

# Auctioneer

MAY 2009

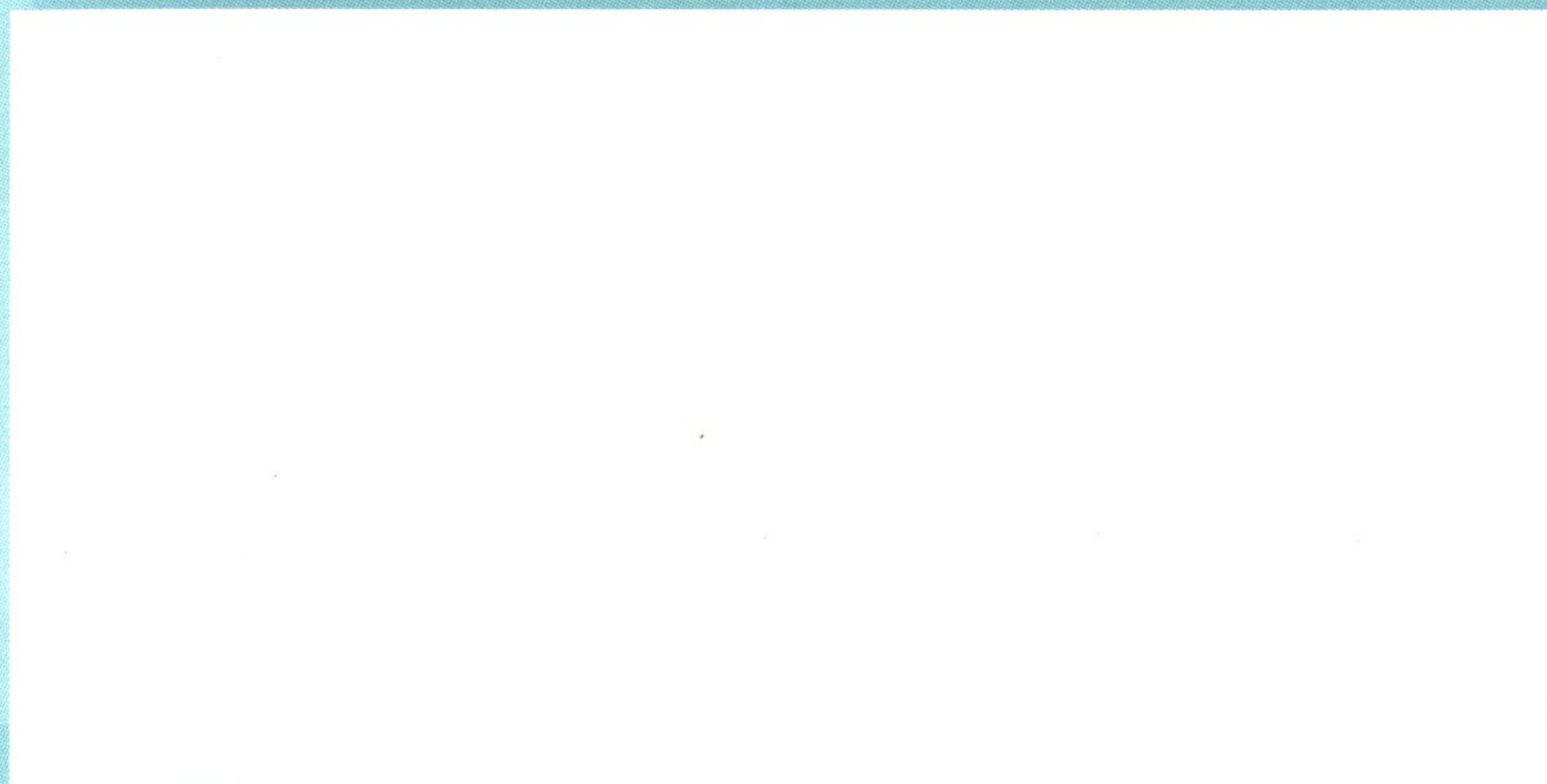
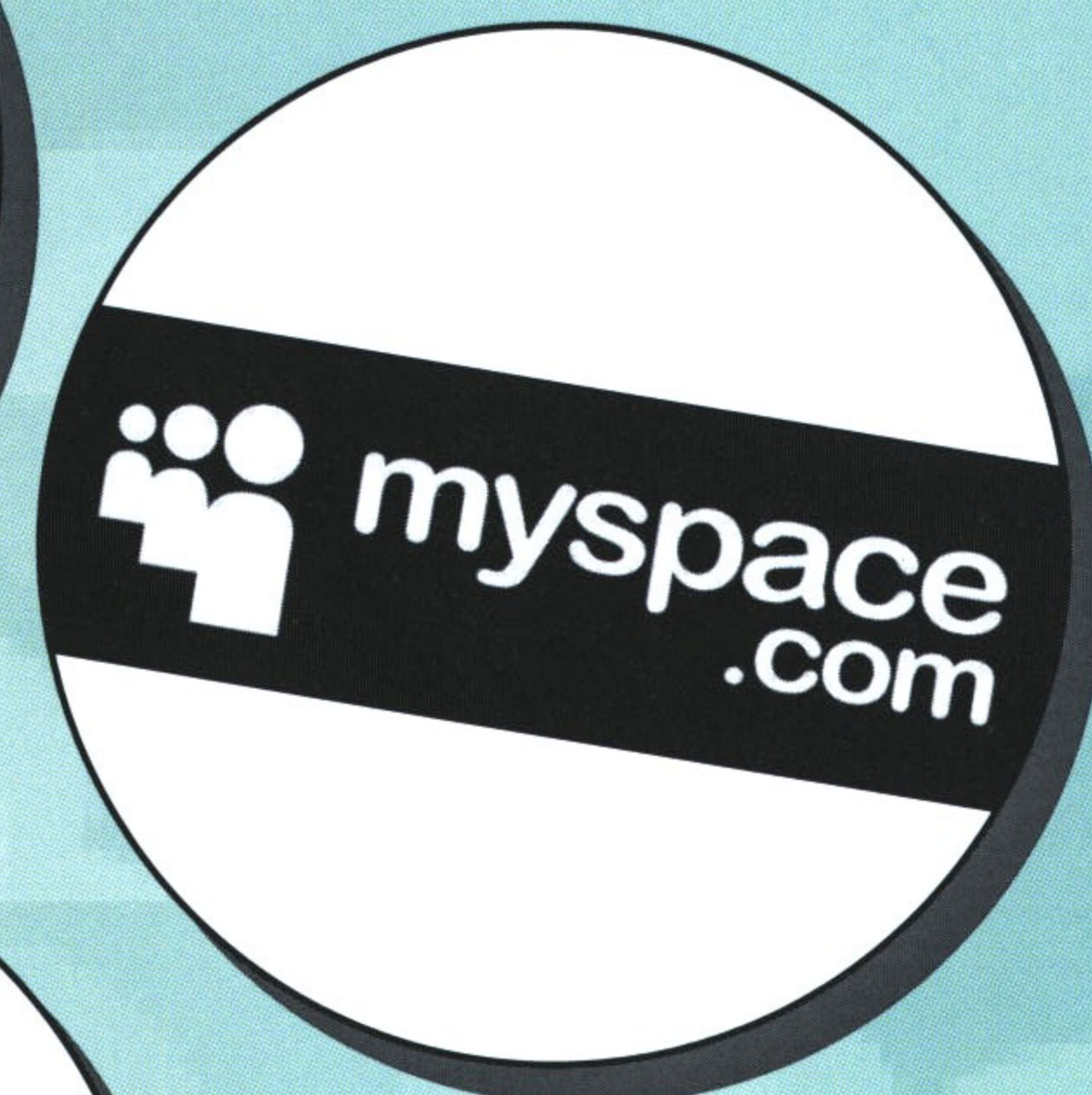
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## **Social networking and marketing websites: Do they bring new auction business?**

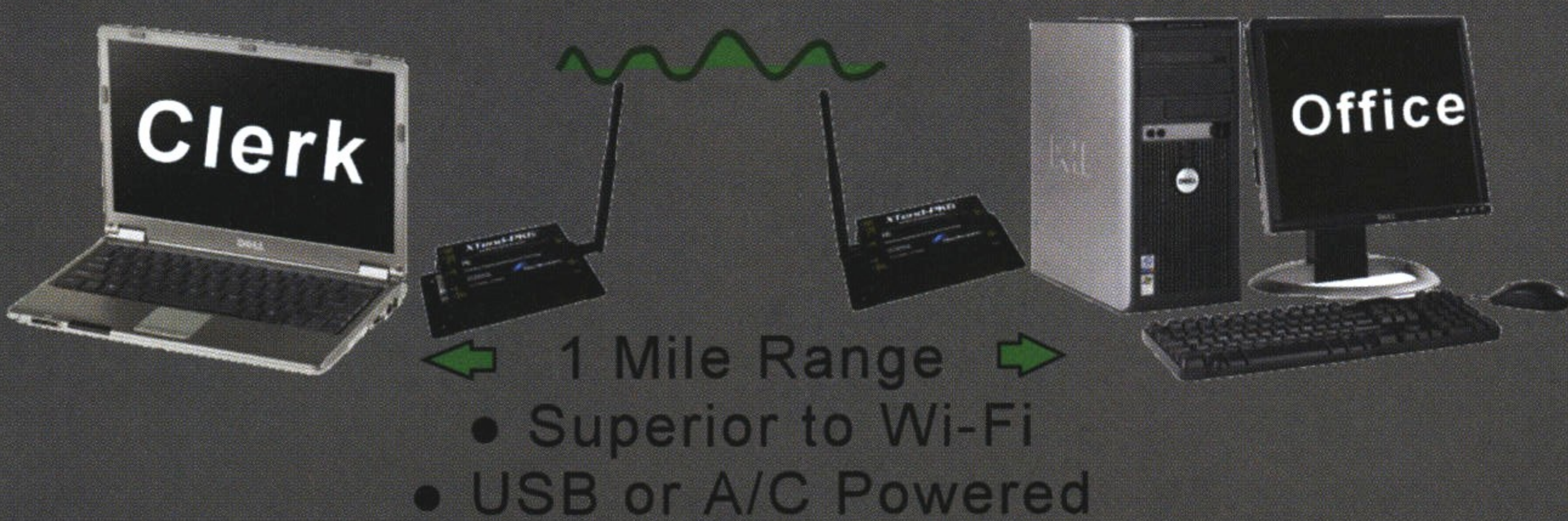
### also inside:

- *CAI 2009 highlights*
- *The Great Debate*
- *State Association News*





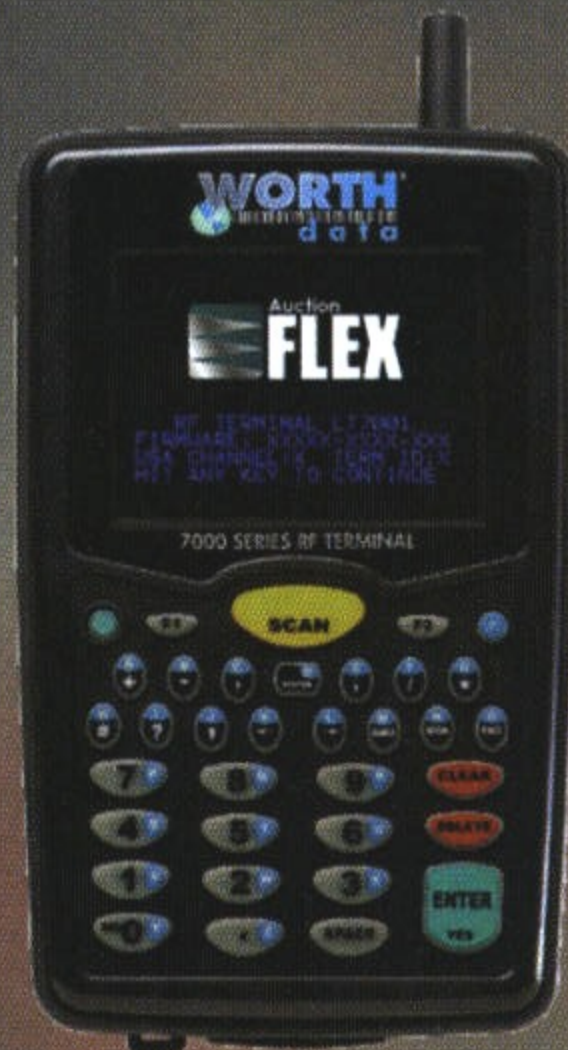
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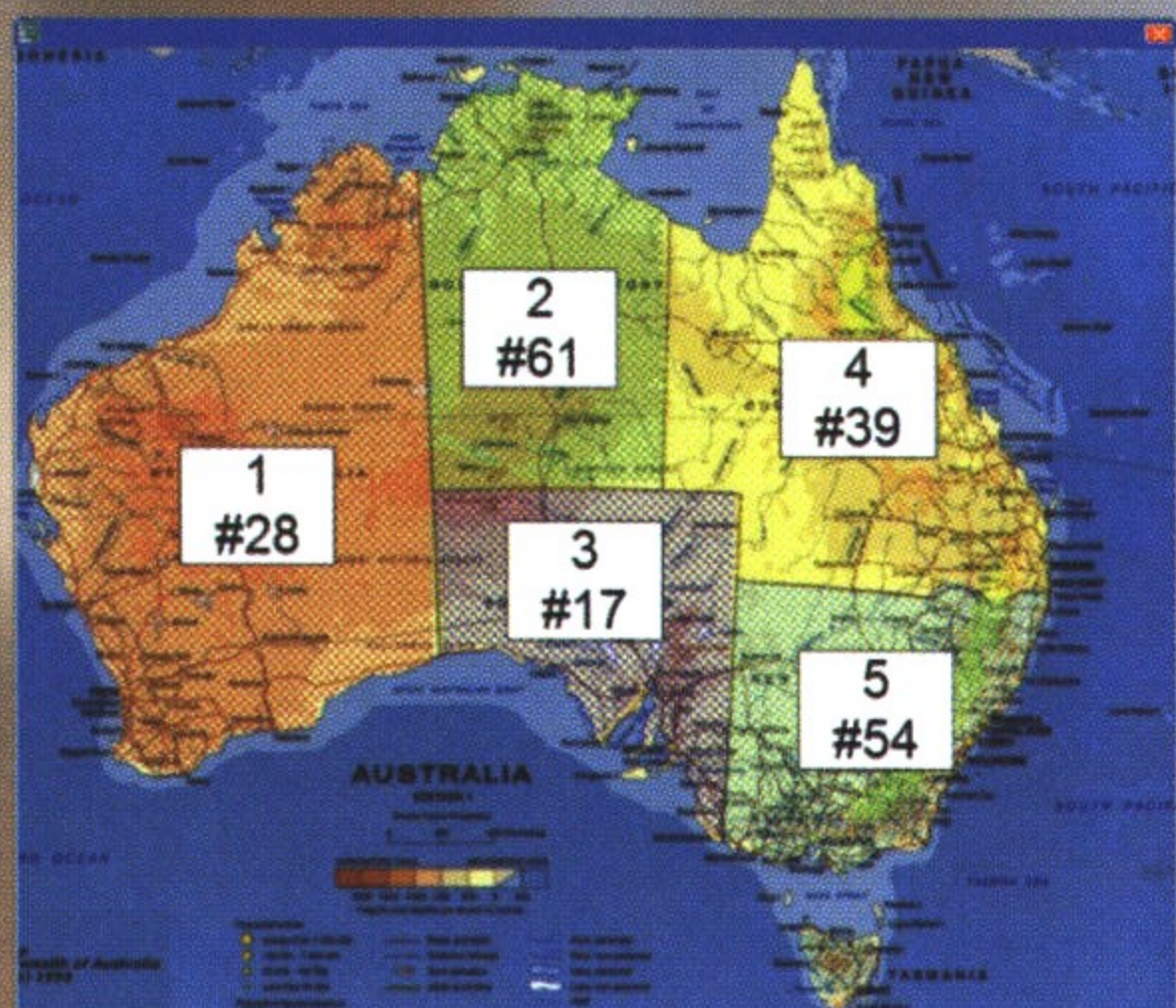
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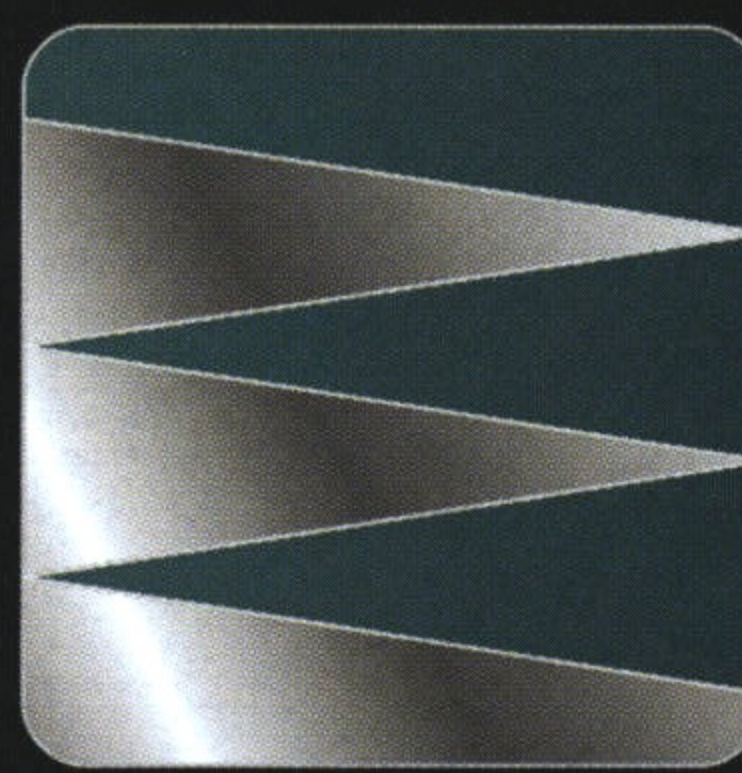
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# Auctioneer

www.auctioneers.org

The official publication of the National Auctioneers Association

MAY 2009 VOLUME 61 NUMBER 5



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## On the cover

They are the hottest new websites getting lots of attention and traffic: Facebook, Twitter, LinkedIn and others.

Social websites are turning into valuable places to find auction sellers and buyers, NAA members say.

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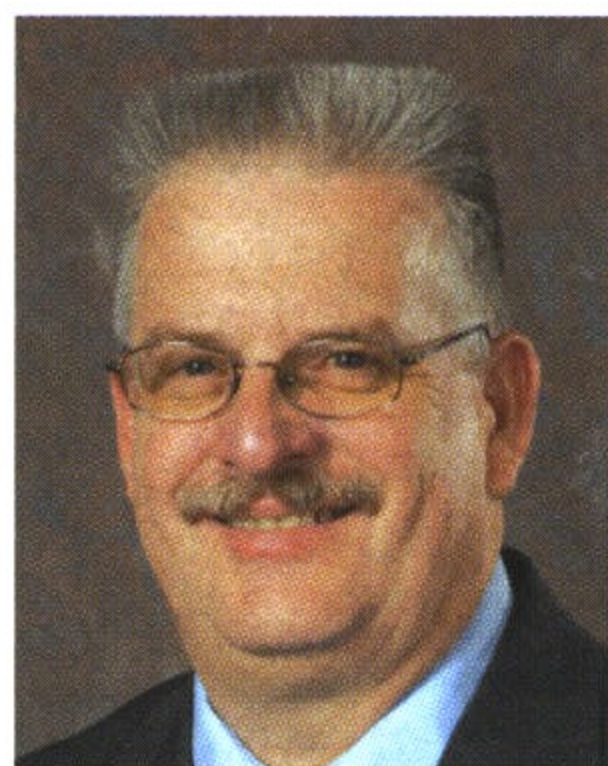
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# Many “firsts” for NAA

New partnerships and events are leading progress.



By Randy Wells, CAI,  
AARE, BAS, CES, GPPA,  
NAA President

Two years ago this July your board asked our members to provide the president the ability to appoint a non-NAA member for a one-year appointment to our board. This action passed by a very narrow margin. But as they say, “A win is a win.” Because I appointed Weston Anson from ABI (American Bankruptcy Institute), NAA now has a partnership agreement that allowed, among other things, NAA to set up a booth at ABI’s 27th Annual Spring Convention held a few weeks ago in National Harbor, MD. For the first time, NAA co-hosted with ABI a panel discussion, highlighting why bankruptcy attorneys should hire an NAA Auctioneer. This was a great opportunity for NAA and



I would like to thank my co-chairs Steven Karbelk, CAI, AARE from NAA and Daryl Martin from ABI for the great work they did to make this panel a reality. “Thank you” also goes out to the panel participants: David Fiegel from GoIndustry; Cathy Rae Hershcopf of

Cooley Godward Kronish LLP; and, Moderator Gary Jacobson from Herold and Haines. All of you did a fantastic job.

