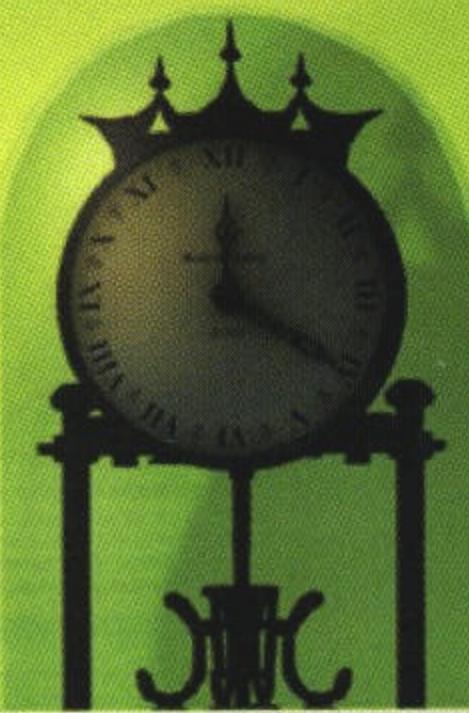


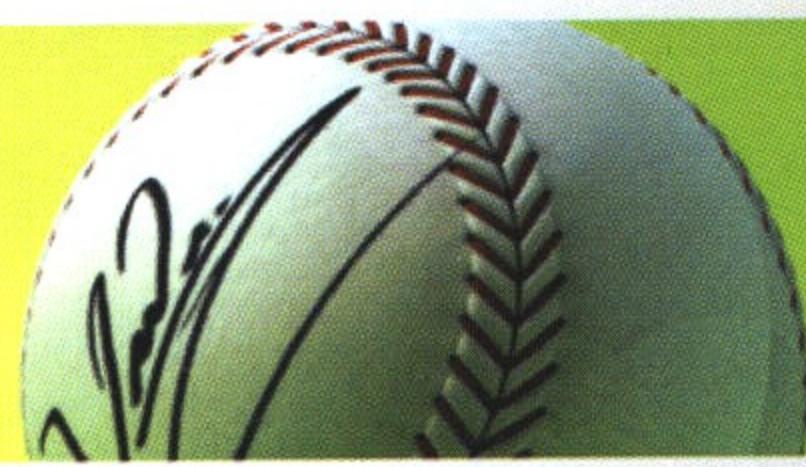
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JULY 2007

The official publication of the National Auctioneers Association



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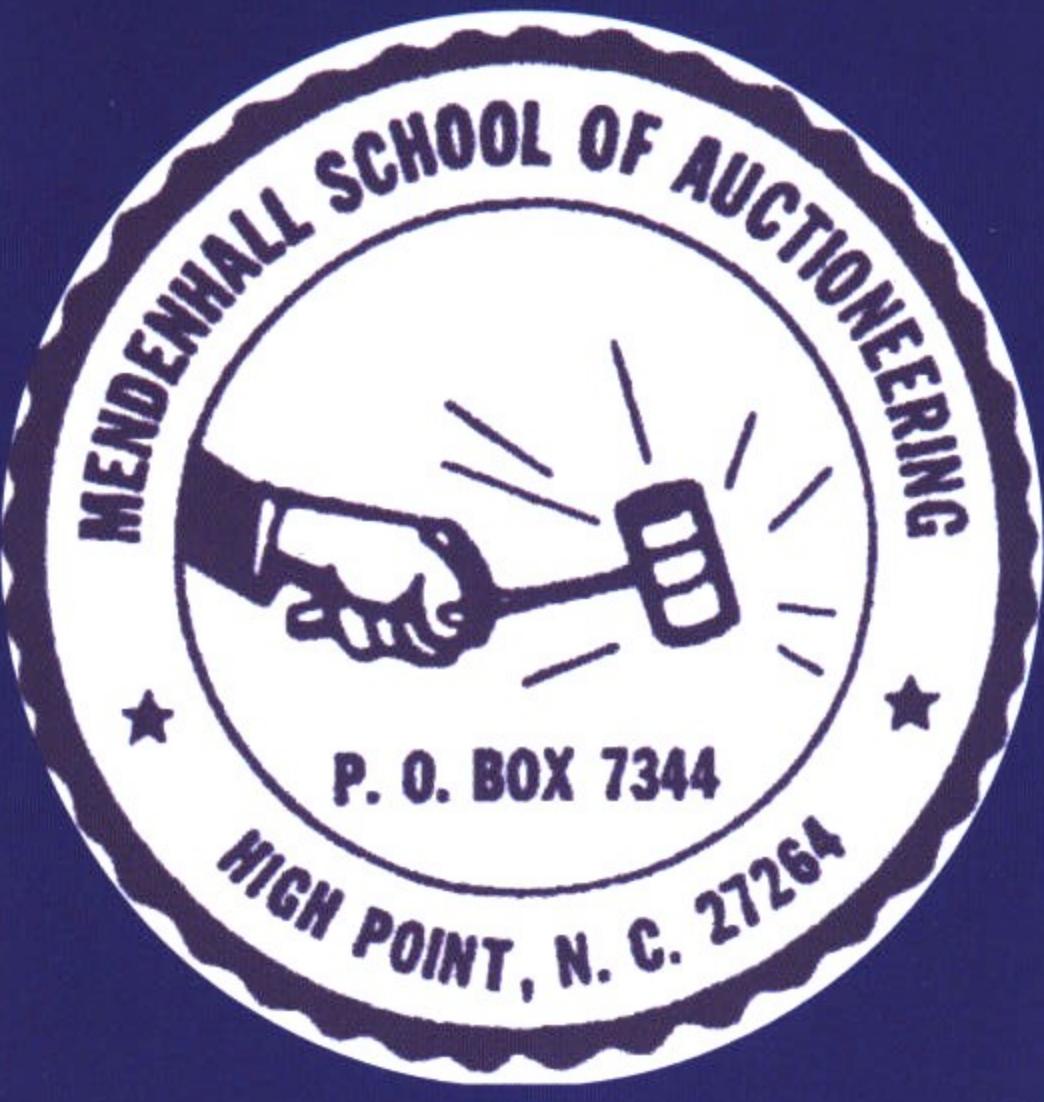
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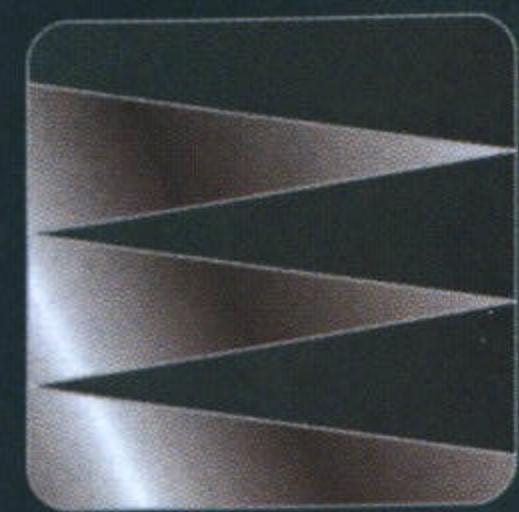
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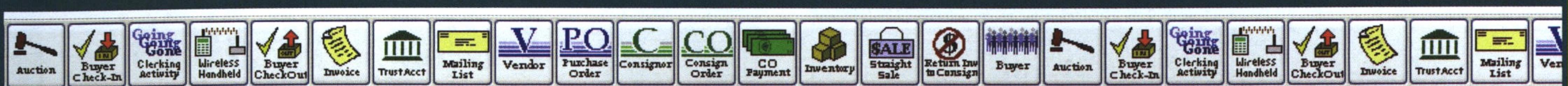


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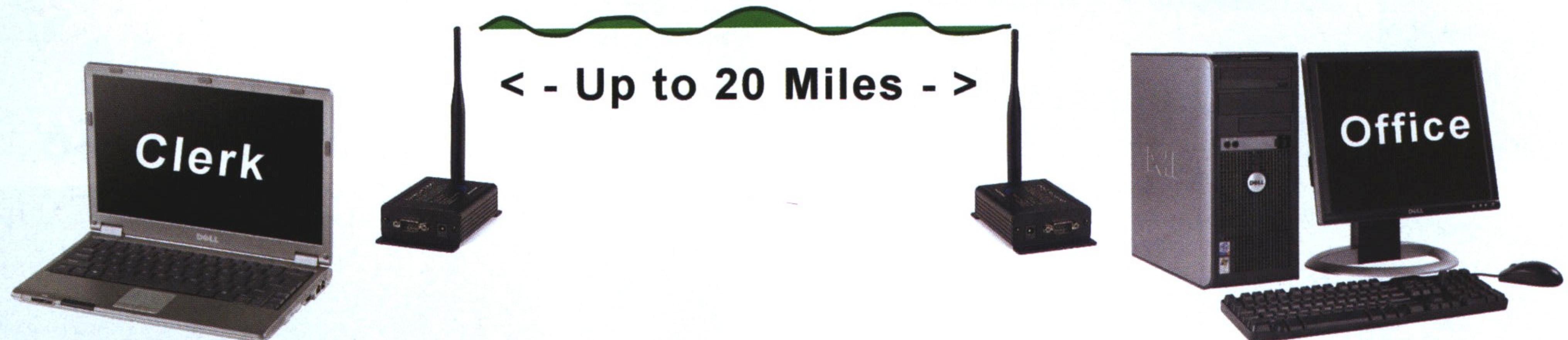


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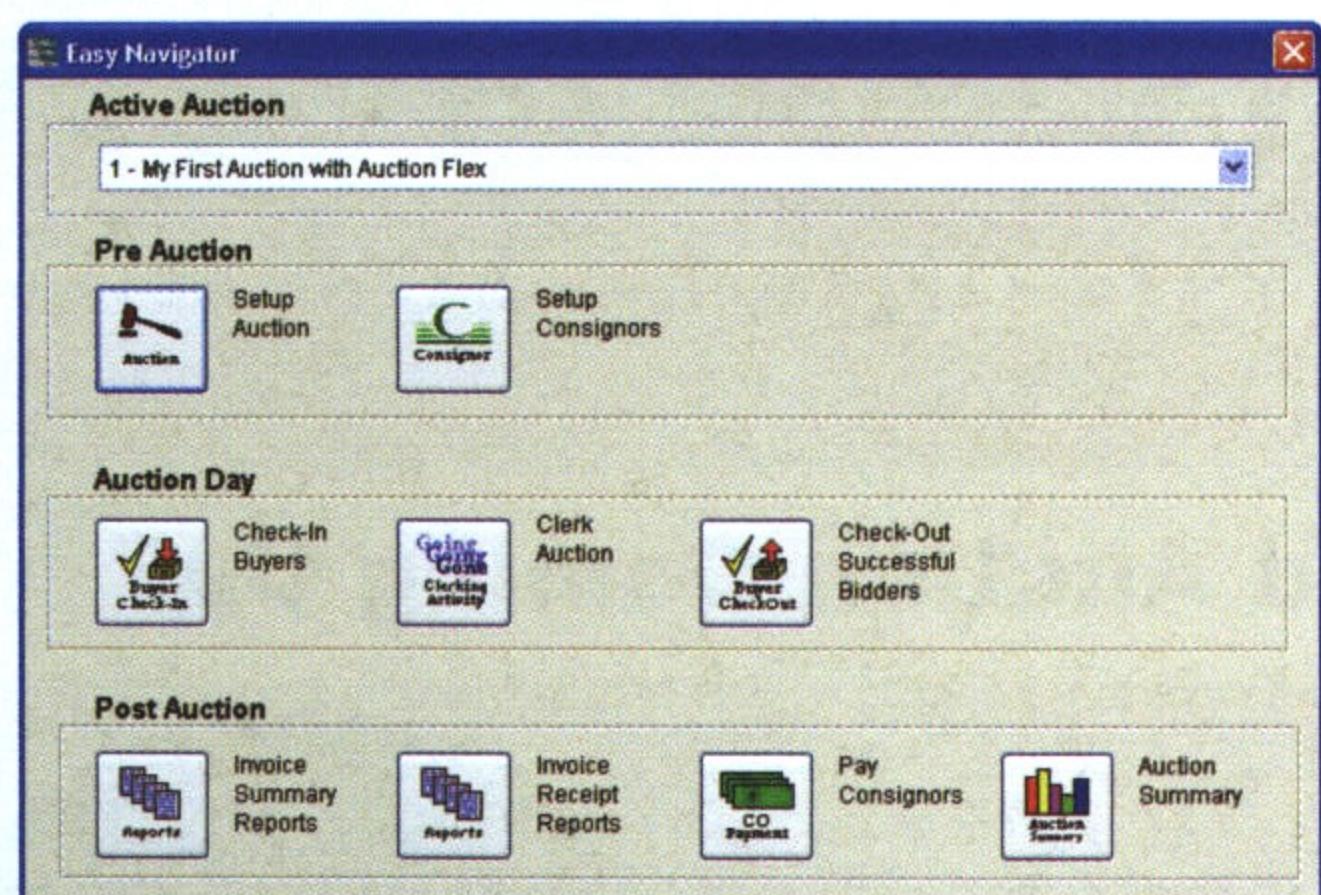


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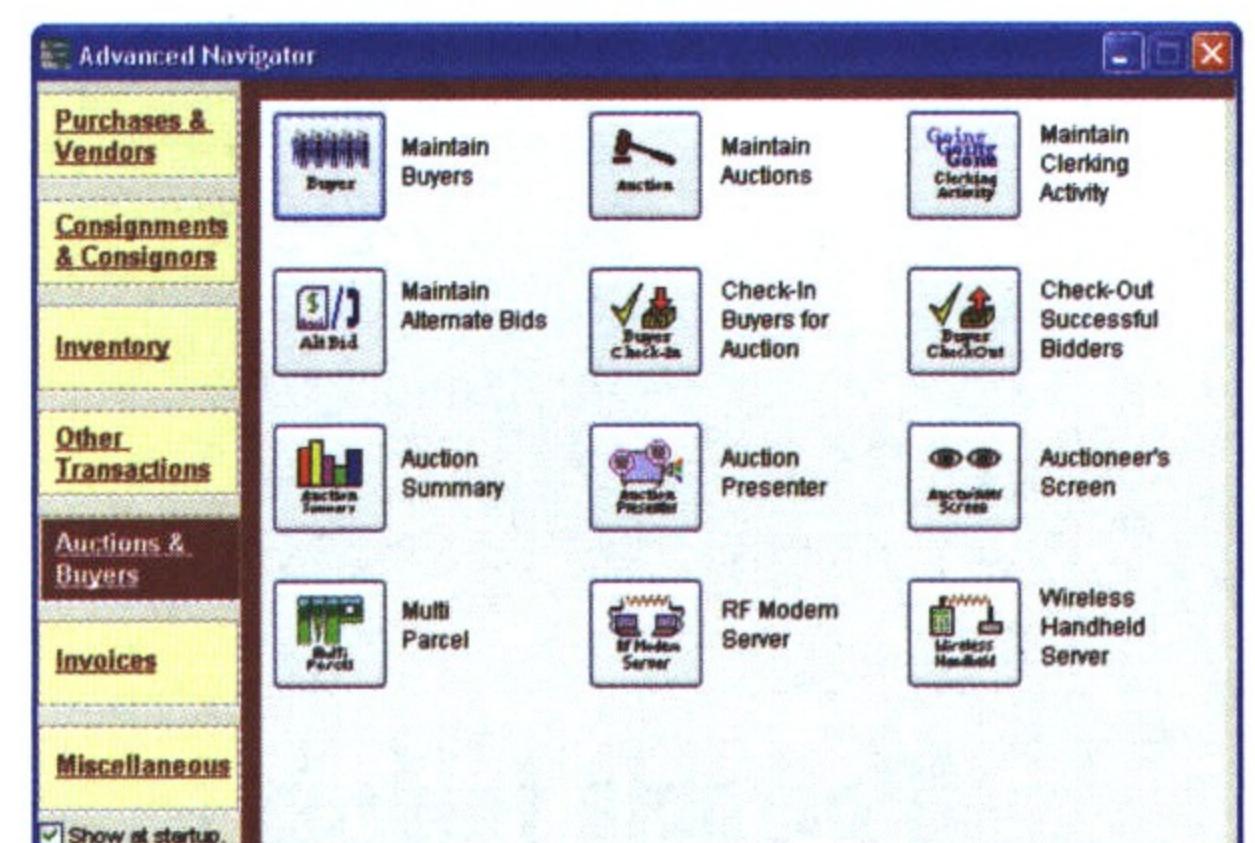
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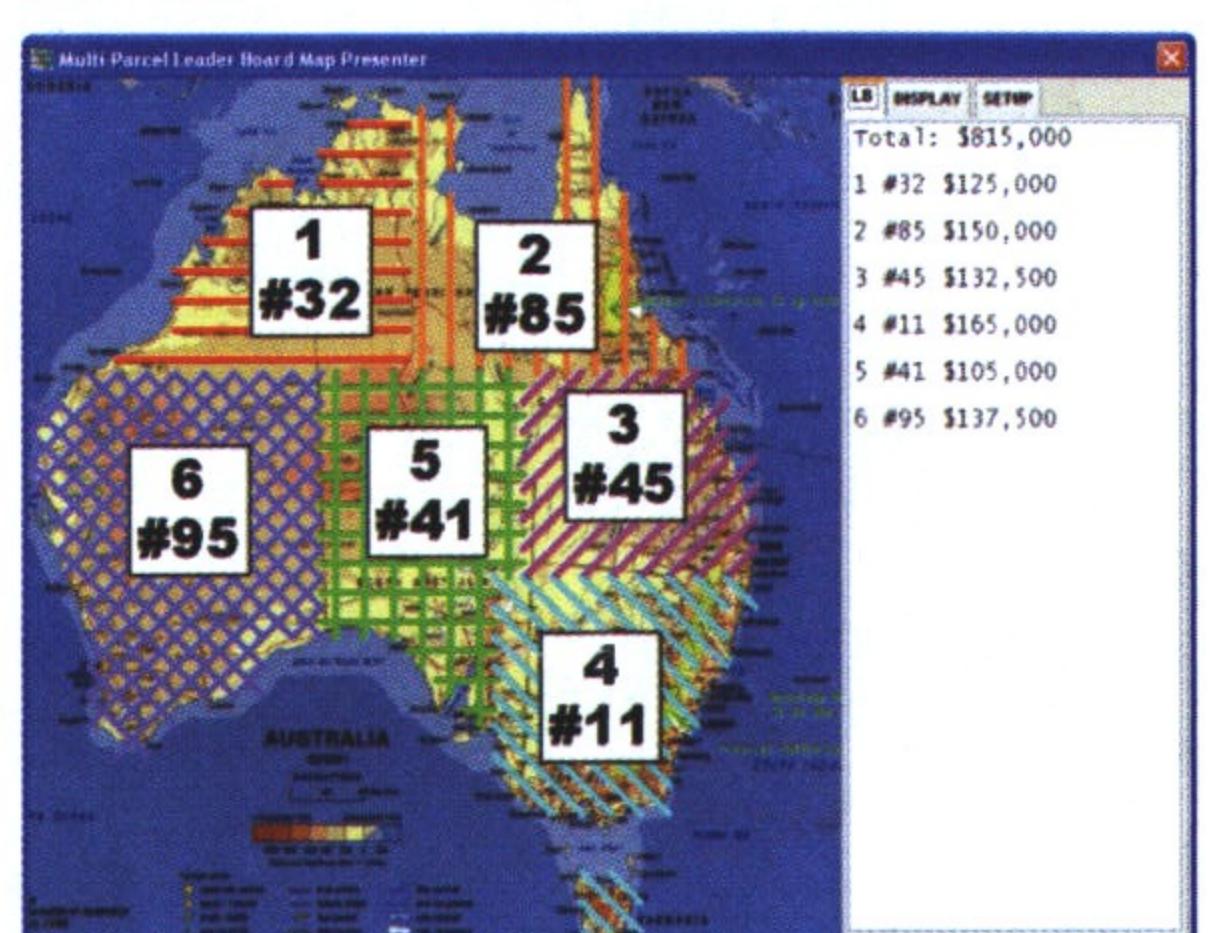
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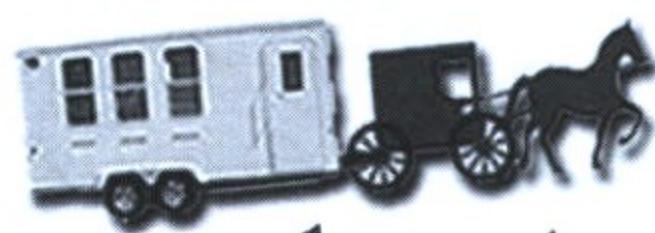
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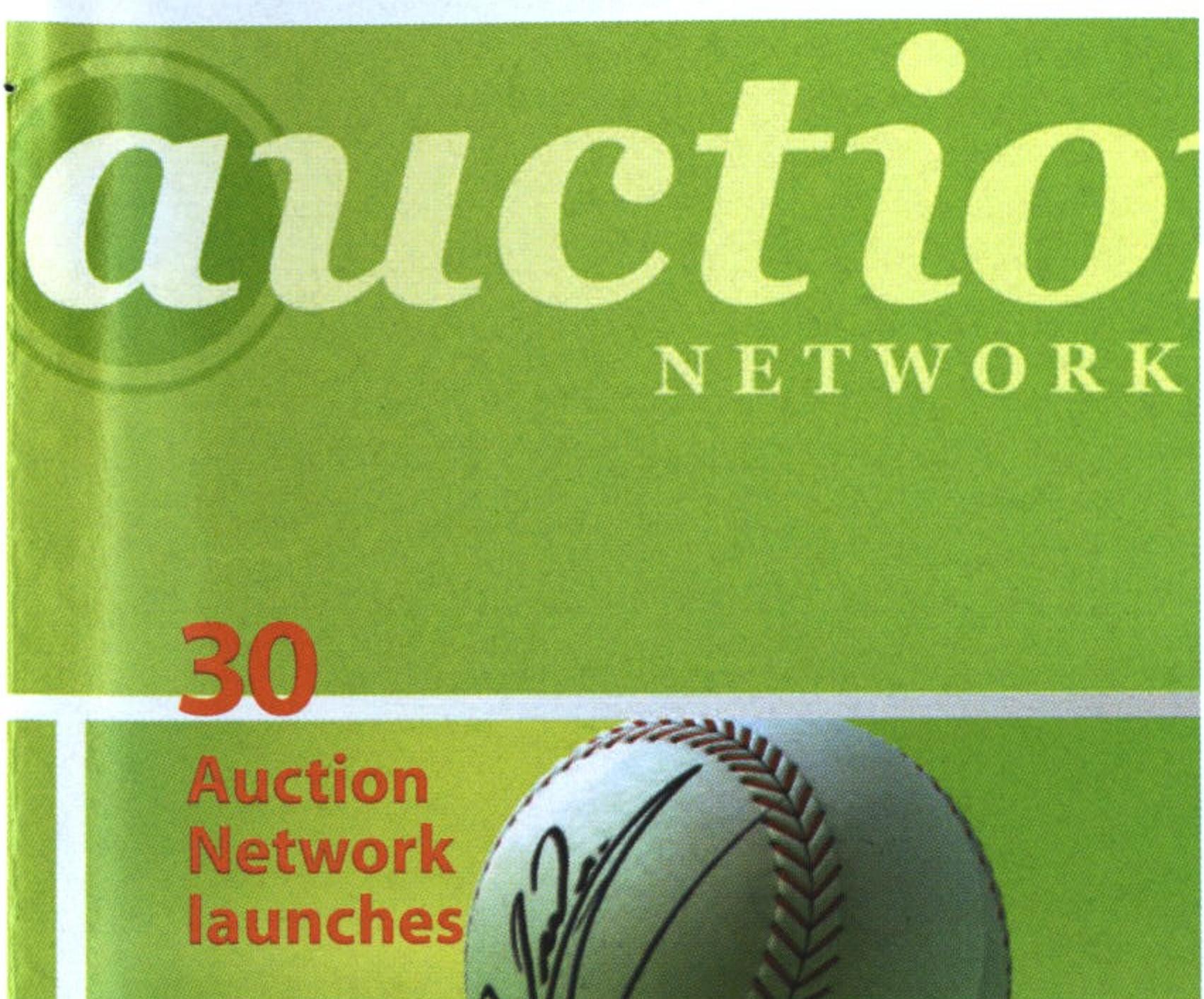
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The official publication of the National Auctioneers Association

JULY 2007 VOLUME 59 NUMBER 7



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launches



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Competition winners

Action of the Year

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## On the cover

A new television network is being launched nationwide that will broadcast many types of auctions and will show auction contests, Auctioneer personality features and other related programs. The Auction Network will debut online in October at [www.auctionnetwork.com](http://www.auctionnetwork.com), and will expand to cable and satellite television by 2008. Viewers will watch exciting auctions of estates, cars, real estate and other properties, as well as learn details of how to succeed with buying and selling at auctions.

The website debut format for this network will use "Internet television," which is TV programming delivered to personal computers, mobile devices, set top boxes, and even your television – all via the Internet.

*Cover Illustration by Williams and Williams*



## Auctioneer

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## Congressman glad to get auction information

Dear NAA Director Lance Walker, CAI, BAS, CES

Regarding NAA's Lobby Day in Washington D.C. in May, thank you for taking the time to share your support for the Community Choice in Real Estate Act, H.R. 111, introduced by Rep. Kanjorski (D-PA). You may be pleased to know that I am a co-sponsor of H.R. 111.

The Community Choice in Real Estate Act will amend the Bank Holding Company Act of 1956 and the Revised Statutes of the United States to prohibit financial holding companies and national banks from engaging, directly or indirectly, in real estate brokerage or real estate management activities. H.R. 111 is beneficial to real estate agents and to homebuyers. The bill has been referred to the House Committee on Financial Services. Over 250 Democratic and Republican co-sponsors have joined Rep. Kanjorski and me in supporting this bill. I will keep your thoughts in mind when it comes to the floor.

I hope that you will feel free to contact me at any time in the future to voice your opinions on legislation before the House. I am very interested in hearing the views of my constituents. If you would like to receive periodic Enews updates from my office, please sign up on my website: [www.cohen.house.gov](http://www.cohen.house.gov).

-Steve Cohen, Member of U.S. Congress, (D-Tennessee)

## Clarification

The cover story in the June issue of *Auctioneer* about the new "St. Jude Auction for Hope" program contained a section about a benefit auction held April 10 by the NAA staff, with proceeds going toward the St. Jude Auction for Hope program.

The article did not mention that Sara Schoenle, administrator of the National Auctioneers Foundation, helped with the auction as well. The NAA Publications Department regrets the omission of her name in the story.

