery auction, Hazlewood quickly ran new advertisements, featuring the antique toys found in 14 old trunks.

Because of the short notice, Hazlewood sent individual invitations to well-known toy buyers. There were 1,154 buyers registered for the auction.

Since the toys had been purchased for twin boys originally, there were two of almost all the toys.

In addition to the toys, the farm machinery auction took place as planned.

Some of the items sold were:

- two toy John Deere Model 60 tractors, $910.
- tin tractors with scoops, $250 each.
- wood-jointed Micky Mouse doll (spelled without E in Mickey), dated 1926, $550.
- tin airplane with wind-up propeller, $250.
- two tin growing banks, $100.
- Structo Steam Shovel, $600.
- 10-20 McCormick tractor (real), $800.





Tractors — All Sizes

Bill Hazlewood, CAI, *of Rice Lake, Wisc., discovered some valuable toys while preparing for a routine estate auction on a farm. Hazlewood, featured in both of the above pictures, auctioned both the real and toy tractors at the same sale. The antique toys realized a better price than the antique tractor.*



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Members on the Move

Two Promoted By Manning

Two promotions were announced recently by **Jerome J. Manning**, president of Jerome J. Manning and Company Auctioneers of Yarmouth Port, Maine. Monica A.T. Elefterion of West Yarmouth, Maine, has been promoted to Vice President of Marketing for the auction firm and **Daniel J. Flynn III**, of Quincy, Maine, has been made Vice President of Sales.

Jerome J. Manning and Company has sales in excess of $200 million yearly.

As Vice President of Marketing, Miss Elefterion is responsible for the day-to-day marketing of all properties including coordination of advertising proposals with clients, and placement of all media advertising. Prior to joining Jerome J. Manning and Company, Miss Elefterion was associated with Cage Graphic Arts in Philadelphia as staff artist and production manager, and handled sales and marketing for the Philadelphia Drama Guild.

As Vice President of Sales for Jerome J. Manning and Company, Flynn will be responsible for the coordination of over $200 million in auction sales of real estate annually. Flynn worked as a commercial broker for a real estate brokerage firm prior to joining Jerome J. Manning and Company three years ago.

New Officers Selected For Nebraska CAI

The Nebraska Chapter of the Certified Auctioneers Institute elected **Dennis Fowlkes, CAI**, of Newman Grove, Neb., president for 1990-91. He is president of Fowlkes Realty Auction Co.

The chapter held its annual meeting in Kearney, Neb., at the same time the Nebraska State Auctioneers Association was holding its annual meeting.

Randy Fleming, CAI, president of Great Plains Realty Auction Co., was elected vice president. **Jay D. Nitz, CAI**, vice president of Jack Nitz and Associates of Fremont, Neb., was re-elected secretary\treasurer. Board members include **Jack Nitz, CAI**, president of Jack Nitz and Associates of Fremont, Neb.; **Mars Garey** of Grand Island, Neb.; **Norm Green, CAI**, president of Norm Green Realty and Auction Co. of York, Neb.; **Warren Blank, CAI**, of the Bill Blank Agency of Madison, Neb.; **Charlie Thomsen, CAI**, of Don Petersen and Associates of Fremont, Neb.; and **Ted Baum, CAI.**

Dale Standley, CAI, president of Standley Auction and Realty of Omaha, was recognized by the chapter for his outstanding leadership as its 1989-90 president.

The chapter voted to donate $250 to the National Auction-Marketing Coalition (NAMCO).



Surprise Presentation

***Adrian Atherton** (right) of Hodgenville, Ky., was presented a plaque in a surprise presentation at the Kentucky Auctioneers Association Convention, which was held April 21-23 in Lexington, Ky. **Danny Ford, CAI,** of Mt. Vernon, Ky., made the presentation. The plaque was presented to Atherton for 50 years of dedicated service to the auction profession and the KAA. **Rufus Hansford** of Campbellsville, Ky., introduced Atherton to the crowd.*

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Art Wilson,
Affiliate Member

Affliction Causes Misunderstanding

by Anita K. Faddis
Curator
NAA Foundation

This is the final installment of the series "Auctions At The Turn Of The Century," and it deals with "The Auctioneer Who Got Mad." Auctioneers have always been viewed as full of life and spirit, with a gleam in the eye, bounce in the step, and above all, very attentive. The story in the NATIONAL AUCTIONEER, dated 4-15-1899, tells of an auctioneer who may have been a little too attentive, and a little too quick to make a better deal, resulting in the loss of his normally good judgment when he encountered the "St. Vitus Dance."

There was a great commotion in a State Street auction shop this morning when the auctioneer stepped down from his stand and deliberately struck one of his listeners. His victim was an innocent looking fellow, and it was not until his face was considerably battered that the crowd succeeded in separating the two men.

It seems the innocent-appearing fellow is a sufferer of a nervous affliction sometimes referred to as "St. Vitus Dance," and he had strolled by the auction shop to pass some time. His disease caused him to constantly keep his head nodding in the affirmative.

"How much am I bid for this handsome watch?" yelled the auctioneer.

"Five dollars," shouted back a man from the crowd. "Will you give $6?" asked the auctioneer, pointing in the direction of the innocent young man. The innocent young man nodded. "$6 I'm bid. Who'll give $7." The first bidder said he would, and the young man was asked to increase his bid. Again his disease forced him to nod. He continued to nod unconsciously until he had bid $35 on the watch. He was eventually recognized as top bidder, and the fight followed when he refused to take the watch.

I hope you enjoyed the last six articles. The history of auctioneering is rich with stories of love, honor, sadness and glory. If you know of any such stories, send them on. Experiences such as these should be shared by those who care. I am always looking for stories and pleased when I can bring them to you.

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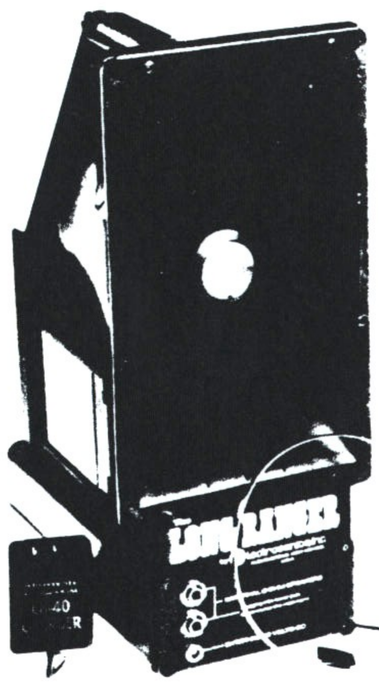
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State News

California

Greg Jones of Merced, Calif., will be entered into the International Auctioneer Championship Bid Calling Contest by the California State Auctioneers Association.

Jones was awarded this opportunity as a result of winning the 1990 California State Championship Bid Calling Contest. He won out over 18 other contestants for the crown in a heated competition. He works regularly at several California auto auctions.

Mike Macon, CAI, of Sorora, Calif., finished second in the competition with **Wayne Whittemore** of Madera, Calif., taking third place for the second year in a row.