In addition to the conference events, ABI and NAA are working on providing content to each of the organization’s publications. All of this is designed to ensure that those involved in bankruptcy proceedings understand that you, as the Auctioneer, provide a valuable service to them.

Also at this conference Chris Longly, our Deputy Executive Director at NAA, and I

*The organization is stronger and  
headed in a good direction*



met some great people representing a large group of Chapter 7 attorneys who would also like to work with NAA and set up at our annual Conference and Show. Another first and another win for NAA. Some of our members will benefit, and are benefiting directly, from these contacts by making more contacts and booking more auctions.

In February we had another first, and that was our Auction Schools Symposium, which proved to be very beneficial for all attendees. Auction school owners and NAA were able to identify our strengths and weaknesses so we would be able to find additional ways that NAA can be a better partner with auction schools and find how auction schools can help NAA recruit new members. All auction schools in attendance wished to make this an annual event. Another "win win," while we are "movin' forward."

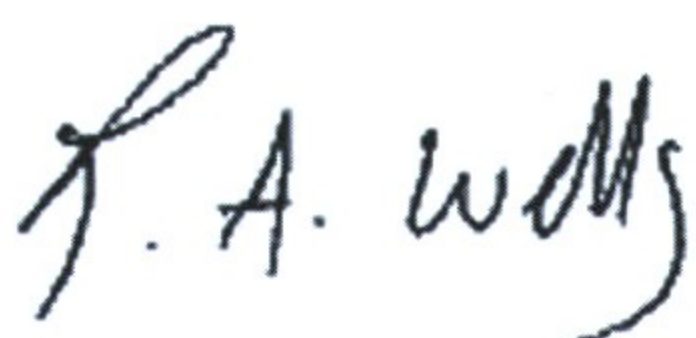
Our State Leadership Symposium went very well this year and personally I feel it was the best one we've ever hosted. We also invited state association managers (another first). Along with our state leaders, this was greatly appreciated and will help guide NAA in the future.

We also have a first with our new partnership with ASAE, the American Society of Association Executives. In mid-April, NAA member Sherry Truhlar, BAS, and CEO Hannes Combest, CAE, participated in an event called "Springtime." More than 4,000 meeting planners from local, regional, national and international associations headquartered in Washington, D.C. attended this event. During the program, participants were able to demonstrate their support for one of ASAE's strategic initiatives. As a token of appreciation for their support, participants were given play money that could be used in an auction, conducted by Sherry. In exchange for Sherry's services, NAA was able to staff a table and talk about how organizations can be more successful by hiring a benefit Auctioneer. Thank you, Sherry, for your contributions. There will be more work conducted this summer with ASAE – again, members will benefit because this will result in increased business.

As you know, when I became president I told you we were going to "Strategize, Organize and Prioritize." That became increasingly important as we found ourselves in a difficult financial situation. However, because the board and staff were able to do this, NAA, for the first time in more than eight years, ended the year with a surplus of \$246,097 for the seven-month year. The surplus was managed by a combination of cutting unprofitable programs, staff reductions, benefit reductions, fixed overhead reductions and careful management of association assets. We still have a negative net asset position, which we hope to erase during the 2009 fiscal year. The complete audit and financial information for NAA's 2008 year is on the NAA homepage (another first for the organization).

We didn't plan to have all of these "firsts" this year, but we were committed to "Movin' Forward." By doing so, the organization is stronger and headed in a good direction. We've got a lot of work to do but we do it because we know that you – we – will ultimately benefit. We are working to make sure that auctions are the preferred method of sale in all segments of the economy – that's our vision. And we continue "Movin' Forward."

Enjoy each day,



Randy

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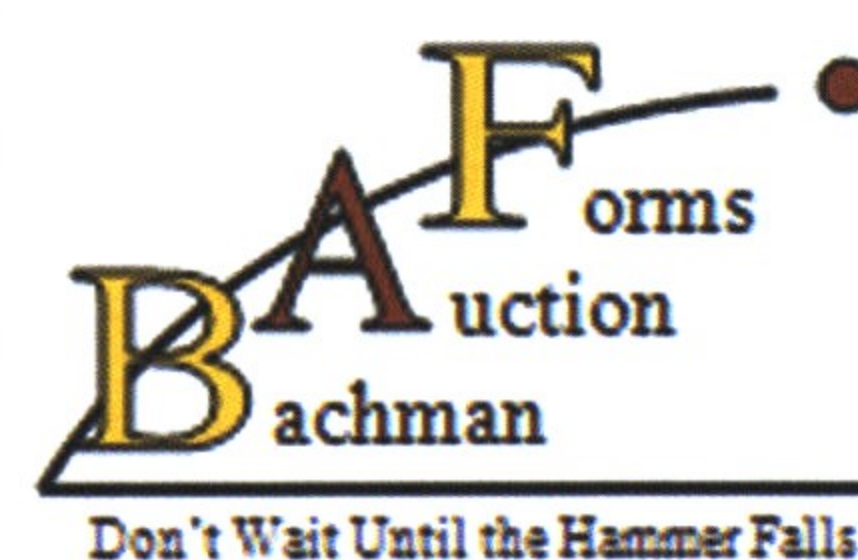
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Beloit, Wisconsin

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Harry E. Mullis, CES  
Reidsville, North Carolina

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NAA's new E & O Insurance Program is the first of its kind that will cover your business for general auctioneering, appraisals and real estate. This new program is not only unique in its coverage and offering, but also in the extremely attractive pricing. For details go to [www.auctioneers.org](http://www.auctioneers.org), click on the link "Association and Membership" (on left side of the screen), then read "Business Building Benefits" in the box on the left side of the next page.

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# NAA Education Institute 2009

## Upcoming Education Programs Listed by Event

### MAY

#### **Real Estate Summit**

Atlanta, GA..... May 18-19

### JULY

#### **Accredited Auctioneer Real Estate**

Overland Park, KS..... July 8-13

#### **Graduate Personal Property Appraiser**

Overland Park, KS..... July 9-13

#### **Auction Technology Specialist**

Overland Park, KS..... July 10-13

#### **Benefit Auctioneer Specialist**

Overland Park, KS..... July 11-13

#### **Certified Estate Specialist**

Overland Park, KS..... July 11-13

#### **Appraiser as Expert Witness in the Courts**

Overland Park, KS..... July 13

### AUGUST

#### **Certified Estate Specialist**

Portland, OR ..... August 17-19

#### **Accredited Auctioneer Real Estate**

Portland, OR ..... August 23-28

#### **Graduate Personal Property Appraiser**

Portland, OR ..... August 24-28

#### **Appraiser as Expert Witness in the Courts**

Portland, OR ..... August 28

### SEPTEMBER

#### **Auction Technology Specialist**

Phoenix, AZ..... September 21-23

### OCTOBER

#### **Benefit Auctioneer Specialist**

Atlanta, GA..... October 19-21

#### **15-hour USPAP**

Stateline, NV ..... October 20-21

### NOVEMBER

#### **Auction Technology Specialist**

South Bend, IN..... November 3-5

### DECEMBER

#### **Accredited Auctioneer Real Estate**

Las Vegas, NV ..... December 6-11

#### **Graduate Personal Property Appraiser**

Las Vegas, NV ..... December 7-11

#### **Appraiser as Expert Witness in the Courts**



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# CAI 2009

Great education, networking and  
\$10,000 raised for a worthy cause

By Jack Christy, CAI, BAS, CES, MPPA

Every year the Certified Auctioneers Institute Committee strives to make the CAI week of education in March an outstanding event for those who attend. This year was no exception. Nearly 200 Auctioneers attended the opening brunch on Sunday as all three classes, the CAI committee, instructors, the NAA board of directors, Education Institute Trustees, past CAI graduates and other guests helped kicked off the week.

A highlight of the Sunday brunch is the announcement of the Rose Award for the outstanding Auction Summary from Class III. This year's winner was Tim Kruse, CAI, BAS, of Auburn, IN. The winner of the Pat Massart Award for the outstanding proposal from Class II went to Braden

McCurdy from Wichita, KS. Another award presented was the Outstanding Faculty Award to J. Chris Pracht, CAI, AARE, CES from Anderson, SC.

Sunday afternoon kicked off the classes, and throughout the week students were instructed by some of the finest from the auction profession, as well as college instructors from Indiana University and other colleges.

Not all of the time is spent hitting the books. Sunday evening was spent at "Casino Night" where Class I won the prize for the largest amount of winnings. Of course, the money was not real, but the thrill of watching the cards fall and wheels spin provided a great evening of camaraderie and fun.

Monday evening was another get-together

for all three classes as roundtable discussions were held to discuss how to weather the current bad economy.

Wednesday night was a highlight of the week as Class II held a Fun Auction. This year a special Fund-A-Need was held to provide money for the family of the late Auctioneer Michael Vinecki of Gaylord, MI, who died at 40 and left a wife and four children. The Fund-A-Need and buyer's premium from the auction raised over \$10,000 for the family. It was Auctioneers helping Auctioneers.

On Friday, at the culminating meeting for all three classes, Peter Gehres, CAI, CES, of Hillard, OH., Class III was presented the Pat Massart Scholarship for outstanding leadership during his three years at CAI. The award was especially important this year as it was the first CAI in many years that matriarch Pat Massart was not with us. She died of cancer recently. We all miss her, but remember all the wonderful times we had with Pat.

Every day after classes, the CAI committee gets together to review classes from that day as well as discuss comments from students, with a goal to make the next CAI even better. The classes this year had many positive suggestions and many of those will be incorporated next year. I want to thank committee members Marc Geyer, CAI, AARE, BAS, CES, who will be serving as the next CAI chair, Traci Ayers-Dower, CAI, AARE; Christie King, CAI, AARE, BAS; David Hudgins, CAI, AARE; Terri Walker, CAI, BAS, CES; and Steve Hunt, CAI, AARE, GPPA, for all their hard work and efforts. You would be amazed at how many hours there folks provide to help CAI.

Next year's CAI will be held March 21-26. If you have never been to CAI, then this needs to be your year. Start planning now!

## What is CAI?

The Certified Auctioneers Institute is the most prestigious designation awarded in the auction industry. CAI is an executive development program focused on developing the skills and providing the tools necessary to run a top-notch auction firm. The designation indicates to attorneys, trust officers, government officials, financial planners, accountants and others who seek the services of well-qualified Auctioneers that the CAI designation holder is an astute business person whose conduct will follow the highest professional standards.

Here is just a sample of some of the material covered in Course I:

- Using technology to enhance your business.
- Marketing your firm for increased profits.
- Understanding legal, financial, and accounting principles needed to run an auction firm.
- Developing communication skills to help you win more clients.
- Learning the most effective methods of selling residential real estate and personal property at auction.

Courses II and III develop these topics even more fully, as well as other critical areas such as advertising, public relations, business ethics, liquidations, and selling agricultural and commercial properties. Once the CAI designation is earned, the Auctioneer must then maintain the designation with 24 hours of continuing education every three years. For information about eligibility to enter the program, costs and designation maintenance requirements, visit the education section of [www.auctioneers.org](http://www.auctioneers.org).





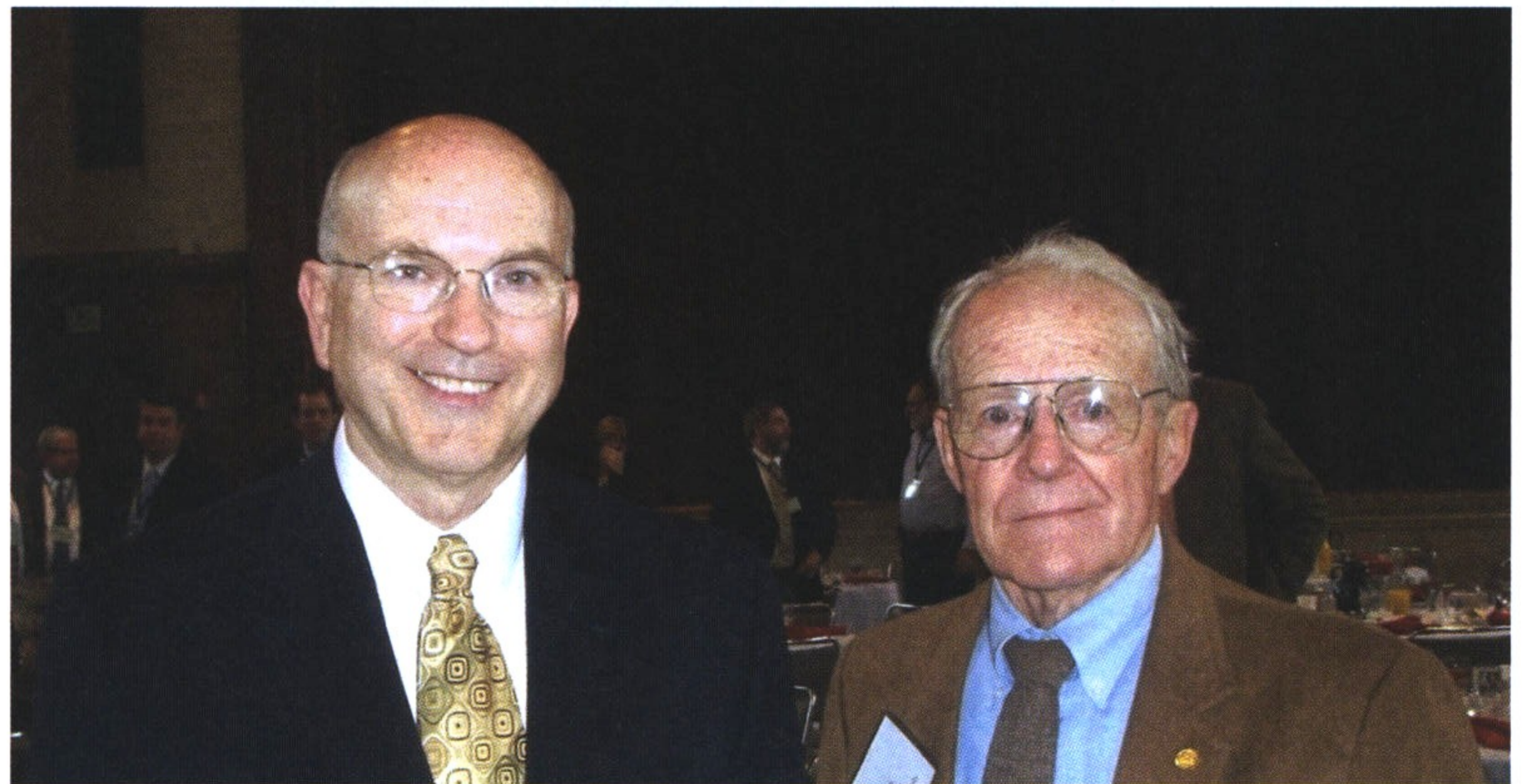
Tim Kruse, CAI, BAS, received Rose Award from Christie King, CAI, AARE, BAS, Class II advisor.



Braden McCurdy, right, gets P. Massart award, class II Adviser David Hudgins, CAI, AARE.



Chris Pracht, CAI, AARE, CES, received the distinguished faculty award.



Dennis Kruse, CAI, and Doyne Leonard, CAI, AARE, two members of the charter class.



Jack Christy, CAI, BAS, CES, MPPA; gets Delta Award, Mark Geyer, CAI, AARE, BAS, CES, chair 2010.



Barbara Bonnette, CAI, AARE, GPPA; David Hudgins, CAI, AARE; Tirhani Mabunda, AARE.



Class II marketing presentation discussions.







Dan McQuiston teaches class 1



Casino Night was fun at CAI 2009



Joseph Mast, CAI, AARE; Joff Van Reenen, Jason Miller and David A. Kaufman at Fun Auction



Pre-brunch meeting Sunday morning



Roundtable discussions on Survive The Recession



Sunday brunch in an auditorium



Class II in their  
CAI presentations



Class 1 listens to a  
presentation





2009  
CAI  
Class I



2009  
CAI  
Class II



2009  
CAI  
Class III



# Blogging from CAI

## NAA's chief executive officer describes her first visit to CAI

The following are excerpts from the blog written by Hannes Combest, CAE, NAA's Chief Executive Officer, during the week-long CAI program held in March in Bloomington, IN. Combest continues her blog on an infrequent basis at <http://hannescombest.blogspot.com>.

### MARCH 20, 2009

"CAI -- ever since I started working at NAA, I heard about CAI. 'It's so great. It's a time to bond. I really became a better Auctioneer attending CAI.' Yeah, yeah, yeah. So Harlan (Rimmerman, Director of Education) and Lois (Zelinski, Education Coordinator) have put me to work -- I'm serving as staff support for Class I.

### MARCH 21, 2009

CAI is the Certified Auctioneer Institute. It is a class that is held one week for three years at Indiana University. As many of you know -- I question everything. So I'm here to learn! Is it really as good as they say it is? The official curriculum starts tomorrow. One of the things I hear is that CAI is about the people you meet -- the people who will be your new friends and the people who will be your business colleagues for years to come.

### MARCH 22, 2009

Okay, so I'm finally beginning to get it! This morning I went down to the Mezzanine level and I saw dozens and dozens and dozens and... (you get the point) of



Jack Christy, CAI, BAS, CES, GPPA, right, and his mother, left, visit with Mark Beacom

Auctioneers, milling about, talking, laughing and hugging! How cool! I got caught up in it! I wanted to find all of the Green Tags (the Year I students) I could and introduce myself and say hey! I found a whole bunch of ladies who are in Class I this year and Traci (Ayers Dower, Class I Advisor) found some as well! I also had saw lots of reconnecting that was going on -- in fact Dennis Kruse reconnected with one of his classmates from the Charter Class of CAI - - Dennis tells me he has been a member of NAA since 1964. I'm impressed!

### MARCH 23, 2009

David Hart, CAI, AARE (Year I instructor for Ethics) can keep the attention if he talks about paint drying! That's what one person told me. Interesting that we think about ethics and paint drying in the same sentence! I did enjoy David's presentation -- I learned a lot (which is good because I deal with grievances a LOT!). In the meantime, I loved one quote I picked up from David this morning: There is never a wrong time to do the right thing.

### MARCH 24, 2009

"We cannot build what we want to build. We cannot produce what we want to produce. We cannot do what we want to do. We need to do what our customers want!" --That is just a nugget from listening to teacher Dan McQuiston on a dreary Tuesday morning in Bloomington. Dan is teaching marketing and he just used the example of Coke and New Coke. New Coke was a bust because they didn't ask their consumer -- wow! I'm learning so much...The best part about being here are the people. I'm learning so much from our classmates...We have great stories here too. And different perspectives. I had one student come up yesterday after our first



Ladies group, from left: Jennifer Sexton, Amanda McCarter, Cindy Soltis-Stroud, Kim Ward, Susan Rogers-Holder, Deidre Rogers, Ruthie Taylor, Traci Ayers-Dower, CAI, AARE.

speaker's presentation. Our speaker made a statement about doing benefit auctions for free -- this student was a benefit Auctioneer and told me he was going to start selling real estate for free! He won't but his point hit home with me in a way that none other had! By golly, I think I'm finally figuring this out.

### MARCH 26, 2009

We started yesterday with an hour-long drive to Christy's of Indiana. Jack specializes in personal property -- he and his team clean out four houses a week (whether they be estates or divorces or relocation, etc.) and brings the goods to his auction house where he holds a weekly sale. It is quite an operation -- one where he brings in the whole family...We drove back with box lunches in hand and listened to Jere Day yesterday afternoon talking about auction proposals.

Last night was the Fun Auction. Class II did a wonderful job of putting this together and they raised more than \$26,000 (\$8,000 with the Fund-A-Need - - Michael Venicki's family will be the recipient). This group reminds me of golf course superintendents -- they take care of each other...I have been blessed to work for two organizations whose members really care. This warms my heart more than you can know. So we are at our last full day of CAI. This morning we are talking accounting and this afternoon we have Aaron Traffas talking about technology. It's been a good week -- one where I've learned a lot.