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

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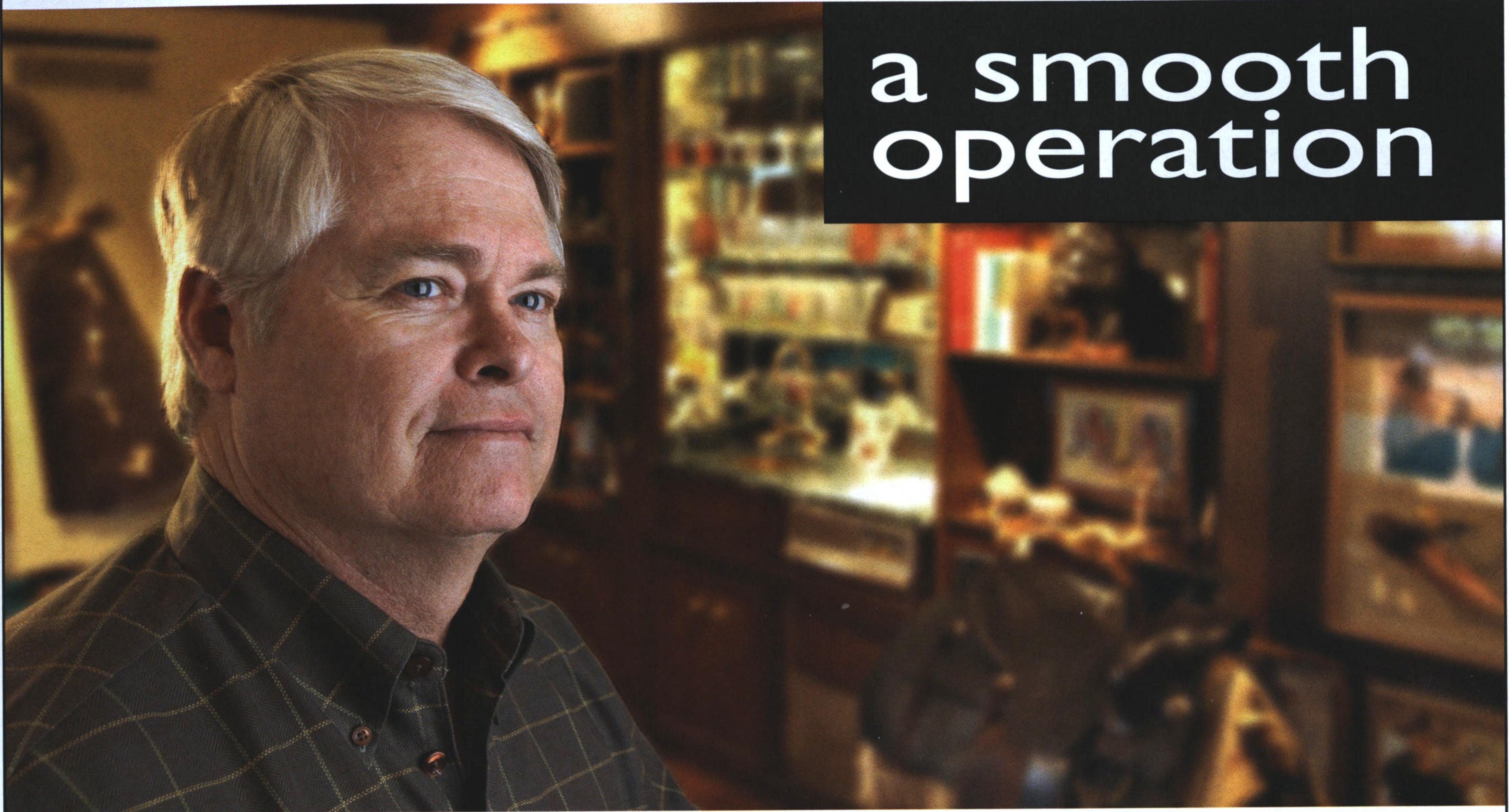
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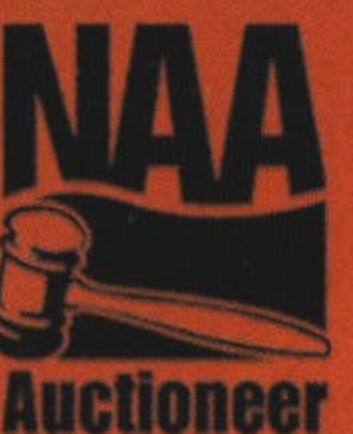
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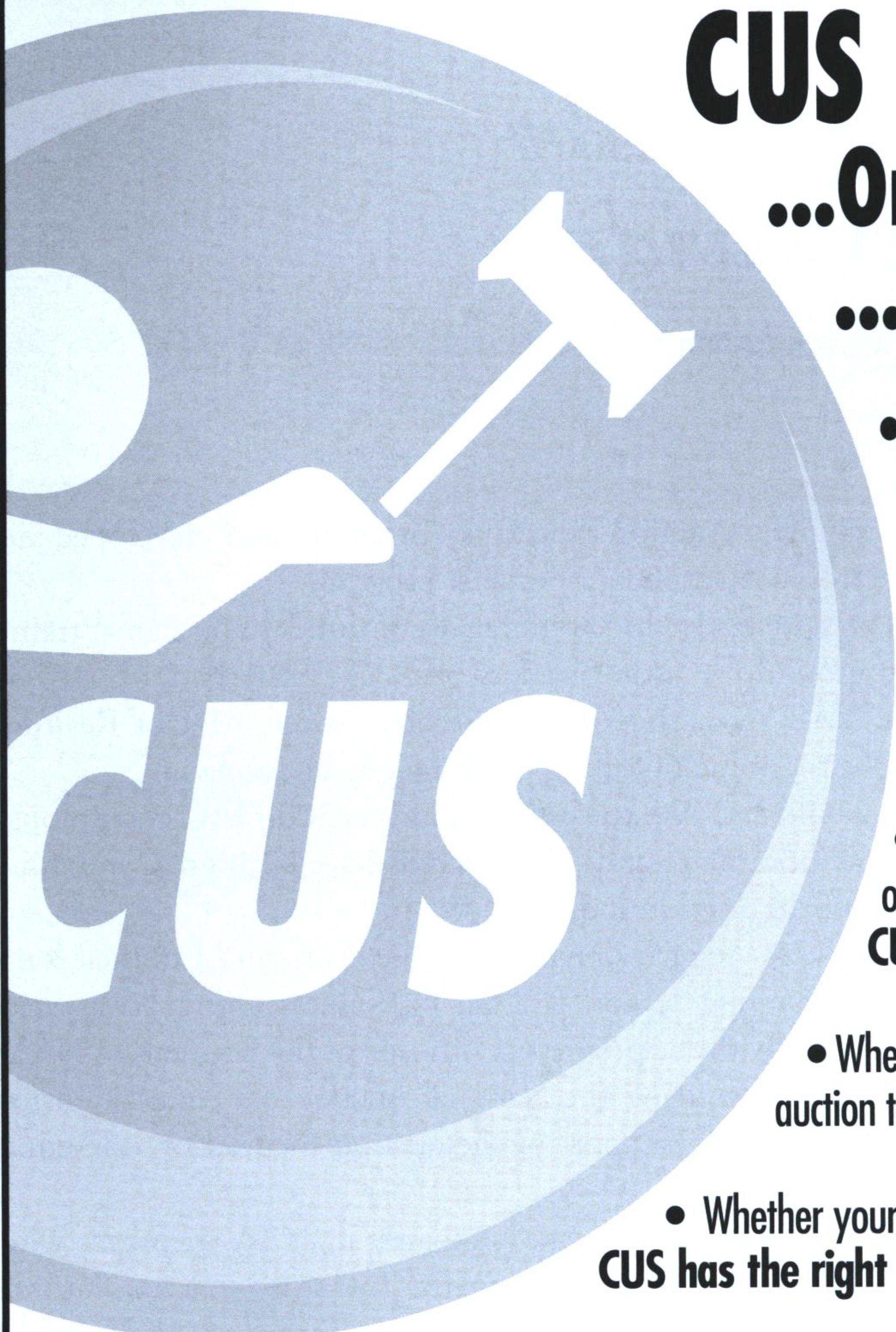
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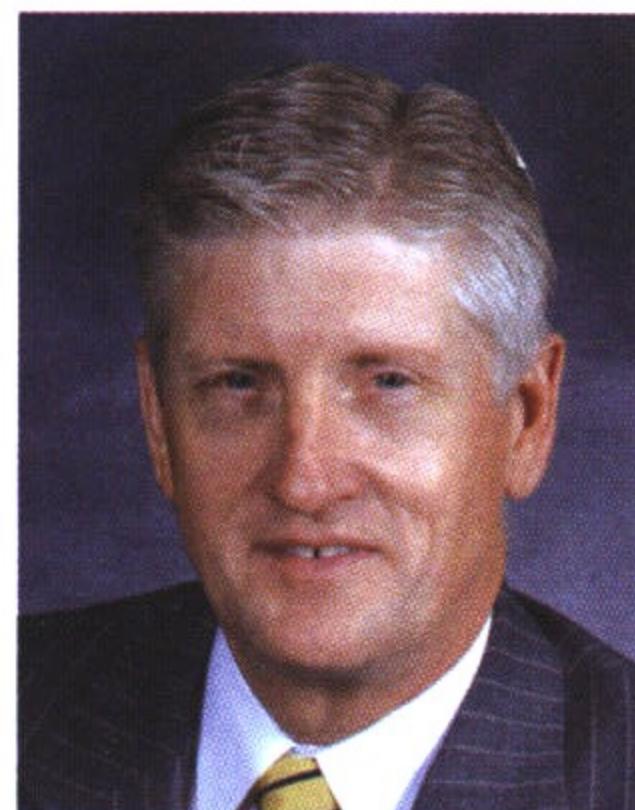
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# *Keep riding for the brand worldwide*

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

**A**s I write this final President's Report I am reflecting over the past year and how fast it has gone. It is a very bittersweet report because the year has gone by so fast and I would have liked to have more time to carry out my goals for the year.

Before I start to review my year as president I would like to thank our staff in Overland Park, from the CEO Bob Shively on down to every staff member. The staff of NAA are very hard-working professionals that make NAA a great organization for all members.

I would also like to thank the board of directors of NAA for the Executive Committee. Together we have rode for the NAA brand very well.

As I began the year as your president, I identified a book written by Jim Collins called "Riding for the Brand." The storyline of "Riding for the Brand" is very beneficial to the National Auctioneers Association today. The book is about a cattleman who goes to the National Cattlemen's Convention and hears a speaker tell about the strategic planning and operating out of the box. When the main character comes home to his ranch he begins doing things differently, not doing different things. The end result is rather than building a larger cattle ranch, he develops a large worldwide feed corporation.

The significance of the story is that we, as Auctioneers, also operate on a worldwide platform. I have continually tried to create brand value for the NAA logo. I strived to create value for the consumers of auction events using the NAA Auctioneer. I have tried to reach out to allied organizations such as the National Association of Realtors, the Livestock Marketing Association and the National Automotive Dealers Association. By doing this I have tried to develop the answer to the consumer question of how do I find a good, reputable auction company. The answer to this is simple: Look for the NAA branded auction company.

Through the course of this year we have rekindled our strong relationship with St. Jude Children's Research Hospital by recognizing our contribution to St. Jude's on National Auctioneers Day. NAA also continues to provide the best auction education to our members. The Education Institute Trustees have been very successful at increasing enrollment in CAI and delivering a great CAI designation package at Indiana University. Also the education trustees have launched

the Benefit Auction Specialist program and developed an Electronic Auctioneer Specialist program.

The state leadership conference continues to be a great training ground for future leaders of NAA. NAA had a booth at the NAR trade show and were able to tell a lot of Realtors about the value of selling real estate by auction.

I would also like to compliment our 2006 IAC champions. Barbara Bonnette and John Nichols have been great ambassadors of the auction industry.

The NAA Auxiliary invited my wife, Sally, and I to their long range planning session last fall in Tennessee and I was very impressed with the progressive attitude of this segment of NAA.

I must also thank the National Auctioneers Foundation for their continuing support of the auction method of marketing and NAA.

I would personally like to thank all NAA members who chose to make a contribution to "Investing in Our Future" capital campaign. Through these contributions we have a new and improved office headquarters in Overland Park, KS. The program also has channeled monies to help fund the virtual museum, research and public relations of NAA.

As I wrap up my year as president I also would like to thank all the state associations that have invited me to speak. I have truly appreciated your state hospitality more than I can ever say. I have traveled from Maine to California and from Montana to Arkansas and I have met some of the finest people in the world.

Most importantly I would like to thank my wife Sally for her patience, perseverance and support of my year as president. Sally has been a model first lady. I would also like to thank my son Doug and my entire staff at Sheridan Realty and Auction Company for operating my business in my absence.

It has been my privilege to serve you the members of NAA this last year and as I turn the gavel over to my successor, Tommy Williams, I have no regrets because I did the very best that I could do. I only pray that I have left the association a little better than I received it through my leadership.

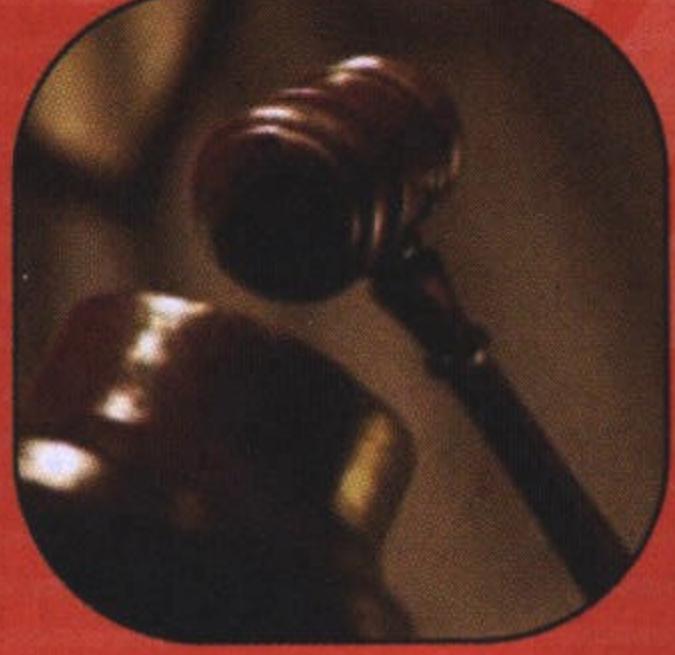
Sincerely,

A handwritten signature in black ink that reads "Bill".

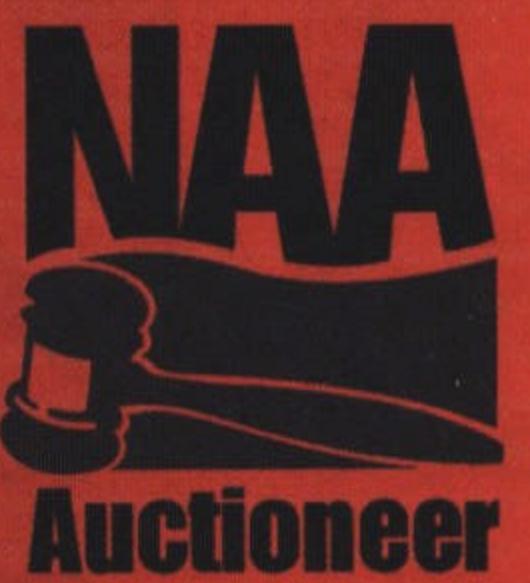
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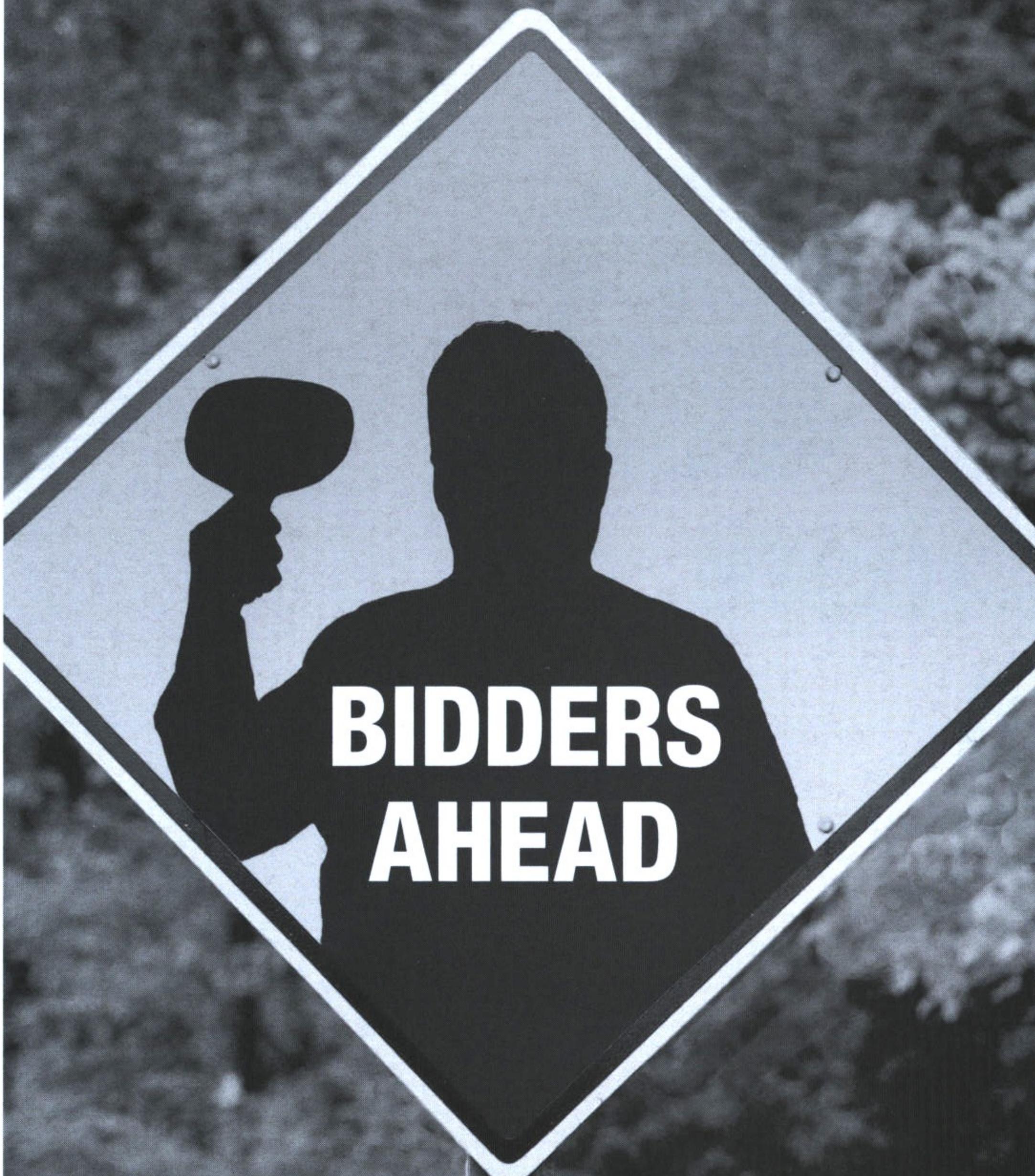
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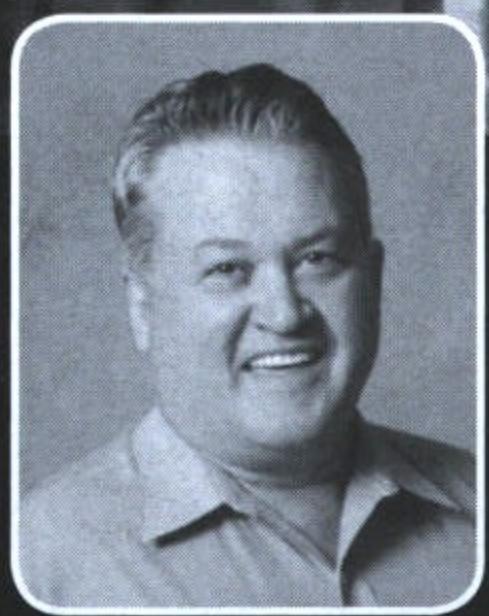
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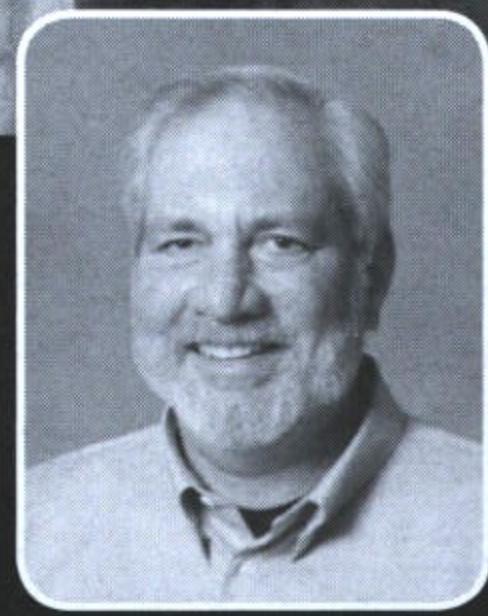
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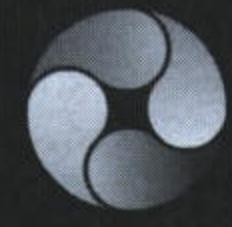
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## NAA Education Institute

Listed by Event

### Professional Ringmen's Institute Training

July 15-17, 2007

San Diego, CA

### Winter Seminar

December 9-11, 2007

Bloomington, IN

### Winter Symposium

January 27-29, 2008

Lake Tahoe, NV

## Designation Classes

### AARE Accredited Auctioneer, Real Estate

#### AARE 100

November 4-5, 2007

San Antonio, TX

#### AARE 200

July 14-15, 2007

November 6-7, 2007

San Diego, CA

San Antonio, TX

#### AARE 300

July 16-17, 2007

November 8-9, 2007

San Diego, CA

San Antonio, TX

### Benefit Auctioneer Specialist

July 12-14, 2007

October 6-9, 2007

January 13-15, 2008

San Diego, CA

Denver, CO

Columbia, SC

### CES Certified Estate Specialist

August 26-28, 2007

October 8-10, 2007

January 31-Feb. 2, 2008

Sacramento, CA

NAA Headqtrs.

Charleston, WV

### CAI Certified Auctioneers Institute

March 16-21, 2008

Bloomington, IN

### GPPA Graduate Personal Property Appraiser

#### 101 Basic Appraisal Writing & Research

July 13-14, 2007

San Diego, CA

August, 2007

New Hampshire

September 16-17, 2007

NAA Headqtrs.

December, 2007

Tucson, AZ

#### 201 Personal Property Appraisal Valuation

July 15-16, 2007

San Diego, CA

August, 2007

New Hampshire

September 18-19, 2007

NAA Headqtrs.

#### 301 Antiques & Residential Contents

September 20-21, 2007

NAA Headqtrs.

December, 2007

Tucson, AZ

#### 301 Manufacturing/Process Equipment

September 20-21, 2007

NAA Headqtrs.

December, 2007

Tucson, AZ

#### 301 Construction/Agricultural Equipment

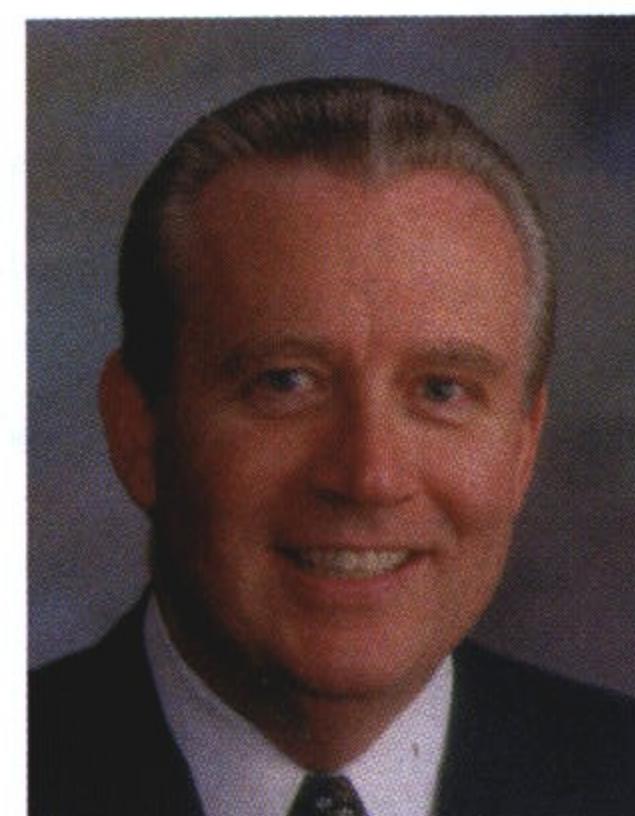
September 20-21, 2007

NAA Headqtrs.

December, 2007

Tucson, AZ

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



## *Auction Network is an unprecedented opportunity for our industry*

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

**T**his is an exciting time for the auction industry. I join with our NAA board of directors in an even greater anticipation than perhaps ever before as we are nearing the launch of a new nationwide auction television network. Our cover story in this issue tells the details about the programs to be featured on the Auction Network, and the steps and timetable for the rollout of this amazing project.

The Auction Network provides an opportunity for NAA to do public relations on a scale that has never presented itself before, and which NAA could not buy by itself. But with the partnerships created in forming this new cable television network, I think truly amazing and unprecedented options will open to NAA and our industry.

I believe this partnership will reshape the industry, the profession and NAA, and will lead to greater awareness and branding of NAA.

The NAA leadership wants to convey to all members the power that this new project holds for us all. A television network like this, dedicated solely to auction programming 24 hours a day, will reach many millions of people every day. They will see the live auctions, the feature stories about auctioneers and support staff, and the educational programs about how to participate in auctions. Consumers will respond to the natural attraction of the auction process.

I believe Auctioneers across America will see more people attending auctions and more sellers interested specifically because they watch this new network.

In fact, the stage is perfectly set for the booming success of

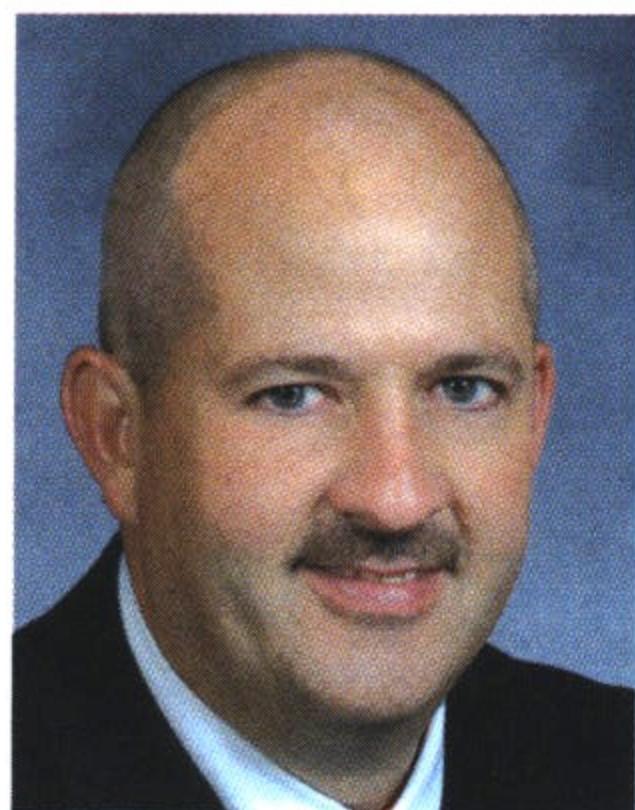
the Auction Network. Viewers already enjoy the classic auto auction coverage on the Speed Channel. TV shows like "Cash in the Attic" show snippets of auctions routinely, and the PBS show "Antiques Roadshow" is a phenomenon that has driven up interest in appraising and auctions.

An Auction Network makes perfect sense in today's world of specialty television networks, from the Home Shopping Network to the Rural Life channel and so many others.

I believe the Auction Network is going to be great fun for NAA members and the public. I encourage you to begin spreading the word at your auctions and on your websites about this unprecedented project. Tell your attendees to watch this network with their children, family and friends to enjoy our great industry and pick up tips for being successful in their auction purchases and sales.

NAA will keep you informed as more details of this network's programming become available in coming months.

I know I sound extremely optimistic and excited about the Auction Network, but I share this enthusiasm with the entire NAA board of directors, and many NAA members. I hope you'll catch this energy and help the Auction Network along on what is sure to be a fantastic journey.



SCOTT MUSSER, BAS,  
OF KENNEWICK, WA,  
IS NAA'S TREASURER



B. MARK ROGERS, CAI,  
AARE, IS THE INCOM-  
ING TREASURER. HE  
WILL TAKE OFFICE THIS  
MONTH AT NAA'S 58TH  
ANNUAL CONFERENCE  
AND SHOW,

*NAA's current cost to provide services to each member is in excess of \$400. This far exceeds the current \$250 annual dues per individual member.*

## A message from NAA's Treasurer

# NAA membership dues investment to increase

**D**uring a recent Spring meeting of the NAA board of directors, the board spent considerable time in discussing the association's 2007-'08 budget requirements and sources of revenues available to fund those endeavors. After looking at all options carefully, and making some cuts in expenses, the board decided that a modest increase in member dues was necessary.

NAA has continued to build value in the membership investment by adding many recent valuable initiatives, including:

- Annual State Leadership Conference, where leaders from all state Auctioneer associations gather to share ideas and coordinate with NAA on improving the auction profession.
- Annual Member Think Tank/Strategic Planning Meetings
- An In-House Public Affairs Staff (Government Relations/Public Relations)
- A Washington D.C. Legislative Day, where NAA coordinates a lobbying day where members meet their legislators on Capitol Hill to discuss auction issues.
- Strengthen Involvement with the National Association of Realtors and participation in its annual convention.
- A major redesign of the NAA website to provide better service to members through auction calendar improvements and other changes.

This is to name only a few recent changes. NAA's current cost to provide services to each member is in excess of \$400. This far exceeds the current \$250 annual dues per individual member. An increase of \$50, to \$300 per year is supported by the board.

In order to maintain as small an increase as possible the board has cut expenses and some programs that while beneficial, may not be as high a priority. The board has also had staff participate in the cuts and they have contributed as well.

Further, with the increase the board wanted to ensure a budgeted line item for additional contribution to reserves and projected the 2008-'09 budget during the process. While no contribution to reserves will take place during the 2007-'08 budget year (due to the timing of increase and receipts of those revenues) the board has approved a \$100,000 contribution to the reserves for the 2008-'09 period and plans to make further contributions in future years.

One of the main budget considerations was that in order to continue the NAA research project with Morpace they require that the initial study be redone to confirm the model that they are utilizing to project the quarterly and annual data. While in the future this will be funded through the "Investing In the Future Initiative" when it is fully endowed in the next five years, this need is immediate. I am confident that all members fully understand the value of the research.

You should know that the NAA board of directors invited its next treasurer for the 2007-'10 term, B. Mark Rogers, CAI, AARE (Mark is running unopposed) to participate in the meeting and discussion. Mark agreed as well with the need to increase the dues by \$50, from the current \$250 to \$300.

This decision was not easily made and I want to assure you that your board looked at every option and plan and supports this as the best course of action for the future.

# NAA incoming officials support, explain the coming dues increase

NAA's incoming officials, to be elected this month at NAA's 58th annual Conference and Show, say they support the coming dues increase as a necessary step for the association to continue providing vital services to members.

President-elect Thomas L. Williams, CAI, said that "NAA has added new services that are extremely helpful to the auction industry, such as the state leadership forum and our government relations program. These need to be funded. Currently it takes \$400 to serve each member, and \$250 is charged in dues. We need to help close that gap. This is not something that was decided lightly. It was after great consideration." Incoming President-elect Randy Wells, CAI, AARE, BAS, GPPA, said NAA has had low dues compared to many other associations for a long time.

"My local Chamber of Commerce and the National Association of Realtors are just two examples," he said. "And many associations with higher dues don't offer nearly the range of services that NAA does. NAA is on course very well now with programs like our government relations and collecting auction industry economic statistics quarterly through the MORPACE report. We need the dues increase to continue funding these important services. The NAA Board of Directors worked hard, with a lot of thought and commitment to members, but still had to eliminate some programs to keep the dues increase to only \$50."

NAA's next treasurer for the 2007-2010 term, B. Mark Rogers, CAI, AARE (Mark is running unopposed in this month's elections) said: "When we analyze the cost of services to NAA members, there is a gap between dues billed and dues collected. We found there were not any other choices than eliminating services or raising dues. We felt that eliminating services was not what members want."

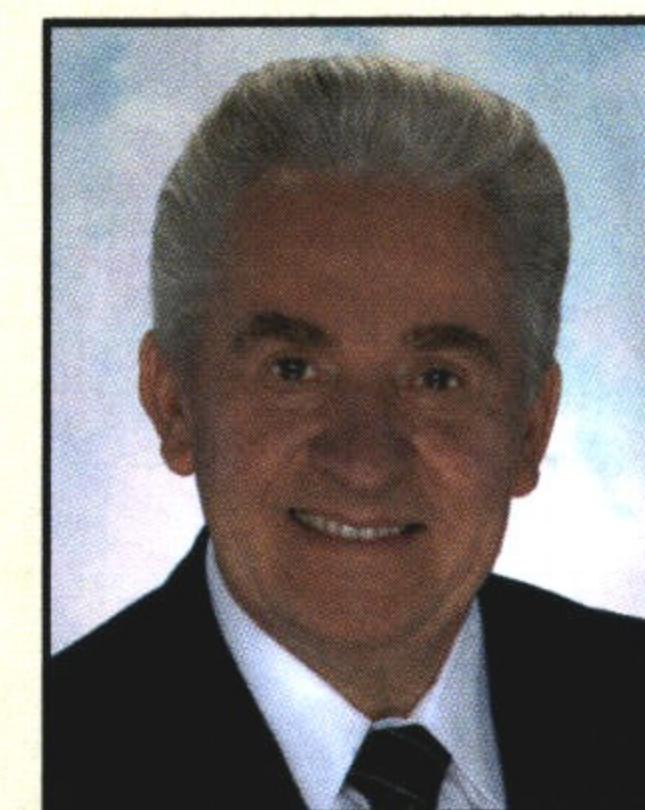
Rogers added that "NAA is very careful to put in place a budget each year and to do everything possible to stick to that budget, but good ideas and opportunities come up sometimes that are not budgeted. One of those was the NAA Lobby Day in Washington D.C. that was held in May. It was of great value to our members and our industry to go to Washington and talk to our legislators about keeping banks from selling real estate. While some of our members who attended spent their own money to get there, there was still costs from preparation, coordination of appointments and other expenses."