Maine

Joseph McMorrow, CAI, of Mechanic Falls, Maine, was elected president of the Maine Auctioneers Association during the association's April 30 annual meeting.

The position of vice president was filled by **Charles Hare** of Stockton Springs, Maine. **Larry Trueman** of Newcastle, Maine, was elected secretary, and the treasurer's slot will be filled by **Victor Caprara** of Winthrop, Maine.

These officers and other association members are now making plans for their third annual seminar, which will be held Oct. 29.



Bid-calling Seminar

***Ronnie Woodward** of Broken Bow, Neb., (left) and **Keith Saathoff** of Creighton, Neb., conducted a very informative seminar on bid-calling techniques at the Nebraska Auctioneers Association Convention. Saathoff received the "Auctioneer of the Year" award at the convention, which was held May 5-6 in Kearney, Neb.*

An Auction — Or What

by Gary New
Apopka, Fla.

There was a capacity crowd and parking was difficult. The police were even called in to direct traffic. The caterer served a tremendous amount of food including breakfast and lunch. The tent, sale ring and equipment were all in place and working. The state was set for an extravagant horse auction. But then everything changed.

The same horse was sold in the auction ring eight or nine times and still went home with the guy who brought him to the sale in the first place. Out of 200 people who attended the auction, there were only two bidders, and the same guy won each and every time the horse went through the ring! All of the trailers went home empty, except the one, and nobody paid their bills. The auction crew got paid and so did everybody else —even the buyers and their friends!

Sound fishy? You bet! But when Hollywood comes to Ocala, Fla., everything changes. It was the production of a television commercial for Central Telephone Company called "THE AUCTION." **Fred Dietrich**, past president of the Florida Auctioneers Association and past Florida State Champion Auctioneer was the auctioneer for the shooting. **Morris Branson** and I worked ring in the Mock Auction.

For two days we watched and participated as different scenes were staged, rehearsed and filmed. Tapes were reviewed, the setting was rearranged, and the scene was shot again and again. Directors, producers, grips, cameramen, talent and extras were everywhere. It really was a "major" production.

For the first time in my life I realized how much work television could be. I had arrived at the horse farm excited about this new adventure, but when we all left we were totally exhausted. I came to understand that the words "Action, Camera, and Roll-Em!" meant a lot of work and a lot of expense to the production company and the business paying the bill. For a 30-second commercial it would take over two weeks of work and hundreds of thousands of dollars.

The commercial should be airing in the Tallahassee, Fla., area now along with other out-of-state markets, and may be shown nationwide in the future. Centel is a national telecommunications company dealing in conventional and cellular telephone services.

Reprinted from Florida Auctioneer Association Newsletter.

Nebraska

James Wegener of Humphrey, Neb., was elected president of the Nebraska Auctioneers Association during the association's May 5-6 convention.

Other officers elected were: **Gerald Miller** of Hartington, Neb., first vice president; **Don Vandertook** of Panama, Neb., second vice president; **Jeff Marshall** of Elm Creek, Neb., secretary/treasurer; **Harry Eiler** of McCook, Neb., director; **David Muirhead** of Overton, Neb., director; and Duane Wollensick of Cook, Neb., director.

Keith Saathoff of Creighton, Neb., was honored by the Nebraska Auctioneers Association and named "Auctioneer of the Year."

Jack Nitz, CAI, of Fremont, Neb., was declared the overall winner of the association's advertising contest.

NAA President-Elect **Wayne Stewart, CAI**, gave a seminar on "Estate Liquidations." Stewart was impressed with the keynote speaker for the convention, David Okerland, and plans to recommend that he be hired to speak at the 1991 Omaha National Auctioneers Association Convention.

Attending the convention with Stewart was recently named NAA Executive Vice President Joseph Keefhaver.

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Gimme Five Gimme Five Gimme Five
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Antiques and Americana

by George Michael
Merrimack, N.H.

Britannia Metal

Early pewter collectors would have nothing to do with Britannia Metal, which is a form of pewter. The purists, to this day, collect only that metal of the 18th Century whose formula was primarily 100 parts of tin, four parts of copper and eight parts of antimony.

This metal has aged in many cases to a rather dirty patina, filled with



scratches from table implements and stained with oils and grease from food served in the pieces. It is soft, will not withstand much heat and wears out quickly. However, this metal was a great improvement over the wood dishes in use at the time.

In 18th Century England, the pottery industry grew rapidly, becoming competitive with the pewter makers, so the latter had to come up with ideas to combat this. One was creating a new metal that did not suffer as much from the problems of the old, and creating a new name to appeal to the spirit of the country. What better than Britannia. This is made from a mixture of 150 parts of tin, 3 parts of copper and 10 parts of antimony. This kept the industry alive until the middle of the 19th Century, when the potters totally dominated the scene for tableware.

By 1820, Britannia metal was used almost exclusively by our pewter makers. It could be spun on lathes and spouts, legs and covers could be soldered easily. Names like Rufus Dunham, Roswell Gleason, Israel Trask and Allen and Freeman Porter are well known to collectors of this period. Britannia metal has undergone changes in formula depending on maker — most is not recognizable in comparison to the old. The term "pewter" is used mostly as a generic identification of similar metals — for those pieces made in this century.

QUESTIONS:

From Exeter, N.H. — We have been given a pair of pewter candleholders measuring about 12 inches, which are marked Hopper in bold relief on the bottoms. We are unable to find out exactly who the maker is and where he worked? Are they American or English?

ANS. — Henry Hopper worked between about 1842 and 1847 at 234 Second Street in New York City. His work is in Britannia Metal and is not commonly found.

From Torrington, Conn. — My mother has been collecting commemorative spoons, some are marked sterling and others just fancy with wording of the places they represent. Is there a good book on them that will help us catalog them as to maker, etc.?

ANS. — Check with Charles Tuttle Company, Box 410, Rutland, VT, on availability of "American Historical Spoons — The American Story in Spoons," by Albert Stutzenberger.

NEW BOOK:

"George N. Barnard, Photographer of Sherman's Campaign," by Keith F. Davis; ($45, $29.95; University of New Mexico Press, Albuquerque, NM 87131). Photography was a well practiced art by the time of the Civil War. However, one is awestruck by the devastation of this ugly and unnecessary war, as page after page pictures what really happened. The author has been the curator of the Hallmark Fine Art collections since 1979. His text is concise and most interesting. Rare are the double and triple plate landscape views. Over 200 photos cover much more than the war — establishing Barnard as a premier photographer during the middle of the last century. Most poignant are the ruins in Charleston, South Carolina. What a loss of our architectural heritage.

Weigand Enters Political Arena

Nestor Weigand Jr., former president of the National Association of Realtors, has entered the Kansas gubernatorial race.

The 51-year-old Wichita, Kan., Republican, who termed himself a political outsider, led a protest rally against Kansas property tax reappraisal and classification on the Capital steps earlier this year.

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Work To Increase Size Of Auction Pie

by Dave Woolery
Branson, Mo.

The auction profession is, without question, a competitive business. We've all lost an auction that we felt we should have had. Competition is as American as apple pie and a part of everyday business life. I do believe, however, that on deeper analysis, our most significant competition is external to the profession and not internal.