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# Legal Questions

## Can buyer cancel due to homeowners' association info?



Kurt R. Bachman

*Kurt R. Bachman is an attorney and licensed Auctioneer from LaGrange, IN. He can be reached at 260-463-4949 or krbachman@beersmallers.com.*

*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 these questions are designed to provide information of general interest to the public and are 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 shall 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 complete confidentiality.*

We recently sold a home in a subdivision at public auction. We disclosed the salient facts about the homeowner's association dues and had the documents available for review prior to the auction. The high bidder signed the auction contract and tendered his \$25,000 deposit. Two days after the auction we received notification via fax and email that he was wanting to cancel the contract and get his deposit back based on information contained in the homeowner association documents. He was unwilling to articulate the problem he had with the documents and I am certain he was actually experiencing buyer's remorse and using the legislated three-day document review period as a

loophole to get out of the binding auction contract.

What is your opinion about recourse in this situation? Is this a huge loophole that exists every time we conduct an auction for a home in a subdivision?



Linda J. Staples, AARE,  
CAI, GRI  
Richmond, VA

**ANSWER:** Unless a real estate transaction involves fraud, misrepresentation, or mutual mistake, the purchase agreement ("contract") is not generally subject to rescission. Federal law does not generally recognize a three (3) day right to rescind a

contract to purchase real estate. There may be some confusion between the laws that govern the refinancing of a borrower's primary residence and the purchase of a primary residence. Under the Truth in Lending Act, lending institutions are required to make certain disclosures to borrowers when they are refinancing their primary residence. After the disclosures have been made to borrowers, lending institutions are required to wait three (3) days before funding the loan so the borrowers can review the terms of the mortgage loan. During the three (3) day rescission period, borrowers have the right to notify the lender that they are canceling the loan. However, the three (3) day rescission period applies only to borrowers refinancing their primary residence and does not apply to a contract (or mortgages) for the initial purchase of real estate.

While federal law does not recognize a three (3) day right to rescind a contract, a contract between a buyer and seller could incorporate conditions which may permit the parties to terminate or rescind it. Rescission is a remedy that is available if the parties cannot perform because of a failure of a condition or a mutual mistake. Contract law allows parties to include special provisions in an agreement to protect their interests. For example, a buyer may expressly provide in a contract that the sale is subject to his or her ability to obtain financing and a satisfactory home inspection, flood plain certification, survey, and title insurance. If an express



condition cannot be satisfied, then the contract may be terminated or rescinded as provided in the contract. The purpose of rescission is to terminate the contract and restore the status quo. For example, if a buyer enters a contract and makes a deposit of \$1,000 for the purchase of a home, but the survey reveals an incurable defect (where an acceptable survey is a condition of the sale), then the buyer would be able to terminate the contract and recover the earnest money. The remedy seeks to place the parties in the same position they were in prior to entering the contract—the seller has the property and the buyer receives his or her earnest money payment.

In addition, state law may permit rescission of a contract for a different reason. In the present question, it appears that Virginia law permits a buyer to rescind a contract during a legislated three (3) day document review period. Generally, covenant restrictions and information about homeowners' associations are on file in the local Recorder's office. Since these documents are public records, available for inspection by potential buyers, they ordinarily would not be a valid basis for terminating or rescinding a contract. The Commonwealth of Virginia may have established a three (3) day document inspection period for real estate contracts due to specific reasons or policies in Virginia. Auctioneers in the Commonwealth of Virginia may want to research this provision to determine whether the document review period applies to auctions or can be waived by a buyer (or otherwise limited). The general rule recognized in most states, however, is that purchase agreements cannot be terminated or rescinded, unless there has been a failure of a condition stated in the contract or another legal basis (e.g. fraud, misrepresentation, or mutual mistake). When a buyer cites a general problem as the basis to cancel or rescind a contract, an Auctioneer should request a detailed written description of the problem and consult with an attorney licensed in the state in which the property is located.

## WHAT IN THE UCC GUIDES REAL ESTATE AUCTIONS?

There are four paragraphs in the Uniform Commercial Code -- Article 2, Part 3, 328 (2-328) -- that outline the general obligations and construction of contracts that guide Auctioneers, but these do not appear to apply to real property. So, what guides the Auctioneer in selling real property?



**Richard Berman**  
Nashua, NH

**ANSWER:** Unlike the sale of goods, which is governed by Article 2 of the Uniform Commercial Code ("UCC"), the sale of real estate is not governed by a single or uniform body of laws. Because real estate is not portable or moveable, real estate remains under the jurisdiction of the state in which it is located. Consequently, there has not been a successful effort to unify the laws of all the states regarding the sale of real estate. Real estate law is unique to each state. In addition, each state has its own set of laws governing the Auctioneer profession. Although certain federal laws (i.e., Real Estate Settlement Procedures Act, Truth in Lending Act, etc.) apply to real estate transactions, state law will primarily govern the sale of real property.

In contrast, the portable nature of goods required the states to adopt Article 2 of the UCC. Prior to the adoption of the UCC, each state had its own laws governing the sale of goods. This became problematic during the middle of the 20th century as mass production, transportation and

nationwide commerce involved goods from several states. The competing states' laws slowed interstate commerce, created confusion, and often resulted in litigation. Today, each state, except for Louisiana, has adopted a version of Article 2 of the UCC.

Similar to the UCC, the National Auctioneers Association and National Auctioneer License Law Officials Association endorsed the Uniform Auction and Auctioneer Licensing Act ("UAALA") in an effort to provide a more uniform set of laws for the auction profession across the country. UAALA applies to Auctioneers generally, including those who sell real estate. Beyond providing that Auctioneers can call real estate auctions, UAALA does not address the sale of real estate. The Uniform Land Transfer Act of 1975 ("ULTA") relates to the sale of real estate. Section 2-328 of the UCC and Section 2-207 of ULTA both relate to sale by auction and mirror each other. Although UAALA and ULTA have not been widely adopted, they may be helpful for courts and legislators to consider.

The UCC is comprised of 11 different Articles. These articles address the following topics: Article 1 – General Provisions; Article 2 – Sales; Article 2A – Leases; Article 3 – Negotiable Instruments; Article 4 – Bank Deposits; Article 4A – Fund Transfers; Article 5 – Letters of Credit; Article 6 – Bulk Sales; Article 7 – Warehouse Receipts, Bills of Lading and Other Documents of Title; Article 8 – Investment Securities; and Article 9- Secured Transactions. The UCC generally does not apply to the sale of real property. (But, there are some provisions in Article 9 relating to fixtures and security interests.) The specific section of the UCC referred to in this question is in Article 2, which is titled "Sales." The four (4) paragraphs referenced in 2-328 specifically mention the term goods. The term "goods" is a defined term that generally includes personal property, at least for the purposes of this column. Although the provisions of 2-328 UCC is not controlling in real property sales, some courts have applied its provisions to the sale of real estate by analogy.

The compilation of several fields of state law represents the body of laws that guides real estate sales. First, Auctioneers are generally licensed by a state agency. This means that licensed Auctioneers have satisfied the educational and ethical requirements required by the state licensing body. Second, state law concerning contracts (formation, requirements, interpretation) plays a role in the sale of real estate. From the acceptance of the auction contract to the bidder registration agreement and the purchase agreement, contract law determines the authority of the Auctioneer and his or her responsibilities. Third, real estate law applies to the actual conveyance of the real estate from the buyer to the seller. Issues relating to deeds, liens, title insurance, recording, disclosures and real estate taxes fall within the broad category of real estate law. The combination of a state's licensing laws, contract law and real estate law are the laws that generally guide Auctioneers selling real property. Because each state has its own unique laws governing these issues, there is not a central body of laws that guides Auctioneers selling real estate.

Although real estate law does not have a counterpart to the UCC, Auctioneers can become familiar with the various laws in their respective states that affect the sale of real estate. Because of the important role real estate has in each state, it is highly unlikely that a uniform set of laws will be adopted to govern the sale of real estate. But, advances in technology may have a larger influence on real estate law than can be presently foreseen. The UCC is not controlling law in real estate transactions, but it is an important reference to judges confronted with real estate issues.



# Effective ideas

Creative advertising helps Auctioneer get attention

Auctioneer Brent Voorheis, CAI, CES, of Harrisburg, MO conducts auctions of real estate, antiques, and estates. But one of his hobbies is working in Adobe Indesign and Photoshop to come up with eye-catching promotional adseces for his business.

The "Wolf in Sheep's Clothing" advertisement on this page recently won the Best

Color Auction Promotional Ad in the 2009 Auction Marketing Contest of the Missouri Professional Auctioneers Association.

How did Voorheis come up with this idea? "Living on a farm in the country, we have all heard about a wolf in sheep's clothing," he said. "My grandfather used to talk about that. Country people have country sayings and when you hear them as a child you think the saying doesn't make any sense, but now I'm repeating those sayings to my kids and grandkids."

Voorheis says someone emailed the photo to him and then he worked in Adobe Photoshop to design the promotional ad. He has not published or distributed



the ad yet, but said "I plan to have postcards printed. I also have it available at auctions to be picked up by auction goers."

Voorheis thinks is an effective piece because "Most everyone can relate to the 'wolf in sheep's clothing' and can remember when they had the wool pulled over their eyes," he said.

Also pictured here is Voorheis' business card with images that play on the theme of rolling property into cash.



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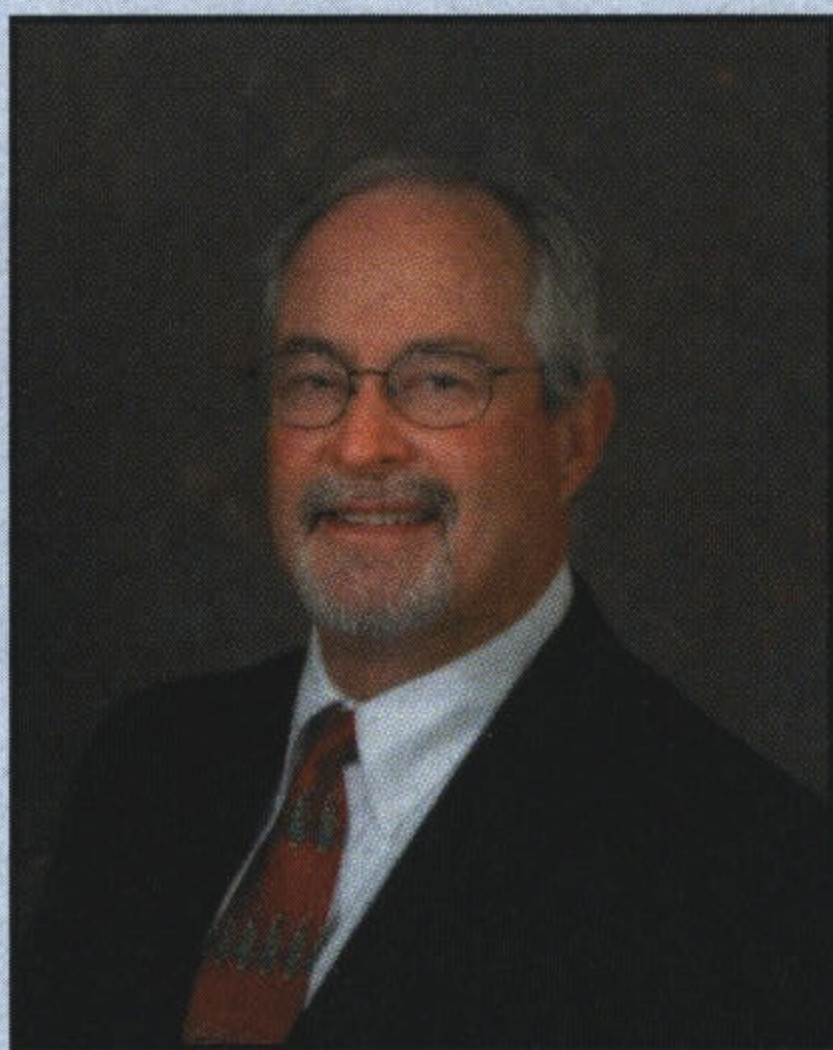






World Wide College of Auctioneering's class of Feb. 2009 was a diverse group from around the nation. The school in Mason City, IA was founded in 1933 by the legendary Auctioneer Col. Joe Reisch. Over 35,000 successful Auctioneer training school graduates have been through the school and sometimes referred to it as Mason City Auction School.

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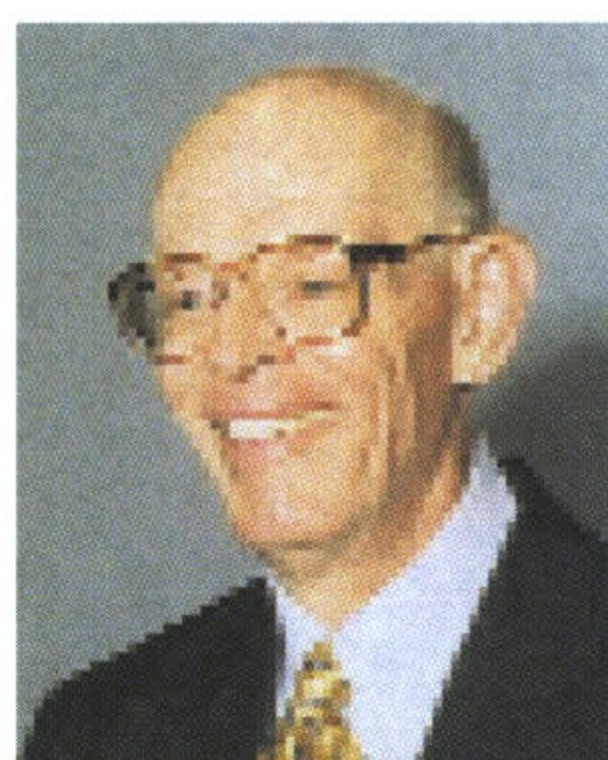
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# All hail the auction clerk!

## Clerks face at least three major challenges



By Steve Proffitt

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://www.jpking.com)). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, NC and Reppert School of Auctioneering in

Auburn, IN. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Mr. Proffitt will answer selected questions, but cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to [sproffitt@jpking.com](mailto:sproffitt@jpking.com) or c/o J. P. King Auction Company, Inc. 108 Fountain Avenue, Gadsden, AL 35901.

Essential to the success of every auction, but almost invisible and rarely recognized, is the Auctioneer's right-hand person: the clerk. Auctioneers receive accolades and sometimes win trophies, but none of them will succeed in business without a competent and dependable clerk. The

question is "Do they fully appreciate all the clerk does?" Let's consider that role.

The clerk performs an essential function in an auction. It's the clerk who records the identification of the highest bidder for each lot the Auctioneer sells, plus the amount of the winning bid. The documentation created forms the written record of the auction and is the foundation for every sale transaction. This means the clerk fills in the variables for each contract for sale an Auctioneer makes with a bidder and on behalf of a seller. Accurately recording this information is a challenge and a clerk must be smart, a great listener, good with numbers, precise, and possessed with unwavering concentration to do it.

"Sold to bidder 17 for \$100!" So what's so hard about recording a bidder number and sale price on a sheet or into a computer? Nothing if you have just this one entry to make and all the time you need to make it; but that's far from a clerk's situation in a fast-moving, multi-lot auction. Instead, a clerk faces three major challenges during an auction. Let's examine them.

### ACCURACY

The clerk's first challenge is accuracy. Everything the clerk does involves numbers – many numbers! The clerk has to know the number of the lot being offered, listen to the bids the Auctioneer cries, recognize the number of the highest bidder, and catch the amount of that bid. Then the clerk must correctly record it all.

"Sold to bidder 29 for \$200. Bidder 29 ... \$200." Thoughtful Auctioneers help their clerks by calling the number of the winning bidder and amount of the high bid twice. This repetition can really assist the clerk, especially considering the rapidity with which the numbers come. An Auctioneer who sells one lot a minute would generate 60 transactions an hour for the clerk to handle, each requiring the clerk to record the lot number (or description of the item), highest bidder's number, and sale amount. Some Auctioneers sell at twice that speed and the clerk must work accordingly. In the typical personal property auction, a clerk is probably recording 60 to 90 transactions an hour. Selling at that rate for six hours means the clerk would handle 360 to 540 sales.

Have you ever transposed a number? It's easy to do and especially when working rapidly. Imagine the hundreds of chances that a clerk has to make a transposition error during an auction. It would be simple to mistakenly reverse "buyer 25 for \$75" to "buyer 75 for \$25," or reverse

*The Auctioneer may be the center of attention, but the clerk is at the center of the auction.*



buyer “27” to be “72.” No one is perfect and mistakes happen, but clerks can’t afford to make them – and Auctioneers can’t afford to have clerks who make many.

## FOCUS

The clerk’s second challenge is focus. An Auctioneer’s mind works in single focus and the clerk’s must, too. The Auctioneer knows what bidder and amount are involved with the current lot. The clerk must know the same. When the Auctioneer closes the sale and dumps this information from her brain, she has no written record to fall back on for that transaction. Most Auctioneers couldn’t tell you the buyer and amount if you go back past the previous lot, and some couldn’t recall the last lot. This is why the clerk must stay focused throughout and make a careful, written record of every sale.

Auctioneers hate to have anyone ask the clerk a question during an auction and rightly so. The clerk can’t afford to lose focus to listen to and answer a bidder’s question. That’s not the clerk’s job. Nevertheless, they are often interrupted. The best clerks take it in stride and never lose focus on the Auctioneer.

## STAMINA

The third challenge for the clerk is stamina. Auctions typically run long, with many going six hours or more. A clerk must have the physical strength and mental toughness to operate in this rapid-fire environment for an extended period. While the Auctioneer calls the bids, the clerk sits quietly to the side, like a dutiful sentry, precisely recording the information for each sale. It’s a tough job that requires extraordinary people to do it well. Any Auctioneer who wants to better understand the unique abilities that a good clerk

must possess should clerk an auction for a fellow Auctioneer. Just sitting quietly during an auction would drive most Auctioneers batty, but no one has to do much of this work to realize the heavy burden that comes with it.

## CONCLUSION

The Auctioneer may be the center of attention, but the clerk is at the center of the auction. To appreciate a clerk’s value, imagine a cashier at the close of a 500-lot auction with a checkout line a block long asking an Auctioneer to recall to whom each lot was sold and for how much. That information can only be found in the clerk’s carefully-prepared, written record. A good clerk is an indispensable asset to an Auctioneer. If you haven’t expressed your gratitude recently to your clerk, like the old saying goes ... “There’s no time like the present.”