Vice President candidates Ron Evans, CAI, AARE, CES; and Scott Musser, BAS, also support the increase.

Evans said "We must especially maintain the Morpace report (gathering of auction statistics quarterly) to increase knowledge of the public about the auction industry, and to help NAA's marketing efforts on behalf of our industry," he said. "Being a fiscal conservative, I understand all things must change. We must be prepared to pay the costs of inflation. The costs of business goes up. Advancing is how we grow. In order to get what you want, you have to help others get what they want."

Musser said that a key concept is that NAA "continues to build value in the membership investment" that members make, through the many programs NAA creates. These programs are aimed directly at helping members save money and make money, and at protecting and promoting the auction method of marketing.

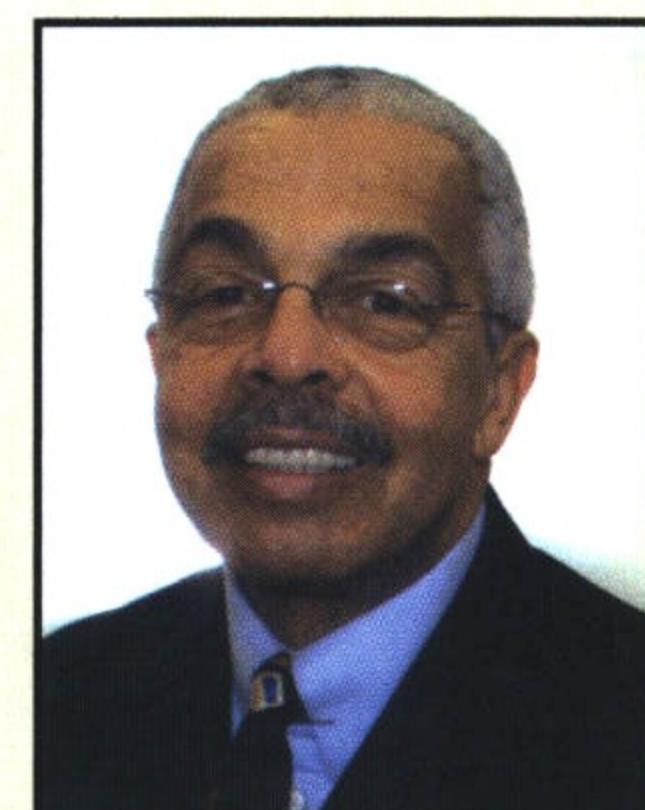
The planned dues increase of \$50 will raise a full regular members dues to \$300 per year.



Williams



Wells



Evans

*NAA has  
added new  
services  
that are  
extremely  
helpful to  
the auction  
industry.*



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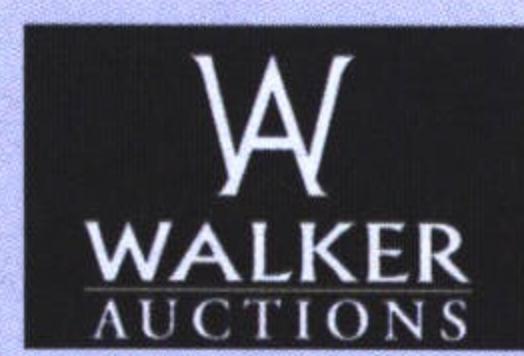
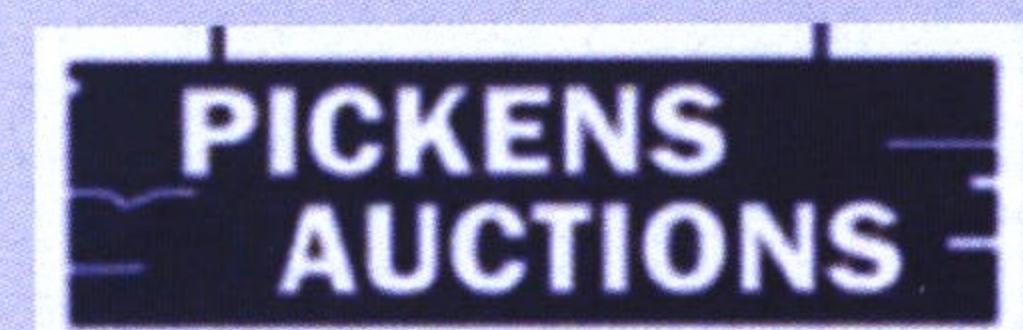
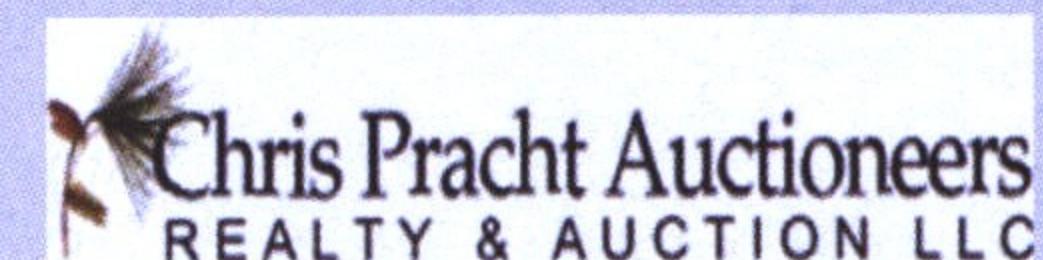
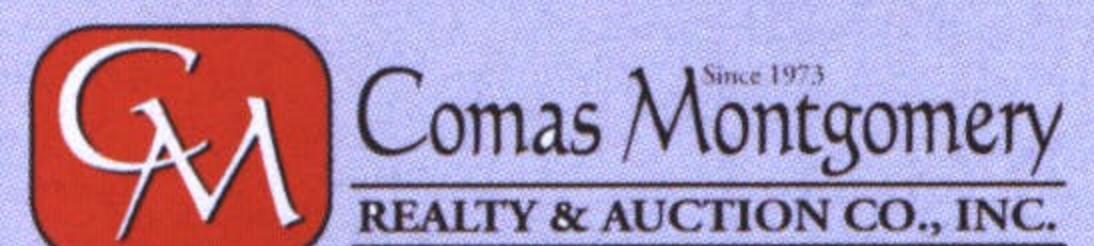
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**continued on 76**

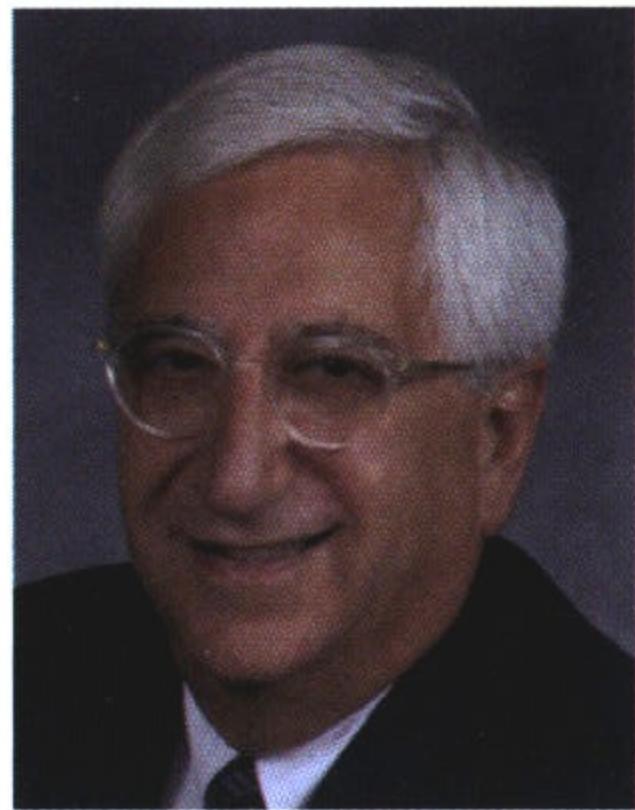
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## NAA Education Institute announces new Learning Center

**T**he NAA Education Institute is proud to announce a new feature program, the NAA Learning Center, that will be of great benefit to all members. You can now download to your computer or mp3 player any conference session from the 2006 NAA Conference and Show in Orlando, FL; either of the real estate seminars held in Atlanta or Chicago; the Webinar featuring Larry Mersereau on marketing; and the 2006 International Auctioneers Championship.

You will also be able to hear any of this year's Conference and Show education sessions soon after a session has been completed (the conference is from July 15-21). Two of the sessions will also have video. The audio sessions will be complete with the handout or PowerPoint presentation available.

There is more. Any member may go to the NAA Learning Center at any time, listen or watch a session, and, receive Continuing Education credits. At the end of the session, you will be able to print out a certificate of your CE credit earned. We are pleased to be working with Content Management, a firm specializing in these services, on this project and to be able to bring to our members this new technology.

In case you missed last year's Conference and Show, the Atlanta 2005 and Chicago 2007 Real Estate Seminars, or Larry Mersereau's "How to Create Your Own POWERFUL Ads and Promo Pieces" Webinar, then this is your opportunity to view or hear those sessions, as well as receive CE credit. If you were unable to attend this year's Conference and Show or want to hear a session you might have missed if you did attend, then the NAA Learning Center will allow you to attend.

If all of these programs were packaged together, the cost would be well over \$1,000, not including your travel expenses. By joining the NAA Learning Center, at a yearly cost of \$185, you can attend any or all of the above mentioned sessions, receive CEs, expand your learning opportunities, and save time and money.

Another outstanding advantage is that you may share these sessions with co-workers or employees. They will not be eligible for CEs, but are certainly welcome to listen in or watch any session from the Learning Center. Help provide your staff and all of those working with you an excellent opportunity to learn about the auction business.

This is not only an exceptional opportunity for you or your staff, but at \$185 per year, \$285 per year for non-members, the Learning Center is also an outstanding value.

The NAA Learning Center is another in the long list of benefits offered to members. We hope you will sign up to take advantage of this opportunity. For more information, contact the NAA Education Institute staff at (888) 541-8084, extensions 19, 23, or 28.

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# NAA Learning Center

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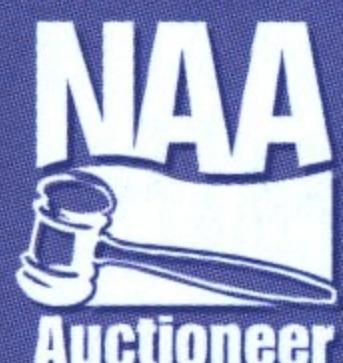
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The NAA Education Institute now has available valuable seminars and Conference and Show educational programs as well as the International Auctioneers Championships (IAC) to download to your computer, MP3 player, or iPod®. Additionally, you will be able to listen to 2007 Conference and Show's educational seminars soon after each session has been completed. Two of the sessions for 2006, and two for 2007, will have video.

#### ► Sessions Currently Available:

- All 2006 NAA Conference & Show Educational Sessions
- 2006 International Auctioneers Championship (IAC)
- 2005 Real Estate Seminar – Atlanta, GA
- 2007 Real Estate Seminar – Chicago, IL
- Marketing Webinar featuring Larry Mersereau

#### ► Coming Soon:

- All 2007 NAA Conference & Show Educational Sessions
- 2007 International Auctioneers Championship (IAC)

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Members of the NAA Learning Center have the ability to listen and watch an education session AND receive continuing education credits. At the end of each session, you will be able to print out a certificate of your earned CE credit.

By joining the NAA Learning Center, at a yearly cost of \$185 for NAA members and \$285 per year for non-members, you may attend any or all of the above sessions, receive CE credits, expand your learning opportunities, and save time and money. This is not only an exceptional opportunity for you and your staff, but the NAA Learning Center is also an outstanding value created to save you time and money.

Sign up today for the NAA Learning Center to receive access to recorded copies of seminar and video presentations.

To register for the **NAA Learning Center** mail or fax to: NAA Education Institute, 8880 Ballentine, Overland Park, KS 66214

Phone: 888-541-8084 ext. 19, 23 or 28      Fax: 913-894-5281      Email: [education@auctioneers.org](mailto:education@auctioneers.org)      Web: [visit www.auctioneers.org](http://www.auctioneers.org)

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# Come join us for NAF 2007 Study Tour to Seattle and Vancouver

**T**he National Auctioneers Foundation hosted an exciting and successful 21-day study tour to New Zealand and Australia in the Fall of 2006. We will be hosting another study tour this year on October 23-31 to Seattle, WA and Vancouver, British Columbia in Canada.

Some of the sites and auctions we have scheduled to visit are: South Seattle Auto Auction, owned by Manheim; the prestigious Pilchuck Glass Benefit auction; James G. Murphy's Equipment Auction; Snoqualmie Falls, which is one of Washington's most popular scenic attractions; a tour of Boehm's Candy Kitchen, which is known throughout the Northwest for their fabulous Swiss chocolates; United Flower Growers auction in British Columbia, Canada; a scenic ferry ride over to Victoria to Butchart Gardens to admire the floral splendors and enjoy High Tea at the famous Empress Hotel; and attend a Salmon Bake at the Capilano Suspension Bridge. These and more will be some of the highlights of our tour.

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- (4) **You will be with, and get to know better, your fellow Auctioneers.**
- (5) **It will be the most fun you will ever have on a "business trip."**
- (6) **Limited space is available, sign up early.**

Plan now to participate in the 2007 Study Tour, which is designed to be educational and an experience of a lifetime.

To request additional information regarding the tour, call Sara at the NAF office at (913) 541-8084 ext. 17 or email her at sara@auctioneers.org or go to our website [www.auctioneersfoundation.org](http://www.auctioneersfoundation.org) and click on seminars and events.

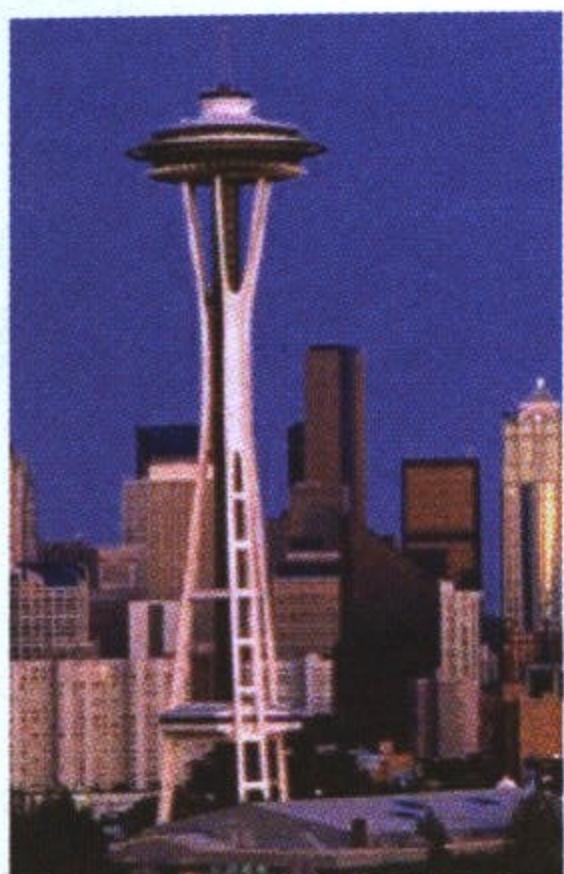
If you were not able to join us on our last tour, take action today. The 2007 study tour will produce wonderful memories that will last a lifetime and will be an opportunity you will not want to miss. Come join us on this exciting journey.

Simply fill out the registration form on the adjacent page and mail it to:

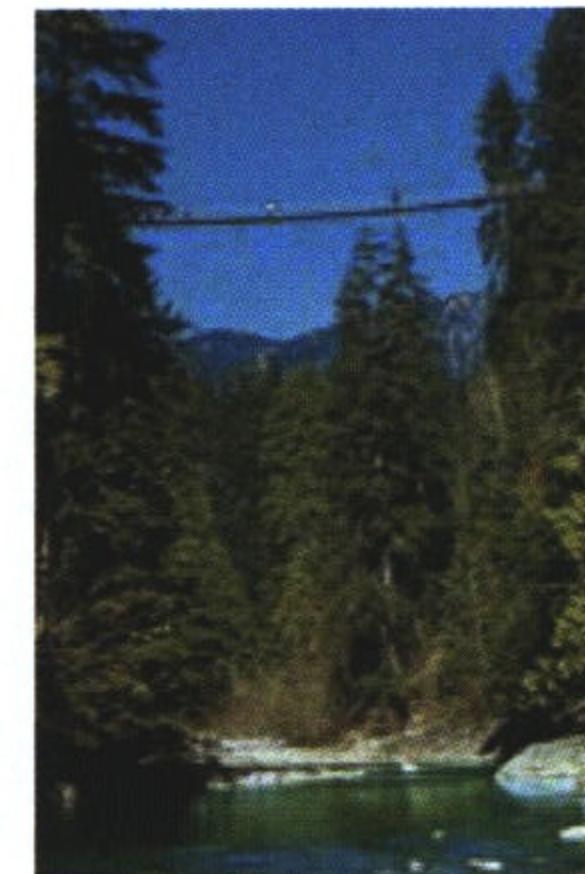
**NAF; Attention: Sara  
8880 Ballentine  
Overland Park, KS 66214  
or fax the registration form to:  
(913) 894-5281 attention: Sara**

**[www.auctioneersfoundation.org](http://www.auctioneersfoundation.org)**

# National Auctioneers Foundation Study Tour



## Registration Form Seattle, Washington & Vancouver, Canada October 23 - October 31, 2007



Accommodations for 8 nights in 3.5+ star hotels  
7 breakfasts, 2 lunches and 2 dinners.

**Visit to auto, benefit (glass), machinery, flower and antique auctions!**  
Tour the Wine Country; the famous Boehm's Candy Kitchen, Snoqualmie Falls,  
Butchart Gardens, Capilano Suspension Bridge & much, more...

### Registration (per person)

- \$1865 per person. (**Not included:** airfare, gratuities and extra meals)
- \$1810 per person **if paid by check or money order.**
- \$700 single room supplement. **\$680 if paid by check or money order**

### Please hold my space:

- \$300 deposit per person **due by July 31, 2007**

### **TOTAL**

NAF reserves the right to cancel the tour due to insufficient registration.

**Registration is on a first come, first served basis.**  
**Final payment is due August 31, 2007 to reserve your place. Don't be left out, register today! Limited space is available.**

All participants will be responsible in making their own airline reservation to Seattle, Washington and from Vancouver, Canada.

**NOTE: FINAL PAYMENT DUE NO LATER THAN: August 31, 2007**

Please register me:  **Check or money order enclosed**

Charge:  MasterCard  Visa  
 Discover  American Express

Card# \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Name \_\_\_\_\_

Guest/Spouse: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

FAX: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

**Make check payable to NAF and send with registration form to NAF, 8880 Ballentine, Overland Park, KS 66214 or FAX credit card registrations to (913) 894-5281.**

**Cancellation Policy: \$150 is non-refundable upon payment. If you cancel prior to the tour, the following amounts will be refunded:**

90 or more days.....tour cost - \$150  
89-61 days.....75% of tour cost is refunded  
45-60 days.....50% of tour cost is refunded  
Less than 45 days ....No refund



CHRIS LONGLY IS  
NAA'S PUBLIC AFFAIRS  
MANAGER OVERSEEING  
GOVERNMENT  
RELATIONS AND  
PUBLIC RELATIONS

With the August recess around the corner, members of Congress will be heading back to their states to meet and listen to their constituents. Take time this month to contact your U.S. Senators or Representative and invite them to attend one of your auctions. Inviting these officials to your events not only strengthens your relationship with them, but creates an opportunity to educate them about the important role the auction industry plays in our nation's economy.

## Free Press Releases!

**N**ow that I have your attention with the headline above, yes, you will find instructions in this edition of *Auctioneer* on how to send out your own press releases through the Members Only section of the NAA's website for free. However, before you log on and press 'Send', it is important to review how to write an effective, eye-catching media release.

With the help of this new NAA media outreach tool and the following press release tips, you no longer have to stress over the writing of these important PR tools or their cost.

When writing a press release, it is important to understand that your audience is first and foremost the editor or the news director at your local newspaper, radio station or newspaper. Whether it is the morning commuter listening to the radio, someone browsing the paper over the lunch hour, or a family watching the news over dinner, these media professionals are constantly focused on entertaining and educating their consumers.

Every day newsrooms are bombarded with endless amounts of press releases wishing to educate and entertain these consumers, all the while gaining exposure and increasing their brand. As you can expect, the world is filled with sound bites and brief excerpts, which makes the world of press releases all the more competitive. To pass the test of whether your press release ends up in the hands of an eager reporter looking for a story or in the trash depends on your commitment to quality.

I prefer to look at writing press releases as writing a simple short story. With the short story I produce, my goal is to attract the attention of an editor or reporter who will be interested in the story and wish to learn more by contacting me and finishing the story. The premise is that a press release is in a sense a short story full of details that needs to be lengthened. You already have an interesting story, that is why you are sending a press release and telling "your story" in the first place. Let's just piece your story together.

In any story you have characters, a location, a theme, etc. The same goes for the "Five Ws" of journalism that reporters use every day. They look for the who, what, when, where, and why with every story. Where and when is your auction taking place? Who is holding the auction? What is interesting about this auction? Once you have answered your "Five Ws", you can begin writing your press release.

continued on 71

# NAA's first Lobby Day on Capitol Hill was a day to remember

By Lance Walker, CAI, BAS, CES

**T**hirty years of marriage to the perfect mate is something to celebrate. I celebrated this milestone of marriage to my Auctioneer wife Terri in May by taking her and our two children to NAA Lobby Day in Washington, DC.

Okay, maybe it is not what every woman would want, but we actually had a great time and learned a lot about how our political process works.

NAA Lobby Day -- also called "Auction Action on Capitol Hill" -- was an opportunity for NAA Auctioneers to meet their Congressmen and ask for their support for legislation or action that could greatly affect the auction industry.

About 58 Auctioneers from California to Florida gathered at the Hamilton Crown Plaza to learn from new NAA Public Affairs Manager Chris Longly (in charge of Government Affairs) and a team of Capitol Hill experts on how we could approach legislators on two important issues effecting Auctioneers.

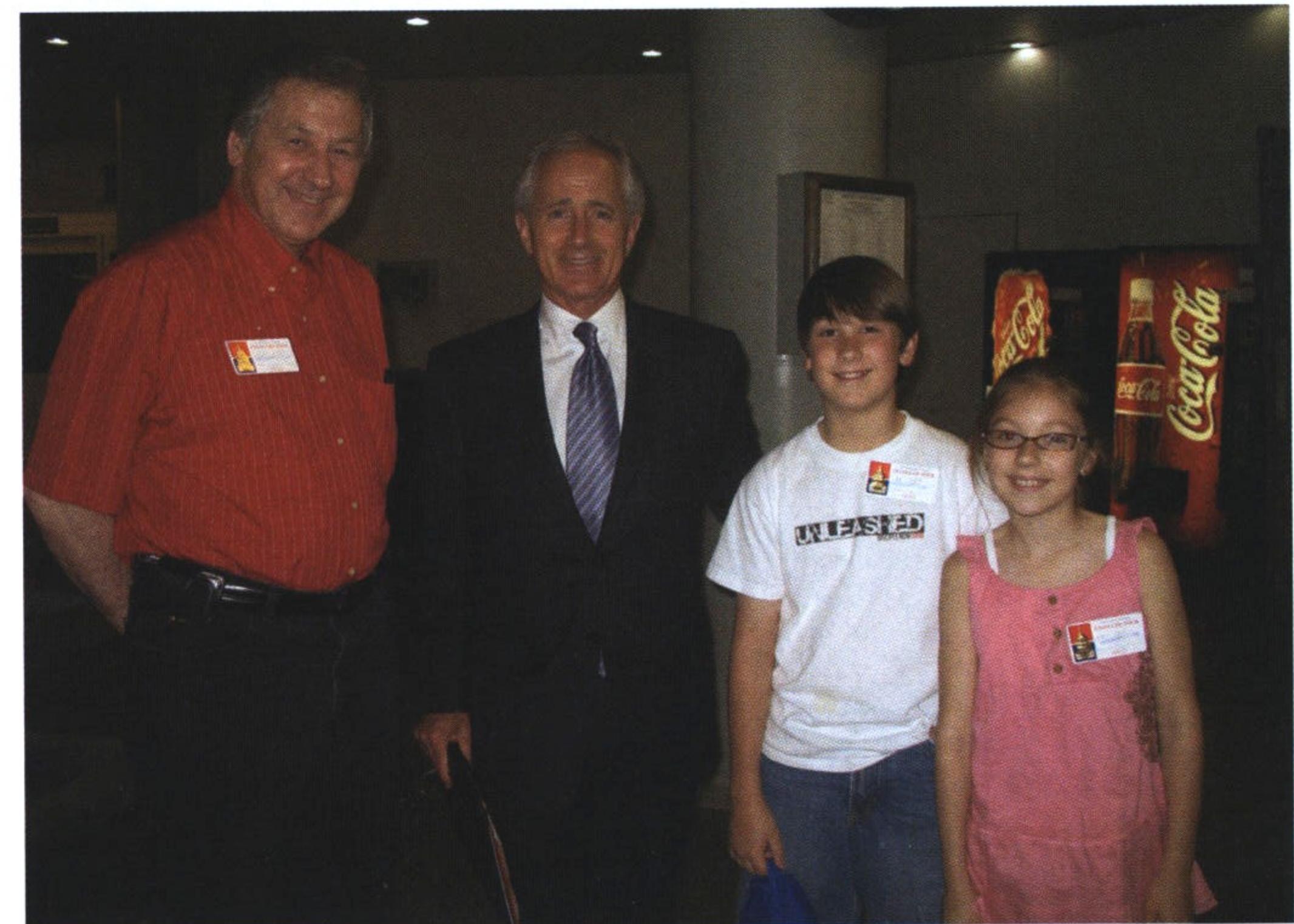
Auctioneers were first educated on House Bill 111/Senate Bill 413 called "Community Choice in Real Estate Act". This act would prohibit banks from engaging in real estate brokerage and management. Obviously this could be a huge threat to Auctioneers who sell real estate at auction. This bill would quickly give a monopoly to banks and allow them an unfair advantage in soliciting customers for whom they are providing credit. It is essential that Congress maintains its current policy separating banking and commerce. This act would stifle competition and lead to fewer consumer options as well as increased costs. Banks should remain in the financial business and allow auctioneers and real estate professionals to continue marketing real estate.

The second was a proposed rule by the GSA to sell excess property at their service centers as opposed to using independent contractors like Auctioneers. This would negatively affect many Auctioneers and no longer allow the public to purchase this government property at public auctions conducted by qualified NAA members.

Terri and I met separately with staff members of Tennessee Senators Lamar Alexander, Bob Corker and



**NAA members introduce themselves before the start of the 2007 Auction Action on Capitol Hill training seminar in Washington, D.C.**



**Tennessee U.S. Senator Bob Corker, second from left, joined NAA Director Lance Walker and his children Eric and Caroline for a photo at the Capitol.**

**continued on next page**



Christopher Kush of Soapbox Consulting provided members with an entertaining and informative look at how the political process works in Washington, as well as how to manage and structure their meetings with legislators.



Pennsylvania Auctioneers NAA Director Jay Ziegler, center, and William Howze review their schedule of meetings at the Capitol. Every participant met with both of their U.S. Senators and their U.S. Representative.

Rep. Steve Cohen. Each office was eager to know our opinions and very receptive of our being there. Representative Cohen was already a co-sponsor of HB 111 so we wanted to thank him for that. The two Senators had previously been lobbied by NAR members and were aware of the issue. I do think our presence made a difference and am certain that the profession of auctioneering is now on their radar screen.

What we noticed was that prior to our appointments and

immediately following each meeting there were other people doing the same thing we were but on different issues. We realized that our senators and representatives are constantly being influenced one way or the other on issues that affect various industries. This brought home the importance of NAA members to be seen and heard on issues that affect our livelihood. Surely, the banking industry has been trying to have the opposite influence on our legislators. Unless we maintain contact with our legislators they will not know how to best represent us. Visits, letters, phone calls, emails and donations are what get legislators attention. I learned that NAA members should participate in all of the above.

Next year I better get my wife some bling for our anniversary instead of a trip to D.C. Hopefully Auction Action on Capitol Hill will not fall on May 22 again. For the Walker family, it ended up being a unique way to celebrate our anniversary as well as learn a great deal about how our system of government works.

Our children will always remember their special time exploring our nation's capitol with mom and dad. Terri and I have that great memory as well and a much better appreciation of how our process of government works. The auction industry needs to have an active part in this process. Make a commitment to contact your representatives concerning important legislation that affects you. Next year, come to the nation's capitol and participate in Auction Action on Capitol Hill.

## Elect Monte Lowderman NAA Director in July 2007



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

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

This passion is exceeded only by my commitment to family. It would be an honor to serve

YOU!

*“...watch your character, it’s your destiny.” - Monte Lowderman*



## Auxiliary's new website will help members keep in touch

**O**n a recent road trip in which I drove through many miles of the southwestern Arizona desert, I could not help but notice how accustomed we have become to "staying in touch."

No matter how sparse the population or the vegetation, cell towers were almost always within sight of the highway. People want to keep in touch, and those in the auction profession know that keeping in touch is an essential part of conducting business.