We all want a bigger piece of the auction pie. That's normal, natural internal competition. But the greatest benefit for the entire auction profession will come from an increase in the size of the auction pie. Recognize there is a great potential for the Auction Method of Marketing and work to expand it. Increase the size of the pie, and we'll prosper more.

Professional auctioneers can impact the size of the pie. Start by using some "creative marketing" of auctions. We all promote our own companies and that's necessary, but the objective here is to make auction a first choice option of marketing among sellers.

Take every opportunity to talk to clubs and organizations — civic, service, social, educational, professional. Be alert to possible newspaper, radio and TV coverage of special auctions. Consider using the NAA ads in your local publications. Work to make the auction method the first choice, not the last. This is especially significant in real estate. How many times have you heard, "I'll try to sell my house first, and if that doesn't work, I'll use an auction." Create first-choice awareness for the Auction Method of Marketing.

Upgrade your profession by continually working to upgrade your own professional skills. Attend and participate in conventions, workshops and seminars. Work through the associations to promote the highest possible level of professional auction service. Consider completing the CAI course of auction management training. Work to establish consistent state auction licensing laws. Consistent and compatible licensing laws in all states will help upgrade the professional status of auctioneering. Finally, help and encourage each other to improve. You'll both be better for it.

Constantly strive to provide your personal best in service to your clients and customers. Consistent, high-quality service on a profession-wide basis will attract auction business and expand the auction pie. Ask yourself two basic questions, "Do you do what you say you'll do?" and "What do you do when problems arise?"

Quick, effective response to problems is a must. Build your business on honesty, integrity and the NAA Code of Ethics. Genuinely care about your customer and let them know you care. People don't care how much you know until they know how much you care.

Adopt a philosophy of healthy, professional competition. Good, healthy competition makes us better. Competing with a good auctioneer makes me a better auctioneer. Unprofessional, unethical, vicious

(Continued on page 41)

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Pie

from page 40

competition detracts from the profession and degrades the individual. Eliminate and avoid this.

A recent *Wall Street Journal* article quoted the chief executive officer of a major firm as stating emphatically, "I want my people to destroy our competitors. I want them to kill and crush them." (A cartoon in his "war room" shows the executive riding in a tank, waving a banner emblazoned with "annihilate the competition.")

Somehow, this philosophy of "kill and crush" presents an appalling image. Don't get me wrong — I believe in competition I'm a fanatic about it in commerce and a fan of capitalism. I believe the best will eventually develop if market forces are unrestrained to the maximum possible.

There will be winners and losers. Some winners won't deserve to win. Some losers won't deserve to lose. Yet I also believe there has to be professionalism in competition. I find the idea of "killing, crushing and annihilating" to be disgusting and a counterproductive approach to business.

Former San Francisco 49ers coach Bill Walsh recently said, "Sometimes there is too much emphasis on winning and losing. You have to stop and look at how well you've played and what you've achieved." Helping others to succeed and competing with ourselves is likely to get you and I — and our profession —further than acting out some primitive urge to kill, crush, destroy and annihilate. To be sure, compete as effectively and as actively as possible, but in a healthy way.

The primary and fundamental competition for auctioneers is not among ourselves but outside the profession. Work to increase the size of the auction pie and your piece will be bigger. As recognized long ago, "We have met the enemy and he is us."

Hotel Selected For 1994 Convention

The 1994 NAA Convention will be held July 19-23 at the Westin Hotel in Indianapolis.

The hotel, which opened in January 1989, is located in the center of Indianapolis' revitalized downtown. It is across the street from both the Indiana State Capitol and the Indiana Convention Center/Hoosier Dome.

The Westin features 572 guest rooms, of which all but a handfull have been committed to the NAA, as well as over 37,000 square feet of meeting and banquet space, an indoor swimming pool and other amenities.

Confirmed guest room rates for the 1994 Convention are $94 for either single or double occupancy.

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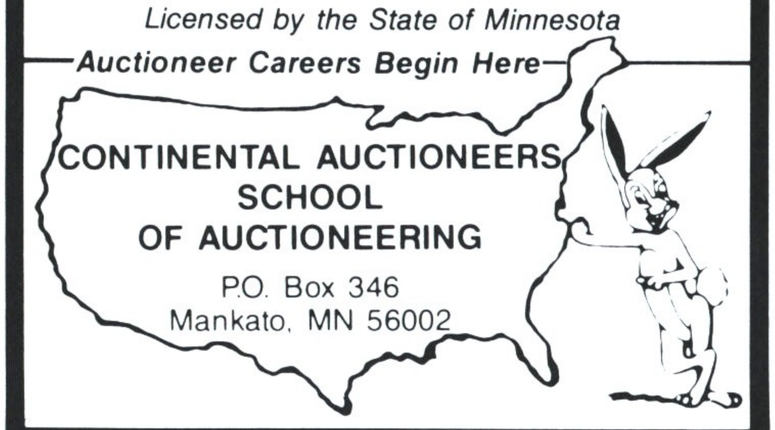


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CUS Business Systems has introduced what appears to be a first in the Auction Industry: bar coded identification cards for auction registrants.

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"Bar code technology integrated into our Auction System has quickened registration at auctions 10 fold" says Brian L. Wolfsohn, president of CUS Business Systems. "At an auction last month for Hodgins Auction Company, we registered 2,400 people the first morning and 50 people in just over 2 minutes, all using the new bar coding system."

CUS Business Systems also will be using bar code technology to make their mail and marketing package for auctioneers more efficient.

The new bar coding system will be on display at The National Auctioneers Association Annual Convention in Baltimore and also at many state conventions. For more information call Sean Williams at (305) 565-5600.

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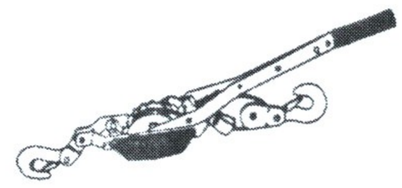
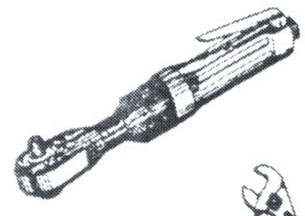
Corrections/ Clarifications

June — Page 29: The Auction Success Story about an auction held by Mike Jones of Gainesville, Texas, was incorrect. The auction grossed over $50,000 — not the $10,000 that was mentioned in the story.

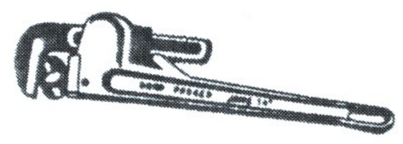
June — Page 64: The name of Kelly R. Keenan of Wichita, Kan., was left off the list of NAA members named to the REALTORS' National Real Estate Auction Committee

February: The name of Frank Buchanon of Nashville, Tenn., was left out of the directory. Frank Buchanon, P.O. Box 91025, Nashville, TN 37209.