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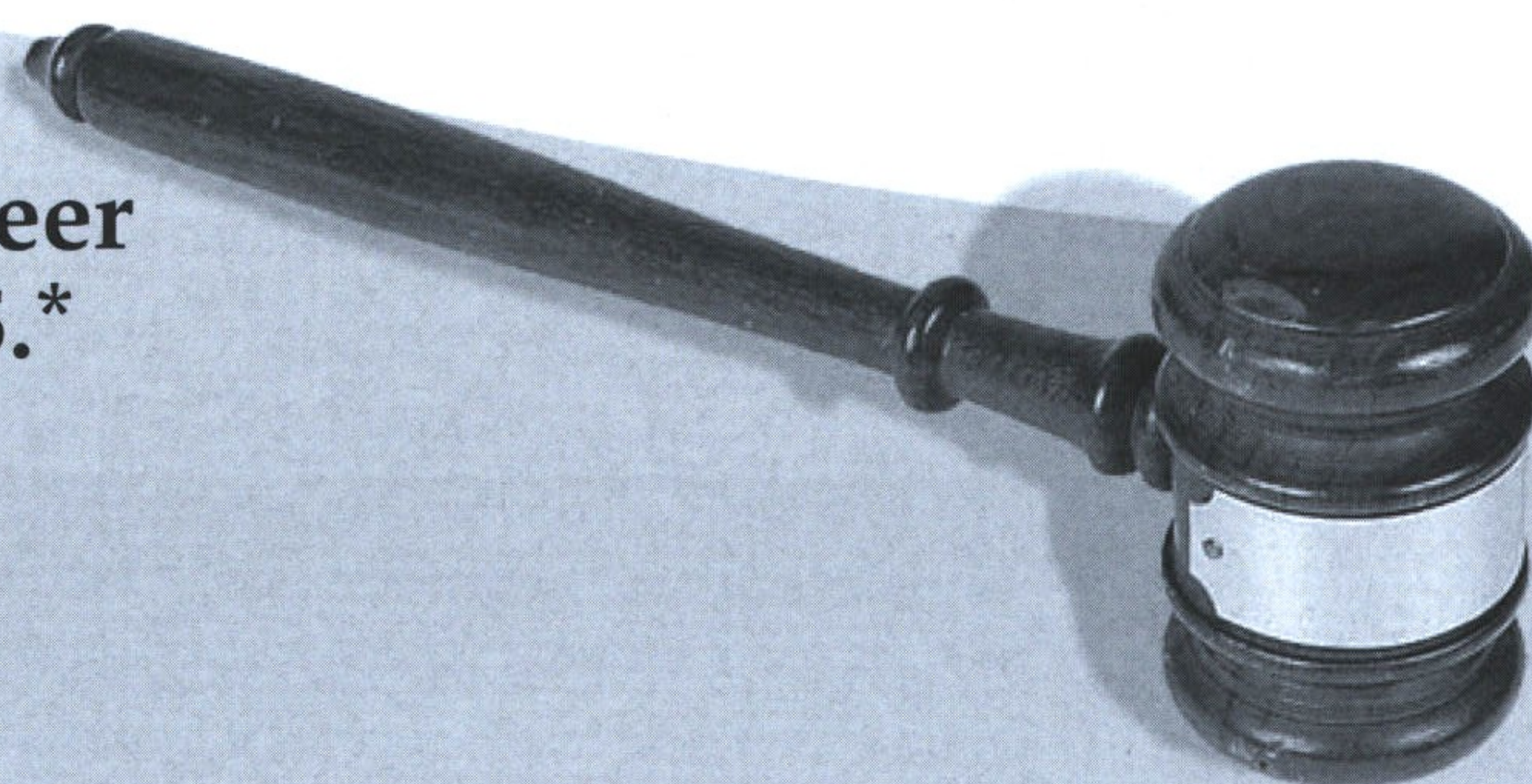
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# A virtual museum

NAA/NAF taking steps toward a virtual museum of historical auction artifacts to view anytime via computer



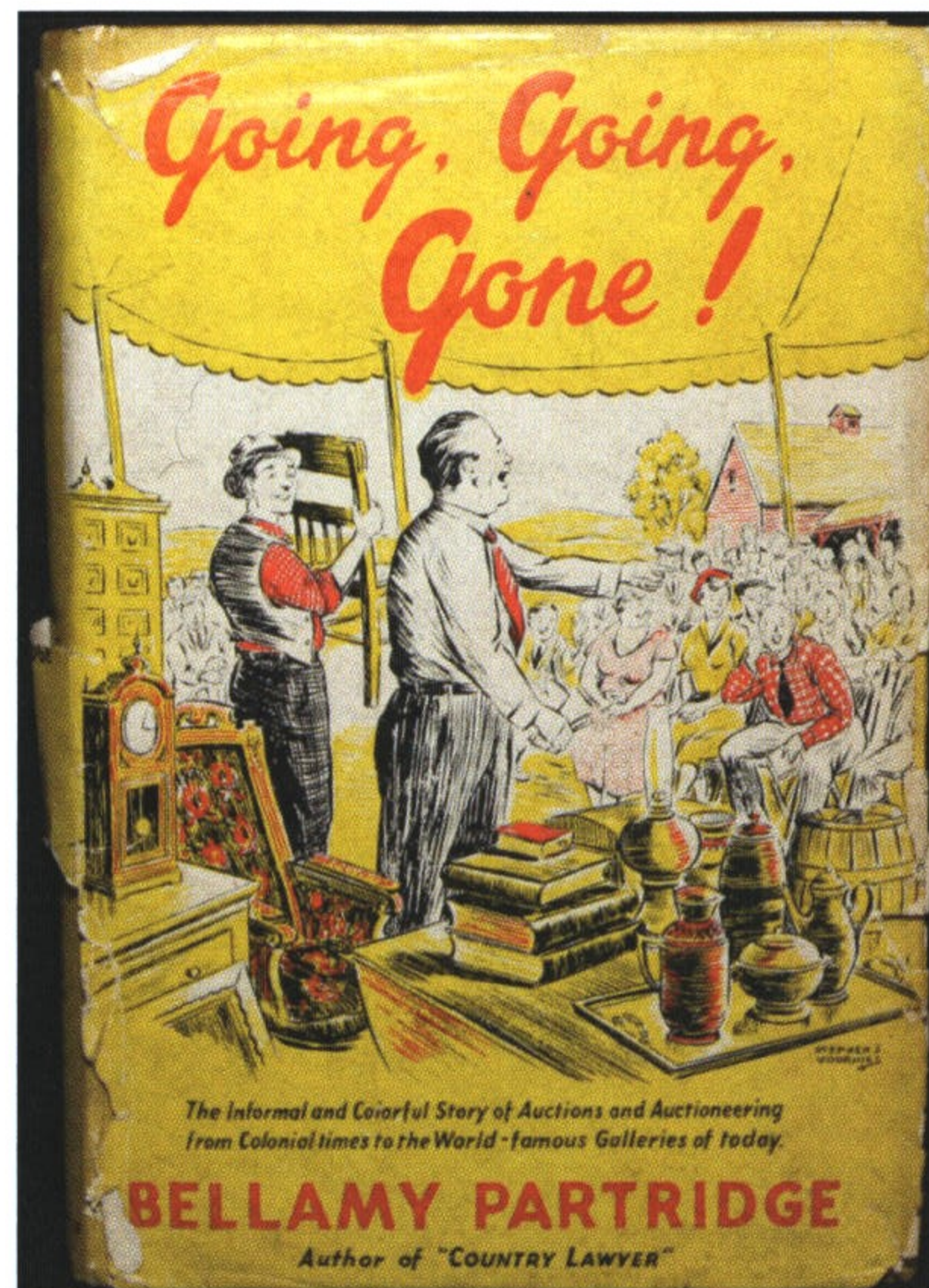
By Robert A. Doyle, CAI,  
ISA, CES, CAGA

Imagine being able to view and read about anything and everything known historically about all facets of the auction industry anytime you wanted and at no cost. Wouldn't it be exciting if this free historical information could be retrieved instantly and from the comfort of your home or office?

How about the ability to find images and information pertaining to your great grandfather, an Auctioneer? Would referencing historical information on successful real estate auctions in your area allow you to book more real estate auctions? Where and how did the buyer's premium originate? Benefit/fundraising auctions in the 1800s? When and why did the "Free Lunch" end at farm auctions?

The National Auctioneers Association (NAA) Virtual Museum project being funded by the National Auctioneers Foundation (NAF) through donations from NAA/NAF members from the Capital Campaign will be a great resource and the answer to the questions posed and many more queries that will come over time.

The goal of having a virtual museum is to



Book cover "Going, Going, Gone!"

make available, online, a searchable database of all known auction related historical artifacts and documents with images and descriptions that can be accessed worldwide, 24/7. Once the design is completed and the software platform is put into place, all those having contributions will be able to start entering their data and images.

One of the assumptions that was made leading up to the virtual museum concept was "Major owners of Auction related artifacts do not want to physically part



Horse auction poster "Old Glory"

with them. However, they would be willing to donate the use of descriptions and images of their artifacts to the National Auctioneers Foundation to be available on the virtual museum to be shared by all."

The major owners of auction-related historical memorabilia include state Auctioneer associations, auction schools, the National Auctioneer's Museum, major auction firms and Auctioneers as well as other museums, individuals, collector clubs and more. One of the components of the design of the virtual museum will be the ability for all stakeholder/contributors to enter their own artifacts into the database easily, securely and on their own timetables. Therefore, it is being designed to be user friendly for both the donors and those searching for data and images.

There will be "fields" for each item that will be entered to the database to allow for the best possible "drill down" sorts. Users

*Please support the virtual museum project. If we do not save our history and present it for the world to see, no one else will.*





New Yorker cover of loading auction purchases.

will be able to find items in a broad category as well as narrow their search to a very specific single item. The donor form will collect all the necessary information to allow for efficient sorting. Each artifact being added to the database by the "donor" shall have a "unique identifying number" which would be automatically assigned by the software. The entry of information would encompass filling in all pertinent data "fields," such as the artifact date, category, type, origin,

country, state, province, Auctioneer's name, auction company, location, ownership, donor registration identifier and artifact detailed description. Even the detailed description will be subject to "word sorts."

At this juncture allow me to connect to another project that dovetails well with the virtual museum. My wife, Sue, and I own a company named United Country Absolute Auctions & Realty, Inc. (UCAAR). Since 1946, the auction facility currently known as the United Country - Absolute Auction Center 45 South Ave., Pleasant Valley, has amassed a large collection of auction-related historical artifacts and ephemera. The collection is being photographed and cataloged with the intent to donate the data and images to the NAF to be part of the virtual museum project.

All the items that have been photographed and cataloged will be sold at auction with 20 percent of the proceeds being donated to the NAF to help fund the virtual museum. By the time you are reading this, approximately 500 artifacts will have been sold of the estimated 3,500 items in the collection. This year, while the NAA is celebrating its 60th Anniversary, UCAAR will conduct a series of auctions. All items are guaranteed to be 100 percent original unless noted otherwise. Each lot sold will be tagged in gold with a label that will provide provenance. The label reads: "Celebrate Auction History A Unique Historical Item From UCAAR Collection AARauction.com".

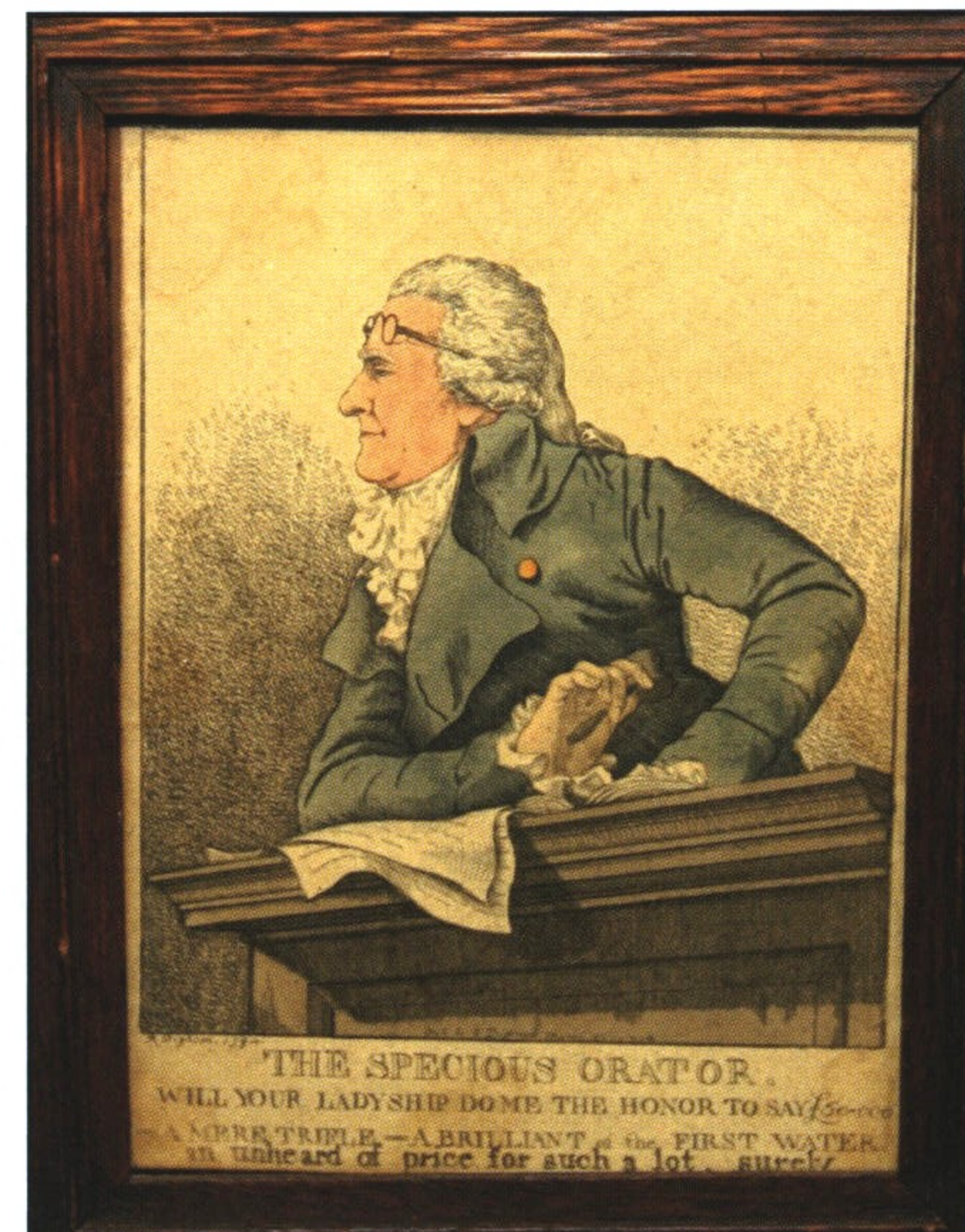
In addition, the purchaser of each lot will be recorded on a spreadsheet accompanying the description of each lot sold. UCAAR's intention is to supply the purchaser's contact info to the NAF with any items that are accepted into the virtual museum's database. Therefore, purchasers will be credited with ownership within the virtual museum.

The first offering was primarily small easy to ship paper items: The ephemera included postcards, trade cards, catalogs, letters, receipts, and more related to all aspects of Auctioneering from automobiles and books to slaves and tobacco. Future offerings include advertisements, articles, books, booklets, blotters, broadsides, business cards, canes, catalogs, documents, engravings, envelopes, flags, flyers, gavels, hammers, handbills, hats, letterheads, magazines, matchbooks, novelties, paintings, photographs, postcards, posters, prints, programs, records, rulers, tokens, trade cards and more.

These items will cover the fields of antiques, art, auction schools, automobiles, bankruptcy, benefits, cattle, clothing, coins, commercial liquidations,

equipment, estates, farms, fish, furs, fruit, glassware, grass, household, horses, land, livestock, machinery, pigs, produce, real estate, shells, shoes, short horns, slaves, sponges, stamps, street Auctions, timber, tobacco, wagons, weapons and so much more. It is hoped that the auction industry will embrace the collecting of these historical artifacts in support of the virtual museum project. Please support the virtual museum project. If we do not save our history and present it for the world to see, no one else will.

*Do you have historical items pertaining to Auctioneers of the auction method or marketing? If so, please consider donating them to the National Auctioneers Museum. Contact museum curator Lynn Ward for more information at [lynn@auctioneers.org](mailto:lynn@auctioneers.org), or at (913) 541-8084 (ext. 17), fax: (913) 894-5281, or by mail at 8880 Ballentine, Overland Park, KS 66214. Rob Doyle can be reached at [hikertwo@aol.com](mailto:hikertwo@aol.com).*



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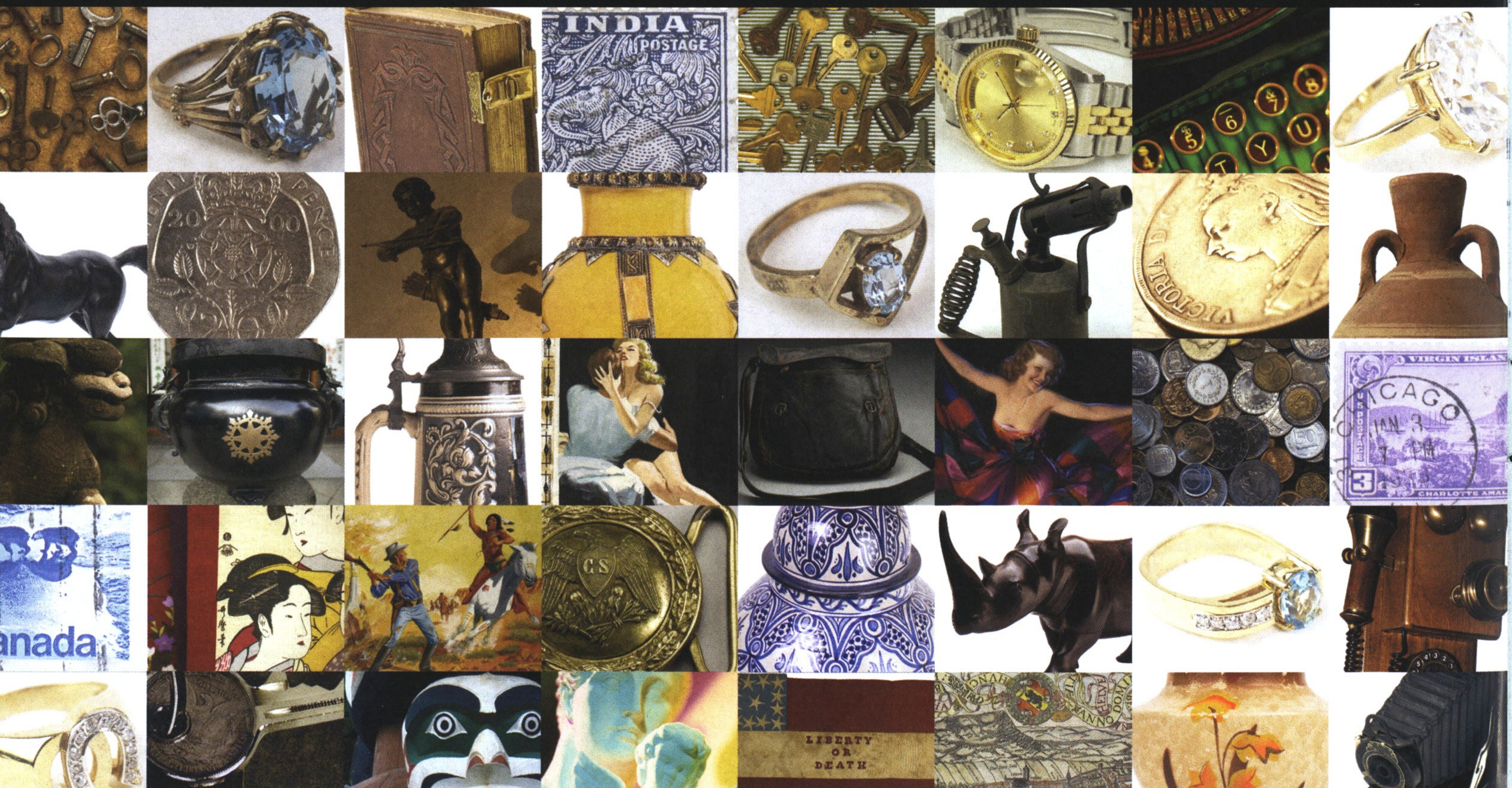
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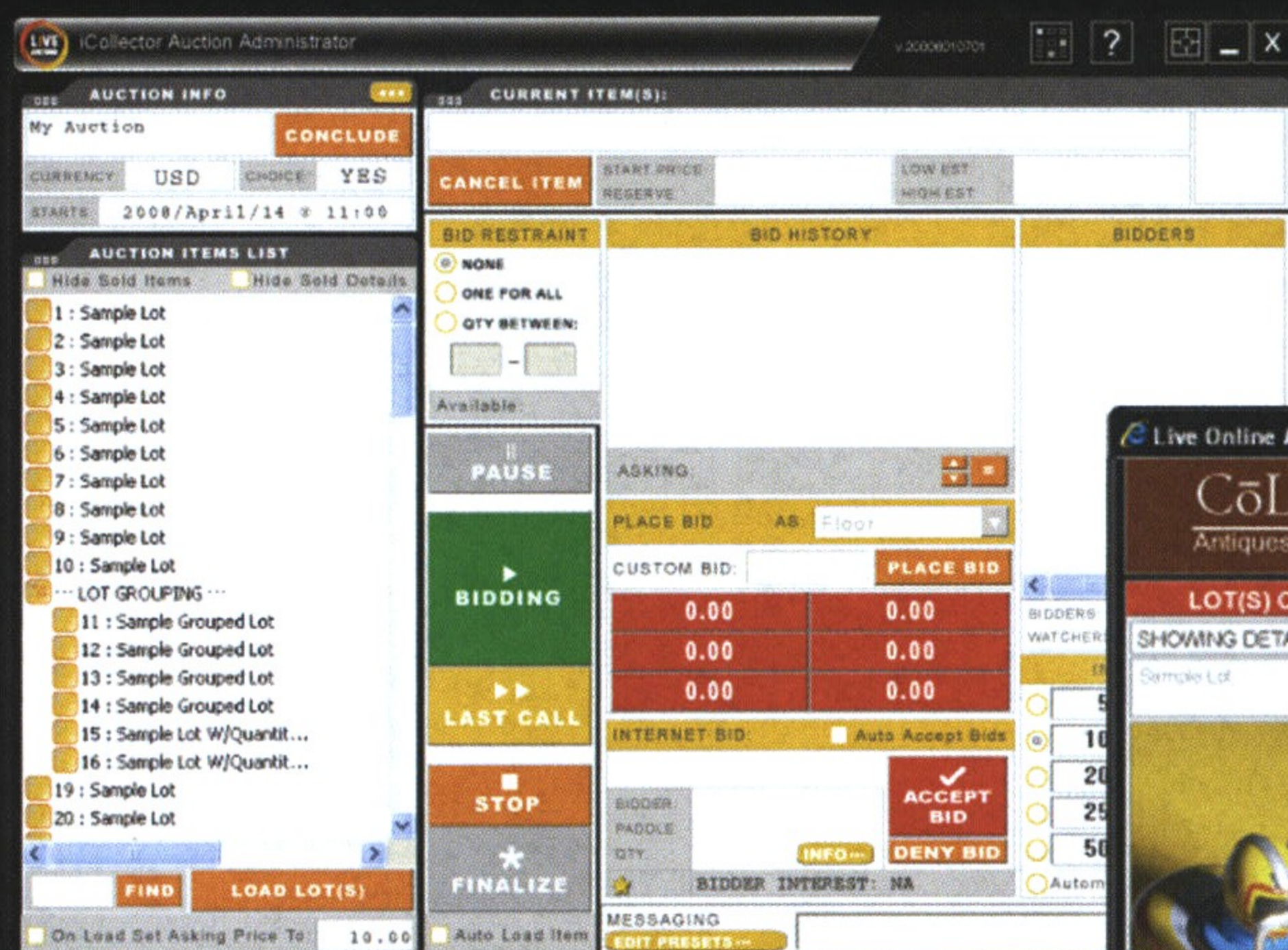
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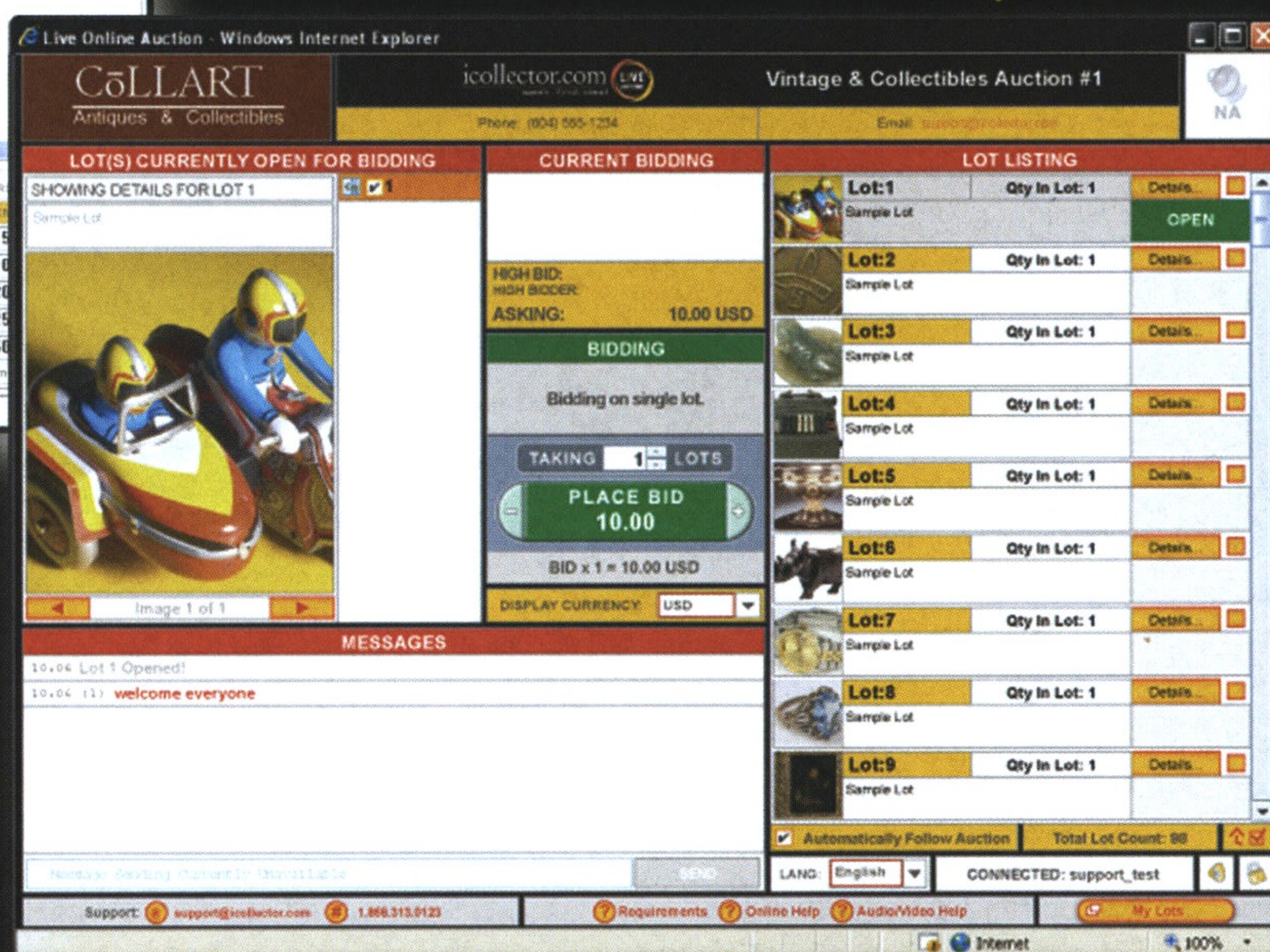
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By Steve Baska, editor