The Auxiliary has made keeping in touch with its membership a primary goal. At the upcoming 58th International Auctioneers Conference and Show in San Diego, CA the Auxiliary will be unveiling its new website. The new site will feature incoming president Annette Wells, a calendar of events which will include upcoming state auxiliary meetings and NAA seminars, and, as soon as they are announced, the 2007 Scholarship Award winners and the 2007 Hall of Fame inductees.

Information will be updated on a monthly basis so members can look forward to reading about the newly-elected Auxiliary officers and directors. News and pictures from the 2007 Conference and Show will also be featured in the coming months. Be sure to stop by the Auxiliary booth during the conference so you can personally see the new web site on a laptop computer.

Along with the new website, the Auxiliary is also trying to get the email addresses for its entire membership. We currently have only approximately 400 email addresses out of a membership of 1,700. Periodically, we like to send out email blasts (short, quick reminders of important dates or events) to the entire membership via email. If you have not already done so, please take a moment to contact Executive Management Resources at (919) 876-0687 or

by email to [execman@att.net](mailto:execman@att.net) and add your email address to the Auxiliary list.

While we all enjoy and appreciate the time spent in fun and fellowship with our peers at the annual NAA Conference and Show, for most of us the only time we have together is that one short week of the year. Keeping in touch with our membership throughout the entire year is the goal of the Auxiliary. We are hoping that the new website and the email blasts will move us closer to accomplishing our goal.

I look forward to seeing each and every one of you at the NAA conference in San Diego!

AUXILIARY PRESIDENT SHARON HUISMAN AND HER HUSBAND, AUCTIONEER DAVE HUISMAN, CAI, LIVE IN GALT, CA.

*Along with the new website, the Auxiliary is also trying to get the email addresses for its entire membership.*

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

### **Advice in this column**

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

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

## **Buyer release of down payment**

For the last 10 years we have required a non-refundable down payment at our real estate auctions as part of the terms set forth by the seller and advertised prior to the auction. Last year, for the first time, a property did not close as scheduled and, due to some non-disclosed items, the buyer and sellers each secured attorneys.

The sellers finally empowered me to negotiate a division of the down payment, and the sellers ended up retaining part and refunding the balance. This was the only way the buyer would sign a cancellation of purchase agreement. My question is: Can I have the buyer sign a cancellation releasing the down payment at the auction that can be recorded if they do not close in a timely manner?

Frank Imholte, CAI, AARE, CES  
St. Cloud, MN.

**Answer:** A cancellation releasing the down payment ("mutual release") is a form that is generally signed by both parties when a purchase will not close as anticipated. Executing a mutual release immediately after an auction of real estate may not be a good business practice because it could send the wrong message to the buyer and seller.

For example, consider a successful bidder agreeing to pay \$500,000 for the purchase of real estate. Both parties, at the time of sale, expect the sale to close as agreed. If an Auctioneer asks the buyer to sign a mutual release after the execution of the purchase agreement, the buyer may question the seller's willingness to complete the sale or infer that there is a problem. If the buyer executes a mutual release at the same time as he or she signs the purchase agreement, the seller can unilaterally terminate the agreement at any time and pocket the down payment. Buyers would generally resist signing the mutual release. Furthermore, if the seller is aware that the Auctioneer obtained an executed mutual release from the buyer, the seller may question the Auctioneer's ability to complete the sale, which could interfere with the relationship between the seller and the Auctioneer.

In addition, the mutual release is normally drafted in such a way that it helps protect the Auctioneer. When a bidder makes a down payment for the sale of real estate, the Auctioneer usually will hold onto the proceeds as an escrow agent. When a real estate sale does not close, both parties will usually end up demanding payment of the funds held in escrow. The Auctioneer does not want to be in a position where he or she must decide to whom to give the money. The mutual release requires the buyer and seller to agree on the disposition of the down payment so the Auctioneer knows how to distribute the proceeds. If both parties refuse to sign the mutual release, the Auctioneer may file a complaint with the local court naming both parties to the contract and paying the money into the Court. This will usually allow the parties to fight over who should receive the money, but keeps the Auctioneer out of it.

Auctioneers generally should not attempt to have a buyer sign the mutual release immediately after the execution of the purchase agreement. When the property does not close and there is going to be a fight over the down payment, an Auctioneer should contact an attorney for assistance in navigating the dispute. In general, the mutual release should only be used when the transaction is not going to close and the parties reach an agreement on the distribution of the proceeds.

## Can real estate agent disrupt an auction?

I recently had two disturbing incidents in recent real estate auctions that led to the following two related questions: While doing my pre-auction announcements on a condo unit, a real estate agent (and resident of the complex) interrupted and stated to my registered bidders that, even if they were the successful bidder, they may not be able to live in the unit unless "approved" by the board as stated in the house rules. She then stated to all present that we (the auction company and the owner of the condo) had no right to auction the unit. At this point, two of the six bidders walked out.

Also, as treasurer of the condo board, she printed in the monthly newsletter that we (the auction company) had agreed not to sell the unit for less than \$500,000. My seller's reserve price was below that and we never made any such agreement and furthermore, we never had any contact with anyone from the board.

Here are my two questions: Can some kind of legal action be taken against her? And, can a condo board hold "approval" authority over someone who legally buys a piece of real estate?

Boyd Allison, Jr.  
Midlothian, VA

**Answer:** The actions of the real estate agent and condo board at the time of the auction certainly raise a few potential legal issues. It seems that there are a few potential claims you could make against the agent and condo board. These claims may include: (1) fraud; (2) misrepresentation; (3) tortious interference with a contractual relationship; (4) and other potential claims. I suggest contacting an attorney licensed in your state and discussing these issues with him or her.

Since the statements and representations of the real estate agent relating to the reserve amount were false and her actions prevented the sale from being successful, there may be a claim for fraud or misrepresentation. Individuals are generally not allowed to make false representations, which are relied upon, and injure another party. The realtor said there was an agreement to not sell the condo for less than \$500,000. If this is an untrue statement of fact, and the other elements required by state law can be satisfied, there may be a valid claim.

In addition, once two parties enter into a valid contract, third parties are generally prohibited from interfering with the performance of either party's obligations arising under the contract. In this matter, the Auctioneer and the seller have a contract and the real estate agent may have tortiously interfered with the Auctioneer's ability to perform. In order to prevail on a claim for tortious interference with contract, a party must prove the following general requirements: (1) the existence of a valid contract; (2) defendant's knowledge of the contract; (3) defendant's intentional cause of the breach of that contract; and, (4) dam-

ages. Whether the real estate agent's actions meet these requirements is an issue to address with an attorney.

The statement about the approval of the board being required before the successful bidder can live in the condominium is also a concern. Unfortunately, I have not had an opportunity to review the condominium by-laws or restrictive covenants (which are probably the house rules referred to by the real estate agent). If the by-laws and restrictive covenants do not require approval of the board, this statement may support the claim for fraud. If the house rules do require the approval of the board, the issue becomes what is the criteria for approval. Federal law prohibits housing discrimination on the basis of race, origin, religion, ethnicity, nationality, and sex. Any rules that deny the above classes housing opportunities may be void and unenforceable.

These types of provisions have been successfully challenged in some instances. It depends upon what the house rules say. If a successful buyer is not approved by the board, he or she should seek legal counsel to review the rules of the condominium board to determine whether they comply with federal and state law and are enforceable.

**continued on 78**

## Art Feller - Auctioneer - Cissna Park, IL

1939 Graduate of Reich Auction College in Austin, Minn.  
Auction Career — 67 Years  
Farm, Antique, Commercial, Real Estate

**HIGHLIGHTS OF CAREER:** Selling over 10,000 Actions.  
Co-owner and auctioneer at livestock market auctions in  
Cissna Park, Kankakee, El Paso, and Forest, Ill.  
Auctioneered the large Eastern Illinois Machinery Auction.

Owner & operator of Feller Auction College in Kankakee, Ill.  
Graduating many successful auctioneers throughout the U.S.

Applied for and received from U.S. Patent Office a patent for a  
modern cashier system. Manufactured auction tops and cashier  
offices which were sold throughout the U.S. and Canada.

Owner and editor of Auctioneer Chant newspaper developed to  
advertise auction sales with a subscription list covering the Midwest.

The Livestock Auction Markets of America sponsored an auction  
contest in California. He entered and placed 5th. For years he sold  
buffalo for the U.S. government.

The Cissna Park Chamber of Commerce presented him with a  
plaque for his contributions to agriculture.

*Newsweek, CBS and Wall Street Journal* interviewed him  
for his views of agriculture in the Midwest.

He was inducted into the Illinois Auctioneer Hall of Fame.

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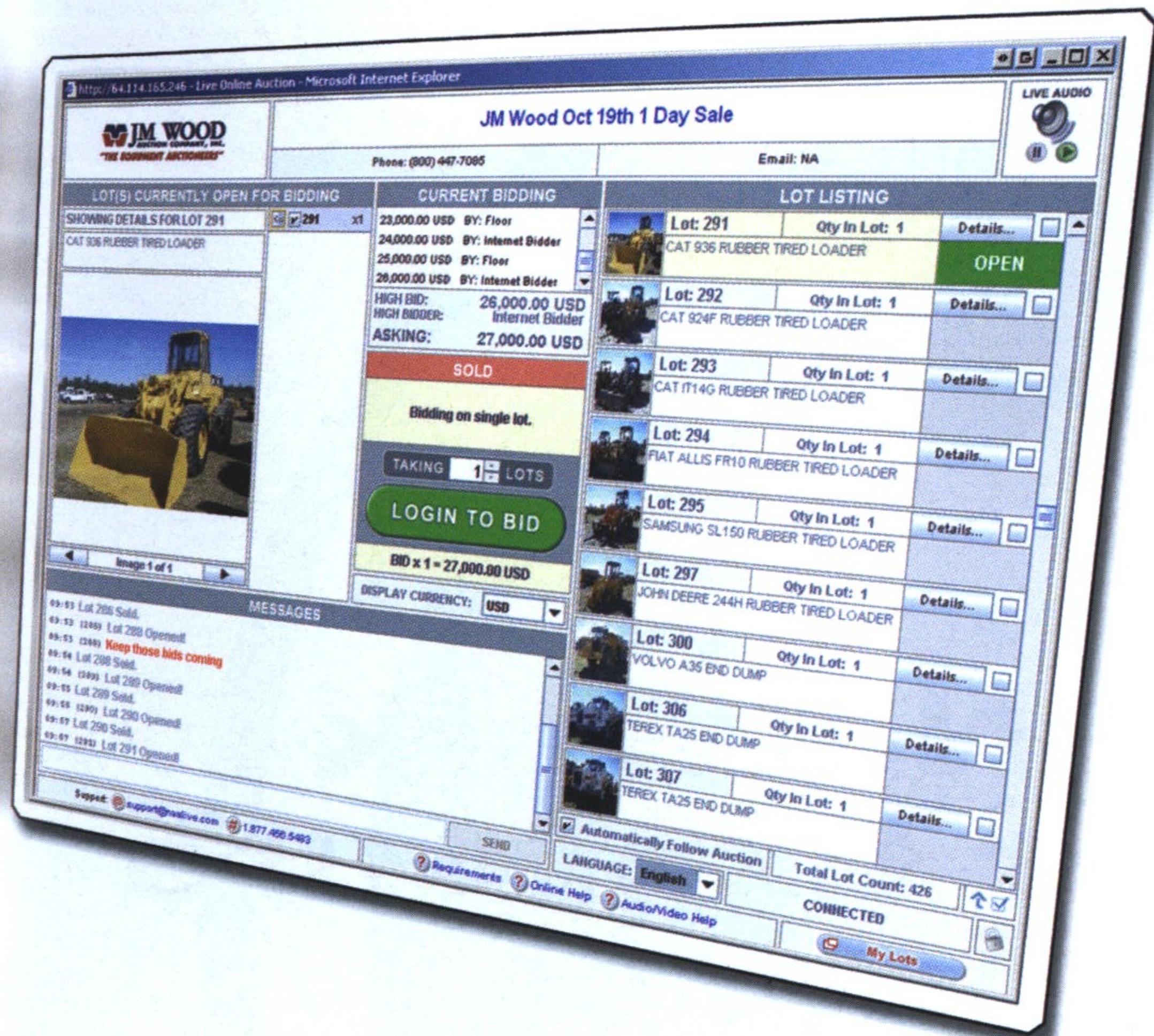
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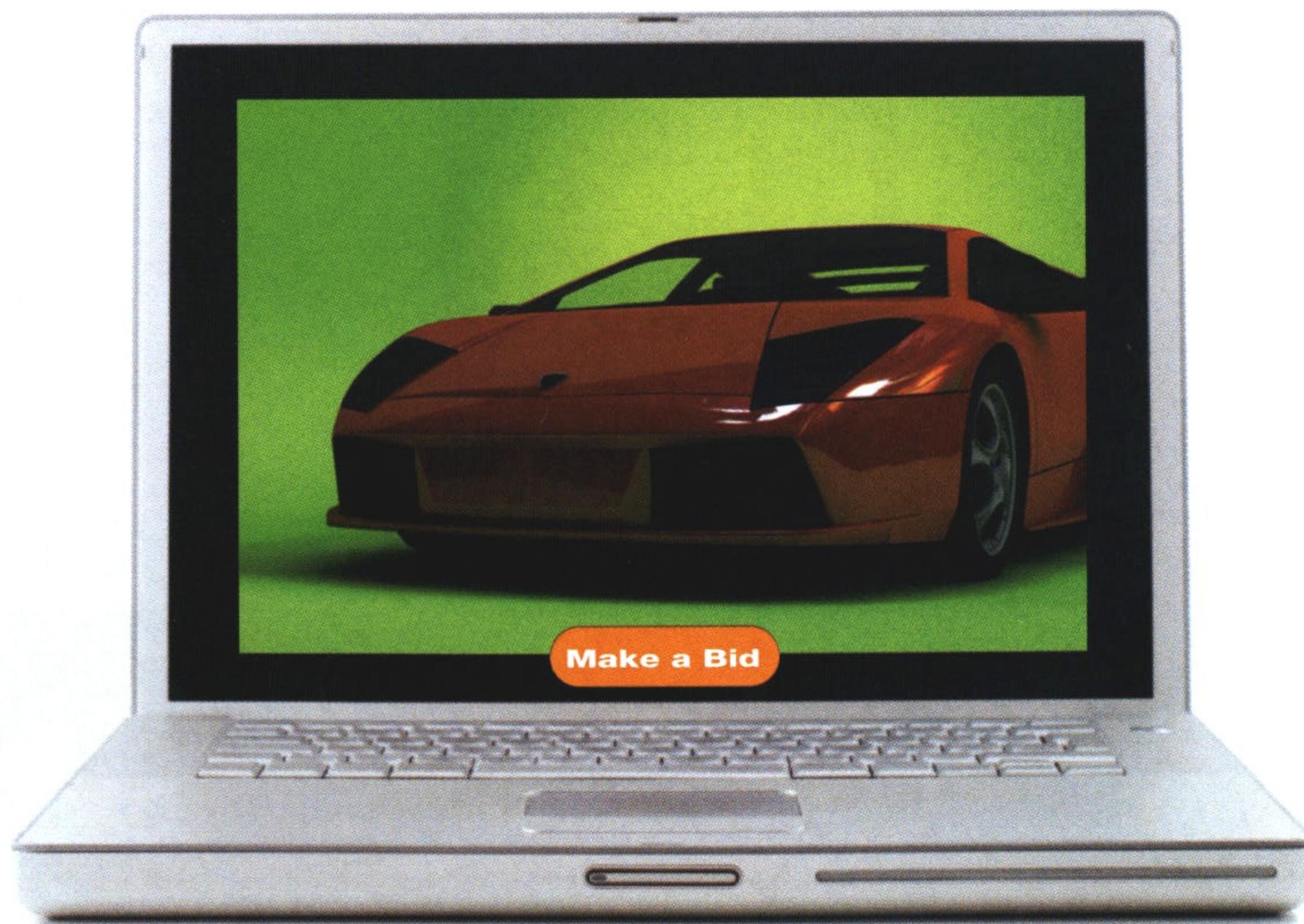
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**New Auction Network  
to Bring Greater Exposure  
for Auctioneers**



Exciting, entertaining, interactive, the Auction Network means greater exposure for the auction profession and marries the auction business with the entertainment industry. For the creators of the network, it was a natural combination and one that could have far-reaching benefits for Auctioneers nationwide.



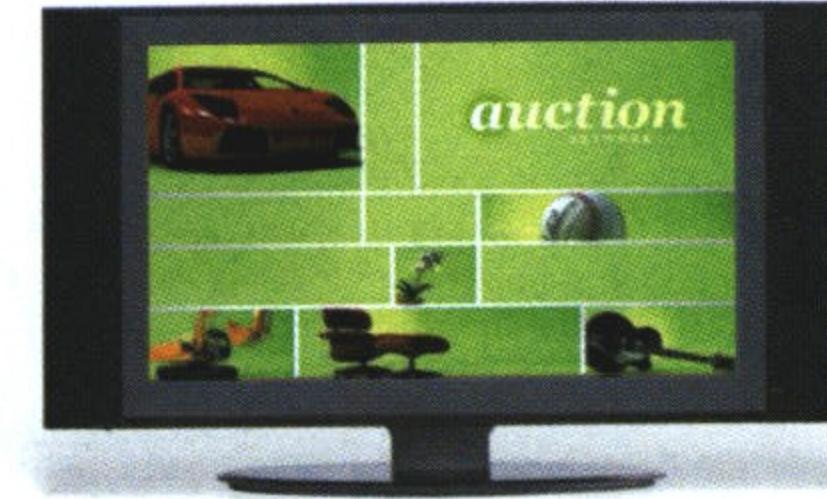


“97% of Americans attend an auction for the sheer entertainment,” says Network CEO and founder Pam McKissick. “When you look at current television programming, you do not see any hit shows based on a subject nearly as compelling. The network team we’ve assembled is a rare blend of talented people with strong television and entertainment backgrounds who’ve been trained for years by great auction families.” McKissick is a natural fit to lead this endeavor. She previously worked for the Walt Disney Company as Director of Creative Services for Walt Disney World/Epcot Center as well as Vice President of Network Specials for the Disney Studios. She later served as President and Chief Operating Officer of TV Guide Networks, a 56-million-household, ad-supported cable network distributed across the United States via major cable operators. At TV Guide she oversaw all operations, including research and marketing, ad sales, on-air programming, finance, product development and creative services. Raised on a ranch with an interest in the auction business, she took her robust broadcasting and business background to Williams & Williams where President/CEO Dean Williams brought her on board as that company’s chief operating officer. McKissick is a member of NAA and in her third year of Certified Auction Institute (CAI).



*“As soon as I heard about it, I felt that this could be the greatest public relations opportunity in the history of the auction industry.”*

**NAA President-Elect Tommy Williams**

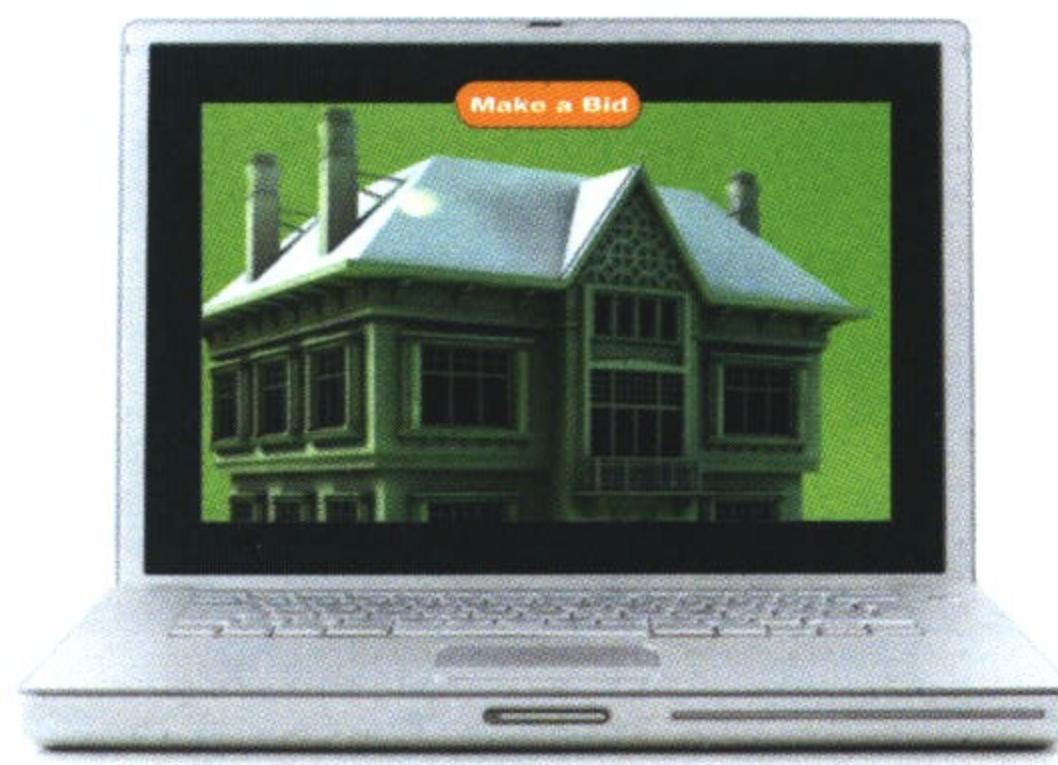


**Pam McKissick**, Auction Network CEO  
Professional Background: Chief Operating Officer – Williams & Williams  
President & Chief Operating Officer – TV Guide Networks  
Director of Creative Services – Walt Disney World/Epcot Center,  
Walt Disney Company  
Vice President – Network Specials, Walt Disney Company

“I love being in the auction business,” says McKissick. “I’d been around it all my life – owning horses, living on a ranch, attending auctions as a kid, selling my home at auction as an adult – but the chance to actually work in the business has given me a greater appreciation of the people in this industry – their integrity, their work ethic, their tradition – and of the enormous potential of this industry. This network can elevate auction in America – become the tipping point for the auction industry. It will deliver great programming, great deals, great fun – whether you’re buying, selling, just watching or maybe even attending auction school as a wonderful career choice.”

As she worked with Williams to develop a staff capable of supporting the growing demands on the company’s Auctioneers and services, McKissick began to notice parallels between the auction business and the TV

programming business she had worked in previously. As she explained to Auctioneer Magazine, “In both lines of work you have a lot of pre-production – getting the product ready to sell, getting contracts ready, finding the right star/auction team – all as part of your work to get ready for the big show, or day of sale. Instead of network ratings after the show, you have sales and happy customers to tell you if it was a hit.” These similarities inspired McKissick to see that not only could the auction business benefit from those with entertainment industry experience, but also that the entertainment industry was missing out on those in the auction profession.



*"I knew immediately that the Auction Network would be the perfect fit for NAA."* **NAA CEO Bob Shively**

But would others see the same potential? Why should the entertainment industry invest in an auction partnership? Perhaps without realizing it, they already have. Auctions are the subject of 46.7 million books, magazines and videos. This supply is driven by a public demand also reflected in the 160 million internet auction links online. Consumers seemingly have an insatiable appetite for auctions. The auction industry totaled a record \$257 billion dollars in sales in 2006 and continues to increase each year. 57% of consumers have attended a live auction, and they spend an average of nearly \$1000 when doing so. 70 million people attend auctions annually. These are the kinds of numbers that catch the attention and imagination of entertainment industry executives. Throw in studies that show 83% of auction attendees believe they are a way to get good values and 75% involve their whole family when attending auctions

and you've got a widely-popular, family-friendly subject that appears to have been previously overlooked. Indeed, with over 200 existing and emerging cable TV networks in the US, none are dedicated to the topic of auctions. Few auction programs currently exist on U.S. television, and even fewer establish an emotional connection for viewers. Yet digital networks in the United Kingdom and Germany run over 100 daily live auctions, generating millions of viewers and registered bidders monthly. Any entertainment professional could see from these statistics that a significant void exists in the area of auction programming.

With this in mind, McKissick formed the Auction Network as an independent company with herself as the chief executive officer. She didn't have to look far for the network's senior management either. Fontana Fitzwilson

**Fontana Fitzwilson**, Auction Network General Manager  
Professional Background:  
Vice President – Corporate Research & Strategic Development,  
Williams & Williams  
Vice President – Research, TV Guide



spent 15 years with TV Guide, working as the Vice President for Research. In that position she directed the domestic and international research of TV Guide Television Group, including the areas of brand equity and positioning, programming, advertising, audience measurement, product and marketing development. Fitzwilson distinguished herself in this career to the extent that she was viewed as an entertainment industry leader in the field of corporate research. Having gone on to serve as the Vice President for Corporate Research and Strategic Development at Williams & Williams, Fitzwilson brought an understanding of the auction industry in addition to the components behind successful television programming. McKissick brought her on board at the Auction Network as General Manager.

With the idea and key management in place, Auction Network executives sought the advice of NAA President-Elect Tommy Williams. "I had long believed that NAA needed to launch a television network. As soon as I heard about Auction Network, I felt this could be the greatest public relations opportunity in the history of the auction industry," says Williams. "It will reshape the way the world thinks of auctions, like eBay has done. If the network does what I believe it can, it will surpass eBay in its importance to our industry." Seeing this potential but refusing to take a financial stake in the company because of his commitments to the NAA, Williams recommended the network executives discuss the idea further with NAA CEO Bob Shively.

"Just prior to my first meeting with Pam, the NAA Board of Directors had approved the development of a television program covering the International Auctioneer Championship (IAC) and wanted to pursue the creation of a weekly television program for NAA," recounts Shively. "We were still in the initial stages of investigation for both programs when I had the opportunity to meet with Pam and her team. It was uncanny how their concept fit with



## Auction Network Programming



The original programming of the Auction Network will focus on the central theme of auction. The auction network will be "dayparted" to reach the appropriate audience at the right time of the day. You'll see everything from live, colorful, event-driven auctions for high-end cars, yachts, horses, cattle, luxury homes, antiques, sports and movie memorabilia to emotionally charged auctions that sell the quarterback jersey after the playoff game, the celebrity gown after the awards show, or the guitar after a music icons farewell tour. Auction Network will feed consumers' appetites for the fun and entertainment of auctions with daily features targeting buyers, collectors, and auction enthusiasts at the local, national and international level. "Behind the Scenes" and family programming will round out the programming fare with "Biography"-style shows about the unique lives of auctioneers, fun kids' auctions and national auctioneer contests.

### How Auctioneers Can Participate

NAA affiliated Auctioneers will be featured in everything from "How To" programming where they'll explain how to participate in auctions to civil war artifact auctions where they'll discuss the historical significance of the items to be sold. If Auctioneers have an upcoming auction they believe would make for good viewing, they can contact the network's head of programming. In addition, ad time to promote specific auctions and auction services in general, is available for purchase.



## Let's Say A Viewer Collects Autographed Boxing Gloves or Even Buffalo China.



They can go to the Auction Network's site and run a search for "autographed boxing gloves" that will give them the time and location of autographed boxing glove auctions in their area, and then bid in real time through the site. They can also view archived footage of previous auctions featuring autographed boxing gloves. There is no limit to the range of items sold at auction, and the network's search capability will reflect that. If autographed boxing gloves are not your thing and you would like to search for Buffalo China auctions and broadcasts, the same capability exists for you. The ability to bring live auctions to a local crowd, as well as a national or international audience simultaneously, has tremendous benefits for the industry.

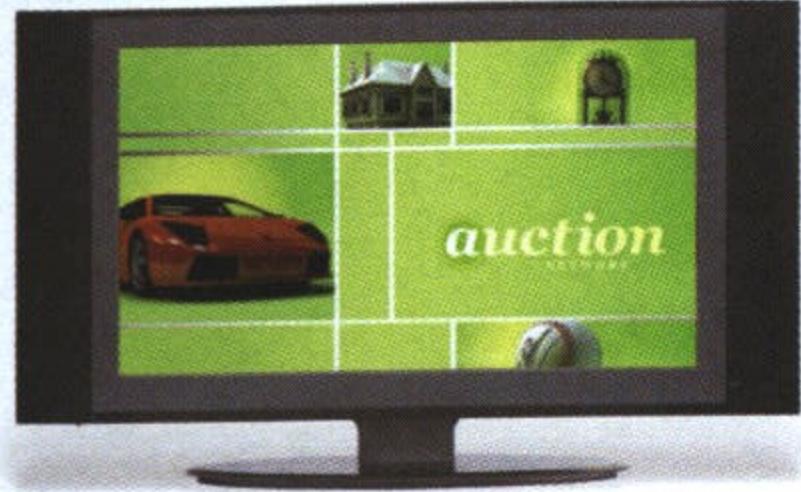


the board's objectives, even surpassed them. I knew immediately the Auction Network would be the perfect fit for NAA."

Shively worked hand-in-hand with Auction Network executives to develop a partnership agreement benefiting all parties involved. "The NAA Executive Committee was first presented with the concept and warmly embraced the idea and network," says Shively. "It was brought to the entire Board at the 2007 Winter Seminar in Tucson and it passed unanimously." The inherent opportunity was obvious to those attending the board meeting, says NAA



*"Every once in a while an opportunity comes along that can do wonders for your business, or in this case your entire industry... This is going to be a first-class deal."* **NAA President Bill Sheridan**



President Bill Sheridan. "Every once in a while an opportunity comes along that can do wonders for your business, or in this case your entire industry. Not only will there be exposure for the NAA and its 6,500 members – really for the entire auction profession – but it will be carried out by true television industry veterans. The long-term possible financial benefit for our membership was also apparent as we heard the network team's plans for building it out as it grows. This is going to be a first-class deal."

Following the success of their partnership with the NAA, the Auction Network began seeking other programming partners. To date the network has established partnerships with NAA, Aumann Auctions, Heritage Auction Company, Keeneland Auction Company, Auction Systems Auctioneers

& Appraisers, Inc. and discussions are underway with other large auction houses. Auction Network programming partners receive advertising and auction links through the network's internet television site, and in turn agree to provide content to the network.

The Auction Network will debut online in October at [www.auctionnetwork.com](http://www.auctionnetwork.com), and will expand to cable and satellite by 2008. The online component will not only kick off the network's multi-faceted website but will also utilize the latest medium of mass communication: internet television. Internet television is defined as television delivered to personal computers, mobile devices, set top boxes, and even your television – all via the



*auction network*

internet. Typically, internet television sites offer various viewing modes: an interactive television schedule, video on demand programming, archive and keyword search, the ability to download desired content and live events.