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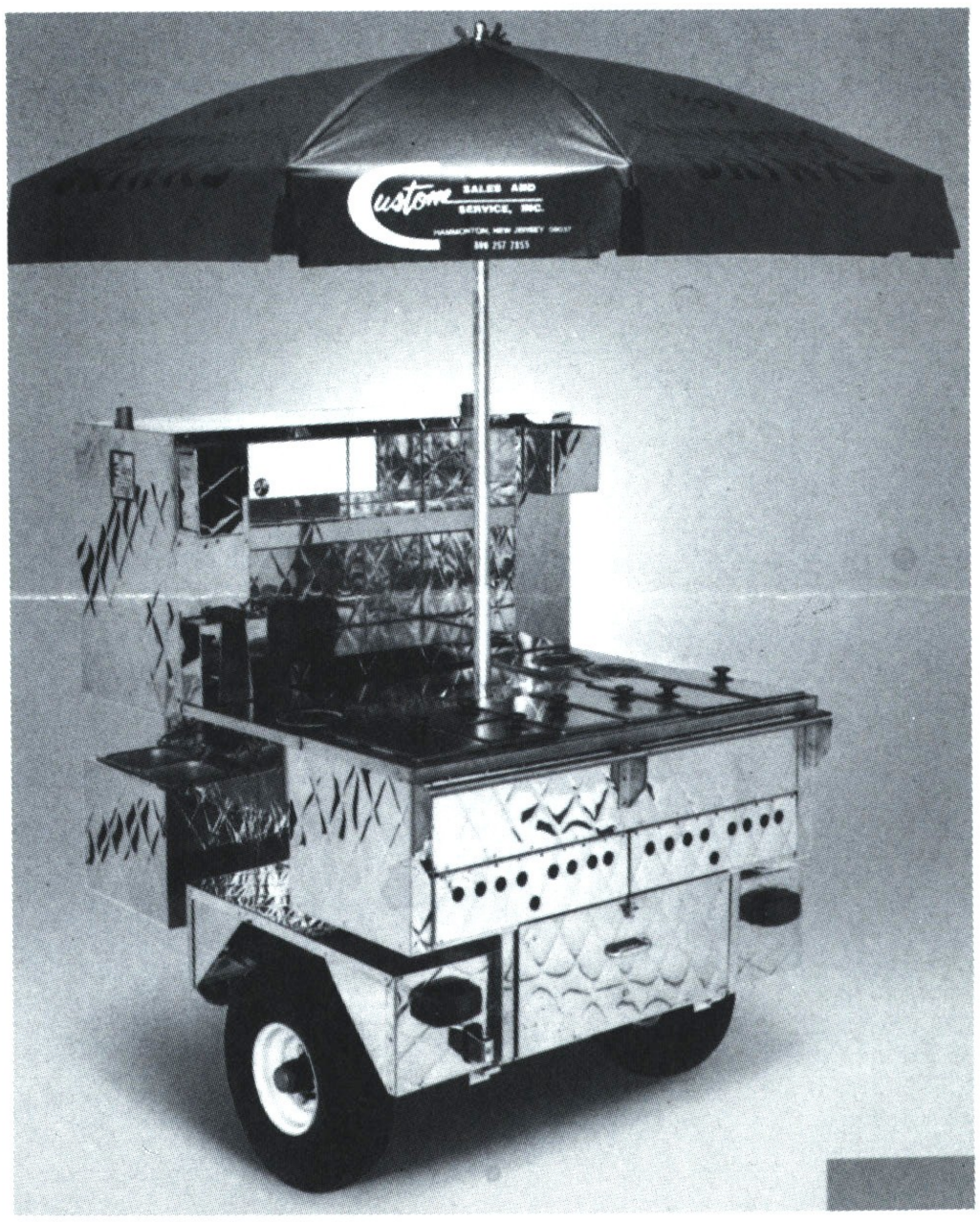
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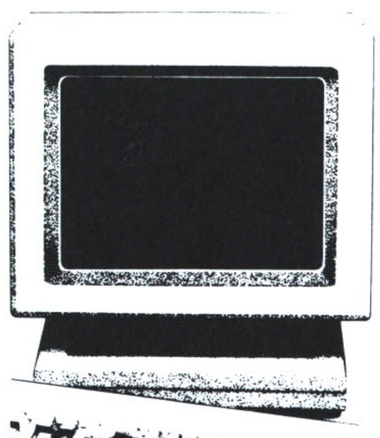
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Mendenhall School of Auctioneering

Sixty-five students, representing 17 states Saudi Arabia and the Virgian Islands, graduated May 18 from Mendenhall School of Auctioneering in High Point, N.C. Instructors and staff members pictured are, seated from left to right, Herman Crawford, instructor; Carson Womack, instructor; Sue Turner, secretary; ***Wayne Mendenhall,*** *instructor; Betty Joe Mendenhall, secretary; Debbie Carter, secretary; and* ***Forrest Mendenhall, CAI,*** *president. Instructors not present were Joe Byerly, Harold Craven, Michael F. Davis,* ***Louis Fisher Jr., Larry Hedrick, Jerry King,*** *Bill Lanier, Charlie Lucas,* ***Fred H. Reger, CAI, Wylie Rittenhouse, CAI, Gary Ryther, CAI,*** *and Dan Williams.*

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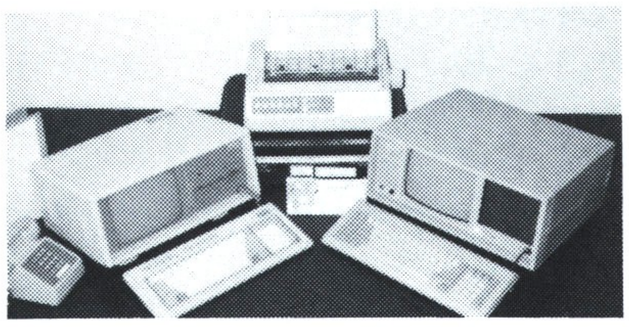
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Mitchell Kruse, Car Auction Garner Attention

by Harriet Howard Heithaus, Travel Editor
The Journal Gazette
Fort Wayne, Ind.
(Reprinted with Permission)

(Editor's note: This article was published Aug. 29, 1989, and previewed events in early September).

People would expect **Mitchell D. Kruse**, whose classic-car customers include pizza mogul Tom Monaghan and former Sen. Howard Baker, to drive a Ferrari.

There's a slight twist. Mitchell D. Kruse is a Ferrari.

At 24, the son of Auburn, (Ind.) car-auction king **Dean V. Kruse** runs smoothly in passing gear and has 12-cylinder mental tooling. Today those assets are helping drive Auburn '89, a classic classic-car auction that has inspired a five-day citywide festival and popularized the museum of the same name. The auction and the annual Auburn-Cord-Duesenberg Festival are expected to swell Auburn's 8,500 population by 150,000 this week.

Kruse will graciously describe the new Kruse International Auction Park, named for the family company and built especially to accommodate the growing crowds. He'll talk about the eight carwash bays available for last-minute sparkle, the 20,000-space parking lot planned with ideas from Walt Disney World, the drainage tiles and four retention ponds to take the worst of the rain.

And he's full of enthusiasm about auctioning some of the 5,000 cars that will roll into the three-acre tent on the park's 300 acres.

"There's no other place in the world where you're going to see these kind of cars and this many of them," he declared.