They are the hottest new websites getting lots of attention and traffic: Facebook, Twitter, LinkedIn and others. They're called "social networking" sites because they connect people in a networking style where you (and they) post comments and information that everyone in your network can read, like an online discussion forum or bulletin board.

Sure, at first it sounds like only a social club, like teenagers chatting with friends, but social websites are turning into valuable places to find auction sellers and buyers, NAA members say.

Consider the example of Auctioneer Joe Phillips of Fort Gratiot, MI. "I've been on Facebook for six months," said the president of the Michigan State Auctioneers Association. "I started on there at first thinking it was a place to find sellers, but it switched to a place to find customers, and that surprised me. I've got 25 to 30 new buyers that are consistently coming to my auctions after they found me through my Facebook business page. And the pages are free to set up, so why not try it?"



Joe Phillips

You can set up a "personal" page on [www.Facebook.com](http://www.Facebook.com) to promote yourself, or a "business" page to promote your business (Phillips has both. NAA has a Facebook business page giving details about NAA and a network of people who have joined that page.)

*Facebook, LinkedIn and others are connecting people, but can they really bring you auction sellers and buyers?  
The answer is yes and yes!*

In fact, the Michigan association will present its first-ever seminar called "Facebook for Auctioneers" next month at its summer convention, where Auctioneer Peter Gehres, CAI, CES, will discuss Facebook and other social networking sites.

Phillips estimates that 10 percent of Auctioneers in Michigan are on social networking sites, and no more than 20 percent nationwide. He explains why: "There are three groups of Auctioneers: First are those resistant to new technology and websites; second are those fearful that their identity information may be stolen if it is posted, but there are safeguards; and third, those who think social networks are dumb, something not useful for business, only for socializing."

But before we give more details and examples about the varied social network sites, let's hear comments by two veteran Auctioneers' about social networking sites.

NAA President-Elect Scott Musser, CAI, BAS, sums up his view this way:



"You have to be willing to experiment with new marketing opportunities today. Play with it and see for yourself. Does it bring you business? See if there is an application for you."

Stephen Karbelk, CAI, AARE, a commercial real estate Auctioneer from Tulsa, OK, said "You should have some type of social network strategy. It certainly does not need to be a full-time employee working on these sites, but if you have decided not to be out there at all on social sites, that is a mistake."

## FOUND ON FACEBOOK

Auctioneer Rafe Dixon, CES, of Sumter, SC, recently joined Facebook at the suggestion of another NAA member who was his adviser in the Certified Auctioneer Institute. Dixon has reaped several varied business benefits from his page.



Rafe Dixon, CES

"I joined Facebook at the suggestion of Traci Ayers-Dower, CAI, AARE, who was my CAI class advisor. I had always thought that Facebook was really the kids' domain, but when Traci asked, I went ahead and joined (much to the horror of my high school and college-aged kids!). A few days later, I was contacted by a high school classmate that I had not seen in many years. He set up a Facebook page for our school class. It sort of snowballed from there, and other friends and acquaintances are now "Facebook Friends".

In the four months since I joined, I have received one direct auction inquiry from an old contact, with Facebook being used as the initial method of contact, which really caught me off guard. I went for the initial meeting the next day; it turned out to be really too small for an onsite auction, but you never know that until you follow up on that initial call. The really neat part about that call was it turned out that one of the family members that I met on this call is the Probate Court Judge in that county, so I really had a great opportunity to make a key contact and have a great discussion about estate auctions in a very different context than I normally would have."

Dixon added "I've also reconnected with classmates that I haven't seen in 10, 20, or more years, that did not know what I did for a living, but through Facebook they know now! Our parents are all in their 70s and 80s now, and my generation is really thinking about their parents' situations and estates.

*"I've got 25 to 30 new buyers that are consistently coming to my auctions after they found me through my Facebook business page," said Auctioneer Joe Phillips.*

These classmates, that are scattered all over the country, now know a CES Auctioneer back home. I've had several conversations with several of them, and I think they will lead to some nice estate auctions in the future.

Facebook has become a fun way to network for me, and a way to let friends and associates, that otherwise I'd probably not have contact with, know what I'm doing. So far, it's been a way to keep my name and my work in front of a big audience of future prospects. Simply putting a posting of "Wow, we had a great auction today!" or "Busy, Busy...2 auctions to work this coming weekend!" has drawn comments and questions. It's a great way to get the opportunity to tell the auction story to someone that really wants to hear it!"

## MYSPACE AND THE OLDER SET

MySpace is the same concept as Facebook, a place to create your own webpage of profiles and postings by friends. But, some Auctioneers (and especially many young people) say Facebook has surpassed MySpace.com as a popular and useful social networking site. User numbers bear that out with 175 million people on Facebook and 130 million on MySpace.

Phillips said "I don't see the privacy or protections on MySpace that there are available on Facebook. Facebook just seems more secure to me."

But many still post on MySpace. Actor Kirk Douglas, 92, was recently featured on the cover of *USA TODAY* newspaper in a story about older people using social sites. Douglas said he updates his MySpace page weekly.

The *USA TODAY* story also noted how adult use of social network sites is booming. About 33 percent of adult Internet users have a profile now on a social networking site, up from 8 percent in 2005, according to a Pew Internet study. Facebook is seeing the most growth in among users 30 years and older. MySpace reports a surge among users 55 and over with the average user spending 204 minutes per month on the site, reported the newspaper.

## LINKEDIN GAVE HER AN AUCTION

Auctioneer Deb Weidenhamer, CAI, of Phoenix, AZ booked an auction directly from her connections made on [www.linkedin.com](http://www.linkedin.com).

"I did get a referral through LinkedIn that resulted in an auction. It's also a good place to get leads on people to hire for your auction firm," she said.

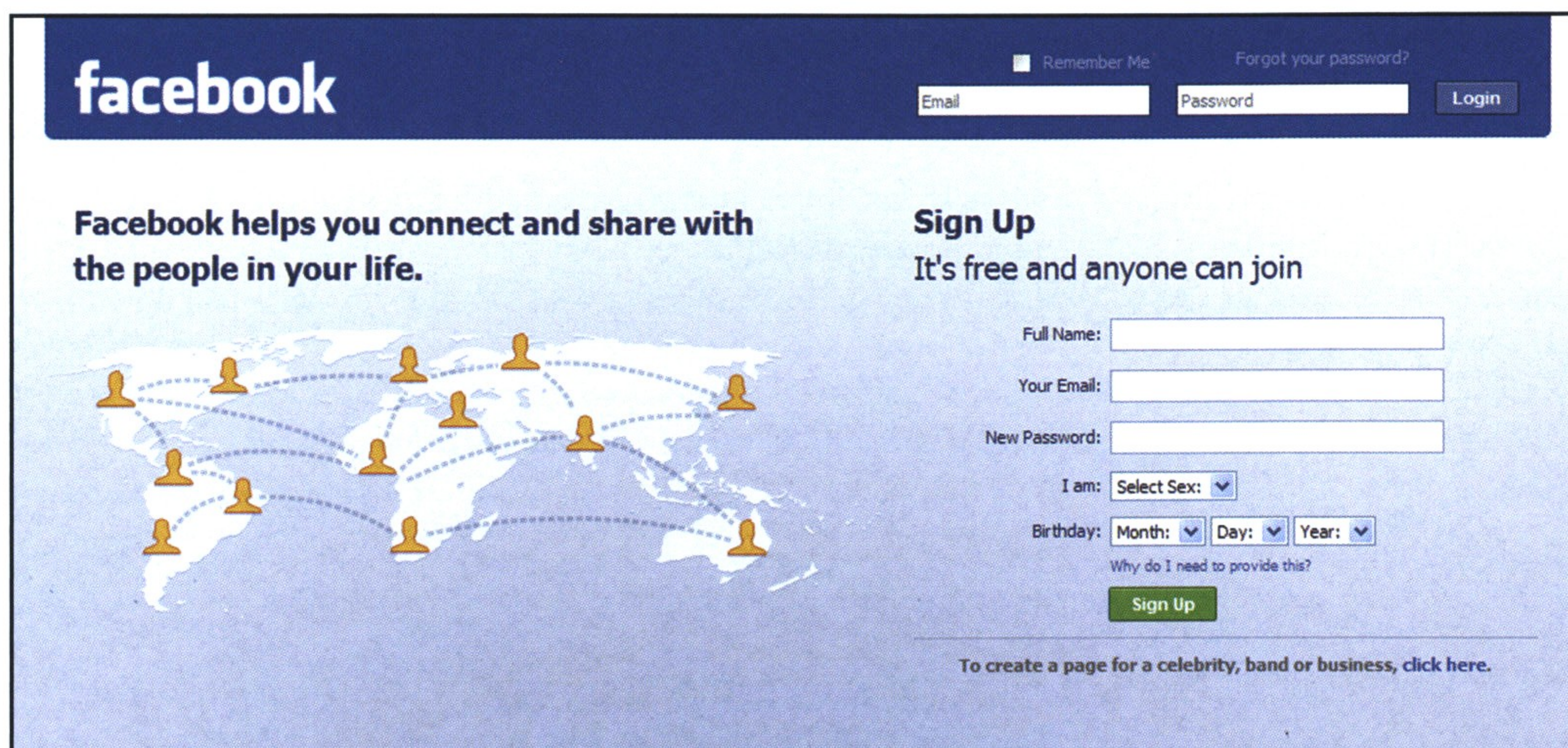
LinkedIn is similar to Facebook in that you post a profile of your personal information and then email "invitations" or "introductions" to other people to come join your network.

Ryan George, a marketing consultant to Auctioneers, said of LinkedIn: "LinkedIn.com is great for obtaining great recommendations and positive reviews of your work. The way the site operates, it encourages those quotes that you can use in other company promotions. But because the content doesn't change as often as Facebook (let alone, Twitter), people spend a lot less time over there. It's more of a business card bowl or bulletin board at a Chamber of Commerce event. It's more professional and less personal than other sites, but it creates a safe entry layer for professional online relationships."

The LinkedIn website also gives you advice on how to build useful

► continued





Facebook connects people in a networking style where you (and they) post comments and information that everyone in your network can read, like an online discussion forum or bulletin board.

networks. The website state "When it comes to building your network, it is all about the quality of the connections and not about the quantity of connections. Your network should be centered on quality of knowledge, resources, skills and advocacy that LinkedIn can help unlock. "Invitations" are a great option to ask people join your network. When sending invitations, ensure that you know and trust the person you are extending the Invitation to. This is generally someone you have worked with, collaborated on projects with or maybe attended school with. These will be people that can recommend you to others and will become your first degree connections. LinkedIn provides the Build Your Network feature on your homepage to help you build your network of connections. This feature helps you identify and send invitations to colleagues and classmates as well as contacts from your address books that may already be using LinkedIn...."

"Introductions' are a good option to reach out to people that you may not know directly. Introductions use a shared (mutual) connection to introduce two members. When reaching out to another member via an Introduction, ensure that you review that member's profile closely. The 'Contact Settings' found at the bottom of the member profile shows the circumstances under which they are receptive to outside contacts. Introductions allow members to send contact information and a personal message as to why you would like to be introduced. Once the information is exchanged, they can proceed to call or email each other outside of the LinkedIn network. Review the module on the right hand side of the member's profile that tells you how

I did business with and had lost contact, it was good to re-establish with them."

## HOW TWEET IT IS!

Twitter.com is like an instant message service where you post a short message about what you are doing at that exact moment. This enables people to "follow" you through the day, if they are interested. A "tweet" is a single posting, such as "I am at the auction house now." Tweets must be under 140 characters in length and can be sent via mobile texting, instant message, or the web.

Aaron Traffas, CAI, ATS, CES, of Manhattan, KS recently started a website that lists all Auctioneers are on Twitter. He has at least 23 Auctioneers listed. "I'm really having fun learning about how to interact with Twitter," he said on a posting on the NAA discussion forum.

Ryan George said "I look at Facebook and Twitter not for sales leads but to enrich the professional relationships I already have with clients, prospects, and industry peers. Right now, I track with almost 30 of these folks and have created a separate friends list for this segment of my greater circle of online "friends" (520+). Longevity of my accounts is heavily tied to the strength of relationships."

## YOUTUBE'S VIDEO SOCIAL NETWORKING / MARKETING

When you connect to potential sellers and buyers on social network sites, some will want to see you in action conducting an auction. Many Auctioneers have chosen to post their videos on [www.youtube.com](http://www.youtube.com) instead of on their own websites. The postings are free, easy to load, easy for the public to find, and do not take up space on your own website. It's good marketing and an extension of your social networking.

To see video examples, search for "auctions" in the search box in the top of the youtube homepage. An example is videos by Auctioneer Robert Mayo, ATS who has posted videos of himself conducting real estate auctions. The videos have been seen by clients and by a new Auctioneer in Australia who came to visit Mayo to learn more about the American method of conducting auctions.



Twitter.com is like an instant message service where you post a short message about what you are doing at that exact moment.

► continued on 35



craigslist	us cities	united states	canada	asia	europa	intl cities	
help pages	atlanta	alabama	missouri	alberta	bangladesh	austria	amsterdam
login	austin	alaska	montana	brit columbia	china	belgium	athens
factsheet	boston	arizona	nebraska	manitoba	india	czech repub	bangalore
avoid scams	chicago	arkansas	nevada	n brunswick	indonesia	denmark	bangkok
your safety	dallas	california	n hampshire	newf & lab	israel	finland	beijing
best-ofs	denver	colorado	new jersey	nova scotia	japan	france	barcelona
blog	detroit	connecticut	new mexico	ontario	korea	germany	berlin
job boards	houston	delaware	new york	pei	lebanon	great britain	buenos aires
movie	las vegas	dc	n carolina	quebec	malaysia	greece	delhi
t-shirts	los angeles	florida	north dakota	saskatchwn	pakistan	hungary	dublin
foundation	miami	georgia	ohio	ca cities	philippines	ireland	hong kong
net neutrality	minneapolis	guam	oklahoma	calgary	singapore	italy	london
system status	new york	hawaii	oregon	edmonton	taiwan	netherlands	madrid
terms of use	orange co	illinois	puerto rico	halifax	thailand	norway	manila
privacy	philadelphia	indiana	rhode island	montreal	uae	poland	mexico
about us	phoenix	iowa	rhode island	ottawa	vietnam	portugal	moscow
	portland	kansas	s carolina	quebec	americas	ruissia	paris
	raleigh	kentucky	south dakota	toronto	argentina	spain	rio de janeiro
	sacramento	tennessee	tennessee	vancouver	brazil	sweden	rome
	san diego	texas	texas	victoria	switzerland	seoul	seoul
	seattle	maine	utah	winnipeg	caribbean	turkey	shanghai
	sf bayarea	maryland	vermont	more ..	chile	uk	singapore
	st louis	mass	virginia	au/nz	colombia	africa	sydney
	wash dc	michigan	washington	australia	costa rica	egypt	tel aviv
	mississippi	minnesota	west virginia	micronesia	mexico	south africa	tokyo
	more ..	wisconsin	wyoming	new zealand	panama		zurich
					peru		
					venezuela		

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# Craig's List

## Powerful marketing tool for Auctioneers is not being used by many auction firms

By Steve Baska, editor

"Many Auctioneers do not know that 'craigslist' is an extremely powerful sales tool, and they need to know that," says Auctioneer Scott Musser, CAI, BAS, NAA president elect. "I have sold things on there and they go very fast."