The internet television marketplace is at a tipping point, with 22% of United States internet users watching video monthly or more frequently – and with the United States population now spending more time online than



Pam McKissick, Bill Sheridan and Bob Shively finalize  
Auction Network agreement.

**The NAA and the Auction Network developed an agreement**

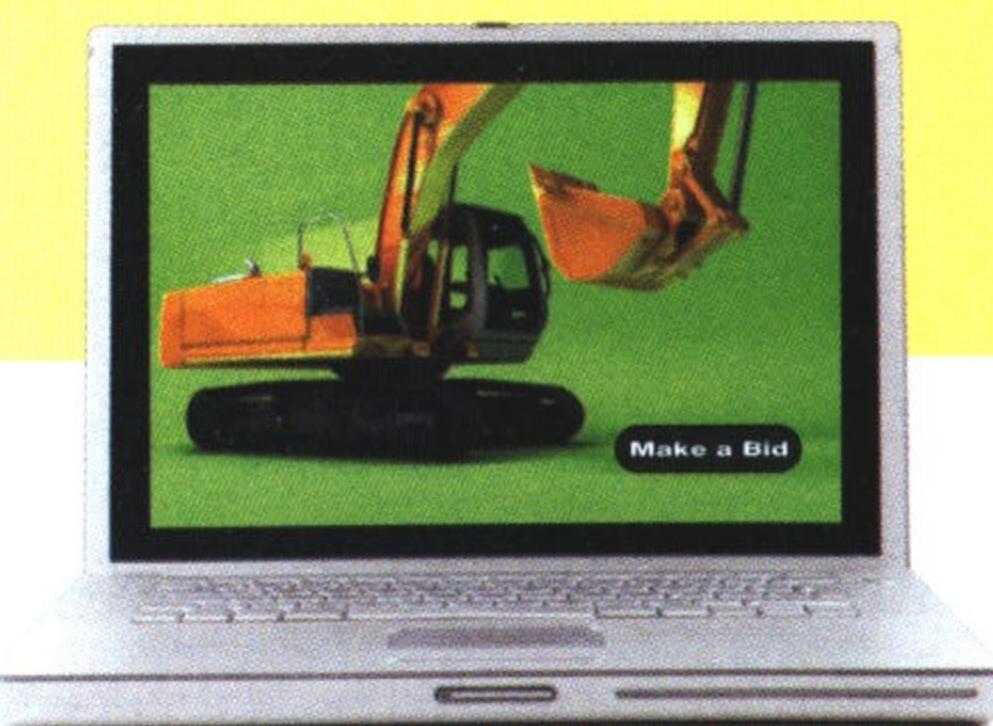
**that declares the Auction Network “the official and exclusive**

**broadcaster of the NAA and its members.”** The network plans to

air regular “Ask the Experts” video bites featuring NAA members. The network also

plans to broadcast the annual IAC Championship, and will provide free promotional air time to the NAA. All

on-air talent will be NAA members.



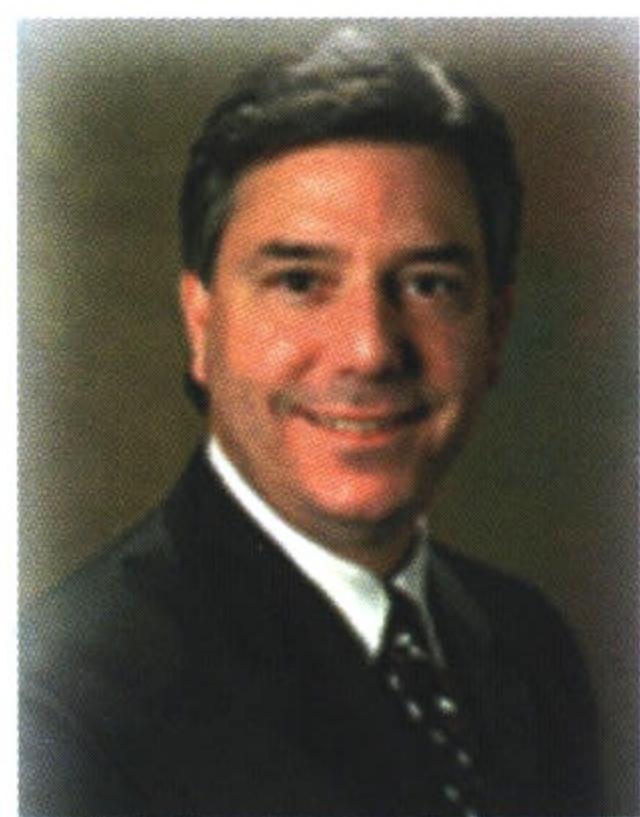
watching traditional television. The internet television broadcast can be viewed by simply logging on to the Auction Network's website. Establishing this online presence will enable the network to include live interactive bidding both online and in conjunction with cable programming.

All this background and detail support the Auction Network's greatest potential for the auction industry: to help bring auction and Auctioneers to the forefront of public perception, creating a following for Auctioneers in the same way people follow sports figures. The network intends to facilitate the exposure the auction industry needs as that perfect blend of exciting commerce and world class entertainment in the United States and abroad. The Auction Network is like a sporting event



that's national, international, live and interactive. Contemplating what this could mean for all parties involved, Harvie Wilkinson, Vice President of Keeneland Association remarked that "this is not just a single program but a network and by partnering with the Auction Network on selective programming, we are not only able to make top-of-the-line programming available nationally all the time but also to drive the initiatives of the Thoroughbred horse business."





DAVE HANNEMAN  
IS THE NAF  
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## **HARRY MULLIS CANDIDATE, NAA DIRECTOR**



*I ask for  
your vote  
on July 19.*

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

# **Investing in Our Future**

## **Planned Giving to NAF - Ensuring Your Legacy**

Determining how you want to be remembered after you're gone can be one of the most important decisions you make. People often avoid the issue of death, but in the case of estate planning, it's really about focusing on life.

You're no doubt proud of your accomplishments in life, no matter what they may be. Your children, your business or your impact on others lives; these are the types of things that should be remembered.

Estate planning remains one of the ways you can protect yourself and your loved ones. With the proper techniques and planning, you can help ensure that you're remembered for the impact you had on your community and your profession. In the event of an accident or other medical emergencies, you should be prepared.

The National Auctioneers Foundation relies on the generous support of people like you who take pride in knowing that they have helped provide opportunities that ensure all young Auctioneers have the tools to do what they do best: represent sellers through the auction method of marketing.

After providing for family and friends, many people like you who understand the joy of giving and the benefits of estate planning, choose to leave an indelible mark on their industry through a planned gift. The

NAF is pleased to offer a Planned Giving Program that allows you to ensure your legacy in the auction industry.

Planned gifts are within almost anyone's reach and will help secure the future of the industry that has been a defining aspect of your life.

*The program has several benefits to consider:*

- You will likely be able to make a much larger investment in the Foundation than you imagined.
- You can experience the pride and satisfaction that comes with providing a major gift to a cause you support.
- The Foundation can plan well into the future to support the programs and projects that propel the growth of the industry for future generations.
- You may receive numerous tax benefits, including charitable deductions, lowered estate taxes and preferential treatment of capital gains tax.

In recognition of this sustaining dedication, the Foundation has formed The Legacy Circle. As members of The Legacy Circle, you will be recognized by peers as well as future generations as the most devoted supporters of the auction industry.

If you would like to speak with someone about the program, please contact the NAF at (913) 541-8084, ext. 26.

*The NAF is  
pleased to offer a  
Planned Giving  
Program that allows  
you to ensure your  
legacy in the  
auction industry.*

# The National Auctioneers Foundation

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Gentlemen we can rebuild him...  
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*naa BUILDS BIGGER AND BETTER WEBSITE*

# **New website focuses on consumer and member needs. Auction calendar is improved.**

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

**T**his summer, a new and improved NAA website will launch at the 58th International Auctioneers Conference and Show in San Diego, CA. The new website will incorporate content management technology as well as an updated auction calendar to help the members get the most from this NAA member benefit.

For the past three years, [www.auctioneers.org](http://www.auctioneers.org) evolved by adding features, updating pages and trying to keep up with the demands of NAA members and consumer visitors. While the site was mostly successful in satisfying the needs of its users, the NAA knew it needed a more comprehensive solution.

"As technology has grown, so have user expectations. What people expected from a website in 2002 is vastly different from what people expect in 2007," said NAA president William L. Sheridan, CAI, AARE, GPPA.

According to web experts, a full-scale redesign and rebranding/repositioning effort should occur every 24 to 36 months. The NAA's last web redesign occurred in 2004.

"Our current site needed to be updated and changed with the times. Through the years, our site became difficult to navigate for the members and the public," said Technology Committee chair Jay Ziegler, CAI, AARE.

According to Ziegler, the main goal of the web redevelopment project was to make the public side of the website more consumer-oriented while providing members with a more efficient experience.

One of the ways the new website will provide an improved user experience is through integration of the site with the NAA's association management software. The software helps staff maintain member records, financial transactions and other essential functions of the NAA.

The previous version of the site did not connect with the membership database. Instead, NAA staffers manually updated the database and hand entered event registration each day which proved time consuming and labor intensive. The new website directly integrates into the database enabling members to seamlessly and securely maintain their information and association related transactions.

"As technology changes, so does the demand from members and consumers for new features, including enhanced navigation, improved search functions, the ability to handle online registrations for association events and educational programs," said

**Members will be able to upload their existing auction catalogs into the system using one of the compatible file types or they can integrate their company's auction calendars into the NAA calendar.**

technology committee member Robert Mayo, CAI.

Due to the sheer volume of information contained within it, information was not always updated in a timely manner. As of May 2007, the site contained over 6,000 files in over 500 folders. With the majority of content maintained by hand and much of it leftover from the pre-2004 version of the website, the website contained tremendous amount of dead weight which NAA staff was unable update or eliminate.

"I believe there is misconception regarding the size of the NAA headquarters. The entire staff consists of about 20 people with some dealing exclusively with state associations," said Technical and Creative Services Manager Leanna Morris, "We do our best to keep content up to date, but sometimes pages get missed."

As part of the new website, NAA implemented a new content management system. Instead of a single person in charge of all NAA web content, each

department can maintain its information. Additionally, outdated information will either be automatically updated from the association management software or eliminated from the site.

#### Improved auction calendar

"We must stay ahead of the curve; technology is so fast at outdated itself, we must keep fresh content on our site," said Technology Committee vice-chair Darron Meares, GPPA. "Just having the new look and feel of the site will drive our members to the site and with the item-level searching and calendar automation, members will have a reason to stay."

Another feature of the new site is an improved auction calendar. Users may continue to search for auctions and Auctioneers as in previous version of the calendar. In order to make the calendar more consumer friendly, users will also be able to search for individual items within auctions. If a consumer wants to find a "Telescopic Forklift," he or she will be able to search all of the auctions within the calendar for the specific item.

"People are looking for an item, not an auction," said Mayo, "If this new feature is implemented correctly and search engine ranking optimized, this will increase exposure to our industry."

Technology committee members expressed initial concerns with the item-level search ability of the new auction calendar. The benefit to the consumer would happen only if the calen-

**continued**

dar could also offer increased convenience to the members.

If the calendar required too much added effort or expense, members would not use it. If members did not use it, neither could consumers.

"As with any new venture, there is apprehension and fear of change. Once all of the features of the new website are working at full capacity, it will give Auctioneers yet another reason to be members of the National Auctioneers Association," said Meares.

In an effort to make the calendar easy to use and update, members will be able to upload their existing auction catalogs into the system using one of the compatible file types or they can integrate their company's auction calendars into the NAA calendar. Either way, minimal extra effort will be required to participate in the improved member benefit.

According to calendar developer and technology committee member, John Economou, CAI, members can upload their auction catalogs using a simple text file (CSV) or a standard Microsoft Excel spreadsheet. If members already list auctions on their companies' websites, they can use the application program interface (API) to automatically transfer the auctions into the NAA's auction calendar and NAA partners like AuctionZip.com.

"The new partnership with AuctionZip will allow members to create their own web presence and take some of the NAA site 'home' with them," said Meares. AuctionZip.com is also the latest provider of NAA's free website program.

The formation of new partnerships as well as the web development project took place over the past 18 months. While the NAA staff spearheaded the project, technology committee members also offered input from a member's perspective.

"The entire technology committee worked very hard with this website," said Ziegler, "We have an important project to deliver in July and everyone is working hard to make this happen."

As in any committee where members hold strong, often opposing, opinions, the Technology committee debated many aspects of the development. Overall, the disagreements fostered debate and led to a stronger outcome.

"We may not have agreed on every point, but I feel that the times our opinions differed were vastly outweighed by the times everyone was moving the same direction and making great stride to provide better and more services to the members," said technology committee member Aaron Traffas, CES, "The new website and especially the new calendar, will be much easier to use and much less time consuming to operate."

Additional web features will be added throughout the year as members submit additional input into the website's look, feel and function. In the end, the NAA website will be a reflection of the association and its members.

"The new NAA website will reflect both who we are as an association today, but will help us become the association we want to be," said Sheridan, "It reflects our mission, our values and the future of the auction method."

# The 2007 Auctioneers World Championship

Saturday & Sunday, August 18-19, 2007

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*Don't Miss The World Championship!*

# Considering a Website for your auction company?

You've been thinking about creating a Website but, "just haven't got around to it." You've already taken the first step in becoming an NAA member.

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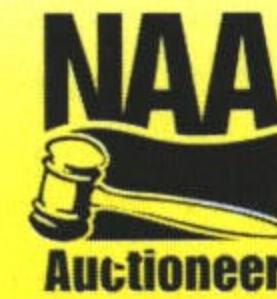
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Go to [www.auctioneers.org/membersonly](http://www.auctioneers.org/membersonly) and login as a member

1. Enter your AuctionZip username and password to link to your NAA's Free Website Program
2. Select your Domain name
3. Select a Website template

Once you have selected your Website template, enter your Website Information.

**Go ahead. Give it a try.**

Visit [www.auctioneers.org/membersonly](http://www.auctioneers.org/membersonly) today!

# Visit [www.NAArealestateauctions.com](http://www.NAArealestateauctions.com)

## New *MLS-style website caters to the unique needs of real estate auctions*



will launch this summer a new website with a Multiple Listing Service-style catalog of real estate auction properties for sale by NAA members. The website address is [www.NAArealestateauctions.com](http://www.NAArealestateauctions.com).

Through the new website, consumers will be able to search listings for specific real estate related criteria. The site will be yet another benefit designed to help bring professional Auctioneers together with consumers at no additional fee or cost to the members.

"We anticipate this will be a highly-popular website for the public, and we will appropriately market it to the public. With real estate auctions booming and more people searching the Internet for properties, there is a need for an auction MLS and NAA is going to fill it," said NAA President Bill Sheridan, CAI, AARE, GPPA. "I urge all NAA members to post their properties on this new listing service."

The Multiple Listing Service (MLS) is a database that allows real estate brokers to share information about properties with other real estate brokers who will represent potential buyers or will cooperate with a listing broker in finding a buyer for the property.

When real estate agents search the MLS system and they can retrieve information about all homes for sale in a given area or price range. The original purpose of the MLS was efficient communication of information to all participating brokers.

Many consumers already search MLS style systems on the Internet. What many consumers do not realize is that most MLS systems restrict membership and access to real estate brokers/agents who are members of a local Board or Association of REALTORS. An Auctioneer who chooses to neither join NAR nor operate a business within NAR's rules, cannot join the MLS. Consequently, many MLS are not comprehensive for all available properties in a community. This policy was a disservice to both

Auctioneers and consumers.

Another challenge to using traditional MLS-style systems was the requirement to input an "asking price" which permitted users to search by the various prices. This feature often did not apply to properties sold by auction as the "market value" could not be determined ahead of time. As a result, many Auctioneers were unable to post their real estate auctions on their local MLS.

"NAARealEstateAuctions.com was built in response to members' requests for an auction calendar that suited the specific needs of the real estate auction," said NAA Director of Member Services Ashley Herman, "We feel confident that the new website will become the premiere portal for real estate auction listings."

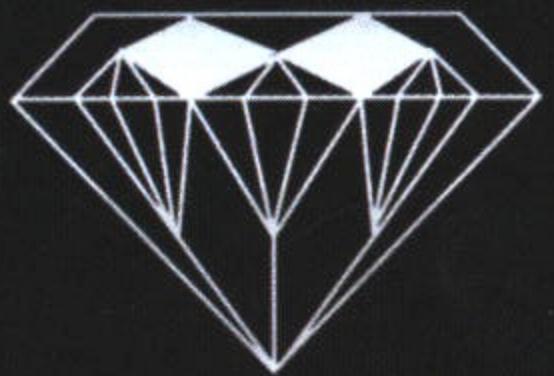
The MLS model in use today dates back to the 1960s when almost all brokers involved in transactions represented the seller, either as the seller's agent or as the subagent of the listing broker. The seller paid the listing broker who, in turn, was responsible for compensating the broker working with the buyer. In September 2005, the U.S. Department of Justice filed an antitrust lawsuit against NAR over its policy which would have allowed brokers to restrict properties from appearing on certain real estate websites. The antitrust suit also includes an NAR

rule excluding Internet only brokers from contributing in the MLS. NAR has since revised its policies.

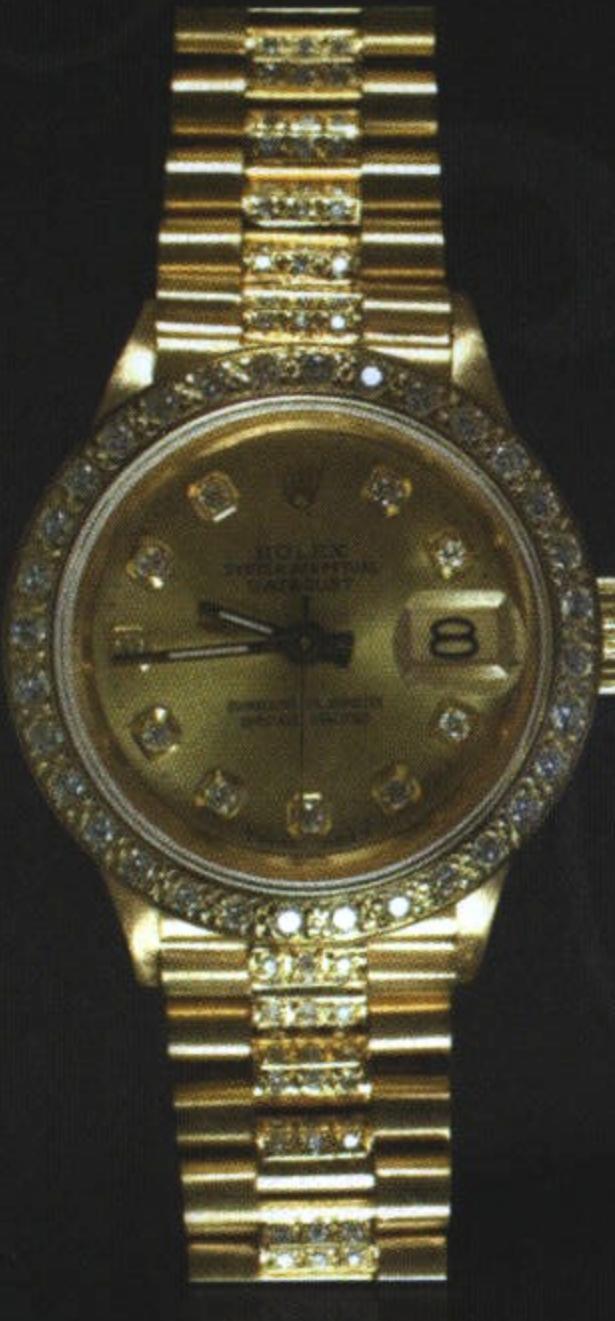
The initial cost of design and launch of this new website is being generously underwritten by Mike Jones, CAI, GPPA; Thomas Williams, CAI; B Mark Rogers, CAI, AARE, CCIM; Jim Pennington, Rex Schrader, J.L. Todd, CAI; Joe R. Wilson, CAI; and John Roebuck, CAI, AARE.

Details of the new website will be announced at NAA's 58th International Auctioneers Conference and Show in San Diego, CA this month. With the launch of the new website, real estate auctions will no longer be posted on [www.auctioneers.org](http://www.auctioneers.org), but that site will still carry all other types of auction listings.

***"We anticipate this will be a highly-popular website for the public, and we will appropriately market it to the public," said NAA President Bill Sheridan.***

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**\$6,500****NEED A FEW THOUSAND MORE BIDDERS AT YOUR AUCTIONS?****OFFER THEM AUTHENTIC ROLEX WATCHES!****OUR STAFF HAS OVER 200 YEARS IN COMBINED EXPERIENCE IMPORTING AND SELLING PREOWNED ROLEX****SELLING THE WELL KNOWN ROLEX BRAND AIDS TO:**

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# NAA Marketing Competition drew over 900 entries

The NAA's 2007 Marketing Competition, an annual contest to reward excellence in auction advertising and photography, drew highly-professional creative entries this year in their use of color, layout and other factors.

More than 900 entries were judged in more than 80 categories. There were three main divisions: Photography, Advertising/Public Relations, and Auction of the Year. The categories included promotional programs and pieces such as newspaper/magazine advertising, member web site, television commercial, auction appraisals, newsletters, and news release.

The Auction of the Year award went to Randy Kincaid, CAI, GPPA, of Randy Kincaid Auction Company, of Lakeland, FL. He also won the grand champion prize.

The Best of Show in photography was won by Tommy Williams, CAI, of Williams & Williams Worldwide Real

Estate Auction, of Tulsa, OK. The Best of Show in Advertising/Public Relations was won by Rex D. Schrader, of Schrader Real Estate & Auction Co., Inc., of Columbia City, IN.

See photos of their entries on the following pages, and see their full entry in person at a display of all winners at NAA's 58th International Conference and Show in San Diego, CA, July 15-21.

All entries were judged by a panel of professionals, including printing company experts and communications professionals. Judging criteria included creativity, effectiveness, clarity, appeal, design, and use of color.

All winners will be recognized during an awards luncheon at the conference in San Diego. A complete list of winners is on pages 60 and 61 of this issue.

## REAL ESTATE PUBLIC AUCTION

WITH RESERVE BID

SATURDAY, NOVEMBER 17, 2007

10 AM

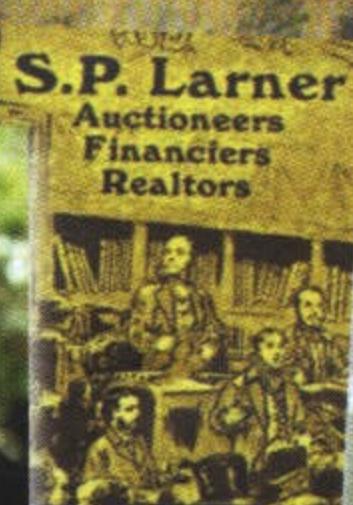
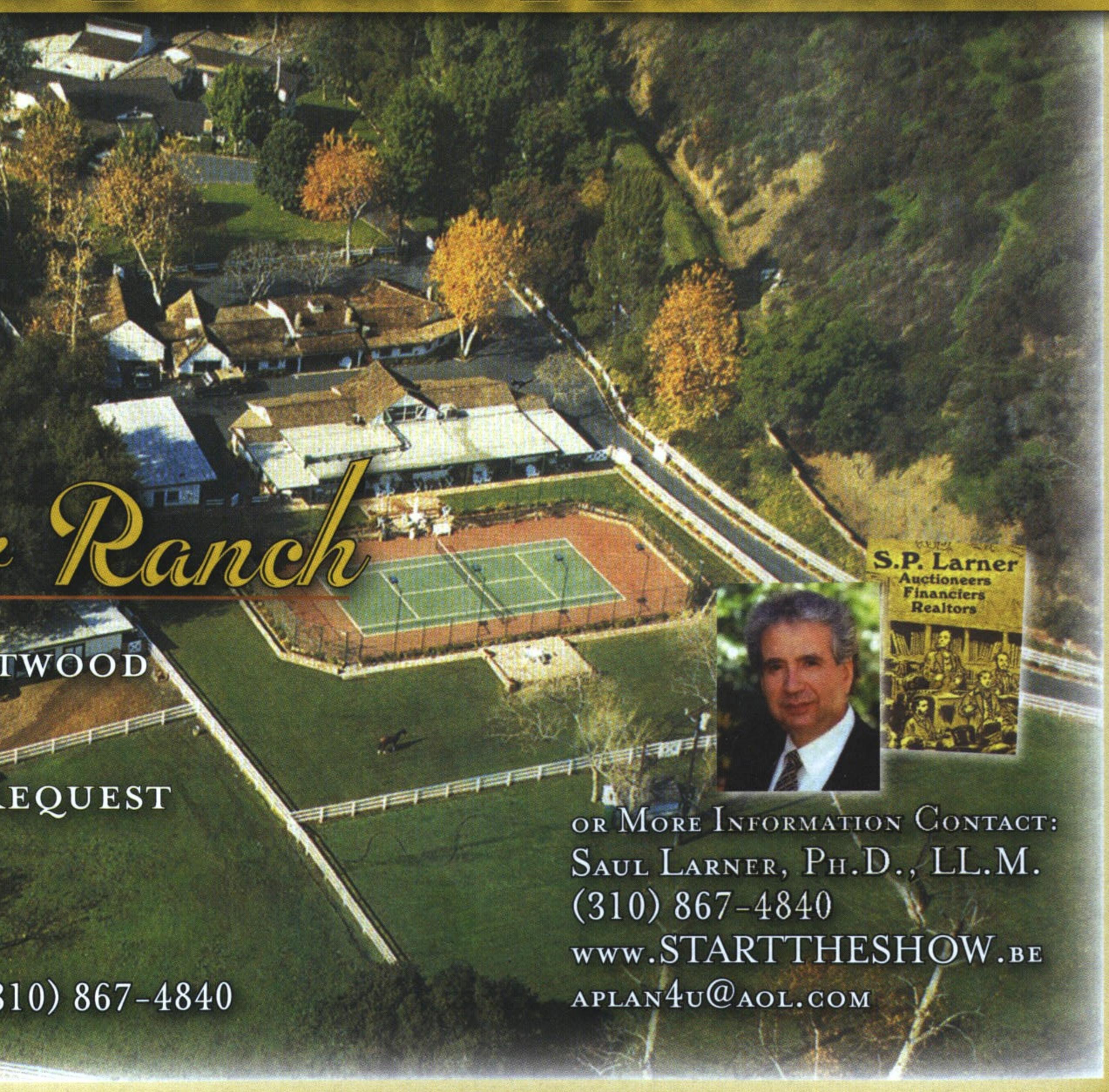
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Grand Champion and Auction of the Year  
Randy Kincaid, CAI, GPPA, Lakeland, FL

**228<sup>+</sup> acres**  
Offered in 7 Tracts

- Tillable Farmland
- 4 Platted Lots in Stilesville
- Road Frontage on US 40
- Bid on Any Combination of Tracts

Hendricks County • Stilesville, Indiana

# AUCTION

Monday, February 5th • 6pm



STILESVILLE IS CONVENIENTLY LOCATED:  
• 13 Miles West of Plainfield  
• 13 Miles to Exit 59 on I-70  
• 25 Miles to Indianapolis Airport

**SCHRADER**  
Real Estate & Auction Co., Inc.

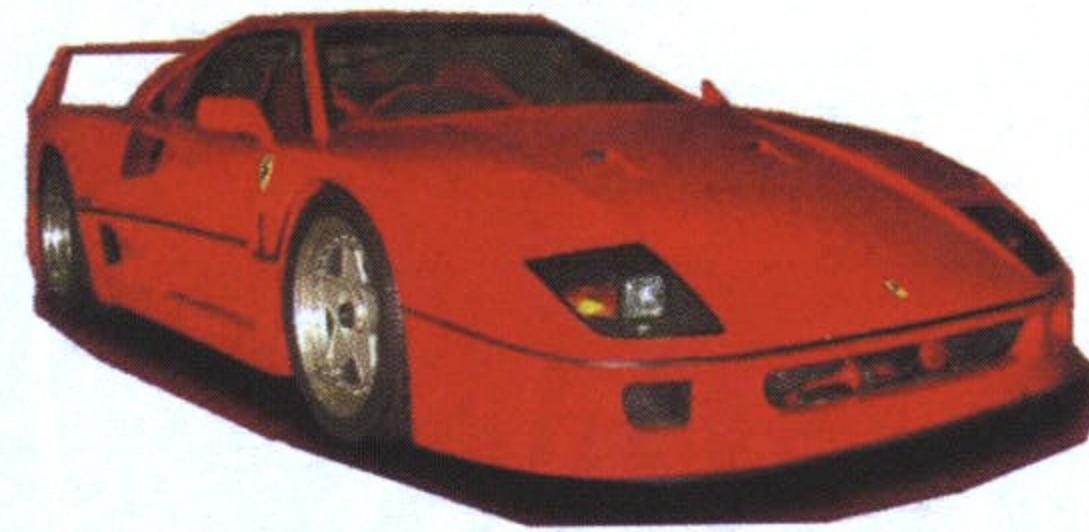
**Best in Show - Advertising/PR**  
Rex D. Schrader, Schrader Real  
Estate & Auction Co., Inc.  
Columbia City, IN

# AUCTION

**Exotic Cars & Other Assets**

**Seized by the Federal Trade Commission**

Saturday, June 24th 10am — 4620 Hale Ave, Tampa FL



Defendant: Peoples Credit LLC

Federal Trade Commission File # 032.3079  
Civil Action # 8:03CV2353  
Mark J. Bernet, Receiver  
Buchanan Ingersol PC

## Auction of the Year Report

Prepared by:  
Randy Kincaid, CAI  
**Randy Kincaid Auction Company**



3809 E CR 542, Lakeland, FL 33801  
www.kincaid.com (863) 666-1977

### Results at a glance

Sales - \$911,256. (before buyers premium)