But there's constant combustion inside the newest member of the Kruse dynasty, generating ideas way beyond this weekend. People who dismiss his position as president of Kruse International as a technicality — his father could not reassume it under a purchase agreement — haven't seen Mitchell Kruse at work.

Few people have. Their eyes can't focus that quickly.

Kruse has logged 250,000 miles arranging and calling auctions in four nations — Japan is his planned 1990 conquest — during the past year. He has sold a million-dollar car — a one-of-a-kind 1934 Duesenberg phaeton that he delivered to Monaghan at home plate in Detroit's Tiger Stadium.

He's developing a videocassette to tutor novice classic-car buyers. He's even contemplating video "magazines" that allow prime buyers of vintage cars to see the autos at home.

The idea that excites him most is a limited partnership for people who want to invest in classic cars. The company hopes to detail it soon.

"We've never had so many requests as we're getting now for car purchases solely as investments," said Kruse, whose enthusiasm seems to flow from his finger tips as much as his voice. As he talks, his hands stretch and grab each point, so he can hold it and savor it or turn it over to inspect it.

Dismay that people would buy a vintage vehicle they can't take home brings a smile to Kruse. His family, who sells thousands of head-turning cars annually, doesn't own as much as a '65 Ford Mustang.

That's a shame. Kruse, with raven hair and eyes the color of maple, looks born to a Bugatti in his monogrammed white shirt and diamond-studded watch.

"It's sort of a conflict of interest," he explained. "If I'm at the podium trying to get the highest price and at the same time saying, 'Gee, I'd like that car myself,' how sure can the customer be that I'm working for him? So we've taken ourselves out of that game."

The car investment partnership, he added, would be through private purchases to maintain that discreet distance.

Kruse's sense of propriety is one cultivated early and deep in a family described as churchgoing, conservative and community-minded.

"He's probably the most unselfish young man I ever coached in 18 years of coaching basketball," said Roger Hughes, whose 1983 DeKalb High School team, including Kruse and six other seniors, took the school to the state semifinals.

When Hughes needed to develop a junior as starting material, Kruse realized he was the logical choice to sit out of the lineup.

He did it voluntarily. There was no back-stabbing, no self-pity, Hughes said, but a strong support that Hughes thought helped unite the team.

"He had the ability to create such a presence. I told myself, 'This young man has a future in whatever he chooses for the rest of his life.'"

Kruse would say he had good teachers. Certainly among them are his parents, Dean and Carol Kruse. They supported Mitchell's and his coach's decision, which couldn't have

(Continued on page 49)

Kruse

from page 48

been a fun one for parents of a potential star, Hughes recalled: "I have to give them a lot of credit."

The younger Kruse also has been carefully choosing role models from those with the means to buy those exclusive automobiles his father sold. At 15, Mitchell Kruse worked his first major auction in Tulsa, Okla., as a bid-taker and left dazzled.

"That was when Tulsa was booming. There was so much wealth," he recalled. "It was fascinating to watch those people — how some people had really good personalities and some didn't, but they all had something in common. It really gave me a desire to excel."

Two years later, Kruse had earned his real estate license, although the state board could not grant it until he was 18.

He also is proud he married his high school sweetheart, Susan Dangler. His DeKalb High School years are more than happy memories: At least three of his circle of friends and other classmates joined Kruse International.

After he graduated from college, Kruse prevailed upon some of the successful people he'd met to let him spend some time with them, tapping the roots of their success. He talked to Monaghan; Jerry J. Moore, the Houston shopping center magnate; and Joseph Sexton, the Indianapolis apartment developer.

The major lesson of the heady class was simple.

"I've seen very few people arrive without making the trip," he said.

Kruse has molded daily essentials from those interviews and his favored guidebook, Zig Ziglar's "See You at the Top." He works 12 hours, reaching his office by 7 a.m.

The first hour is creative time — "my appointment with myself," he calls it.

The office is an eclectic incubator for big ideas. There are snatches of something in the key of driving rock pouring from his radio, which he switches off for visitors. Important faces corporate luminaries such as William Marriott and General Motors Corp.'s chief executive officer, Roger Smith, Republican royalty and entertainment/sports celebrities — smile from the autographed portraits on the grass-papered walls.

Kruse knows Duane Allen of the Oak Ridge Boys well enough to get clothes off his back ("I told him I'll auction it off for charity," he said gleefully, displaying an oversize denim vest). But he doesn't talk in tones of "Here's what I know" about Tommy Gale or Joe Piscopo. It's more a tone of "Here's what you'll notice when you meet" — Conway Twitty or Lou Holtz, for example.

That's styling that comes only in a Ferrari.

Each idea that hatches in Kruse's office must be weighed against three generations of trust that have propelled Kruse International way ahead of what's in second place. It claims to have handled 75 percent of all classic-car auction sales in 1988.

Auctions are the Kruse family alchemy, changing curiosity to income. The magic goes back to Kruse's great-grandfather, auction clerk Lester Boger.

"I am absolutely convinced that if you have something really unique, the only way to really sell it is at auction," declared Kruse, who chafes at the "fire sale" image he thinks is thrust on it.

He has enough experience in both styles of sales to know. For the $300 million worth of classic cars sold at 40 auctions last year, Kruse International handled $20 million privately from people who were willing to take less for the convenience of a private sale, he said.

Kruse International also handled 10 to 20 collectibles auctions and six to eight real estate auctions.

Kruse has been watching them since he was old enough for his dad to tow to auctions — four a weekend. The success of the first Auburn auction shocked them both.

"My dad sold a lot of real estate before 1971, and he would sell these beautiful cars at estate auctions. He finally thought, "Wouldn't it be great if there were a sale just for people who wanted those cars?" Kruse recalled.

So the elder Kruse arranged a little auction of 67 classic cars on a lot behind Dairy Queen. The story of the unusual sale had reached news services.

But the Kruses didn't realize its effect until they found traffic backed up in every direction, nearly blocking them from their auction.

"Dad figured there'd been a traffic accident. When we had trouble coming in the other way, he was worried it was really serious — that there had been a railroad car accident," said Kruse, who was 6 at the time. "We finally realized they were all there for our sale."

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The City of Metropolitan Toronto auctions its surplus equipment semi-annually. For the past 8 years, Brian Barker Auctions has conducted these auctions. The June 9, 1990 auction involved over 2000 items as diverse as automobiles, road equipment, and office equipment. The lots are sold efficiently and rapidly in a single day using 3 simultaneous rings. The City actually equals over 100 consignors, since each city department must be tracked separately. This year over 1600 people registered to the auction. To add greater efficiency to such a diverse and complex auction, Brian Barker Auctions this year added a SOLD II computer system. By using SOLD II, cash-out lines were no more than 3 people. In additon, all of the reporting needed by the City was available within minutes of auction completion.



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The Proposed Postal Rate Increase And Its Effect On The Auction Industry

by Art Wilson
Marketing Coordinator
AUCTION X-PRESS
Minneapolis, Minn.

The Proposed Postal Rate Increase

On March 6, 1990, The U.S. Postal Service announced it would seek approval of across the board rate increases.