The website, [www.craigslist.org](http://www.craigslist.org), lists classifieds, property for sale, jobs, housing and other items. You can search for items by city, state or country. The site has drawn so much traffic in the last few years that it is often said to have single-handedly killed the classified sections of newspapers around the country. Many people ask "Why pay for a classified sales ad in a newspaper when the same posting is often free on craigslist, with a photo of the item, and can be seen by more people?"

Auctions cannot be posted on craigslist, only individual items. The NAA board of directors recently discussed whether to approach the company with a proposal to create an auction section. However, the board decided it is actually more effective for Auctioneers to post individual items because that is the way most people search for property on craigslist.

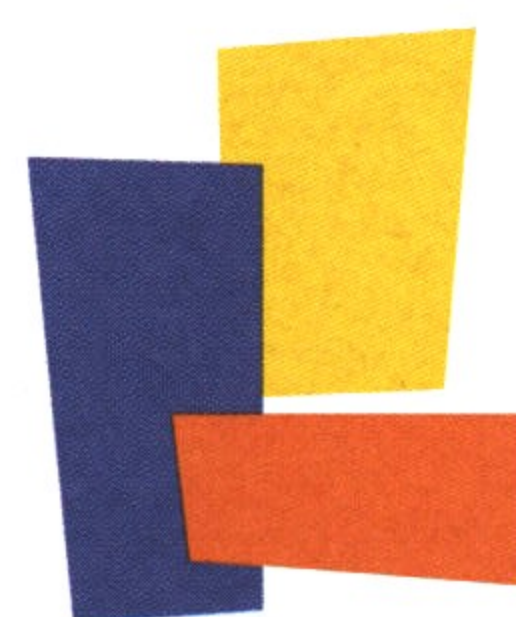
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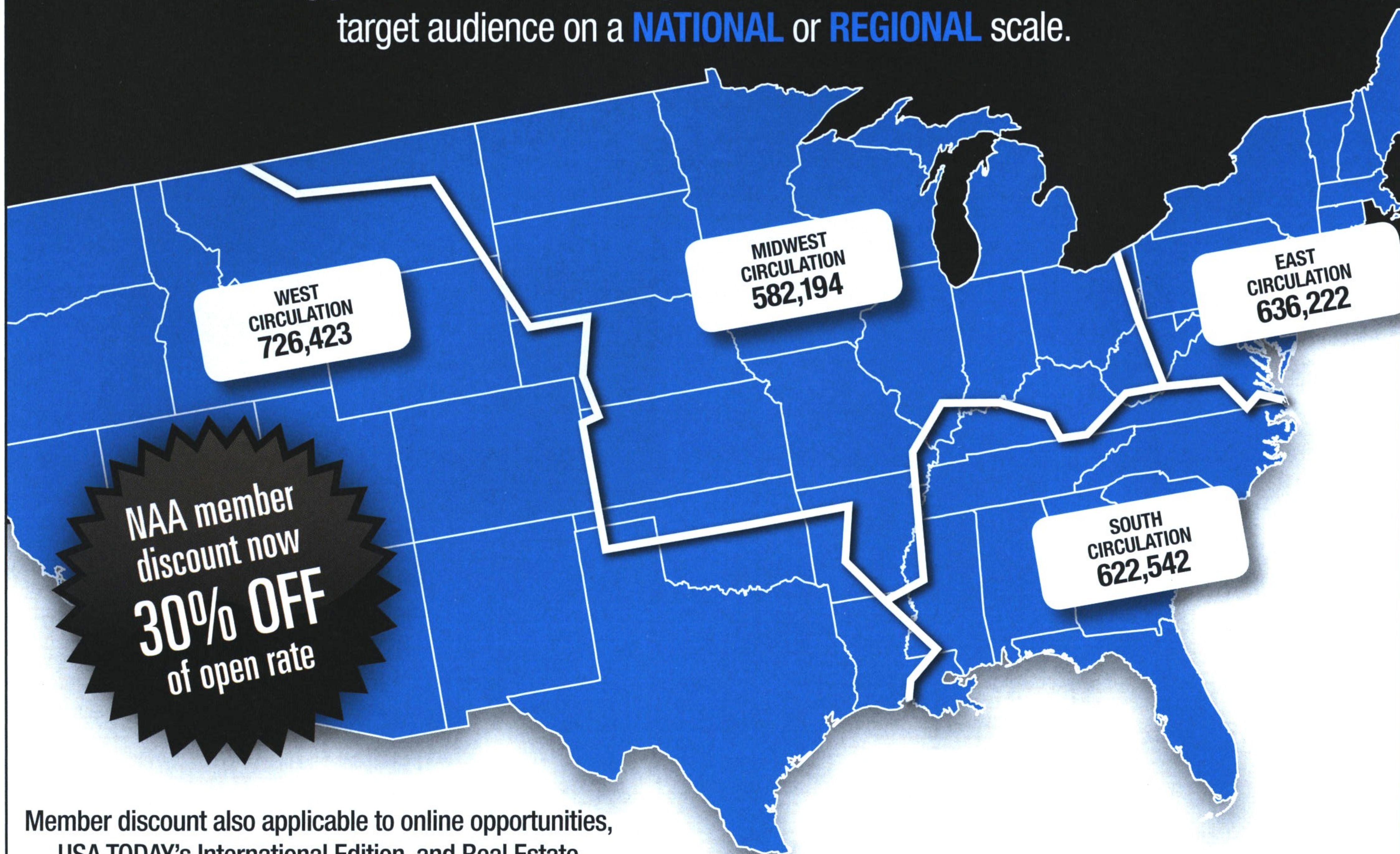


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## Auction Showcase



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Source: 2007 MMR, HHI \$85k+ and 9/07 ABC Publisher's Statement

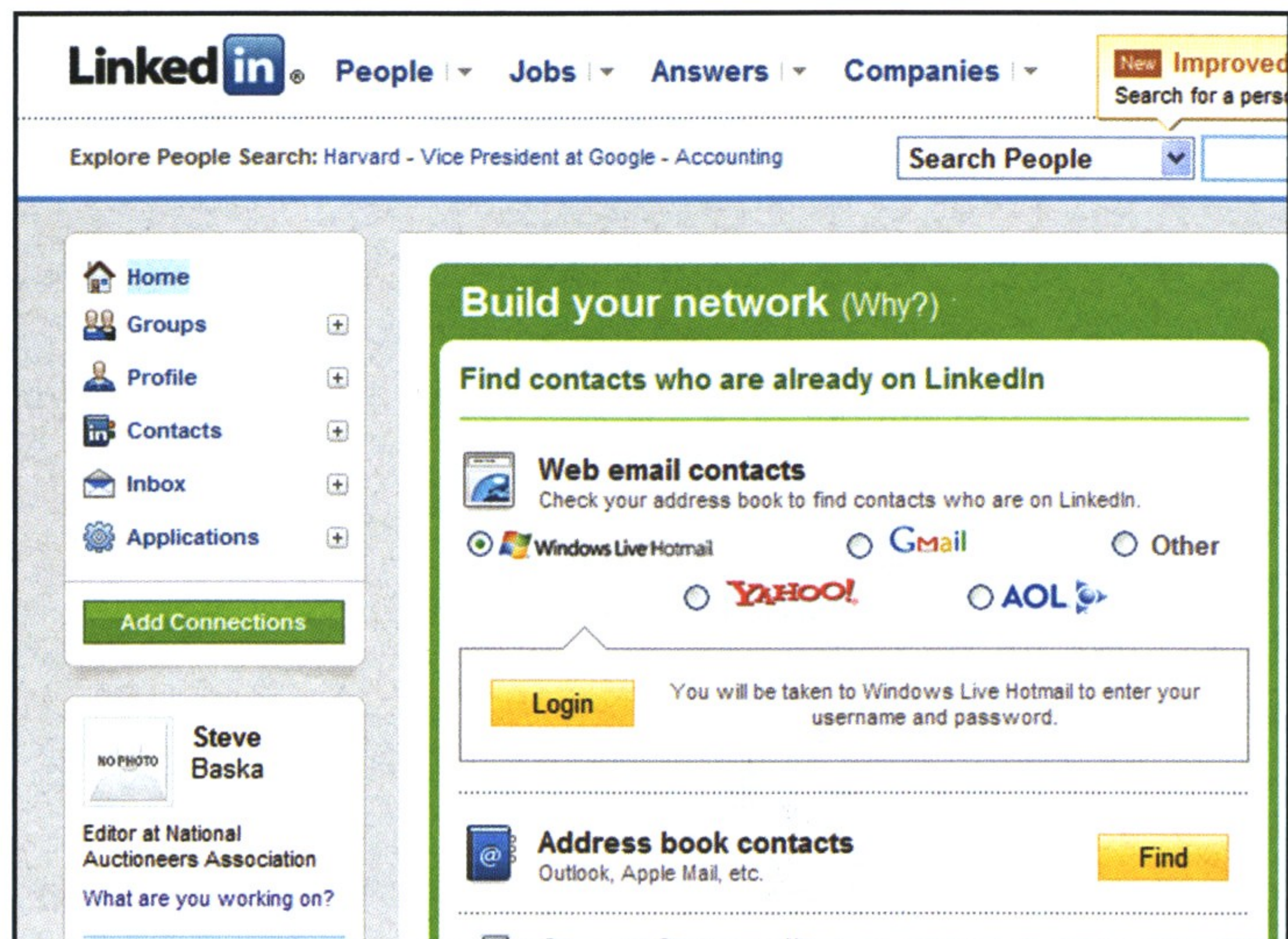
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LinkedIn is similar to Facebook in that you post a profile of your personal information and then email "invitations" or "introductions" to other people to come join your network.

To learn more about the steps of posting a video, go to the "help" section of youtube.com. For example, it says there "To make a video, you'll need to have a device that can capture digital movies—this could be a camcorder, digital camera, or even your cell phone! You copy the movies to your computer, and then you can either upload them as-is or edit them with software such as iMovie or Windows Movie Maker to add titles and special effects. For more detailed information, read the Making and Optimizing Your Videos guide. For some types of cellphones and mobile devices, you can also upload to YouTube directly, without copying the file to your computer first."

## PROBLEMS AND CONFUSION

Despite the business potential of social networking sites, there are problems, confusions and questions for new users. Auctioneer Karbelk gives his view: "You can get really sidetracked away from your core business work if you get into spending too much time on social sites. Should you set up a personal or business page? Who do you invite on as friends? You have to be careful because people can post messages and photos on your social network page that you don't want clients to see. Some things could hurt your reputation."

Another big issue is who to accept as links or "friends" on your social page. "Do you accept other Auctioneers as friends onto your page to see all your connections and clients? It's a question you need to answer," says Karbelk. "And if you have 500 links or friends, what are you really doing with that? I think we're going through stages with social networking. First it seemed cool. Now we are asking "What do I do with this?" and thirdly, I think will be a stage where people will need to pull back from it. I have been trying several sites myself. I have a Twitter account but I've only used it twice. I think you're better off picking one thing and using it."

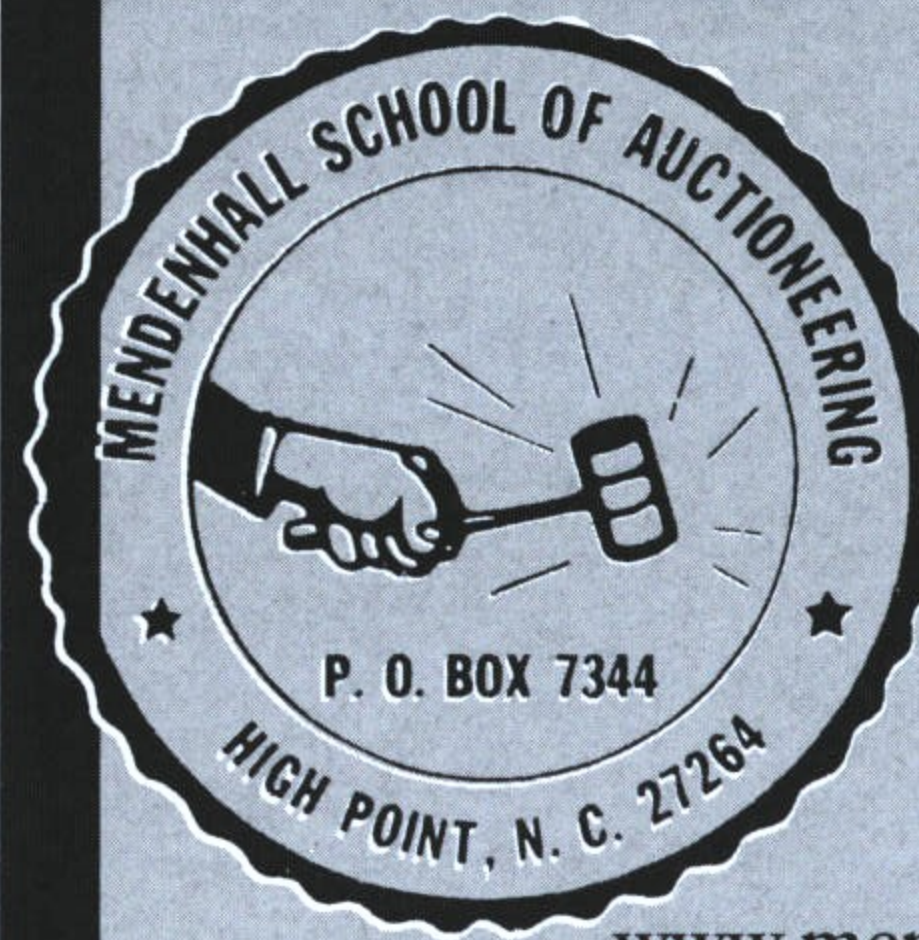
Karbelk adds one final bit of advice: "The social network sites have good uses, but nothing is going to replace the personal introduction. You still have to pickup the telephone and meet people in person. Email and social sites can be a crutch, but they should only be a supplement. They are good ways to keep in touch, but should not be your only means of contact."

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## Deb Weidenhamer, CAI Candidate for NAA Director



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# NAA Election 2009

## *Fifteen candidates run for officer, board positions*

To help NAA members learn about candidates running for positions as officers and directors of the association this July, profiles of the 15 candidates are printed on the following pages.

The profiles identify the office each candidate is running for (at the top of each page), and has a brief biography and answers to seven questions about NAA and the industry. This year two people are running for vice president, one person is running for treasurer and 10 people are running for four open seats on the board of directors. NAA's board is composed of a president,

president-elect, vice president, treasurer and chairman of the board (past president). Board members serve three-year terms as elected by the membership at the annual meeting during the Conference and Show, so each year four new board members are elected.

NAA members are urged to study the profiles carefully. These candidates are leaders from around the country, and have differing backgrounds and varied opinions on how NAA can improve.

## 2009-10 Candidates

### **President:**

**Scott Musser, CAI, BAS**

### **President-elect:**

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

### **Vice President:**

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

**Christie King, CAI, AARE, BAS**

### **Treasurer:**

**Kurt Kiefer**

### **Director:**

**Merle D. Booker, CAI, GPPA**

**B.J. Jennings, CAI, BAS**

**Bryan C. Knox**

**Robert Mayo, CAI, AARE, ATS**

**Harold Musser, CAI**

**Phillip L. Pierceall**

**Jerry L. Stichter, CAI, CES**

**Denny Stouffer, CAI, AARE, MPPA, CES**

**Deborah Weidenhamer, CAI**

**David P. Whitley, CAI, CES**

## Annual Business Meeting and Election:

**Thursday, July 16, 2009**

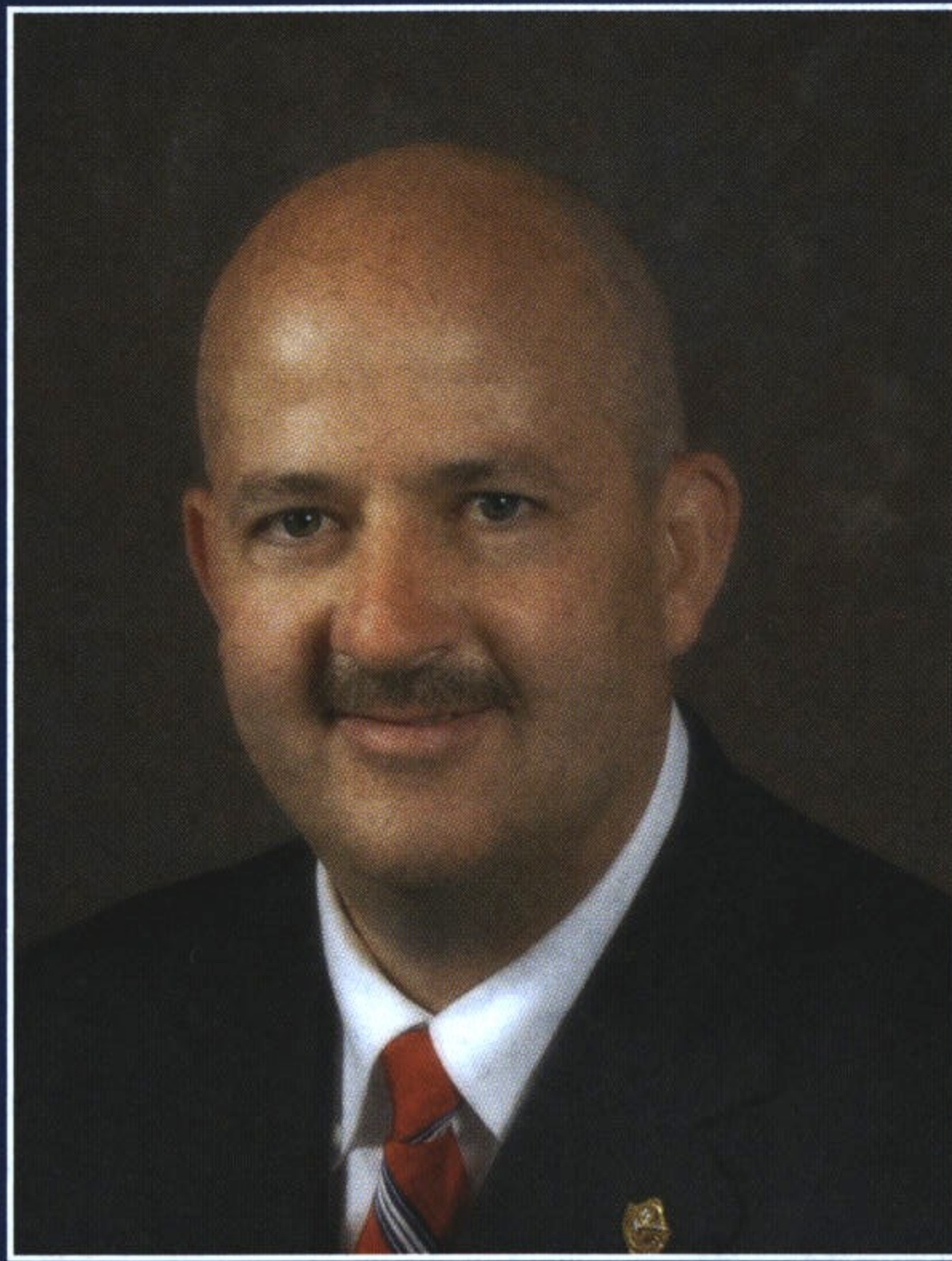
**8:15 a.m. to 11:30 a.m.**

Two changes to the NAA Articles of Incorporation will be voted on during the annual business meeting. See the full description of the proposed changes in the June issue of *Auctioneer*.



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





## Scott Musser, CAI, BAS Kennewick, Washington

**Family:** Married, four children.

**Years in the profession:** 27

**Years as an NAA member:** 22

**Previous work history:** I am a second-generation Auctioneer and I've been a professional Auctioneer all of my adult life. I am a life member of the NAA and have attended numerous Conference and Shows, beginning in 1976. I am involved in a family-run auction business that conducts auctions in a 9-state area throughout the Northwest and I also work overseas for a European industrial auction company.

**Community activities:** Past President Tri-Cities Area Chamber of Commerce, board member of United Way, Rotary, and other civic organizations. I served as Director of the NAA from 2001-2004, served as Treasurer of the NAA for 2005-2007, served as Vice President for 2007-2008 and served as President of the Washington Auctioneers Association in 1999. Served as a School Board Director for Blackhawk School District. Member of Beaver County Chamber of Commerce, Beaver County Board of Realtors, Chippewa Evangelical Free Church and a life member of the Penn State Alumni Association.

**Hobbies/Interests:** Aviation and technology. I'm an instrument rated, multi-engine pilot and also enjoy exploring new technologies as they are created. I especially enjoy exploring how technology can have a positive impact upon my profession and industry.