Registered Live Bidders - 226 Registered Ebay Bidders - 412

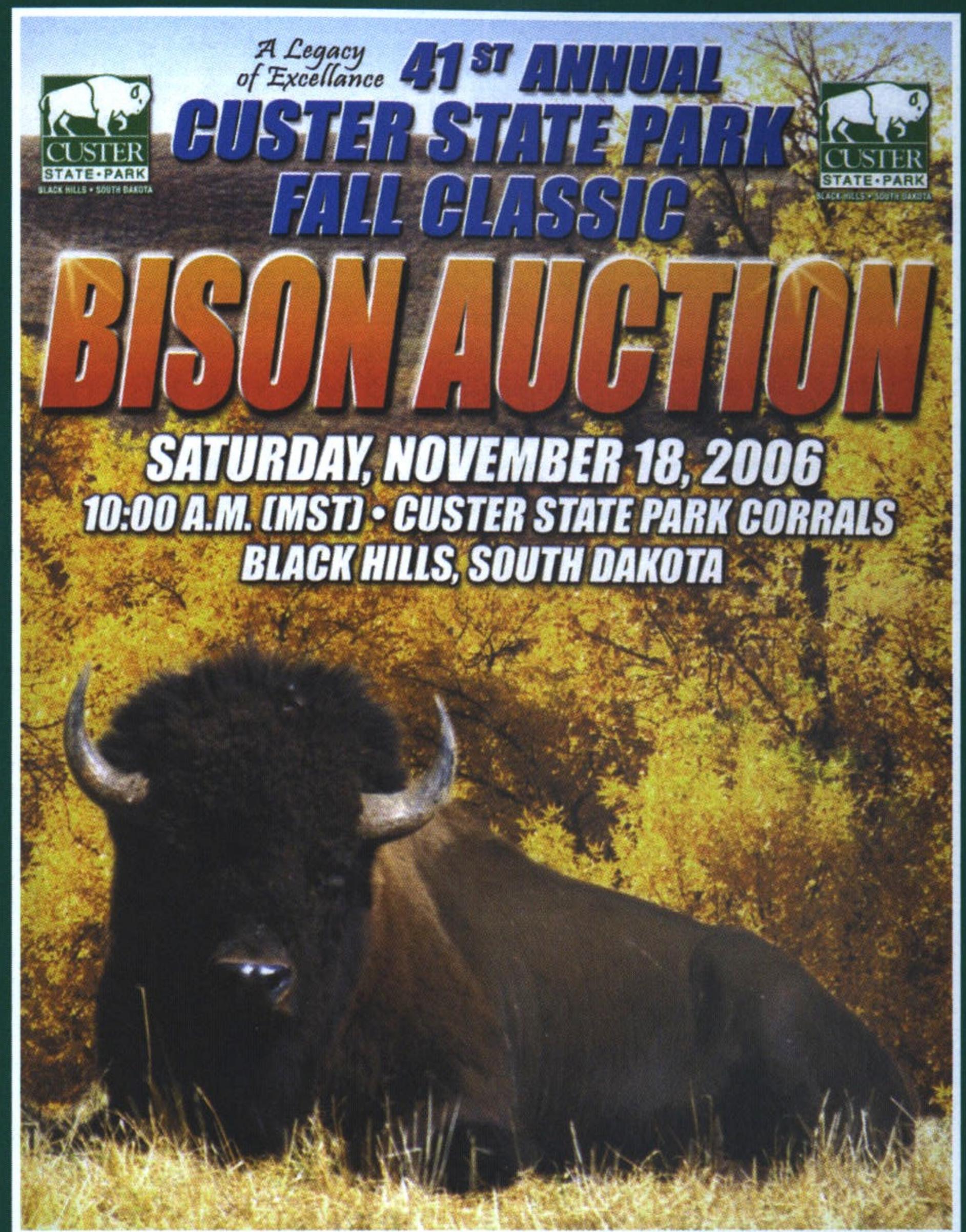
Hits on the website - 9,908

**Best in Show - Photography**  
Tommy Williams, CAI, Williams & Williams  
Worldwide Real Estate, Tulsa, OK

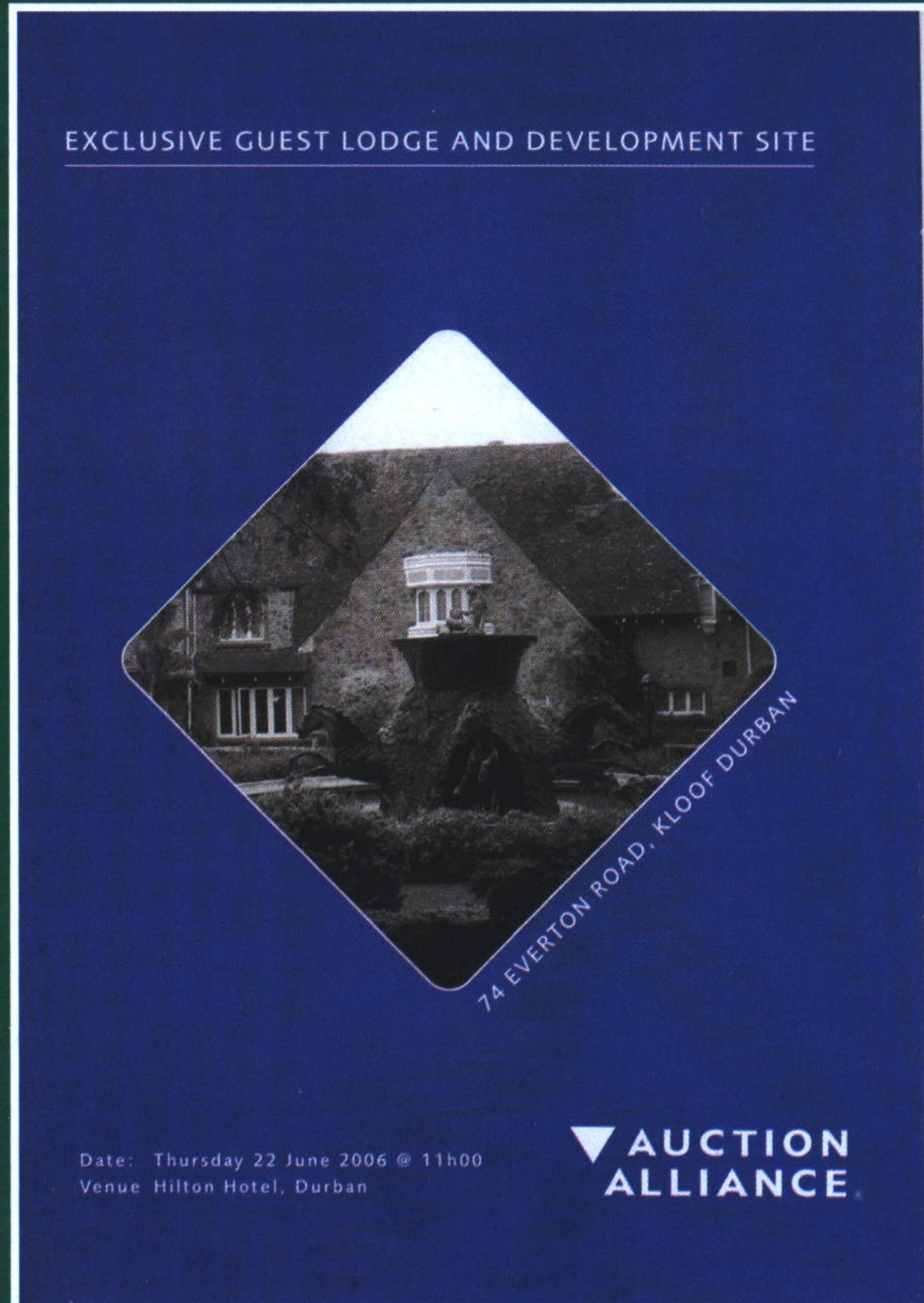




Auction Printed Materials - Multi-color - Collectibles/Specialty  
**Melissa Storment, Super Auctions, Surfside, CA**



Auction Printed Materials - Multi-color - Livestock  
**Ron Bradeen, CAI, Bradeen Auctions, Custer, SD**



Auction Printed Materials - Two color - C&I Real Estate  
**Ronen Jackson, Auction Alliance**  
**Cape Town, South Africa**



Auction Printed Materials - Multi-color - C&I Mach. & Epuip.  
**Josh Ruby, Wolfe Auctions, Inc., Frederick, MD**

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Advertising Auction  
Event

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Online Catalogs - Antiques  
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MB Auctions - Columbia Basin Spring Classic - Auction Information  
04/30/2007 01:05 PM

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**AUCTION INFORMATION:**

  
Messer Bros. Auctions & Real Estate

**Columbia Basin Spring Classic**

**Auction Type:** Industrial/Commercial  
[Click Here To See Inventory](#)

**Auction Status:** **SOLD**

**Auction Address:**  
Street: Pasco-Kahlotus Road  
Auction City/State/Zip: Pasco, WA 99301  
Auction Time: Tue, Feb 27, 2007 - 11:00 AM  
[Click here for directions](#)

**Preview Info:**  
Monday, Feb 26 and morning of auction.

**Buyer Premium:**  
Internet - 2.000%  
Credit Card - 3.000%  
Check - 0.000%  
Cash - 0.000%  
[Click here for auction terms & conditions](#)

www.messerbrothers.com/columbia-basin-spring-classic-auction-information-104

Online Catalogs - Farm Mach. & Equip.  
Scott Musser, BAS, Musser Brothers Auctions  
Kennewick, WA

Catalogs - C&I Mach. & Equip.  
Jay Ruby, Global Force Auction Group, Frederick, MD

**Central MD Truck & Equipment Auction**  
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(Baltimore Area)  
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**Attend LIVE or Bid ONLINE!**  
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Catalogs - Farm Mach./Equip.  
**Arden Schrader, Schrader Real Estate & Auction Co., Inc., Columbia City, IN**



real estate news and views from the auction industry  
SPRING 2007

**SCHRADER**  
Real Estate & Auction Co., Inc.

**Big Changes**  
In the Land Market

ethanol plants is one new variable affecting local markets. The large number of ethanol plants in Iowa together with record yields has jumped the land prices in much of that state. Parts of Illinois had a huge bump in land prices prior to 2006 due to the affect of 1031 Exchange Buyers from the Chicagoland area. Many of these same areas in Illinois seem to be holding steady on land prices currently. In Michigan production agricultural land is steady-to-up 15% with some sales feeling the effect of fewer investors during the down cycle of the Michigan automotive industry. In Indiana and Ohio, the above average production land has seen prices increase in the 10% to 50% range.

We have purposely emphasized production land in earlier remarks. There is not necessarily the same price lift in the non-production land segments. When you study the land sales that have been attracting building site buyers and developers during this last 5-year run, prices of these land sales vary from steady to as much as 20% off the highs.

High quality recreational and hunting land is still in strong demand, but marginal properties have lost some strength as the buyers with money have become more selective. Recreational properties that have in the past been supported by high-income employees from the U.S. automotive plants have taken a hit for obvious reasons, especially noticeable in Michigan. It takes income to support the hobbies, and as always, the location of the real estate continues to be very important.

Change is inevitable and we are witnessing some big changes in the land market.

**What's Inside:**

- Big Changes in the Land Market
- 12,900,000 Acres in 2006
- 1400 Acres in New York Near Lake Ontario
- Strong Demand for Irrigated Cropland
- U.S. Population Reaches 300 Million
- Schrader has sold Real Estate in 39 States
- More, More, More! More Ethanol, More Corn, More Competition
- 31 Buyers Pay \$12.7 Million for Lots Looking over Lake Michigan
- Lakes of all Sizes Create Demand
- Changing World Agriculture
- Early 2007 Auction Results

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**800-451-2709**  
[www.schraderauction.com](http://www.schraderauction.com)

During the spring of 2006, many were very concerned about the farmer's profit margins being squeezed by higher input costs, higher interest rates and lackluster commodity prices. Some economists and land specialists were predicting steady-to-lower land prices. The land market had already softened in certain areas.

During 2006, we had a cooling of the housing market and a slowdown in residential lot sales and in residential construction resulting in fewer 1031 Exchange Buyers rolling out of land sold for development into the market for farmland.

The offset to soft housing factors came from roiling commodity markets in October when the USDA surprised most everyone with its crop projection estimates and forecast of projected carryover stocks. USDA lowered corn harvested acreage, lowered estimated yields and lowered crop carryover estimates. The U.S. corn ending stocks was lowered again in the January 2007 report. Combine these positive market reports with the media blitz on the increase in the construction of ethanol plants, and we have witnessed production agricultural land getting a shot in the arm throughout the Midwest.

In the current market, farmers are expanding their role as the dominant buyer force in the land market. Our Schrader sales reports on production agricultural land since September 2006 are indicating prices have moved up from 10% to 50% depending on quality and location of the land. Production land prices now reflect the stronger commodity prices for cash grain and the futures.

State by state markets vary and areas within each state vary as well. The location of

the land sales that have been attracting building site buyers and developers during this last 5-year run, prices of these land sales vary from steady to as much as 20% off the highs.

High quality recreational and hunting land is still in strong demand, but marginal properties have lost some strength as the buyers with money have become more selective. Recreational properties that have in the past been supported by high-income employees from the U.S. automotive plants have taken a hit for obvious reasons, especially noticeable in Michigan. It takes income to support the hobbies, and as always, the location of the real estate continues to be very important.

Change is inevitable and we are witnessing some big changes in the land market.

Business Promotion - Business Newsletter  
**Rex D. Schrader, Schrader Real Estate & Auction Co., Inc., Columbia City, IN**



Business Promotion, Company Promotional Item  
**Richard T. Kiko, Jr., Russ Kiko & Associates, Inc., Canton, OH**

**Board of Directors Meeting**  
**Annual Business Meeting**  
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State Associations - Conference/Convention Promotion  
**South Carolina Auctioneers Association**  
 Larry Meares, Pelzer, SC

**President's Message**

We enjoyed another great convention hosted at the Denver Four Points Sheraton Hotel this year. From the comments we received, everyone was very pleased with the educational and training programs. Jim Odle and his superior livestock team gave us a great overview of selling via the satellite internet systems. Barbara Richards, World Champion Woman's Auctioneer from Ontario, Canada and Paul Behr of the World Wide College of Auctioneering presented an informative and well received program for auctioneering basics called "Auctioneer Bootcamp." Scott Goodhue, the 2006 World Champion Auto Auctioneer and Jonathan McGuire, the 2005 World Champion Ringman were both snow-bound Friday and could not get to the convention. Scott called in and said he would have his front end loader working all night so that he could get there the next day. Teresa Taylor of Teresa Taylor and Associates in South Lancaster, Ontario, Canada quickly agreed to switch places with Scott and present her program a day ahead of schedule. Thanks Teresa for your flexibility. By the way, Teresa is a Canadian Champion Woman Auctioneer. Scott and Jonathan did come on Saturday and presented an excellent program for improving bid calling and ring man skills.

Scott Musser of Musser Brothers Auctioneering in Kennewick, Washington is the current National Auctioneers Association Treasurer and 2001 International Champion Auctioneer. Scott represented the National Auctioneers Association at our convention and presented two fine seminars which again were well received by everyone. Scott and his wife Teresa were great additions to our convention. John Korrey and Scott Forko hosted a seminar describing Richie Brothers programs selling heavy equipment around the world. Richie Brothers is the world leader in selling heavy equipment by auction. The power point presentation and stories were well received. Jim Woltz and his team from Roanoke, Virginia presented a mock auction selling multi-parcel farm and timberland. It was a great demonstration, but I believe Shannon Schur paid too much for her water rights.

John and Marshall Woody and Marshall's family joined us from Douglas, Kansas. Woody Auctions is

Continued on page 2

State Associations - Newsletter Two Color  
**Colorado Auctioneers Association**  
 Walt Partridge, Parker, CO

**Michigan Auction Gavel**  
 The Official Publication of the Michigan State Auctioneers Association  
 Fall 2006

**Inside this issue...**

MSAA All Star Auction  
 Michigan Man Elected President of National Association  
 Members Attend International Auctioneers Conference

National Award Winning Publication of the Michigan State Auctioneers Association

State Associations - Magazine, Two Color  
**Michigan State Auctioneers Association**  
 Tricia Wiltjer, Grand Rapids, MI

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State Associations - New Member Recruitment Brochure  
**Indiana Auctioneers Association**  
 Fred Robinson, North Vernon, IN

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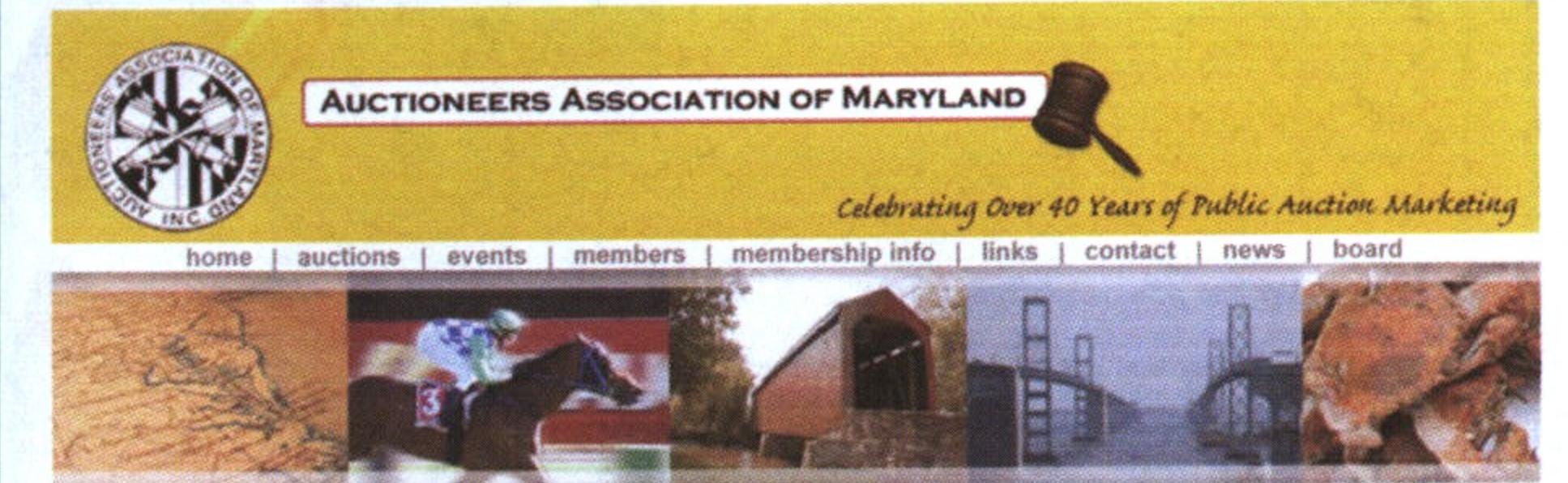
for more info go to  
[www.premiereprops.com](http://www.premiereprops.com)

Postcards - Multi Color

Robert Storment, CAI, Super Auctions, Surfside, CA

Page 1 of 2

Auctioneers Association of Maryland



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Username  
  
Forgot Password?

Welcome

Celebrating 50 Years  
1957 - 2007



For more detailed information,  
please contact:

Gladys Ridge, Executive  
Secretary-Treasurer  
Phone: 301-898-9899  
E-mail: [info@mdauctioneers](mailto:info@mdauctioneers)

Welcome to the Auctioneers Association of Maryland official website. The AAM was founded in 1957 and is dedicated to raising professional standards and public awareness about auctions and auctioneering.

- Support, maintain and improve the auction profession
- Promote public knowledge of the auction profession
- Advocate high standards of ethical conduct in the auction profession
- Provide for civic and community service
- Foster development of friendships and networking opportunities
- Promote educational opportunities for each member

## 2007 Winter Conference in Cambridge Highlights

The 2007 conference was held  
January 11<sup>th</sup> - 14<sup>th</sup> at the Hyatt  
Regency Chesapeake Bay  
Reso... [more](#)

## J.D. Cox - 2007 Maryland State Bid Calling Champion

Congratulations to J.D. Cox of  
Upper Marlboro, MD who earned  
the title of 2007 Maryland State  
Bid Calling Champion on October  
22, 2006. This year's competition  
was held at the <... [more](#)

## James Cochran Named 2006

<http://www.mdauctioneers.org/>

4/24/2007

State Associations - State Association Website  
**Auctioneers Association of Maryland**  
Lynne Zink, Bel Air, MD

Westchester Auctions

Page 1 of 2

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**Westchester Auctions LLC**  
THE LAND MARKETING AUTHORITY

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[CURRENT AUCTIONS](#)  
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**ABOUT US**  
We are the nation's leading land marketing authority excelling in land auctions, but our expertise does not stop there. [\[more\]](#)

**NEWS & UPDATES**

**February 22, 2007**  
Westchester Group, Inc. CEO and founder Murray Wise to be a guest on Cleaning Bell to discuss farmland values. [\[more\]](#)

**February 5, 2007**  
Westchester Group, Inc. President and Chief Operating Officer Randall Pope has been invited to speak on agricultural investments from a global perspective. [\[more\]](#)

**Lake Michigan frontage, 6,312 feet** **\$12,775,000**

**UPCOMING AUCTIONS**

**DEKALB COUNTY, ILLINOIS 893 ACRES - JUNE 7, 2007**  
Offered in 12 tracts this property has a variety of features, from productive farmland to tracts with country homesteads. Design the unique property to meet your unique needs. [\[more\]](#)

**RECENT PAST AUCTIONS**

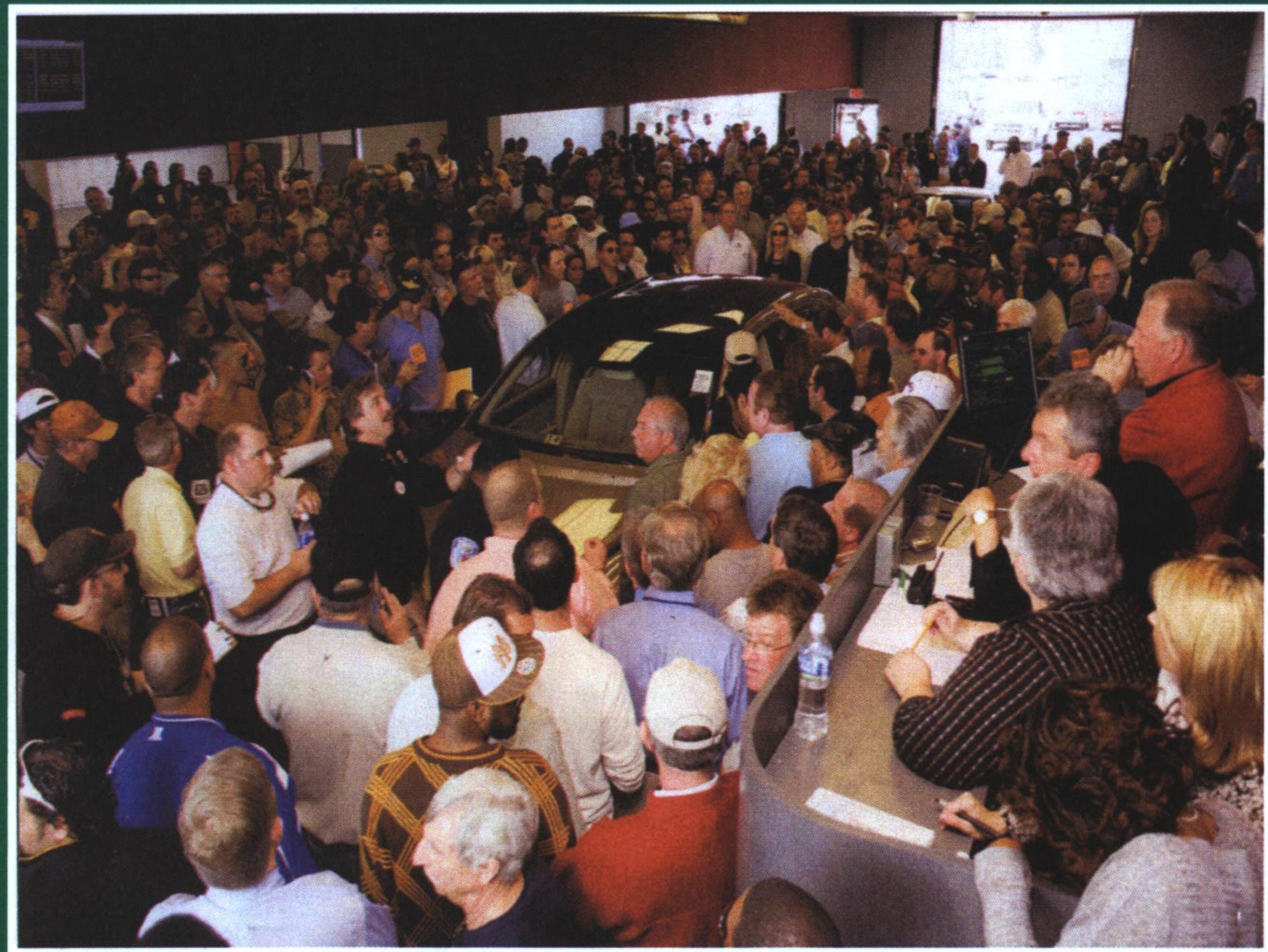
**COLORADO AND KANSAS - TWO AUCTIONS 5,127 ACRES - MARCH 8, 2007**  
SOLD \$2.193 MILLION  
Including land in four counties and two states, this auction offers 5,127 acres of dry land wheat ground and CRP. Colorado has recently experienced a tremendous amount of moisture to dramatically boost the 2007 wheat crop. [\[more\]](#)

**Westchester Group | Request Information | Contact | (800) 607-6888**

<http://www.westchester-auctions.com/>

4/23/2007

Internet - Member website  
**Scott Shuman, CAI, Westchester Auctions, LLC,**  
Eaton, CO



Photography - Automobile Auction  
**Mark T. Motley, CAI, AARE, Motley's Auction & Realty Group**  
Richmond, VA

# THE MISSOURI AUCTIONEER

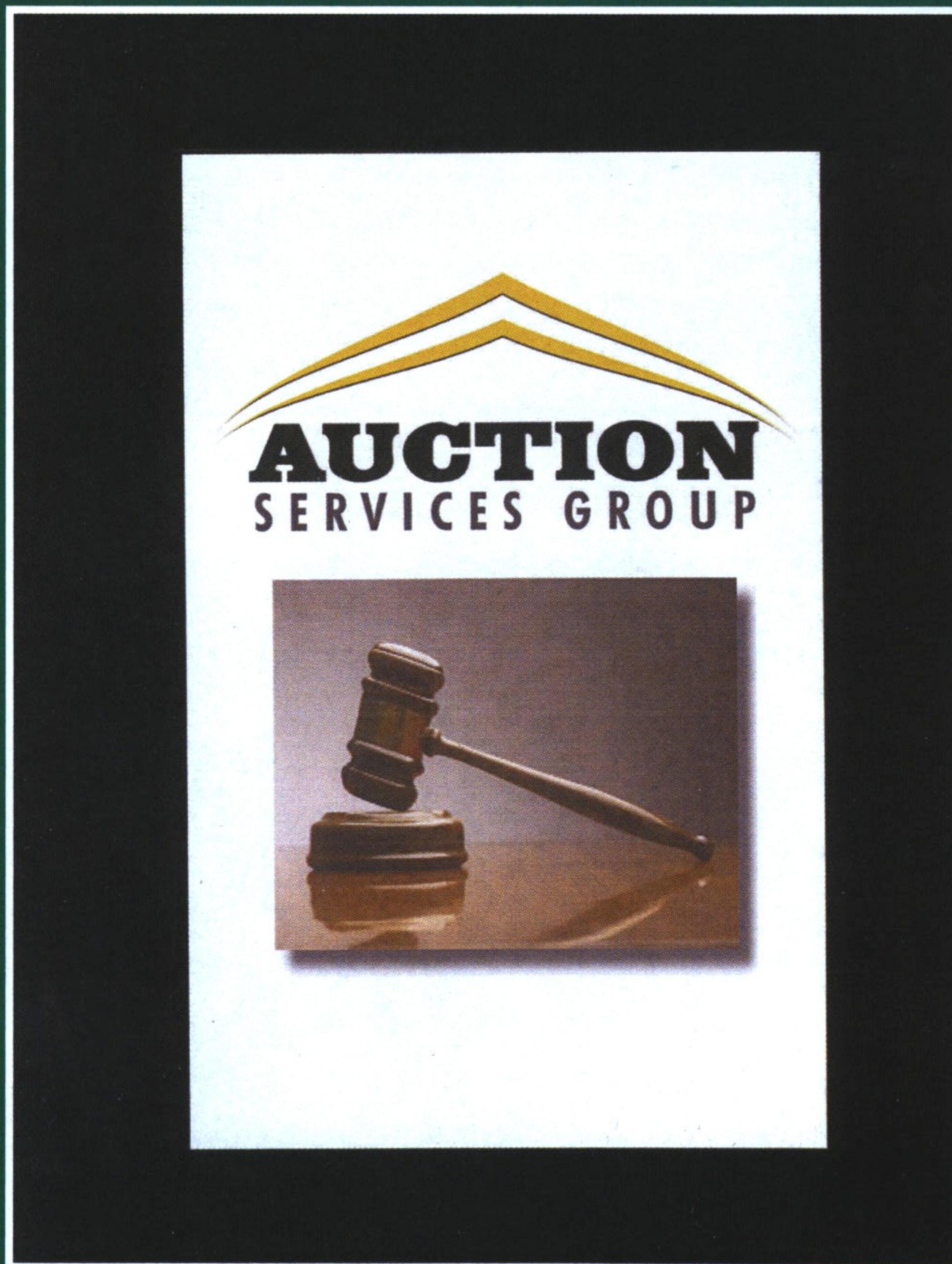
Spring 2007

A quarterly publication of the Missouri Professional Auctioneers Association for its members, advertisers and subscribers.