These increases, if approved, will have profound effects on the Auction Industry whether auctioneers produce brochures to mail or simply use the mail to send invoices or to pay bills.

The purpose of this article is to explain the basic process the Postal Service must follow to increase rates and to briefly show the proposed increases.

Prior to 1970, Congress determined what postage would be. The Post Office Department as it was called then was given an annual appropriation which provided for these rates and additional funds to assure that certain rates remained lower than the actual cost of handling the specific class of mail (for example non-profit mail and magazines).

The passage of the Postal Reorganization Act of 1970 changed this procedure. While Congress continues to grant subsidies to the Postal Service for certain classes of mail, the Postal Service must now charge rates sufficient to cover the cost of handling mail.

The Rate Consideration Process

When the Postal Service decides it needs to increase rates, it may not arbitrarily take this action. When Congress created the independent Postal Service in 1970, it also created the Postal Rate Commission.

The Commission, comprised of five members, is an independent regulatory agency established to consider proposed changes in postal rates, fees, and mail classifications and to issue recommended decisions to the Governors of the Postal Service. The Postal Rate Commission is not part of the U.S. Postal Service.

To begin the rate consideration process, the Postal Service files the proposed increase along with supporting testimony to the Rate Commission.

The Commission issues a notice of the filing and appoints the "Officer of the Commission" to represent the interests of the general public before the Commission. At this point, "interested parties" including business or others may intervene and submit comments.

This period is followed by written and oral cross-examination of the Postal Service witnesses.

At this point, outside witnesses and the Office of the Consumer Advocate of the Commission file testimony. These witnesses are in turn subject to written and oral cross-examination in the public hearings.

After this process the Postal Rate Commission reviews the evidence and testimony and issues a recommended decision to the Postal Board of Governors.

The Postal Service may then accept, reject, or implement, under protest, the recommended decision of the Postal Rate Commission. The decision by the Postal Service to reject the Rate Commission decision means the proposal goes back to the Commission for review.

The further decision issued by the Commission can then either be accepted, implemented under protest, or modified by the Postal Service Board of Governors.

Rate Commission Is Advisory

In essence, the Rate Commission is advisory, the Postal Service is under considerable pressure to accept the decision of the Rate Commission but does not have to do so.

Public Witnesses

Public witnesses such as printers, direct mail companies, or publishers participate in the Rate Commission process as "intervenors". Intervenors must develop material which support or challenge assumptions of the Postal Service. Consequently, intervention in these cases can be quite expensive and time consuming.

Often it is necessary to challenge not only the Postal Service but other intervenors. Traditionally, the various classes of mail must compete with each other to convince the Rate Commission to assign costs to someone else.

Timing of Increase

The rate recommendation process takes ten to twelve months which means a rate increase requested in March 1990 will not likely be implemented until February 1991.

For additional information please contact Art Wilson at Auction X-Press.

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(Continued on page 53)

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NAA Membership Application

(For Use By New Members Only)

New Member Dues:

Active Members — $75
Associate Members — $37.50
Affiliate Members — $150.00

NAA Membership Classifications:

Active Members — Any auctioneer who is of good moral character shall be eligible for Active Membership.

Associate Members — Individuals who are employees of Active Members, but who are not auctioneers, shall be eligible for Associate Membership in this Association.

Affiliate Members — Individuals who are owners of auction businesses of any type, but who are not auctioneers, or while not engaged in the auction business, have interest requiring information regarding the auction industry and are in sympathy with the objectives of the Association shall be eligible for Affiliate Membership in this Association.

Complete, Clip & Mail:

National Auctioneers Association 8880 Ballentine Overland Park, KS 66214

Application for: ___ Active; ___ Associate; ___ Affiliate Membership in the National Auctioneers Association

Please print: Name _____

Address _____

City _____ State _____ Zip Code _____

Phone: Residence Area Code _____ No. _____ Business Area Code _____ No. _____

New Membership Dues: Active - **$75**; Associate - **$37.50**; Affiliate - **$150**. Certain State Auctioneers Associations have reciprocal membership agreements with the National Auctioneers Association, requiring payment of both NAA and State Auctioneers Association dues. Information on states, which have reciprocal membership agreements with the National Auctioneers Association is available on request, or when membership application is made.

I hereby make application for membership in the National Auctioneers Association. If accepted, I will abide by its By-Laws, support its objectives, comply with the Code of Ethics of the National Auctioneers Association, and pay the established dues.

Your signature _____ Date _____

Your NAA sponsor's signature (optional) _____ Sponsor's name printed (optional) _____

Contributions or gifts to the National Auctioneers Association are not deductible as charitable contributions for federal income tax purposes. However, dues payments may be deductible as an ordinary and necessary business expense.

Auction Experience Information

BUSINESS

Name of firm _____

Position you hold _____

Address _____

City _____

State _____ Zip Code _____

How long have you been an auctioneer? _____

Do you specialize in one particular field of auctioneering? _____

If yes, name the particular field _____

_____

List other fields of auctioneering in which you hold auctions.

(1) _____

(2) _____

(3) _____

Are you a member of a State Association? Yes _____ No _____

Which One(s)? _____

_____

List offices held in State Association. _____

_____

Please provide the following information for three character references in support of your application.

Name	Mailing Address	Business or occupation	Phone during the day
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

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Spencer, Colin, Edmonton, Alberta	(403) 451-3250
Storey, Dennis, London, Ontario	(519) 455-2763

Membership Survey

(Page 1)

For the past several months, NAA Headquarters has been including a membership survey with dues renewal statements. The response to this survey has exceeded our expectations so it was decided to run a modified version of the survey in *The Auctioneer*. This is an anonymous survey so you don't need to include your name unless you want to. The results of the survey will be published in the magazine at a later date. Members who have already sent in a membership survey are encouraged to complete and mail this version as well. Help give direction to the future of NAA. Complete and mail this survey to NAA Headquarters, 8880 Ballentine, Overland Park, KS 66214.

Members are encouraged to make a copy of the survey and mail in the copy so as to preserve their magazines.

(1) I believe the most important benefits of NAA membership are (check one or more):

_____ *The Auctioneer* Magazine
_____ Educational Seminars
_____ Insurance Programs
_____ Beginning Auctioneer Advisors
_____ Other _____

_____ Annual Convention
_____ Bonding Program
_____ Washington, D.C., Lobbyist
_____ Auction Support Network
_____ Access to CAI Program

(2) I think NAA should abandon the following programs: _____

_____

(3) NAA should add or give greater emphasis to the following programs: _____

_____

(4) Name three cities where you would like to see conventions held (outside of your geographic area): _____

_____

(5) Name three cities where you would like to see seminars held (outside of your geographic area): _____

_____

(6) In deciding whether to go to an NAA Convention, the most important thing to me is:

_____ The convention program

_____ The attractions offered by the host city

_____ The cost

_____ A combination of all three

Copy these two pages,
fill out the survey
and mail to:
National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214

Membership Survey
(Page 2)

(7) In deciding whether to go to an NAA Seminar, the most important thing to me is:

_____ The seminar program

_____ The attraction offered by the host city

_____ The cost

_____ A combination of all three

(8) Subjects I would like to see covered at NAA Seminars or convention workshops include: _____

_____

(9) Subjects I would like to see covered in "The Auctioneer" include: _____

_____

(10) The magazine should have more: _____

The magazine should have less: _____

(11) Would you agree to a dues increase to pay for a lobbyist in Washington, D.C.?