**Number of Auctions Conducted Annually:** 60 to 80. I conduct 25-30 fundraising auctions yearly.

**Member of state associations:** Washington

**Auction specialty:** Agribusiness and real estate

### (1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

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

### (2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

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

### (3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1-Build our financial resources and reserves through sound financial controls. NAA can only help its members be strong if it is financially secure. 2-Create an association that is less dependent upon membership dues, and instead, create an association that can rely on a steady income from affinity programs and services, thus increasing the level of benefits that we can provide our members. 3-Continue the forward-thinking progress of our association, while respecting and building upon the foundation that has wisely been set down by previous leadership. 4-Embrace new technology and be ready, willing and able to help enable NAA members in utilizing such technology. 5-Continue to research and study our industry and use such information to leverage the NAA Auctioneer in the media and industry.

### (4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

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

### (5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

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

### (6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

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

### (7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA.

I believe the role of President in any organization is to provide leadership and direction with purpose. A leader should strive to keep abreast of the "big picture" for the organization. Our industry is undergoing changes at a pace never before seen. We must be ready, willing and able to adapt and adjust to remain relevant, all the while being mindful of our values.





## B. Mark Rogers, CAI, AARE, CCIM Mt. Airy, North Carolina

**Family:** Married to Deidre, two children, one grandchild

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

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

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

**Community activities:** Mount Airy Rotary Club, Paul Harris Fellow, Church Committee member, High School Foundation Board; Habitat for Humanity volunteer; NC Association of Realtors, served as President of the Auctioneers Association of North Carolina.

**Hobbies/Special Interest:** Hunting, Fishing, Outdoors activities.

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

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

**Auction specialty:** Real estate and online

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

We must make sure we are providing beneficial services to the existing NAA members. We are delivering more services than ever before, but they must be worthwhile. We have eliminated some programs that are too costly and that can be provided by another party. If we do a good job supporting our members they will help grow the membership.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

In my years of being around and in the auction business, I have witnessed tremendous changes in the auction industry. I remember the days of riding through small towns announcing the auction that day over a bullhorn on the roof of the station wagon. I've witnessed the transition from posters to brochures for direct mail, to websites and email auction notices. I've clerked auctions with line item entry on a legal pad and watched it change from clerking tickets to computers to wireless entry. I have seen that while consumers say auctions are fun and family oriented, they have less time to spend at an auction. The consumer wants an open forum and needs to make the buying decision the least time consuming as possible. We are now providing more online auction options for our customers. All of these experiences will help me as I serve the membership.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS?**

1--Education— The auction method is changing rapidly and we need to prepare our members to conduct great auctions. Those auctions will be the best publicity for the auction method. We need to educate our members about the demands on time and how to make our auctions time effective. The Education Institute must continue to keep the educational offerings fresh, challenging and beneficial. 2--Member Benefits - We offer so many programs that member benefits are the best they have ever been. We have to keep members with us for a long haul. We are not getting the message out that our benefits far outweigh the cost. 3--Membership Growth - There is strength in numbers. By creating partnerships with other auction associations, such as the automobile and livestock auctioneers, perhaps with time we can get them to be fully engaged as a part of NAA. It is becoming evident with our trends in membership that there are many part time auctioneers in America who join NAA in auction school and don't choose to stay in for the long haul. Many of these people could benefit greatly from the networking and education but most do not because they tell us they are only doing one

or two auctions a year. It may be time for NAA to recognize our focus must be on the member that is truly in the auction business. 4--Technology - The website is getting overhauled. We need to offer every technology course possible to help our members. 5--Outreach - In our NAA family and outside of our NAA network, we can encourage young people to consider auctions as a profession. Maybe it is time to help community colleges offer auction marketing curriculum.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

The competitive bidding environment may change to Internet bidding for most types of auctions. The Auctioneer that embraces the change will have a bright future. I really believe that more combination marketing with traditional Auctioneers using online bidding will be the dominant auction method for several years. The Auctioneer of tomorrow will need to have a variety of services including live auctions, live and web cast events, online only and perhaps the best method has yet to be developed.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVEN THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

Yes. We can learn from them, they can learn from us.

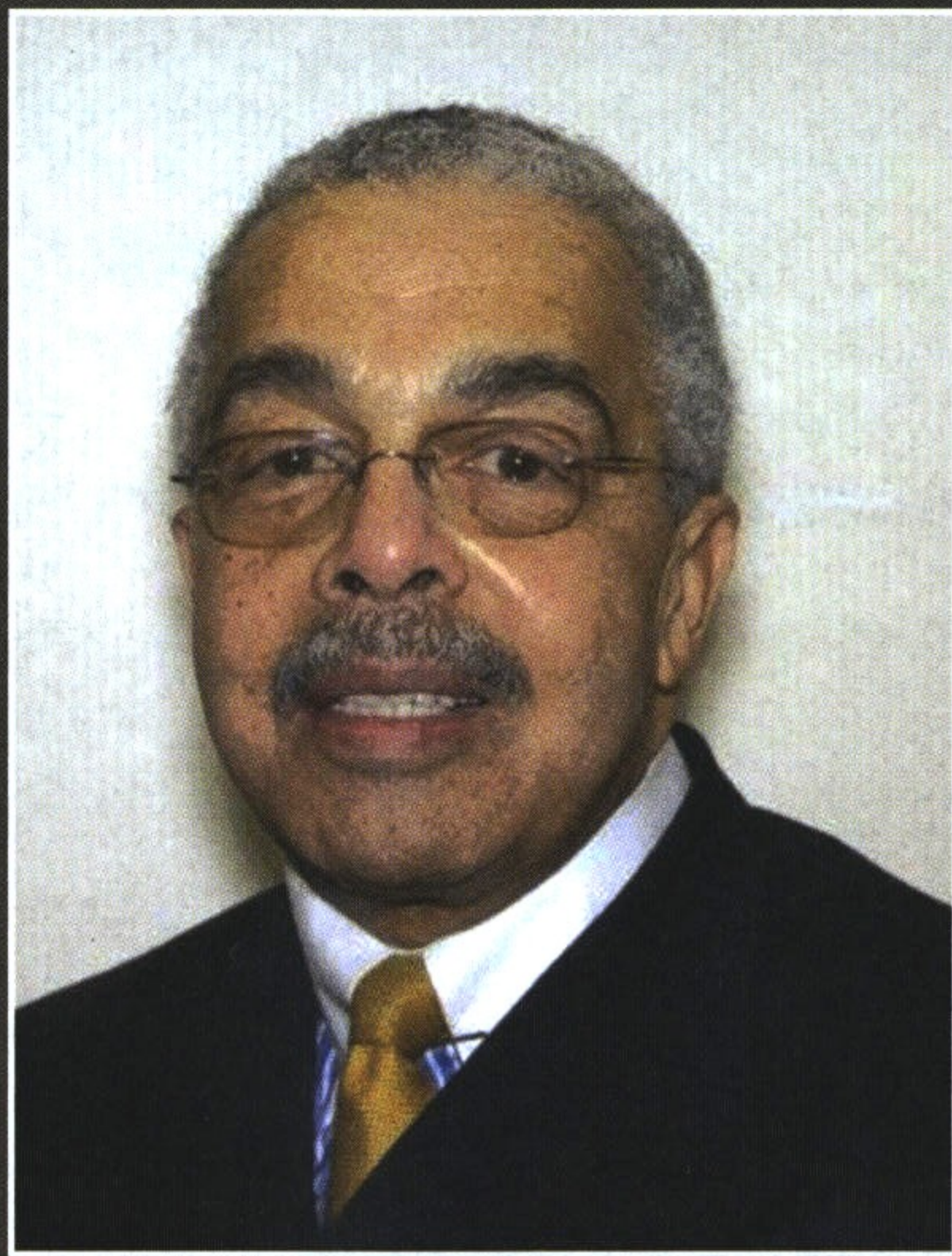
**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

First, we must keep conducting successful auctions. Successful auctions are those that are transparent, where the bidder feels like all dealings are professional and ethical. The bidder believes that while the Auctioneer is representing the seller, the buyer is being treated kindly. I believe the Auction Network will do more for portraying auctioneers in a positive light than we have been able to do in the entire history of our association and industry. In this current market, many auctions may not get sold. NAA auctioneers will have to educate customers and clients as to what are realistic expectations for auctions. I have had clients say if you can get an offer at the auction, I would be satisfied.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE IF ELECTED TO THE OFFICE, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

I will draw upon my experience as a Director for three years, my experience as Treasurer and Vice President to serve. I have been on the board during a transition of CEOs and helped keep NAA moving forward.





## W. Ronald Evans, CAI, AARE, BAS, CES Washington, D.C.

**Family:** Married, two children.

**Years in the profession:** 29

**Years as an NAA member:** 28

**Previous work history:** Real estate broker.

**Community activities:** Member and past president of D.C. Chamber of Commerce, Inc.; Chairman of the National Capital Revitalization Corp./Redevelopment Land Agency Revitalization Corp.

**Hobbies/interest:** Fishing, swimming and volunteering.

**Member of state associations:** Maryland.

**Number of auctions conducted annually:** 10 to 20.

**Auction specialty:** Real estate, personal property, liquidations, bankruptcy auctions and fundraising.

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

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

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

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

Life in the auction industry has enhanced my overall growth, thus allowing the opportunity to further others in the industry. The relationships have been established to allow open communications throughout the world, including Canada, England, Holland, New Zealand, Australia, South Africa and the United States.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1—Promote the auction industry by continually increasing the public awareness of the auction method of marketing and by removing the negative image of the Auctioneer, and to provide more information to public officials. 2 – Continue professional ties with other international organizations. 3—Continue growth in educational opportunities, additional designations for the promotion of educational programs, and new degrees to enable professional presence, thus making the auction method of marketing as common as real estate is to the world today. 4—Stay in touch with local and national leaders, and educate them on the industry's goals, objectives, mission and self-governing orientation. 5—Provide opportunities to the entire membership (small, medium and large companies) in developing their businesses by enhancing state associations to provide all with educational, governmental and board partnership support. Also, continue the youth entrepreneurial Auctioneer workshops at Conference and Show. This is developing our future for the survival of generations in the industry.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

The next 5 to 10 years are very important for our membership, however we need to look at the next 15 to 20 year goals and objectives. The industry is changing drastically and we need to prepare for the future of the industry beyond the next 10 years. Issues will be to provide steady employment, business and opportunity for the future generations. Technology has proven we are changing daily. We need to get ahead of the curve and stay outside the square. Social behavior, business and leadership skills need enhancement to better our position in our communities, to be better citizens. We need to be proactive in our responses to all issues, instead of reactive. This will position NAA for further growth.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

Yes, to the extent their involvement is, in fact, relevant to the auction method of marketing. There are organizations that we need to partner with, but not necessarily include them in our general membership and voting rights. Certainly we should not limit the NAA Auxiliary, other member at-large and affiliated organizations from participating with NAA.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

By providing marketing techniques and continued educational opportunities for the enhancement of individuals, the membership, companies and NAA. Also by the production of our own cable broadcast, by region, to show the industry's different auction methods throughout the world.

**(7) EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

The role of my candidacy for Vice President will be the continuing effort to establish a better position in the marketplace as a whole. The business, political and community involvement in the past provides an opportunity for NAA to capture the experience passed on to others by helping others in the business to enhance their continued growth and development. Going to the next level should be the goal of every member. We should also not be limited to a limited marketplace. We should have global businesses that reach out to the world. My role also will be to assist the president and chairman of the board of directors with their plans for betterment of the industry and NAA. There is a paradigm shift taking place in the auction industry, as well as other industries in the United States.





## Christie King, CAI, AARE, BAS

### Gadsden, Alabama

**Family:** Married to Michael Ray

**Years in the profession:** 22

**Years as an NAA member:** 17

**Previous work history:** 1987 to present - J.P. King Auction Company.

2007 to present - C. King Benefits Auctions.

**Community activities:** Women Leadership Forum of Etowah County and Ohatchee Church of Christ

**Hobbies/interests:** Boating, reading and outdoors

**Member of state associations:** Alabama and Georgia

**Number of auctions conducted annually:** Real Estate; 50, Benefit Auctions; 15.

**Auction specialty:** Real estate and benefit auctions

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

Initially I will evaluate our current member benefits to identify those most important and useful to our existing members. I will look for ways to add value to those services. I will also reach out to the non-traditional players in our industry and incorporate our message into better recruiting tools to bring them into NAA. I will advocate streamlined processes making it easier for existing members to renew.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I have always believed in giving back to the industry and have had the privilege to serve on the NAA board for the past three years. Service to NAA has been a passion and privilege. I have been involved in the management of my family business, J.P. King, for 22 years and have also started C. King Benefit Auctions. I bring a wide range of auction experience and management versatility.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1. The individual Auctioneer is the core of any auction business. His or her personal and professional development and business practice must be supported by NAA through partnerships, education and networking. My goal is for each NAA function to be evaluated and altered if necessary to serve that vision. 2. Strengthening NAA's marketing and branding programs to create greater acceptance and improve understanding of the auction method. An enhanced public relations program to establish credibility with media and other stakeholders. Revitalized Internet presence and improved tools for each member to use to promote themselves and the industry. Continue to offer new educational programs that are pertinent to current market trends. 3. Update all education to meet the current demands of membership. Offer education to enhance every Auctioneer in their business. New and established professionals both need NAA training through seminars, conferences, online media and others. 4. Ensure that NAA has a pulse on each state's legislature and on Washington. This will ensure that laws passed are for the betterment of the industry and protection of the public. Enhance the legislative presence of the NAA in state houses and Congress. 5. Continue the work the board began last year to ensure NAA lives within its means and is a good steward of the revenue of NAA. Our books must be open, honest and balanced.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

The popularity of auctions has never been greater and is increasing due to the popularity of online auctions and other novel methods. Public outcry auctions will always be the preferred method, however online bidding is here to stay. NAA must be positioned to provide a leadership role in promoting the outcry method while promoting sound business practices in less traditional venues.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

Our foundation is the traditional bid caller, however we must embrace those who make use of newer bidding platforms. The NAA is in the best position to ensure that all Auctioneers, regardless of their platform, are grounded in sound and ethical business practices. Their failings will stain the entire industry's reputation. Refusing to incorporate them will compromise our ability to enforce our ethical standards and promote laws and regulations governing the industry.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

New marketing means, branding, and public relations programs are critical to our success as individual Auctioneers as well as an association. We can, and should, establish a strong brand preference for Auctioneers who are members of NAA. We are blessed to have an organization of outstanding marketing professionals. We should provide members with up-to-date tools and content that will aid their efforts to promote the industry.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA, VERSUS THE OTHER CANDIDATES.**

Members will benefit from my diverse auction and management experience, as well as my service on state and national auction boards. I will continue to bring energy, passion and commitment to the causes of the membership, board members and executive team. To me leadership is about listening to the members and together working to improve our great association.





## Kurt Kiefer

### Fergus Falls, Minnesota

**Family:** Single

**Years in the profession:** 29

**Years as an NAA member:** 29

**Previous work history:** Printing industry.

**Hobbies/Special Interest:** Auctions

**Member of state associations:** Minnesota

**Number of auctions conducted annually:** 10

**Auction specialty:** Inventories and inventory liquidations

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

I believe we have seen a fundamental change in the auction profession over the last five years, resulting in thousands of Auctioneers no longer practicing. It would be very difficult today to grow NAA significantly with an increase in members. From 2007 to today we've lost over 1,000 members. We must offer programs to Auctioneers that make sense in today's marketplace. NAA is behind the times and not kept pace with the digital world. We need to bring education to members, and not expect them to come to us. We must remake the NAA over the next several years to lead the industry, then you'll see numbers grow again. Offering price cuts is not the answer.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I've previously been treasurer and a board member of NAA from 1990 to 1995. I was re-elected treasurer in 2007 by the board to fill out the term of Mark Rogers, who was elected vice president. Since 2007 we've totally redone NAA's financial and reporting structure to one that is transparent to the board and members. All year-end financials and tax returns are now online for any member to see. The finances of the past five years were poor, with poor reporting and oversight. Today we have oversight, transparency and a budget in the black. Our 2008 fiscal year (seven months) ended on Dec. 31 with a surplus of \$277,173. Our 2009 budget calls for a surplus over \$200,000.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS?**

1. Remake the website and bring NAA into the digital age. Our current website rates poorly and we need to spend time, money and manpower to develop something that works and is expandable. It also needs to be fun and easy to use and have capacity to generate advertising revenue.
2. We need to streamline our office systems to take advantage of technology. We need our office people to do more for members and less paper shuffling. The technology we don't need is the automatic telephone answering machine. We need a live person on the phone.
3. We need to use technology to bring education to members and not assume lecture-based education of the past will continue to be profitable. The EI designation programs may have to change to keep up with the marketplace. The EI is one of the critical components of NAA, but it needs to stay fresh.
4. We need to remake the annual convention, which is for many of our longtime members a very social time, and the education is secondary. For a greater number, the education is the only reason to attend. We need to shorten the "meat," but continue to be respectful of the social aspects. But the convention needs to be shorter. The ringman competition may become irrelevant in the age of online auctions. The business meeting needs to be

shortened from four hours to two.

5. We need to recruit good members to run for the board. We need good leadership to move NAA forward. This is a critical time, unlike any other NAA has faced. Entire industries are changing rapidly, including ours. We need fresh leadership, which means the nature and scope of the board needs to change.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

My crystal ball sees an increasing use of online auctions because they are convenient for the public to participate in. I also see an increase in the number of real estate auctions for the next five years at least. It's the one area that will see auction commissions continue to grow. Benefit auctions are still growing. The Internet will continue to offer new ways to market auctions. NAA needs to totally change from print and mail and lecture-based education to web-driven information and education.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVEN THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

Yes. NAA must make a place for non bid-calling Auctioneers. Online Auctioneers are just as valid as live Auctioneers. The future of the industry may well rest with a hybrid online auction as technology continues to change the industry.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

The image of the auction method of marketing does not need enhancing. The polling shows a very high percentage of Americans think favorably of Auctioneers. The enhancement needed is for people to see auctions as everyday events for everybody. We need to continue to widen the circle of people using auctions of all kinds to buy and sell everything.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

My role as treasurer is to continue to strive to bring our budgets into balance and build our reserves to a reasonable level. Also, I feel it is critical that each member know what the finances are of NAA at any time and we have complete transparency in our dealings. Many have questioned if there is a need for NAA today. I believe we've retooled the finances over the past year enough to buy us some time as we make real change to NAA. I believe I bring a unique skillset to the office of treasurer and I look forward to serving another two-year term should the membership see fit to elect me.





## Merle D. Booker, CAI, GPPA

### Eltopia, Washington

**Family:** Married to Judy, four children.

**Years in the profession:** 33

**Years as an NAA member:**

**Previous work history:** Agricultural loan correspondent

**Community activities:** Past president of Washington Auctioneers Association, member of Washington Association of Commercial Realtors, Washington Wheat Growers Association, Washington Cattlemen's Association, Past President (12 years) of Columbia Basin Junior Livestock Show and Licensed Washington Real Estate Salesman.

**Hobbies/Interests:** Fishing and horseback riding. Licensed pilot for 35 years, enjoy riding my Harley fast and my horses slow.