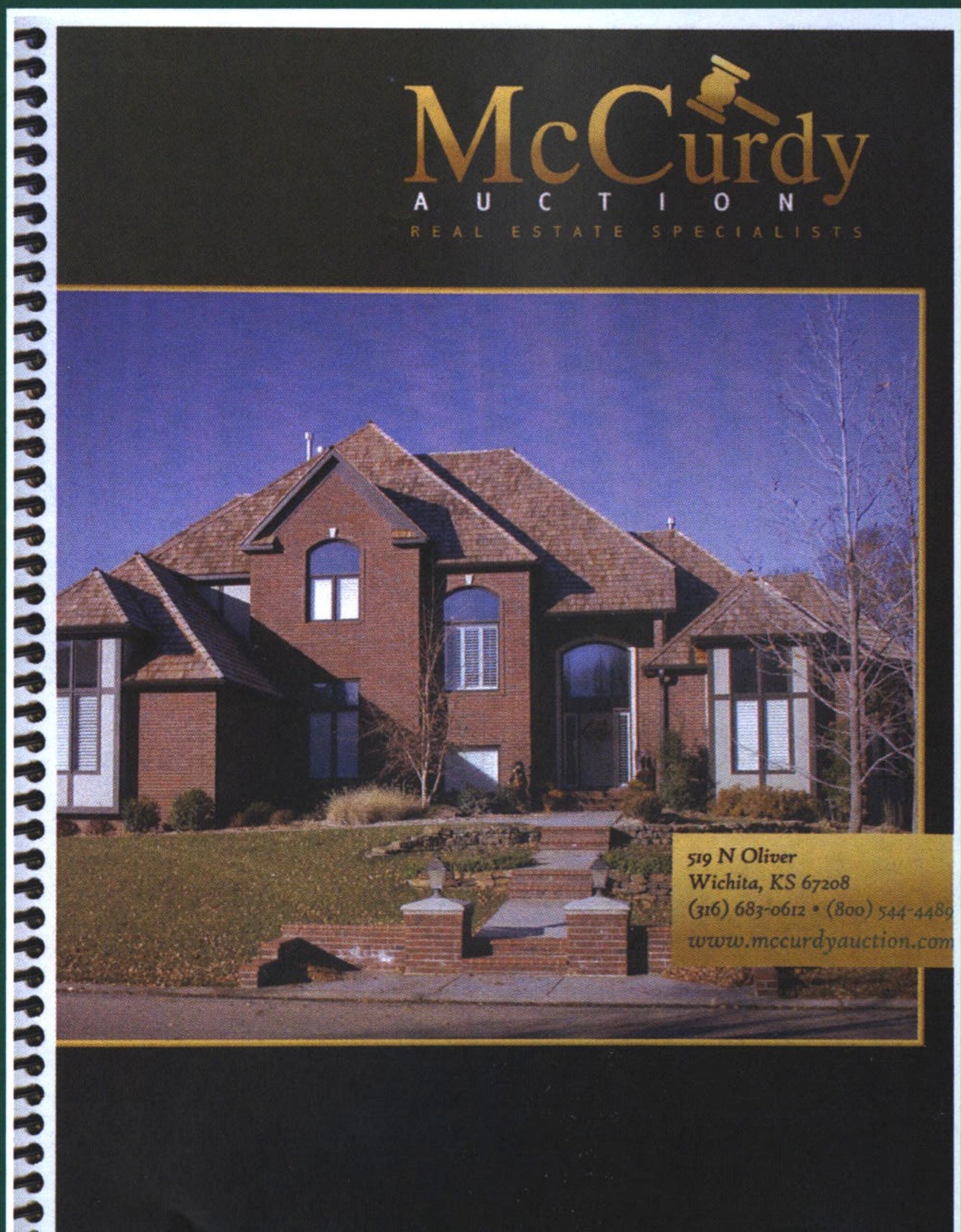


Photography - Buyer Excited About Purchase  
**Henry M. Stanley, III, CAI, AARE, GPPA, Chillicothe, OH**

State Associations - Magazine - One Color  
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 07-0905  
 5/19/07 02:00PM  
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**CHAPPAQUIDDICK, EDGARTOWN, MA - 5BR, 4BA SINGLE FAMILY HOME**  
 07-0922  
 5/26/07 02:00PM  
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**BOURNE, MA - 4BR, 4.5BA WATERFRONT HOME - NEW CONSTRUCTION**  
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 6/01/07 06:00PM  
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**ESSEX, CT - EXECUTIVE ESTATE - NEW IN 2006**  
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**The Boston Globe**

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03.16.07 Florida Real Estate Auction at Celebrity Compound  
 08.05.06 JJManning Sells Susan B. Anthony Birthplace

**IN THE PRESS**

09.25.06 BANKER & TRADESMAN - Auctions are Powerful Tools for Surplus Property Disposal  
 07.14.04 BOSTON BUSINESS JOURNAL - In \$1-M-Plus Residential Market - Psychiatry Counts

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Photography - Collectibles/Specialty Auctions  
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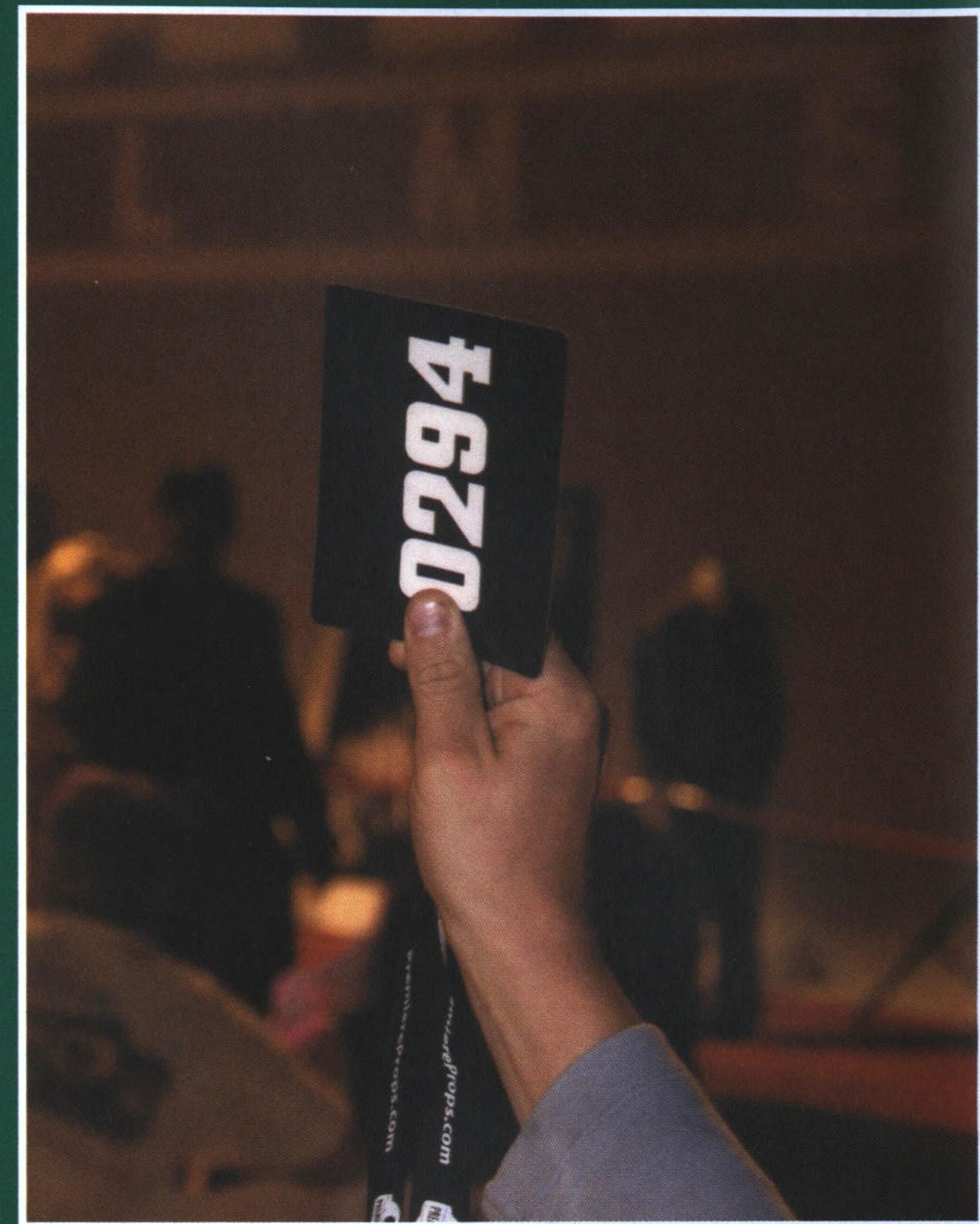
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Photography - Equipment Auction (Farm)  
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Photography - Real Estate Auctions  
**Tommy Williams, CAI, Williams & Williams Worldwide Real Estate, Tulsa, OK**



Photography - Wild Card  
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**MISC. EQUIP.**

JD HX 1.5 Bat Wing mower 15' double fold, w/ scalp kit, 540 PTO, 1 yr. of use  
 JD MX10 1.000 PTO, 3pt mount, 2 yrs. old  
 (2) Christenson seed vacs, 1 has faulty air lock  
 (2) Yetter 3546 rotary hoes 46' flat fold  
 (2) Tru-Ax no till grass drills, 10' & 8' Brillton 10' planter, 3pt mount  
 20' Westfield 6' drill fill brush auger  
 2005 13hp Honda hyd power unit (operate drill bits)  
 (2) Dagleman hyd rock picker w/ reels  
 Lorenz 9' snow blower, hyd. spout, 1.000 PTO

**VEHICLES**

2005 Chev 2500 HD, LS, Dura-Max, 6.6 diesel, 4 WD, automatic, under 30,000 miles, AM/FM CD player, 5' wheel bar, p/w, p/l, air overloads

2004 Timpte 42' hopper btm, 11R24.5 alum, ag hoppers, air ride, roll tarp  
 2002 Timpte 42' ag hoppers, 11R22.5 alum, air ride, roll tarp  
 1065 gal tandem axle water trailer, Honda gas engine & pump  
 100 gal 22' sprayer, built for Gator or Polaris Ranger, 5hp Honda engine & pump  
 (2) sets of Demco saddle tanks, JD 8000 series mounts, 2-250gal  
 1065 dual lift water trailer no plumbing  
 (2) ISU hydra inject fertigation pumps, 3ph  
 (2) 2100gal poly tanks, Honda 5.5hp w/ pump, w/ B&B hose reel, w/ 100' of 2" hose  
 Honda 8hp gas motor (NEW)

2004 Timpte 42' hopper btm, 11R24.5 alum, ag hoppers, air ride, roll tarp  
 2002 Timpte 42' ag hoppers, 11R22.5 alum, air ride, roll tarp  
 1065 gal tandem axle water trailer, Honda gas engine & pump  
 100 gal 22' sprayer, built for Gator or Polaris Ranger, 5hp Honda engine & pump  
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 Honda 8hp gas motor (NEW)

square bale, windrow kit  
 2005 New Idea 3743 tandem axle spreader, poly, 1000 PTO floor, 1 gate, 16.5Lx16.1 tires  
 (2) Notch 30' feeder wagons  
 Notch 25' feeder wagon  
 (2) Notch 8' hole trailers  
 (10) 20' fence line feeders  
 (3) 20' trough feeders  
 Several E-Z mineral feeders  
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Vaughn Long, right, was named the World Champion Automobile Ringman and congratulated by Paul C. Behr, CAI.



Craig Meier, center, was named the World Champion Automobile Auctioneer. His wife, Angie, is at right. Paul C. Behr, CAI, left, congratulated Meier.

be proud of our profession and people in it."

Next year's 20th anniversary championship will be held April 25-26, 2008 at Greater Nevada Auto Auction in Las Vegas. To receive an entry form, email Paul Behr at paulcbeh@comcast.net.

## NAA HEADQUARTERS

Special real estate focus in Legal Questions column this month

The entire Legal Questions column in this month's issue of Auctioneer is about real estate auction questions. NAA does not want you to miss this valuable information.

Real estate is the fastest growing category of all auction segments. Legal aspects of real estate auctions are extremely important to the success of these business transactions. We hope you benefit from this valuable advice from attorney Kurt Bachman.

## Story about real estate auctions

The National Association of Realtors' magazine, called Realtor, had a story in its June issue with the headline "Adversary to Ally." It explained in the first sentence that real estate auctions have been gaining in popularity and saw "a 39.2 percent increase from 2002 to 2005..., according to a

special report published in 2006 by the National Auctioneers Association."

The story said "Auctions have always provided benefits to the buyer and seller. The buyer has the opportunity to bid on a property and often purchase it at a discounted price. Buyer's also have the comfort of seeing market value established at the auction."

The story was written by Tony A. Isbell, president and CEO of Realty Bid International.

NAR and NAA have recently established a closer relationship when NAA President William Sheridan, CAI, AARE, GPPA started serving on the NAR board of directors and worked with NAR officials to establish committees to study how Realtors and Auctioneers can work cooperatively together.

## NAA members join MarkNet Alliance

A new auction alliance has recently been formed. The MarkNet Alliance provides specially-developed auction man-



MarkNet Alliance website.

agement software that helps Auctioneers manage and grow their businesses, as well as training, support and shared resources among its member companies.

While the company is a franchise, in some ways it resembles

**continued**

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a cooperative. "Member companies keep their own identity, but get expertise and new capabilities to make their businesses better," said Kurt Aumann. Members become fully integrated with all other member companies, cross linking auctions to each other's websites. The management software also enables members to refer auctions to each other while retaining managerial control of the project via the software.

At its introduction, MarkNet has 14 members. "It provides tools to empower you to grow your business and add agents," Aumann said. "It gives you the resources to bid larger jobs with the depth of knowledge that is represented in the group. It helps small companies become part of something much bigger – a national network of Auctioneers."

MarkNet's website says that MarkNet is "a national member-based network of auction companies. Our companies are already successful auction professionals with proven track records and thriving businesses. MarkNet allows companies to grow their existing businesses through technology, networking and educational and sales training.

The MarkNet model focuses on growing member compa-

nies and our tools allow them to be more efficient, have a broader depth of expertise and help serve their clients with a more complete and well rounded service than ever before. Our revolutionary software allows our members to cooperate with other member Auctioneers across the country and manage the process from their home office."

Auctioneer Chris Pracht says the software helps auction firms be more organized.

"This software does it for our team – it's outstanding! Even for a gray-haired guy like me," he said.

Auctioneer J.J. Dower of Ayers Auction & Realty said about MarkNet that "The opportunity to network with other auction companies to gain their expertise was a big draw for us. Marketing is a main ingredient for success today, and MarkNet has enabled our company to compete in state and national markets. Our firm has been in business for 50 years, but this is something we wanted to do, and it has been a big help."

For a list of current MarkNet members or more information on how to join, go to [www.MarkNetalliance.com](http://www.MarkNetalliance.com).

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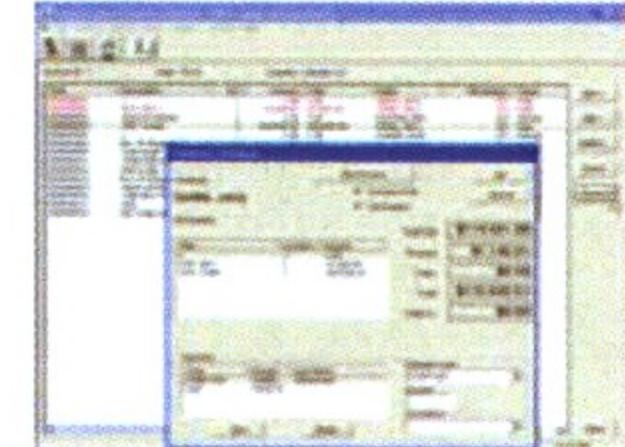
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## ARIZONA

### Mangolds honored for donations to Navy crew

O.C. and Joani Mangold of Wickenburg, AZ recently collected over 1,000 pounds of food, clothing, books, toiletries and CDs for the sailors of U.S. Navy Patrol Boat of Inshore Boat Unit 15, which conducts anti-terrorism/ protection operations in the North Arabian Gulf. A very close friend, DCCS Scott W. Martin, was a member of the crew of 40 sailors.

When the project was almost complete, the problem was to determine how to get the merchandise to the sailors. The estimated cost by mail or freight was over \$900. While attending a program in Phoenix, the Mangolds met a person who told them about Packages From Home, a non-profit organization that would send the items at no cost. Mangolds delivered the collection to south Phoenix and all of the items were then packaged by volunteers of Packages From Home and sent to Scott W. Martin and his crew.

Scott Martin was home on leave and during the May 24 mass at St. Anthony's church in Wickenburg he and Father George Highberger called the Mangolds to the front of the church. Scott presented them with a flag and certificate from the Inshore Boat Unit 15. The certificate read "Combat area presentation flag." This flag was proudly flown onboard a U.S. Navy Patrol Boat of Inshore Unit 15 conducting Anti-Terrorism & Force Protection operations in the North Arabian Gulf in honor of O.C. and Joani Mangold at the request of DCCS Scott W. Martin this date 09 April 2007. It was signed by Christopher P.G. Briggs, LCDR, USN, Commanding Officer and GMCM , Van Schuyver, CMC, IBU – 15. This was the second tour in the Gulf for Scott W. Martin.

The Mangolds proudly exhibit the flag and certificate in their home.



Sailor Scott Martin, far left, honored O.C. Mangold and his wife Joani during a mass held by Father George Highberger, far right.

This group of benefit Auctioneers met recently as the Benefit Auctioneer Specialist designation curriculum committee to make improvements to that new designation program. They are, from left, Lance Walker, CAI, BAS, CES; Kurt Johnson, BAS; B. J. Jennings, CAI; Annette Wells, BAS; Randy Wells, CAI, AARE, BAS, GPPA, CES; Johnna Wells; and NAA's Education Director Harlan Rimmerman.

## Chuck McAtee, AARE For NAA Director



## Chuck McAtee, AARE For NAA Director

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

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

## **Online real estate auctions**

# **Website that auctions real estate undergoes dramatic Grow**

Mike Keracher and Tony Isbell used to auction real estate onsite with a live crowd, but in 2001 decided to try selling online only. They saw a niche they believed would grow.

Their online real estate auction site [www.RealtyBid.com](http://www.RealtyBid.com), which sells only online, experienced 57% more sales in 2006 than in 2005, and it keeps on growing.

Keracher, Executive Vice President, and Isbell, the CEO/President say they expect to triple their business volume in the next two years.

In fact, they recently signed an agreement with Realogy Corporation, parent company of Century 21, ERA, Coldwell Banker and other real estate firms, to enable RealtyBid to sell online for all of Realogy's 307,000 real estate agents.

"We have worked hard to establish ourselves as the premier Internet only auction site for real estate," Keracher said.

RealtyBid, based in Gadsden, AL, calls itself "the nation's leader in online real estate auctions" and has sold 5,000 properties since it was started in 2001. It sells properties obtained from banks. When it decided to sell only online, the core client of bankers had to be convinced that selling online would work, and they saw the success.

"We are happy we stayed the course," Keracher said. "Our volume has steadily grown each year. In 2006 we sold 1,258 properties. We started with about five core bank clients and now have over 20 financial institutional clients."

What's the draw to selling online? "Buyers see the benefit of not having to leave the comfort of their home to bid and buy. We encourage buyers to physically inspect the property by making an appointment with the agent, and they do that. In fact, we had a female soldier in Iraq who bid on a property in her hometown after her relatives had done the inspection."

Selling online "definitely broadens the marketplace and the bidding pool," he said.

Sellers like listing online because they do not have to send staff to do an onsite auction, he said. The firm only takes listings from licensed real estate agents, to keep professionals involved. All auctions are done with a reserve price.

Keracher said he is also looking at how to partner with traditional Auctioneers now to sell with him. More than a dozen Auctioneers are talking with him about options. Auctioneers who give listings also need to be licensed real estate agents.

"Now is the right time to expose our business model to the public," he said.

How does the firm make its money?

"We charge \$100 to list on our website. We don't participate in the commission. And we charge a buyer's premium at closing."



**Keracher**

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## Follow up story coming

In next month's *Auctioneer*, a follow-up story on this topic of online real estate auctions will examine the different ways that many NAA members are selling real estate online. Some use it for low-end homes, some for industrial properties and other situations. Tune in to the August issue!

Other firms probably will jump in to compete with RealtyBid, but Keracher said his advantage is having six years experience and over \$1 million invested in the process and product.

The process works by having a two-day preview, 14 days of active bidding, then on the 14th day at 7 p.m. CST the bidding closes. If the reserve is met, the agent writes a contract. If the reserve is not met, a negotiation period begins.

The firm's website states "A growing contingent of real estate agents and lenders have embraced RealtyBid.com as a valuable selling tool, and thousands of buyers have found RealtyBid.com to be an unparalleled vehicle for purchasing property at discounted prices."

The site has access to databases of more than 2.5 million real

estate buyers, RealtyBid.com has quickly become a major advocate for the use of Internet technology as a means for bringing real estate buyers and sellers together.

RealtyBid.com hosts bidding events for several classes of real estate, including distinctive residences, condominiums, ranches and land, luxury properties, commercial assets, builder and developer events, international properties and bank-owned assets.

The firm's website states "The company utilizes technology to make real estate transactions more fun, less cumbersome and more cost effective for all parties. A primary goal of RealtyBid.com is to continue to provide a vast number of investment opportunities at discounted prices to real estate buyers nationwide while positioning itself as an integral sales tool for real estate associates looking to sell properties in an accelerated timeframe."

*Story by Steve Baska*

## SOLD II® Auctioneer of the Month



### Billy Long Springfield, MO

As a child, when most kids were at the swimming pool or playing outside, Billy Long would ride his bike to auctions. By the age of 14 he knew he wanted to be an auctioneer himself.

The dictionary defines innovate as to begin something new, introduce. Billy is a true innovator always working to improve the auction industry. **He introduced the SOLD II wireless clerking program to his customers in 1992.** After the initial shock of not receiving "those little tickets" his customers came to love the itemized print-out but most of all the speedy check out process. More importantly the business community has come to rely on the professional reports he provides at the end of auction day.

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# Internet supports both auction formats

## Absentee auctions vs. live floor auctions

By Andy and Irene Kaufman

Today an auction can be conducted in several different ways. There are the traditional on-site live floor auctions, absentee auctions, reverse auctions, Dutch auctions and several variations on each.

The Internet can be used to collect bids for any of these auction methods. In this article we will discuss the differences between the live floor auction and an absentee auction and how the Internet can support and enhance both of these auctions.

An absentee auction is an auction that is conducted remotely, without a bidding room where people participate in the bidding. Instead these auctions take place in a room with phones, fax machines and computers.

In the old days before the Internet there would a bid board on the wall where the bids (and up to bids) would be posted so that each person handling a phone would have access to the current bid information. To allow everyone the opportunity to bid, these auctions would usually remain open until the phone did not ring for a period of time, usually 10 to 30 minutes. By adding real time bidding via the Internet to absentee auctions, most clients can watch the action on their computer and do not need to call in every few minutes to check the status of their bids.

This has allowed the Auctioneer more flexibility in the way they choose to close the auction. For example, they can now have each lot close when that lot has been inactive for 10 minutes, keeping only the active lots open.

Real time Internet bidding for absentee auctions has many other advantages as well. One of the best advantages is that

the bidders can examine the bid status on all the lots and look for bargains, what is classically called "bottom fishing". This will increase the sell price of many of the lots that would otherwise not sell or would sell for the opening bid. A good Internet auction service will allow you to email the invoices at the end of the auction, so that

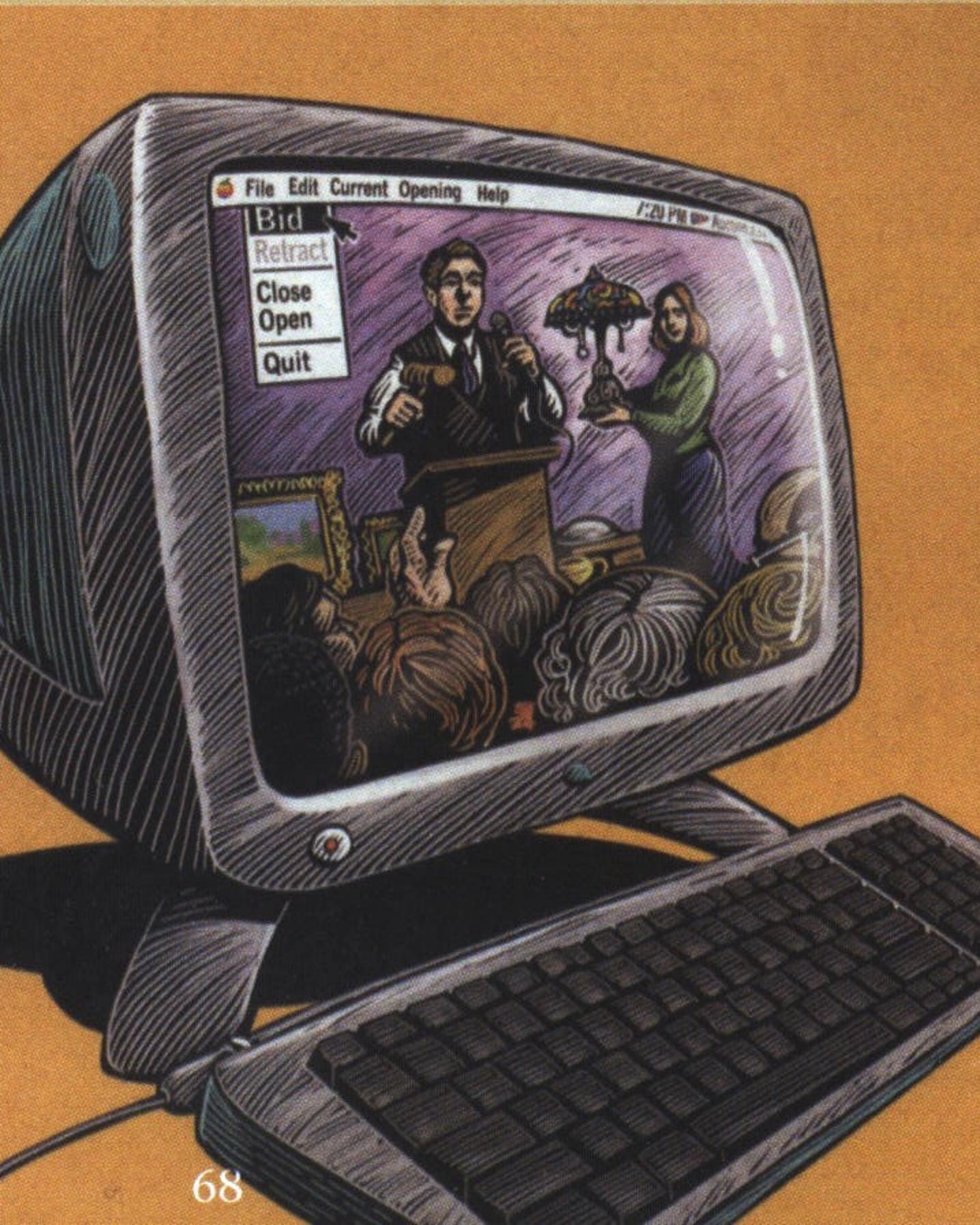
you will get your money from the buyer sooner. An Internet package should offer a variety of other email options as well: email all bidders who have not bid, all bidders who are not the high bidder on any lots, invoice reminders to late payers, all bidders on a specific lot and more.

Live floor auctions need a set of functions similar to absentee auctions, with additional features. The primary feature they need is an interactive page that displays the lot that is currently on the floor. The display must include the description, the current bid and whether the remote bidder is the high bidder or not. Also, the amount that the remote bidder will be bidding when the "Bid" button is clicked must be clearly displayed. A picture on the page clarifies which lot is currently on the floor. This page should also offer the bidder the option of bumping the bid by entering any dollar amount higher than the next minimum bid. Space for a message from the auctioneer allows the auctioneer to contact the remote bidders with important information.

Unlike static web pages, which the end user must "Refresh" by clicking a button, the live auction lot web page must update immediately when a bid is placed either by a remote bidder or by the auction clerking station. The live auction lot page will also re-display itself automatically when a lot closes, automatically advancing to the next lot. This web page would also automatically refresh when a message is sent from the auctioneer. The Web browser "Refresh" button is not used in the Live Internet auction.

### Internet bidding packages

Internet bidding packages that are available in the current market offer two distinct methods of accepting remote bids. One method is to have the remote bidder's bid immediately accepted by the computer, the other is to require the clerk to click the accept button before the bid is accepted. The difference between the two methods can have a major impact on how the bidding proceeds. In the first case, where the computer immediately accepts the bid, the clerk will offer the bid to the auctioneer. Remember, just because the computer has accepted the bid does not mean that the auctioneer has accepted it. The auctioneer can accept the bid from the clerk, or can accept the bid from the floor. When the auctioneer accepts the bid from the floor, the clerk must notify the remote bidder that the bid is on the floor and that their bid has not been accepted.



A robust Internet bidding system will provide a “one-click” solution: I call this the “take-bid-to-the-floor” button. The clerk clicks this button and the remote bidder is notified that they do not have the high bid. The major advantage to having the computer accept the remote bid is that other remote bidders are immediately notified that the bid has increased and that they must increase their bid in order to win the lot. In other words this method allows the remote bidders to raise the bid several times in a few seconds.

The alternate method is where the clerk accepts the bid from the remote bidder only when the auctioneer recognizes the clerk as the high bid. The problem with this system is that other remote bidders cannot bid until the clerk accepts or rejects the bid that is currently being offered. This can cause a backlog of bids and can create a confusion among the remote bidders as to how much they are actually bidding or whether their bid is being handled at all.

The bidder's interactive page should not include a place for the bidder to ask the auctioneer a question. Once the lot is open for bidding, it is too late for the bidder to be asking a question. The question will interrupt the pace of the auction, and remote bidders just like attendees have ample time to ask questions prior to the start of the auction and should not be encouraged to interrupt the auction.

The live floor auction will always close one lot at a time, usually in sequence. The software package you select must have the flexibility to allow the auctioneer to skip lots and easily return to them so that when there is a delay in bringing a lot to the floor, the auction can proceed without causing a problem.

When a bidder is ready to leave a floor auction, the Internet package must be ready to print the auction invoice. Remote bidder's invoices should be available to mail immediately upon ending the auction. Similarly consignor payment information should be available at the end of the auction.

Another popular option today is to use the absentee auction

**An absentee auction is an auction that is conducted remotely, without a bidding room where people participate in the bidding. Instead these auctions take place in a room with phones, fax machines and computers.**

remote bidders to place bids.