_____ Yes If yes, by what amount? _____

_____ No

(13) Would you be willing to <u>contribute</u> annually to a fund to pay for a lobbyist?

_____ Yes If yes, by what amount? _____

_____ No

(14) Other comments: _____

_____

_____

_____

(15) I am a _____ full-time auctioneer part-time _____ auctioneer

(16) I have been an auctioneer for _____ years

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Wilkinson, James H. Jr., 204 West Chesley Avenue, Eustis, FL 32726, (904) 383-2282.

Wilkinson, Toni, 204 West Chesley Avenue, Eustis, FL 32726, (904) 383-2282.

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Jones, Don F., Don Jones Auction Co., P.O. Box 362, Albany, OR 97321, (503) 928-7589.

Pennsylvania

(Continued on page 63)

New

from page 62

Behm, Charles J. III, Road 1, Box 267, Wind Ridge, PA 15380, (412) 685-5198.

Burrows, Richard L., RD 6, Box 390, Meadville, PA 16335, (814) 382-2922.

Kyper, Daniel A., 1026 Benner Pike, State College, PA 16801, (814) 237-4044.

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Garner, Ken, 335 Short School Road, Pulaski, TN 38478, (205) 420-4454.

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DELUXE FISHING REEL (SPINNING)	$3.50 ea.

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Headquarters Report

Although there are still ways in which we can improve *The Auctioneer*, we hope you are enjoying the changes that have already been made in your magazine.

Most importantly, there is more to read!

Both the May and June issues were stretched to 82 pages — up from the usual 66. While we can't promise that every edition will be so large, we will occasionally increase the size to avoid omitting timely news articles and announcements. In May and June, we felt it was vital that the 16 additional pages be included.

Even in the standard-sized issues, we will be working to provide more material that you, the NAA member, will find informative and useful.

*****

As most of you know, we publish a total of 11 magazines each year with the February issue being devoted to the Membership Directory. There is no August issue. This is because the entire Headquarters staff is involved in final preparations for the annual convention during the period when an August issue would have to be assembled.

*****

In all, a total of 20 vendors (some reserving as many as three booths) signed up for space in the exhibit hall at the Baltimore Convention. That includes 16 commercial concerns, as well as the Auctioneers Association of Maryland, National Auctioneers Association Foundation, Certified Auctioneers Institute and International Society of Appraisers.

A complete listing of the exhibitors may be found elsewhere in this issue. Some of the names will be familiar to convention-goers; others will be new.

The considerable interest, coupled with space limitations, forced us into the unpleasant position of having to turn away several would-be exhibitors. Since I believe the exhibits are a very important part of the convention, this is something I really regret.

Perhaps the facilities next year in Omaha will allow us to accommodate all comers.

*****

Over the past several months, this office has mailed material to hundreds of prospective members. Since March 28 alone over 1,000 letters have been sent to auctioneers around the country, encouraging them to consider NAA membership.

A handful of these letters have inadvertently been addressed to persons who are already NAA members. We do check the computer records to determine if the people on our prospect lists are already members, but errors sometime occur when you are researching such a large number of names. Please accept our apologies.

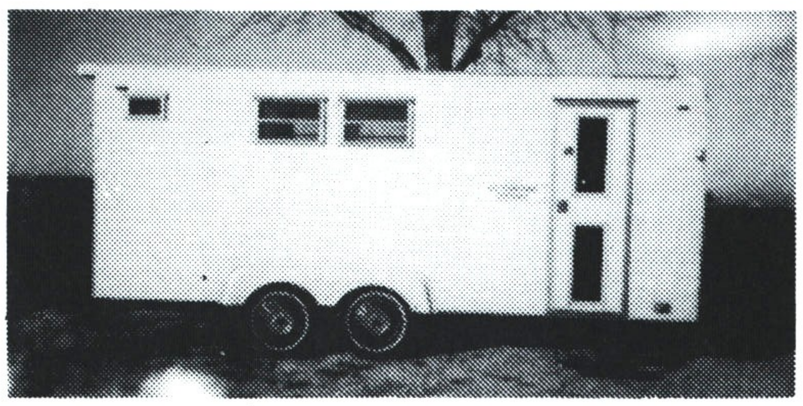
*****

We are pleased to report that Bonnie Leathers has joined the NAA staff as a secretary. Her primary duties will be in the area of member services.

Bonnie and her husband live in nearby Prairie Village, Kan., and, until recently, she was employed as secretary to the president of Telmark Inc.

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August 1990

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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Convention and Seminar Dates

1990

July 10-14: NAA Convention, Hyatt Regency Hotel, Baltimore, MD.

Oct. 27-28: Vermont Auctioneers Association. Contact: Richard Woodard, (802) 244-8879.

Oct. 27-28: Iowa Auctioneers Association Fall Convention, Amana Holiday Inn, Amana Colonies, IA. Contact: Howard Buckles, (319) 293-3305.

Oct. 29: Maine Auctioneers Association Seminar.

Nov. 2-4: South Carolina Auctioneers Association Fall Convention, Ramada Inn, Santee, SC. Contact: Shirley Broadwell, (803) 547-6677.

Nov. 3-4: Indiana Auctioneers Association, Radisson Inn, Evansville, IN. Contact: Greg Michael, CAI, (219) 686-2615. (NAA Representative: Paul McInnis, CAI).

Nov. 3-5: Washington Auctioneers Association, Ramada Inn, Bothell, WA. Contact: Ken Maurer, (509) 547-5538.

Nov. 10-12: New York State Auctioneers Association Convention, Executive Park Hotel, Suffern, N.Y. Contact: Robert A. Doyle, CAI, (914) 896-9492

Nov. 11-12: Illinois State Auctioneers Association, East Holiday Inn, Peoria, Ill. Contact: Keith Reid, (618) 455-2233. (NAA Representative: Wayne Stewart, CAI).

Nov. 29-Dec. 1: California Auctioneers Association Convention, Nugget Hotel, Sparks, NV. Contact: Milton Costa, (800) 238-1060 or (800) 552-0220.

Dec. 2-3: Tennessee Auctioneers Association Winter Meeting, Nashville, TN. Contact: Bobby Colson, (615) 292-6619.

1991

Jan. 10-12: Pennsylvania Auctioneers Association, Marriott Hotel, Harrisburg, PA. Contact: Jeanie M. Staley, (717) 921-2800.

Jan. 11-13: Virginia Auctioneers Association, Old Town Alexandria Holiday Inn, Alexandria, VA. Contact: Chris Rasmus, CAI, (703) 370-2338. (NAA Representative: Wayne Stewart, CAI.)

Jan. 12-14: Ohio Auctioneers Association. Annual meeting, Columbus, OH. Contact: Marty Nelson, (614) 221-1900.

Jan. 24-26: Minnesota State Auctioneers Association Convention, Minneapolis. Contact: Lowell Gilbertson, (507) 282-8466.

Feb. 1-3: North Dakota Auctioneers Association, Bismark, ND. Contact: Kay Aldinger, (701) 763-6262.

Feb. 15-17: Kansas Auctioneers Association, Holiday Inn Holidome, Hutchinson, KS. Contact: Sherri Theurer, (316) 326-7315.

July 16-20: NAA Convention, Holiday Inn Central, Omaha, NE.

1992

July 28-Aug. 1: NAA Convention, Hyatt Regency Hotel & Radisson Plaza Hotel, Lexington, KY.

1993

July 20-25: NAA Convention, Radisson Hotel, Denver, CO.

Attention

State Officers

Help us fill in this space. Send in information on upcoming state association meetings, seminars, conventions, etc.

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The Auctioneer
Advertising Information

Terms & Conditions

The Auctioneer is published monthly except August (11 issues each year) by the National Auctioneers Association as an informational service to its members and to promote the auction method of marketing.

All advertisers are required to submit credit account information, an advertising agreement, and payment in advance (for first three months) before advertising will be accepted. Advertising must be camera-ready.

Deadline for September Issue: August 1, 1990

Size:	Width X Height	1 - 5 Times	6 - 10 Times	11 Or More Times
Full Page	7-7/16 X 10	270.00	260.00	250.00
2/3 Vert.	4-7/8 X 10	190.00	180.00	170.00
1/2 Vert.	4-7/8 X 7-3/8	140.00	135.00	130.00
1/2 Hor.	7-7/16 X 4-7/8	140.00	135.00	130.00
1/3 Vert.	2-5/16 X 10	100.00	95.00	90.00
1/3 Hor.	4-7/8 X 4-7/8	100.00	95.00	90.00
1/4 Vert.	3-9/16 X 4-7/8	75.00	70.00	65.00
1/6 Vert.	2-5/16 X 4-7/8	50.00	47.50	45.00
1/6 Hor.	4-7/8 X 2-5/16	50.00	47.50	45.00
1/8 Hor.	3-9/16 X 2-1/4	40.00	38.50	37.00
1/12	2-5/16 X 2-5/16	29.00	28.00	27.00
1/18	3-9/16 X 1	22.00	21.50	21.00

ACCEPTANCE

Publisher will publish advertiser's copy in the authorized issue. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisement for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. The publisher reserves the right to refuse any advertising. Ads which do not meet material requirements as described in these terms and conditions are subject to additional production charges. The publisher is not responsible for errors in key numbers or other type set by the publisher. Not withstanding anything contained herein to the contrary, it is expressly agreed between the parties hereto that the advertiser's damages in the event of any error in publication by the publisher shall be limited to the cost charged for by the publisher for said advertisement. Agencies must add the amount of commission to rates stated above and collect from advertiser. The advertiser will pay each invoice within 30 days of the date of each invoice and will enter all claims for price adjustments, missing or inadequate work within 10 days of receipt of invoice. The advertiser is also responsible for all legal fees involved in collecting overdue balances.

MATERIAL REQUIREMENTS:

Black and White: Camera-ready keyline, positive print, right-reading, emulsion-side-down negatives. Halftones: 133 line screen.

PRODUCTION CHARGES:

If materials do not meet requirements above, additional preparation will be billed at $25.00 minimum.

CANCELLATIONS:

Cancellations must be received by the space reservation deadline. Failure to send materials does not constitute cancellation; previous advertisement of advertiser will be inserted if new materials are not received by closing date. If new materials are scheduled and are not received, the previous advertisement of the advertiser will be inserted. No cancellation of premium positions accepted. Cancellation of a contract space forfeits advertiser's rights to benefit of frequency discounts.

DISCLAIMER:

Products or services advertised in THE AUCTIONEER are in no way endorsed by the National Auctioneers Association. Problems encountered with an advertiser should first be brought to the attention of the advertiser for satisfaction. If the problem persists, then the NAA office should be notified.

Submit all advertising and other correspondence to: THE AUCTIONEER, c/o the National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214-1985. Phone: (913) 541-8084. FAX: (913) 894-5281.

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John F. Walter	Director of Publications
David J. Konecny	Bookkeeper
Barbara S. Kjergaard	Secretary
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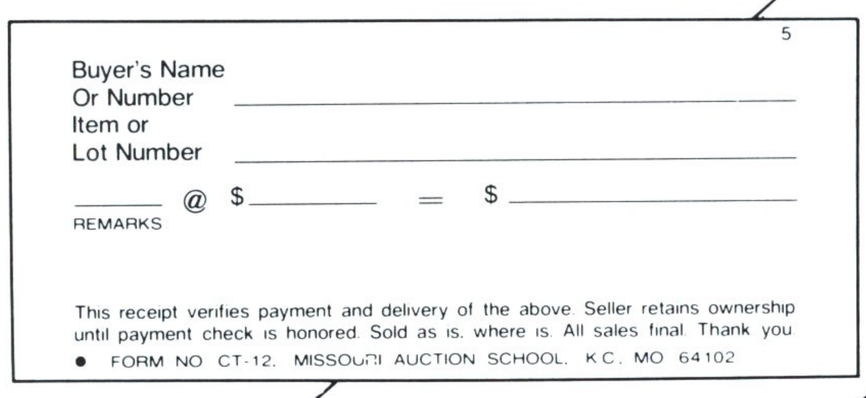
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We'll send you enough Business Card Back CT-12™ to Clerk 480 items absolutely

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This costs you absolutely nothing. Just send us 12 of your business cards.

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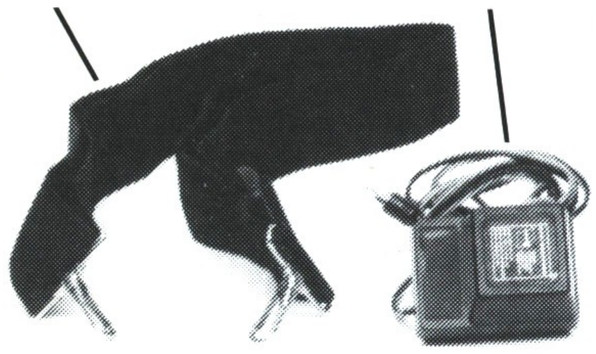
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Prices subject to change without notice

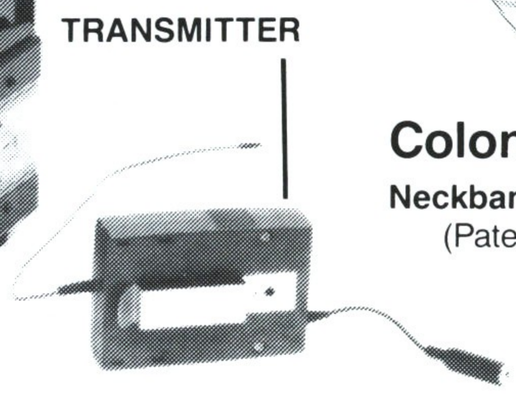
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Professional Headset Microphone

Complete Colonel® 500 System

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Missouri Auction School

Top Floor Livestock Exchange Building
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