As you can see, there are similarities between the absentee auction and the live floor auction models. The best Internet software packages merge the features of both into one package, providing the auctioneer with the ability to gather bids before the auction, control bidding during the auction, invoice immediately at the end of the auction, and obtain detailed information about all of the active Internet bidders.

*Andy Kaufman and Irene Kaufman have over 60 years of computer experience between them and are principals of Real Time Auction Method, which provided its first computer auction package in 1982 and has been providing Internet Bidding Solutions since 1996. The Internet Auction Package supports interactive live floor bidding, pre-bidding for live auctions and full absentee auction functionality. With over 100 customization options, the software can be easily tailored to meet the requirements of most auctioneers. Flat rate pricing (no commissions) leaves more profits for auctioneers and their consignors. Personal service to each customer guarantees that their custom Internet Auction Package supports their business model. To try a live demonstration online or for more information about the product features, please go to their web site at <http://www.rtam.com>.*

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## New company name

Deana McLendon Real Estate Sales, of Newberry FL has a new name-- Auctions and Realty of America, Inc. Auctioneer McLendon invites visitors to her new website: AuctionsandRealtyofAmerica.com.

## Auction Flex Launches Bidopia.com

Sebae Data Solutions, Inc., the creators of Auction Flex, has announced the launch of Bidopia.com, which allows bidders to search and bid on auction lots uploaded from our customers.

Auction Flex is complete auction management software for live auctions including catalogued, non-catalogued, and multi-parcel auctions. From a single click of the upload button within the Auction Flex software, customers can receive bids through their own website, through the Auction Flex website, and now, through the Bidopia.com website. Then, when the Internet bidding has closed (prior to the auction), a

single click of the download button retrieves all the bidder information, bids, and payment details, no matter what website the bids were placed from. Simple and easy!

Promoting of Bidopia.com will be online and in national publications. It is intended as a high traffic destination for buyers to easily search across multiple catalogs by keyword or category. The goal, by giving buyers a simple way to search and bid on upcoming auction lots, is to provide our Auction Flex customers with more qualified bidders, and subsequently, higher bids.

Note: The Auction Flex Internet Bidding platform is not a live internet bidding solution. It can be used for pre-bidding prior to the auction or for internet only auctions.

To learn more about the Auction Flex internet bidding solution, the Auction Flex software, or Bidopia.com, please contact us at (352) 624-2791 or sales@auctionflex.com. Sebae Data Solutions, Inc., 7 E Silver Springs Blvd #200, Ocala, FL 34470, (352) 624-2791, [www.auctionflex.com](http://www.auctionflex.com).

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## LTB Gordon's Art Releases 2007 Fine Art Research Products

LTB Gordon's Art has published the new editions of the Fine Art, Print and Photography research products available for the discriminating Auctioneer who needs the most comprehensive information available to assist clients. Because of LTB Gordon's many years of experience, their many products are subscribed to by auction houses worldwide in order to receive the most defined and up-to-date information available.

The new releases include one of the most referred-to guides – the 2007/08 Davenport's Art Reference and Price Guide which now contains biographical and pricing information for over 300,000 international artists and is the ultimate reference guide in one volume when researching an artist. Released in May 2007 (some 2006/07 editions are still available). Also available is the 2007 Hislop's Art Sales Index which

has long been the leading international reference guide covering oil paintings, works on paper, drawings, miniatures, prints, photographs, and sculptures, with the online database containing over 3-million records for more than 230,000 artists.

Other titles include the 2007 Gordon's Print Price Annual. With almost 900,000 entries on CD-ROM and in the online database, it is the leading provider of international auction results covering Old Master, Contemporary and Modern prints (lithographs, etchings, engravings), fine art posters, illustrated books, and Picasso ceramics.

Gordon's Print Price Annual is the leading guide to fine print prices at auction and has been for over 30 years. Also new for 2007 is the Gordon's Photography Price Annual International listing almost 215,000 entries on CD-ROM and Online database. Gordon's Photography Price Annual is the only publication of its' kind and is the leading guide to Fine Photography Prices at auction. Most of the LTB Gordon's Art products are available by online subscription, on CD-Rom, and in Book format.

Also available in paperback from LTB Gordon's Art is the 2007 Hislop's Pocket Price Guide reporting summarized auction prices for the UK market from calendar year 2006. This publication includes 31,090 works by 10,633 artists with all prices listed in British pounds.

The 2007 Hislop's Official International Price Guide To Fine Art – 2nd Edition lists summarized auction prices for fine art from August 2005 through July 2006 and includes sale prices of 158,000 works by over 28,000 artists with the prices being listed in US dollars.

LTB Gordon's Art, based in Phoenix, AZ, is part of the LTB Media group which also publishes such periodicals as Art & Auction magazine, Modern Painter, Gallery Guide and Culture & Travel.

For more information about any of these products contact LTB Gordon's Art at (941) 721-9500.

Press releases follow a general format. This format includes a release date ("For Immediate Release" is commonly used), contact information, headline, date, "lead", body, and "boilerplate." Your headline should summarize the purpose of your press release. The headline is one of the most crucial elements of the press release because if it doesn't grasp the attention of the reader (editor/reporter), it most likely will not move forward.

The second most important piece of the press release is the "lead". The "lead" is the first paragraph of a press release that introduces the story to the reader by addressing the "Five Ws". Another way to look at the content of your press release is as an inverted pyramid. By placing the most important issues of your press release in the very beginning in the "lead", you can then narrow your focus in the remainder of the body. Don't stress over making your "lead" read like poetry. Stick to the facts of your story. Remember a press release is a "teaser" for a reporter to pick up the story idea and finish it.

The body of the press release provides additional background and detail to the Five Ws. Finally, there is the "boilerplate" or "tag". The "boilerplate" tells the reader about who is sending the press release whether it is an individual or business. In a sense, the "boilerplate" is a 3-4 sentence biography of the author. To signify the end of a press release, symbols are generally used such as "###" or "-30-".

The following are additional tips to will help you make your press release a success! First and foremost, your press release should always be short, concise and free of spelling errors. Nothing turns away reporters quicker and reaches the trash can faster then a lengthy, spelling error-filled press release. Spell check, grammar check, and spell check again. Designate someone as the "proof reader" in your office.

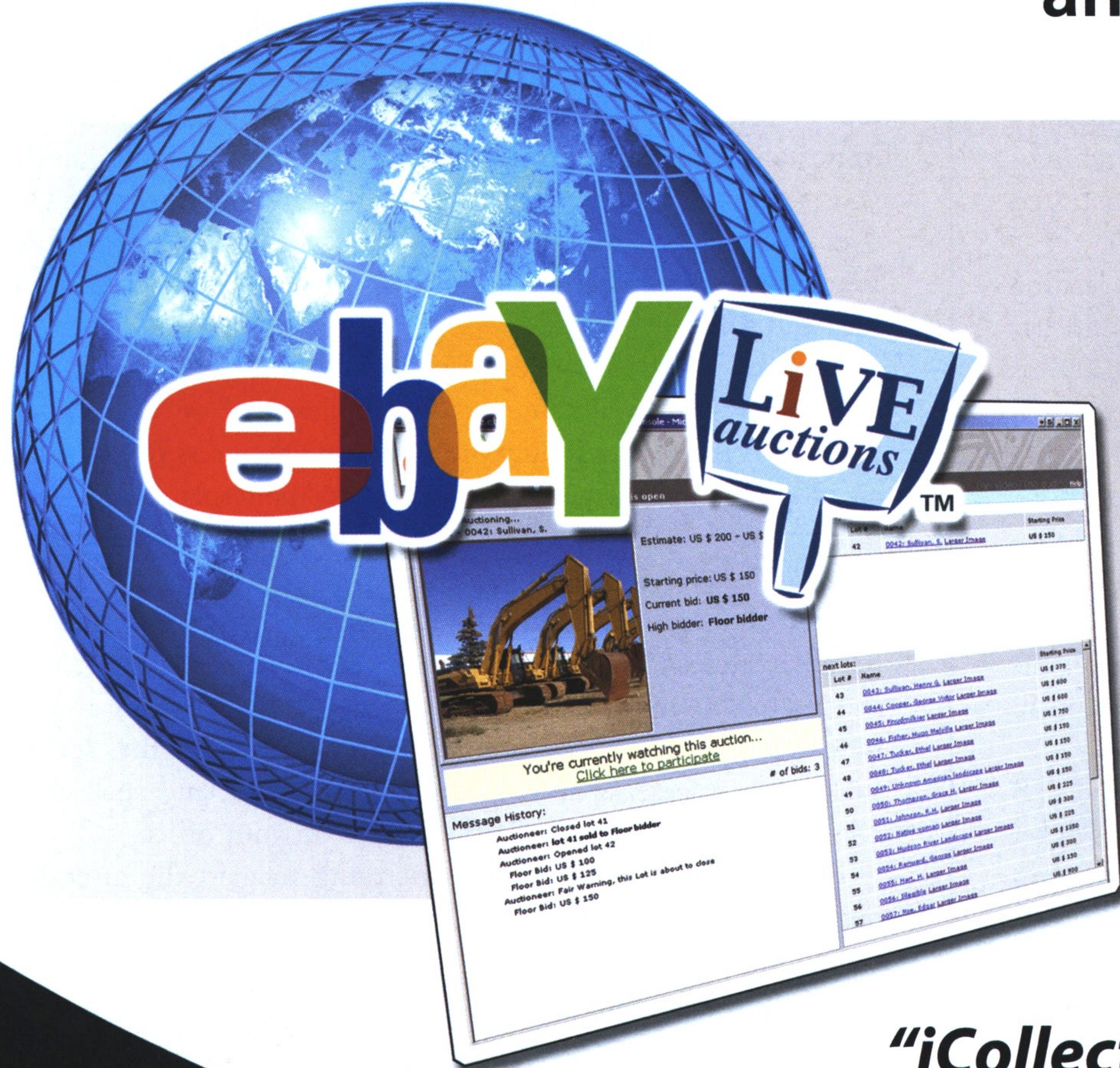
Timing is also important when trying to gain the attention of the media. Editors and news directors generally meet with their staff to plan the day's news coverage in the morning. Try to send press releases in the morning so you make the list of news to be covered. Reporters are continually under the pressure of deadlines, so late press releases generally end up in the trash.

For additional tips on writing a press release or examples of press releases visit the PR Tool Kit section of the NAA website.

- Enter the Member Only homepage of the NAA website.
- Click on the Government Relations link in the left column
- Click on Auction Action Center link
- Click on Find Media Contacts under Policy Tools
- Enter ZIP code in Local Media
- Select your media (Limit of 5 per e-mail) and click "Compose Message"
- Cut and paste text of press release into message box
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Upcoming state association events...

July 6-8: Kansas Auctioneers Assoc., Abilene, KS

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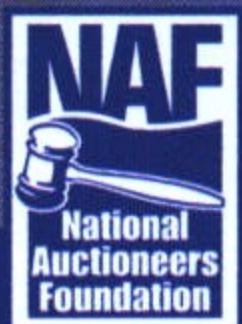
July, 13-18, 2009: Overland Park Convention Center, **Overland Park, KS**

July 2010: **TBA**

July 2011: **Orlando, FL**

## AUCTION INDUSTRY RESEARCH STUDY

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



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

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## Real estate auction legal issues

I'm just getting started and plan to focus exclusively on real estate auction sales, especially residential. I am a California licensed real estate broker and Realtor, so I'm familiar with most of the legal issues in that regard. What I would like to know are the top 5 or 10 legal issues you encounter, or are concerned about, in regards to real estate auctions and how to protect ourselves or avoid them.

Craig Saxon  
Santa Rosa, CA

**Answer:** There are several significant legal issues to consider in real estate auctions. Obviously, selling real estate by auction method is unique and has its own challenges and rewards.

Real estate auctions can be conducted either with reserve or without reserve. The distinction between these two methods is crucial. The Auctioneer, as the agent for the seller, must explain the risks to the seller and to advertise the auction consistently. An auction without reserve is an auction where the property is sold to the highest qualified bidder with no limiting conditions or amount. At an auction without reserve, the seller must understand that a

successful bid may be substantially lower than the value of the subject property. The advantage of an auction without reserve is that it may draw more bidders to the auction because the seller is committed to selling the property.

An auction with reserve is an auction in which the seller or his agent reserves the right to accept or decline any and all bids. This form of sale removes some of the seller's risk because it gives the seller more control over the sale of the property. Auctioneers need to be careful about the language used in advertising the sale. In some cases, the language used in advertising the sale has converted an auction with reserve to an auction without reserve. When auctioning real estate an Auctioneer must inform the seller of the process, risks, and rewards associated with each type of auction.

In addition, disclosures play an important part in every real estate auction. As the seller's agent, an Auctioneer is required to inform the seller of his obligations to disclose and to ensure compliance. Failure of the Auctioneer to do so can result in costly litigation and liability. The disclosures that Auctioneers need to be considered include, but are not limited to, the following: (1) any and all known defects, (2) lead base paint disclosure (if required), and (3) state law usually requires disclosure of any defects known to the seller concerning major home systems (roof, heater, air-con-

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ditioner, etc.). Some states, including Indiana, require the disclosure of underground tanks in certain commercial transactions. The seller should disclose these items to comply with the law and protect himself or herself from claims relating to them.

Also, Auctioneers should maintain good communication with the seller. Sellers want information about the sale and understand the process. Auctioneers are selling, in many instances, the family home or the family farm so there may be some emotional attachment. Failing to communicate with the seller (answering questions or advising sellers of their legal responsibilities) will usually create problems and could result in costly litigation. Sellers can become frustrated if they are not aware of the Auctioneer's actions concerning the marketing or advertisement of the property.

To avoid dealing with confusion or a frustrated seller, keep them informed of the process and send them copies of the advertisements published for the sale of their real estate. These simple steps can help keep the Auctioneer and seller on good terms.

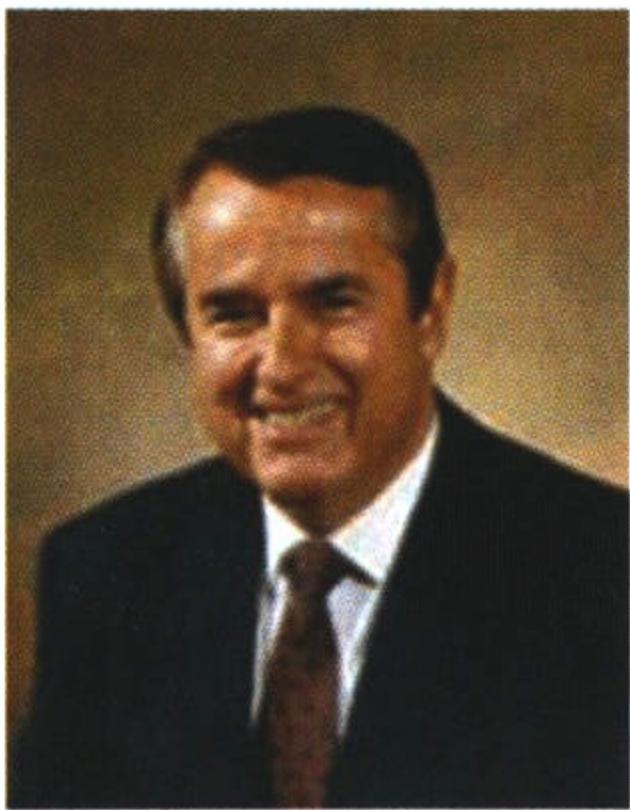
Furthermore, Auctioneers must know what they are selling. As part of the due diligence for commercial or valuable real estate, Auctioneers should consider having title work completed and a survey prepared. The title work and survey can be extremely important in advising your clients concerning the sale of their property at auction. Title work will verify the seller's ownership of the property and reveal any liens on the real estate. The liens which may be found during a title search include mortgages, mechanic's liens, judgments, and taxes. These items will usually need to be paid at or before the closing.

A survey of the subject property will reveal any other encroachments on the property and verify the acreage. Encroachments such as easements, disputed property lines and floodways may influence the price of the property and the reserve amount. Auctioneers should take steps to learn about these types of problems before they become a dispute.

Finally, upon obtaining the highest bid for the real estate the Auctioneer, or someone in his or her staff, should be prepared to meet with the successful bidder immediately to have him or her sign the real estate contract. A few months ago, a reader asked a question about the statute of frauds and its application. Specifically, the reader indicated that the successful bidder refused to sign the purchase agreement after the sale and invoked the statute of frauds as a defense (Statute of frauds is a legal doctrine that requires the parties to certain transactions, such as real estate transactions, be reduced to a written instrument, contain an adequate description of the subject property and be signed by the party against whom the writing is being enforced.)

Having the buyer and seller sign the purchase agreement help ensure that they are willing to complete the transaction. It is important to have the successful bidder sign as soon as possible to avoid any time for second thoughts to change his or her mind.

These are a few of the most common problems and steps that can be taken to avoid them. An Auctioneer, as the agent of the seller, owes a fiduciary responsibility to the seller. Keeping the legal obligations in mind will help an Auctioneer avoid most legal problems.



JOHN PECKHAM IS THE EXECUTIVE DIRECTOR FOR THE REAL ESTATE CYBERSPACE SOCIETY. IN THIS COLUMN IN *AUCTIONEER*, HE PROVIDES TIPS FOR USING TECHNOLOGY IN THE BUSINESS WORLD.

## INTERNET TRICKS AND GREAT PLACES

### TRICK #1: A BUTLER TO READ YOU THE NEWS

<http://www.naturalreaders.com>

How about a butler to read the news to you each morning? This software converts any text you highlight on the web into spoken words so you can listen to text instead of reading from the screen. And as long as this software is running all you need do is press the program hot button on your keyboard to hear any selected text.

This neat little program can also read you your e-mail, your word documents - in short any text you can see on your screen in just about any program. It will also convert text into an MP3 or WAV audio file, so you can listen later after downloading to your iPod or burning it onto a CD. Good stuff and the price is right - it's free.

### GREAT PLACE #1: NEVER FORGET A THING

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

This is a simple and easy to use tool that really works. Just go to this great place, enter your cell number and a text reminder. Then schedule the time you would like it delivered and your cell phone will alert you right on time.

You can set up birthday reminders for the rest of the year and get your "to do" reminders right on schedule. You can also use this little web service to remind others about an event at a specific date and time. Its uses are only limited by your imagination.

The simplicity of this program will remind you of Google and there is no cost to use this one trick pony.

### GREAT PLACE #2: Find Local Events Fast

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

Want to find out what's going on around town? Then this is a great place to start. You can search by date, zip code, insert a mileage radius and select the type of event such as Arts and Crafts, Community, Business and Tech, Dance, Fairs and Festivals, Food and Dining, Music, Performing Arts, Sports and Outdoors or Visual Arts.

In addition you can add your event and it will be picked up here and at any applicable media partner where it will also appear locally on the web and in print.

There are lots of additional bells and whistles here. Nice resource.

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at [www.REcyber.com/reintelligence/cybertips.htm](http://www.REcyber.com/reintelligence/cybertips.htm). Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at [bostonjack@earthlink.net](mailto:bostonjack@earthlink.net). The Society's worldwide web office is open 24 hours a day at [www.REcyber.com](http://www.REcyber.com). Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at [www.REcyber.com/reintelligence/cybertips.htm](http://www.REcyber.com/reintelligence/cybertips.htm). StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2007. RECS.

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# NAA Resources

## NAA Membership and Meetings

For meeting registration, membership applications, and changes to your membership record, contact the **NAA Member Service Department** by phone: 913-541-8084 or 888-541-8084, ext. 15; fax: 913-894-5281; or e-mail: [info@auctioneers.org](mailto:info@auctioneers.org).

## PROGRAMS

### St. Jude and NAA Partnership

NAA members have raised nearly \$4 million to help children since 1999. Opportunities for members to participate vary from donating a percent of auction proceeds to holding a "special" fundraising auction for St. Jude Children's Research Hospital.

### International Auctioneer Championship

NAA hosts the largest bid-calling championship in the world each July during the annual Conference and Show. Participants can register beginning in February through the Conference and Show registration process. This contest has both a men's and women's division and awards a \$10,000 cash prize, a trophy and ring. A promotional video will also be aired nationwide and feature the winners.

### International Junior Auctioneer Championship

The NAA's youngest Auctioneers compete in a bid calling contest in front of a live audience each July during the annual Conference and Show. Open to youth age 12 to 21, the IJAC Champion will win \$1000, a trophy and complimentary registration into the adult division of the International Auctioneer Championship once the winner meets the minimum age requirement for the IAC.

### International Ringman Championship

Professional Ringman to be featured in NAA's Ringman Competition. Ringman play a vital role and have significant impact on the success of an auction. NAA is eager to recognize their efforts and reward them for a job well done. A trophy, a \$5000 cash prize and a championship ring will go to the champion of the IRC, sponsored by the Professional Ringman's Institute. A promotional video will also be aired nationwide and feature the winner.

### National Auctioneers Day

On the third Saturday in April, National Auctioneers Day is designated to recognize the creative efforts of Auctioneers and the benefits of the auction method of marketing. For more information about National Auctioneers Day see the March issue of *Auctioneer*.

### NAA Marketing Competition

NAA has developed a special awards program to recognize the creative efforts of Auctioneers. The award presentations take place during the annual Conference and Show in July. Call for entries along with the rules and regulations are included in the Conference and Show brochure that is sent with the February magazine. This was formerly called the Photography, Advertising and Auction of the Year contest.

## President's Award of Distinction

The President's Award of Distinction is awarded to an Auctioneer for his or her contributions to the industry and profession. This prestigious award is given during the annual Conference and Show in July. The NAA President, along with the NAA board of directors, make this selection.

## NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, GPPA and CES. Visit [www.auctioneers.org](http://www.auctioneers.org) to learn more about NAA's business-boosting programs, or e-mail us: [education@auctioneers.org](mailto:education@auctioneers.org). Phone: 888-541-8084 (extension 23 and 28).

## Online Education

Earn continuing education credits by taking auction-related classes at home. NAA Online, in partnership with the Nashville Auction School, provides six classes, with more planned in the future. Price is \$95 for NAA members. For details call 931-455-5840.

## SERVICES

### Auction Calendar

Members are allowed to post their auctions on the NAA Auction Calendar on its web site—[www.auctioneers.org](http://www.auctioneers.org). NAA's site receives over 4 million hits per month and increases the exposure of member auctions.

### NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases. Cashless Commerce now has a very low rate of 1.67 percent available to all NAA members. Call Cardmaster Solutions at 866-324-2273.

### Discount Advertising Rates

Reach the buyers with Important Publications. Use your exclusive auction advertising programs. Your NAA membership entitles you to discounted advertising rates with *USA TODAY*, *Investor's Business Daily*, and *The Network of City Business Journals*. For more information call 800-510-5465.

### Discussion Forum

Allows members to share information online in a quick and easy manner. Any question that you have pertaining to the auction profession can be easily addressed by other members of the association. Check this frequently, as many topics are discussed on this forum. Call NAA Web Services at 913-541-8084 or 888-541-8084 ext. 25 or log on to [www.auctioneers.org](http://www.auctioneers.org) for more information or to sign up.

### NAA FREE Website

NAA members can receive a FREE two-page website through our partnership with

## Access NAA Online

NAA's Web site, [www.auctioneers.org](http://www.auctioneers.org), provides fast and convenient access to people, practices, ideas, and resources. Your member account allows you to connect online with colleagues and stay in touch with what is happening in the industry and profession. NAA's Web site is innovative and easy to navigate.

AuctionZip.com. Choose between customizable templates and individualize information about yourself and your company and post all of your auctions. To take advantage of this service, log on to [www.auctioneers.org](http://www.auctioneers.org). Members who do not currently have a website, or a registered domain name (web address or URL), are required to establish and register a domain name. **Domain registration is a standard process in creating a website** and may be done through AuctionZip.com at \$9.95 per year, or you may register your domain through any domain registrar you chose.

### Government Relations

The Government Relations program tracks federal and state legislation impacting the auction industry and notifies you to take action on issues when appropriate. Through the Auction Action Network (AAN), you have the opportunity to sign up to become a member of NAA's government relations network to present a united voice on issues affecting the profession.

### Health Insurance - NAA Insurance Plus Program

NAA is able to offer solutions that can provide you and your loved ones with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! Affordable and comprehensive healthcare solutions for you and your family. Act now by calling (800) 292-3797!

### NAALive.com

NAALive.com provides members live web casts of on-site auctions, allowing you to attract bidders worldwide for \$125 fee & a 1.5% commission for items sold. To take advantage of this service by logging on to [www.NAALive.com](http://www.NAALive.com) or call 877-456-LIVE.

### Office Products and Supplies

Purchase office products and supplies that you use every day in your business with discounts up to 80% off current retail. Call toll free to order your catalog. Next day shipping of order is free. To take advantage of this service log on to [www.auctioneers.org](http://www.auctioneers.org) or call 866-606-4601, ext. 318.

### Prescription Drug Program

Program is free to members, families and employees and provides a discount pharmacy card that provides overall savings of more than 20 percent. Call 888-541-8084, ext. 15; fax: 913-894-5281; or e-mail: [info@auctioneers.org](mailto:info@auctioneers.org) for your pharmacy card today. Help line 888-229-5383.

### State License Laws Guide

Guide covering principal requirements in each jurisdiction to assist members with questions on individual state requirements. Log on to the members only section of [www.auctioneers.org](http://www.auctioneers.org) for more information.

### Travel Services

The lowest available member rates for travel—Guaranteed! NAA Travel handles all of the annual Conference and Show and

Winter Seminar arrangements. This service is free and can be used for all your business or pleasure travel needs. Call NAA Travel at 877-363-9378.

## PRODUCTS

### Audio CDs

Audio CDs of the recorded NAA Educational Conference sessions can be purchased by e-mail: [craigm@cmcg.com](mailto:craigm@cmcg.com) or calling 800-747-8069; fax: 818-957-0876. For a complete listing of available sessions, log on to [www.auctioneers.org](http://www.auctioneers.org).

### Books

This comprehensive 92-page legal guide, *Waiting for the Hammer to Fall, A General Overview of Auction Law* by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 888-541-8084, ext. 28; fax: 913-894-5281; or e-mail: [info@auctioneers.org](mailto:info@auctioneers.org).

### Membership Directory

This directory provides an up-to-date listing of all members and their contact information. This is updated annually and is published and sent to all members in April. For up to the minute membership directory, log on to [www.auctioneers.org](http://www.auctioneers.org).

### Merchandise

NAA provides a great selection of apparel and promotional items that members can purchase at very attractive and competitive prices. Log on to [www.auctioneers.org](http://www.auctioneers.org) for available products or call (866) 605-7NAA (7622).

### Newsletter

Have the four-page *Auction Advantage* newsletter sent to a list of your customers four times a year for only 45 cents per mailing per customer. The newsletter is customized with your photo and company contact information. NAA creates and mails the newsletter. For details call 913-541-8084, ext. 15.

### Opportunity Kit

To request an *Auctioneer or Auction World* Opportunity Kit, please call 913-541-8084 or 888-541-8084, ext. 20; fax: 913-894-5281; or e-mail: [wdellinger@auctioneers.org](mailto:wdellinger@auctioneers.org). To learn more about the benefits of advertising please call 913-541-8084 ext. 20.

### Buyers Guide

We have collected information from those companies who have developed products and/or services with the auction company in mind.

### Customer Survey Card

NAA provides to you customer survey cards, which you can give to customers at your auction to get their feedback. The results can be used to improve your business. Send the cards to NAA and get a detailed report back. An order form can be downloaded from the NAA website, or call member services at 888-541-8084, ext. 15.



## NAA photographer's studio damaged in Texas flood

Mat Mathews, who has been the official photographer at NAA's annual Conference and Show for three years and met thousands of NAA members, suffered damage to his studio building in severe flooding near downtown Gainesville, TX in June.

His building was inundated by about four feet of water throughout the structure. Much of his computer equipment and studio finished work was lost. He has run his business in its present location for the past 26 years.

Please join NAA in wishing Mat a successful cleanup and recovery. Anyone wishing to donate funds to Mat's

effort can contact him at Mathews Photography, 300 Lindsay, Gainesville, TX, 76240. His website is [www.mathewsphotographers.com](http://www.mathewsphotographers.com).

Former NAA President Mike Jones, CAI, GPPA, of Dallas, TX visited the flooded building recently and encourages all interested NAA members to financially help Mat recover from this devastating flood.

Mat believes he will be at NAA's Conference and Show this month in San Diego, CA, July 15-21, where he will again shoot photos of many events, as well as portraits of individuals and state Auctioneer groups.

### In upcoming issues:

The August cover story in *Auctioneer* magazine will feature new NAA President Thomas L. Williams, CAI, of Bixby, OK. Williams' company specializes in real estate, and has sold more than 1,000 homes in a one month period recently. Williams tells his goals for NAA in the coming year, and reflects on his decades in the auction industry.

The September cover story will be highlights of the NAA 58th Annual International Conference and Show in San Diego, CA. Photos and text will recount results of the contests, seminars and other events at the world's largest gathering of Auctioneers, ringmen, support staff, families and others.

tion classes now. Auction classes will first be offered this fall.

The program has been established by a partnership with the National Auctioneers Association. The four-year program leads to a Bachelor of Science in Business Administration with a major in auctioneering.

"This has been a dream of the NAA board of directors and of NAA's Education Institute Trustees, both of which have worked hard to make this a reality," said Harlan Rimmerman, NAA's director of education.

Classes will be offered online and on campus at the Angola North campus site. The university, established in 1884, also has other sites, but the auctioneering major is available only at that campus.

Dr. Jean Deller, dean of the university's School of Professional Studies, said "We were pleased to work with Harlan Rimmerman and the NAA, that acted as an advisory committee to develop this program. We believe that it will meet the needs of the auctioneering community."

For more information about the auction college degree at Tri-State, call the School of Professional Studies at (260) 624-2420.

### Auction classes begin this fall in special college degree

A college degree in auctioneering was established in recent months for the first time in the United States through Tri-State University, of Angola, IN. Students can begin the general edu-

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- Industry's best national buyer database, featuring more than 300,000 profiled names
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- Comprehensive marketing services to assist you on the "must-win" proposals
- No-fee buyer leads from the home office
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