**Member of state associations:** Washington

**Number of auctions conducted annually:** 35 to 40

**Auction specialty:** Agri-business, real estate and equipment

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

I would give special attention to maintaining the new and part-time Auctioneers as members by focusing on the value of the benefits and programs made available by the NAA versus the cost of dues. I feel it is time to revisit members that have recently, within the last two years, dropped their memberships and inform them that a new direction along with a stronger financial integrity and management are in place at the NAA. I would encourage members to write a message, letter or article, for the magazine and/or website expressing positive real life experiences that come from being a member of the NAA.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

My entire life has centered around auctions. As a child I attended livestock auctions that were conducted by my father around the northwest. While in high school and college I worked as a clerk at equipment auctions in the family business. Upon graduation from college I attended auction school in 1975 and have been actively involved in all aspects of the business since. I have worked with my parents, three brothers, four children, and dedicated employees to develop a regional auction business serving the Pacific Northwest. The auction business is a people business where the Auctioneer bears the responsibility of satisfying both seller and buyer in an often times quick transaction. My 30 years of auctions and people experience provide a valuable insight to help educate younger and/or less experienced auctioneers on life lessons in dealing with people's assets.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS?**

1. Financial Integrity – The NAA board should maintain an ongoing dialogue with membership regarding the assets and liabilities of the association.
2. Auctioneers as Asset Converters: In a Positive Format – The national news media often times portrays Auctioneers as last resort. Due to our current economic conditions the Auctioneer will continue to be the clean-up converter of assets to cash. Hopefully, the NAA and members can focus on the positive side of our profession.
3. Education – Explore the latest means of providing online education seminars to all members. The NAA should video tape select presentations given at their annual convention which can then be provided/licensed to the state associations for their annual conventions.
4. Don't forget the little guy or gal. Conventions and seminars should be held in locations and at venues which allow people on a tight budget to attend, i.e. by making advance arrangements for less expensive lodging, R.V. parking and events in which families can afford to participate.
5. Connect the Membership – As the technology and online bidding venues increase, I sense a concern of the conventional oral Auctioneer and the online Auctioneer not being on the same page. I believe the NAA should be aware of the differences and be proactive in maintaining one organization that provides a cohesive network for all Auctioneers.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5-10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

I sense more companies and municipalities will attempt to market both personal and real property in-house themselves by way of the Internet and technology without the services of a professional auction company and/or Auctioneer. Current economic conditions will have a huge impact on auctions and Auctioneers for the next three to five years. I feel that the cost of staying in business for smaller companies is going to be a challenge due to increased governmental control and taxes. The NAA should have the means and ability to stay current with state, local, and national legislation or regulations that could adversely affect our profession. I feel the NAA will continue to be the connective communication means by how auctions are conducted.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVEN THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

I believe the NAA has done an admirable job of portraying the Auctioneer as a professional. The Internet is and will be the future means to convey the positive nature of our business. The NAA membership should utilize/enhance this media whenever possible, an "Auction Tube" format whereby sellers or buyers profess their positive experiences at particular auctions is one possibility. The concept of NAA live TV shows a positive spin to our profession and the real people that have worked a lifetime to develop their niche in the auction world. Auction education of the public is still important. I find that even today many people have never attended an auction. Make it an education requirement for all graduating seniors in high school to attend two live auctions prior to receiving a diploma.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

I feel that I should represent the Auctioneers that elected me to the position and be a good steward of their membership dues and the future in the direction that the association should focus. Secondly, I feel that the foundation programs that previous boards, directors and members have endeavored to establish (i.e. St. Jude, IAC, others) should be maintained with the original goal and intentions. My perception of the role of a NAA director is to maintain the integrity of the bylaws and goals of the association. I feel that a director should be open to members input and concerns, and be able to communicate to the board with an open mind. I believe I possess the abilities and experiences to benefit the NAA board, NAA members, and the profession.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN THE NAA VERSUS THE OTHER CANDIDATES.**

I must humbly say that running for NAA director is one of the greatest honors of my life. Every year some of the finest people that I have ever met are candidates for NAA offices. If elected I promise to always remember how I got there, by the voice of NAA members willing to trust me to serve on their behalf. I believe that as Auctioneers we stand better together than we do standing apart.





## B.J. Jennings, CAI, BAS

### York Haven , Pennsylvania

**Family:** Married to Phil Grosh, two children and two grandchildren

**Years in the profession:** 9

**Years as an NAA member:** 9

**Previous work history:** Caterer, hospitality management

**Community activities:** Director of Pennsylvania Auctioneers Association for three years, active in Chamber of Commerce, Pennsylvania Restaurant Association

**Hobbies/Interests:** Family, travel, cooking, auctions

**Member of state associations:** Pennsylvania

**Number of auctions conducted annually:** 60-70

**Your auction specialty:** Benefit auctions and commercial/industrial

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

I would: charge every member with signing up at least one new member in the next three years; train membership recruiters to make presentations at auction schools and state conferences, providing them with all tools and signing incentives; develop an immediate mentor program to ensure their successful introduction to all NAA programs and benefits; finally, we can't grow membership without resolving the retention problem. A focus group must be tasked with finding solutions to this issue.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I did not grow up in the auction business, but started a new career and my new company nine years ago. I bring with me a lifetime of learning outside the auction business. Because my business foundation was built elsewhere, I feel I can more readily look outside the box and offer a different perspective. I also am representative of many new Auctioneers who are entering the business as a second career.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1. Strengthen the NAA brand to the public to focus awareness on the benefits of hiring an NAA Auctioneer. 2. Continue to offer new educational programs that are pertinent to current market trends. 3. Re-evaluate and improve member benefits to strengthen our member recruiting and retention efforts. 4. Move to immediate status the overhaul of the website to create one that is representative of the professionalism and talents of our association and members. 5. Be sure we are on sound financial footing so we can continue to lead the industry in providing information, education and services to members and the public.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

Advancing technology, especially pertaining to online auctions, will continue to shape the auction profession in the foreseeable future. NAA needs to be on the leading edge of understanding and educating members about these changes so they are prepared to meet these new opportunities.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

The answer needs to be yes. With the advent of auction companies that offer only on-line auction services, the concept of a traditional Auctioneer is changing. For individuals and companies that are involved in auction marketing, regardless if they ever call a bid, they should be welcomed as a member in our association. For companies that offer support services, technology and supplies, a traditional associate membership would continue to be appropriate.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

It all goes back to education of the public and Auctioneers. First by promoting adherence to our NAA Code of Ethics, and next by branding the NAA as the respected leader for information about auction marketing and the NAA Auctioneer. To do this, we will need to continue to increase awareness about the auction method of marketing by monitoring and reporting on the new trends in the marketplace.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

Our membership is a diverse group of individuals, and the board should be as well. I believe I could provide insight on how decisions the board makes affects first generation and newer Auctioneers. I fully believe that my success in the industry is due in no small part to my membership in NAA. I see part of my role as a spokesperson for the benefits of not just belonging, but of being actively involved.





## Bryan C. Knox

### Gardendale, Alabama

**Family:** Married to Lynda, one child.

**Years in the profession:** 11

**Years as an NAA member:** 8

**Previous work history:** Pastor of Cornerstone Church of Mount Olive, AL

**Community activities:** Director of Alabama State Board of Auctioneers, Director of Alabama Auctioneers Association, member of Rotary International, Director of Alabama Teen Challenge, Fellowship of Christian Auctioneers International.

**Hobbies/Interests:** Playing guitar, hunting, teach Bible classes.

**Member of state associations:** Alabama

**Number of auctions conducted annually:** 35-50

**Auction specialty:** Real Estate, Automobiles

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

We must find ways to encourage members to take ownership of NAA. When someone takes ownership, they experience a feeling of responsibility. When we have a majority of members who feel responsible for the success of NAA, we will grow. Increasing membership will not be accomplished solely by the board. It will take members and a grassroots effort in every state. Auction company owners should encourage their employees to become NAA members. NAA-affiliated auction schools must promote NAA. Contract Auctioneers who are members must encourage non-NAA Auctioneers to join. Together we can do anything.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I started in the industry alone with nowhere to turn. Fortunately I found out about our state association and NAA. I know what it is like to be new in the business and need a mentor to help you. I am committed to being a mentor. My experience as 2007 Men's IAC Champion has provided me with a platform to influence new Auctioneers across the globe. Holding office with NAA will increase that visibility to Auctioneers in need of help. My experiences in the ministry, teaching and public speaking will help me communicate the public that auctions are here to stay and that NAA plays a vital role.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1. Increase our membership numbers as outlined above. 2. Continue to be good stewards of the finances entrusted to NAA and promote to the members the idea that dues are not a fee for membership, but rather an investment in their future, and the future of the industry. 3. Improve, expand and promote the professional designations offered by NAA. The key to the prosperous continuation of our profession comes down to education. The more education we can offer, the better off members will be. An Auctioneer with more training has a better chance of surviving in today's tumultuous financial climate. 4. Reach out to other professional associations that can aid in increasing the visibility of auctions as a tool to use for the sale of anything. This would include continuing to foster our alliance with the National Association of Realtors, which has already had a positive impact on real estate auctions. 5. Be vigilant about protecting the Auctioneer and auction companies throughout our great nation by being involved in debates about auction laws on the local, state and national levels. This is why members must take ownership in NAA. We are their voice.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

Internet technology is playing a larger role in auctions today than ever before. This trend will surely continue in the next five to 10 years and NAA is the vehicle that will help Auctioneers embrace the technology on the horizon. I also believe that with the world economy changing, we will depend even more on our fellow Auctioneers across the world. The communication we share via *Auctioneer* magazine, the NAA website and its discussion forum, and Conference and Show will be a lifeline on which we depend to be successful.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

I've struggled with this subject for some time. NAA must evolve as our profession changes, while maintaining the integrity of our origins. I believe if a firm conducts an auction, whether via the Internet or by public outcry, it should be licensed by the state authority so the public interest can be protected. With that said, if an Auctioneer is licensed and ascribes to the NAA Code of Ethics, he or she should be allowed regular membership. If they are not licensed as an Auctioneer, nor have to follow the laws other Auctioneers must follow, an affiliate membership may be more in order. On this issue I will solicit the input of our many seasoned professionals.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

If NAA wants to enhance the image of the individual Auctioneer, education is the key. When the profession as a whole embraces the idea that the formula for success is "Education plus hard work equals success," then the image of the professional Auctioneer and the auction profession will be enhanced exponentially.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

My role as a director will involve the following: Listen to the members to keep abreast of all issues affecting Auctioneers; seek the advice of those who have gone before me; make decisions based on the right thing to do, not my own personal agenda; help state associations whenever possible by presenting seminars helpful in enhancing the image of the Auctioneer and our profession worldwide; work with those who have opposing views to find common ground so we might move NAA forward; be an example of a professional Auctioneer to up-and-coming Auctioneers.





## Robert Mayo, CAI, AARE, ATS

### Kansas City, Missouri

**Family:** Married to Aileen, two children.

**Years in the profession:** 8

**Years as an NAA member:** 8

**Previous work history:** Health Information Management, business owner, technology sales, U.S. Army Medic

**Community activities:** Active in Church Activities. Previously served in local Chamber of Commerce Leadership and local board of Economic Development.

**Hobbies/Interests:** Technology, including writing and teaching the ATS course for NAA.

**Member of state associations:** Kansas and Missouri.

**Number of auctions conducted annually:** About 35

**Auction specialty:** Real estate and firearms.

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

A strong membership can only be achieved when active members are enthusiastically sharing the benefits of the association with fellow non-member Auctioneers. I would recommend that all members be given an incentive to share the numerous benefits of being an active NAA member, and recruit fellow Auctioneers for the promotion of a stronger association and industry. I would also work to develop a strategy to retain current members by improving mentor relationships between newer and experienced members.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

As a successful first-generation Auctioneer, I can attest to the strength of NAA networking, mentoring and educational offerings. I understand firsthand that not all members have the advantage of learning from a traditional multi-generational auction family. The NAA can help all types of Auctioneers, from part-time to large franchises. I would like to help develop programs to assist all Auctioneers.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1. Increase and retain membership – Active and enthusiastic members with an incentive to promote the NAA as well as recruit new members is crucial to increasing membership. Effective mentoring is the key to the retention of current members. 2. Innovate and continue to improve educational offerings – The demands of evolving technology and the needs of Auctioneers from diverse backgrounds require constant improvement of education to ensure members can remain competitive in the changing marketplace. 3. Meet the unique needs of the latest generation of Auctioneers – The future of NAA will rest in the hands of a generation that does not join associations for the same reasons our fathers joined. NAA needs to be mindful of how these members can be strengthened to promote growth in NAA as well as our industry. 4. Promote the power of auction marketing to the membership to share with the world – The benefit of accurate industry data as well as news and testimonials of unique and successful competitive bidding transactions worldwide will help members share the positive benefits of the auction method of marketing. 5. Create compelling benefits and opportunities for NAA members – There have been many great benefits added for NAA members in the last several years. We need to work on strengthening some of these benefits and make it more compelling for non-members to say “I can’t afford NOT to be a member of NAA.”

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

The most significant change I see in the industry is the increase of franchising and growth of nationwide auction companies. This consolidation will increase the demand for the NAA to provide a level of service, as well as educational offerings, that meet the needs of these business models, while continuing to serve smaller auction firms, part-time and contract Auctioneers. NAA will need to be diverse in all of its offerings to meet the needs of all members.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

NAA should offer membership to anyone who is professionally engaged in auction marketing and will abide by the code of ethics. It is also very important to continue to serve the needs of members who are traditional bid callers. This is a unique talent within our industry and it should continue to be promoted. Broadening the membership to include all types of auction professionals should not be done at the expense of any member, and most importantly should strengthen all members.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

The image of the individual Auctioneer and the auction method of marketing are entirely up to the individual Auctioneer. NAA is available as a pool of resources for Auctioneers to utilize and be the very best they can be. NAA should primarily work to strengthen members, who in turn enhance the image of the industry and themselves in their communities.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

I cannot presume to know how I will make a difference until given the opportunity. My promise to all members is that I will work hard, be honest, and consider the impact of all decisions before voting on any issue. It is my genuine desire that I will be able to serve the membership and give of my time to an association that has given so much to me.





## Harold Musser, CAI

### Cody, Wyoming

**Family:** Single, one child, one grandchild.

**Years in the profession:** All my grown life

**Years as an NAA member:** 14

**Previous work history:** Buying and selling oil and gas leases

**Community activities:** Member of Cody 20/20 Planning Committee, past member Cody, WY Planning and Zoning Commission

**Hobbies/Interests:** Flying, hunting, fishing, four-wheeling and motorcycling

**Member of state associations:** Wyoming

**Number of auctions conducted annually:** 50 to 75

**Auction Specialty:** Real estate, farm and ranch equipment.

**1. IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS-ORIENTED.**

Encourage all Auctioneers to become associated with NAA because of the many educational and networking opportunities. I would share with them how belonging to NAA has helped me, my family and our business. I also recommend NAA use personal testimonials from members to promote how NAA has helped them and their businesses. We should continue to develop NAA as the leading organization available to all members to help them in their profession and bring them the cutting edge of auction-related programs.

**2. WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I have been involved in the industry since 1956 when my father first went to auction school. I became a licensed real estate salesman in 1974 and continued to work in the family business. I have a son, Mark, and grandson, Forrest, who have helped me on auctions. I am a quick thinker, but try not to rush to quick judgment. I am conservative in nature, but not afraid to take a calculated risk. I have done hundreds of auctions and hundreds of real estate deals as an agent and personal investor.

**3. WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG- RANGE PLAN FOR THE NEXT FIVE YEARS? BRIEFLY EXPLAIN YOUR ANSWERS.**

1. Continue to give members value-added education programs that will help them be competitive in an ever-changing world. 2. Build and preserve our financial resource by conservative and thoughtful financial decision. To become financially independent. 3. To embrace new ideas and technology to help members provide to their clients the very latest in auction processes. 4. Through the NAA website, provide our members with information and ideas on how they can become the industry professionals and experts in their areas. 5. Look at ways we can make NAA better. This will make the association stronger and potentially bigger. Are there other groups that could be part of NAA through associate memberships?

**4. WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

I see the next five to 10 years as very challenging with many opportunities for those who are on their game. There will be a fallout from those who are not. Education will help us in our future. NAA can help members by bringing them educators in other areas of business such as banking, accounting, legal, and sales that each member can use in their everyday business.

**5. MOST MEMBERS AGREE THAT CHANGES IN THE INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVEN THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

Yes. I believe bid calling represents the tip of the iceberg in the auction profession. Today's world is changing rapidly and NAA needs to embrace other variations of auction-related marketing for the members. There are several ways to auction an item without ever doing a bid call. That said, I love to hear the professional bid caller sell an item. I hope that never loses its appeal to the public.

**6. IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

By assisting our members becoming more educated throughout all facets of the business. A better educated and informed member is a more respected member. Bring experts in banking, accounting, sales, etc. to the convention to help members be better informed. Often times it is things that we don't know that we don't know that get us into the most trouble.

**7. PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA, VERSUS THE OTHER CANDIDATES.**

My role as director is to support the president and the other directors in accomplishing their goals and to protect members' investments in the NAA through thoughtful decisions and sound judgment.





## Phillip L. Pierceall

### Plano, Texas

**Family:** Married to Jodi, one child.

**Years in the profession:** All my life

**Years as an NAA member:** 7

**Previous work history:** Announcer at equestrian events

**Community activities:** Member of the Plano Chamber of Commerce and Freedom Church of Plano.

**Hobbies/Interests:** Hunting, fishing, livestock, cooking.

**Member of state associations:** Texas

**Number of auctions conducted annually:** 20 to 30, but I contract out for more and call about 200 auctions a year.

**Auction specialty:** Benefit and livestock

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

I have two major goals, if elected. First, is to work more closely with auction schools to increase the retention rate of first year Auctioneers in the industry. More successful Auctioneers would mean a bigger number for the NAA to draw from. Right now, I believe the dropout situation in the first year after auction school is that 11 percent work somewhere in the auction business and 3 percent work full time. I would work to see that number increased. My second goal is to help NAA promote Auctioneers and designations to the public, and not just to the auction community. Most people have some idea what a Realtor's designations stand for, but not about an Auctioneer's designations.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I am a second generation Auctioneer. My family owned the local livestock market. I have run my own auction company for the past 11 years. I am a one-man show with my company specializing in benefits and events auctions, as well as registered livestock with a niche in the bucking bull industry. I do not have deep pockets, so I stay hungry every day looking for new ways to market myself and my auctions in the competitive Dallas area. I have also traveled the country commentating equestrian events. What I bring is a heart and voice for those in this business who have no voice.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1. Stay financially sound. NAA is on the right track. Treasurer Kiefer and the board are doing a great job. 2. Branding and marketing. Due to the past financial situation of NAA, its brand can use some help. Look at its website. But NAA is starting its upward climb. 3. Retention. Create new and different opportunities so new members and old feel they are getting value for their membership and they themselves are valued. 4. Create alliances. I believe a team has more power than an individual. The same applies to business relationships with other like-minded businesses and associations. NAA and NAR are a good example. 5. Education. Without education there would be no NAA. This is what separates the great from the good and average. This is how we stay on top. Education gives us the ability to do the other four goals.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

I believe the next five to 10 years are going to be some of the best we have seen because the economy has hurt everyone and there is no place to go but up from here. NAA will be in the best possible position to help the auction industry. I am sure technology changes will be always at the forefront of advancements in the auction industry. I believe more Auctioneers will use both a live audience and a cyber audience, but a good bid caller will always be in demand.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

Yes. Anyone in the auction industry should be able to be a member and most that want to be in are already. I know a few Auctioneers who have never called a bid and are some of the most successful Auctioneers today. There are two kinds of Auctioneers—those who can call bids, and those who can't. The ones who can't are usually better at marketing and are more passionate towards belonging to and preaching the gospel of the NAA.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

By promoting designations to the public and by promoting Auctioneers who are members of NAA, and by running national campaigns through the state associations, and by forming relationships with other national organizations (such as the AFP, the Association of Fundraising Professionals). That would be a start. Find what is unique in each region and use that as a tool. Detroit has cars, Kentucky has horses.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

I see myself as a steward of the industry, as a caretaker of sorts or a team player, but to make sure that the playing field is level for all Auctioneers. I have stated my goals above and my opinions and that is how I will make a difference over other candidates. I am not part of any clique or good old boys' club. I will bring new blood, new ideas, and will always ask "Why not?" instead of just asking why. I don't fit in a box. I love what I do and I believe in the NAA.





## Jerry L. Stichter, CAI, CES

### Troy, Ohio

**Family:** Married to Debra, one child.

**Years in the profession:** 35

**Years as an NAA member:** 26

**Previous work history:** Special needs teacher and work skills coordinator

**Community activities:** Member of First Presbyterian Church and local chamber of commerce.

**Hobbies/Interests:** Fishing, kayaking, canoeing and bicycling

**Member of state associations:** Ohio

**Number of auctions conducted annually:** 60 to 75

**Auction specialty:** Antiques and collectibles, real estate

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

The membership of organizations is tenuous and becoming more so in these difficult economic times. The first step to grow membership must be to retain current members. NAA must continue to provide education and services that meet the needs of our current members. Through electronic and print media we must encourage members to use these services, the use of which will give them reason to encourage others to join and grow the profession.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I served my early years in this business with a work-oriented Auctioneer. I was an educator of special needs students as their life skills and job coordinator. After 35 years in the auction profession, I know it is just as important to sell the last item with as much enthusiasm as the first. I believe as a director I can provide the work ethic and the insight to ensure that the smallest task is handled in the same manner as the major issues.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1. Fiscal responsibility: We need to be the hybrid vehicle of the future, using our past knowledge and experience to blend with a conservative, but energetic plan to grow NAA. 2. Membership is our lifeline to success. With one phone call or email at a time we can expand the cohesiveness of NAA and add new people to the fold. 3. Promotion: We must encourage members to promote themselves as professionals. We must promote our ongoing relationships with other groups to reach viable solutions to the realities of the 21st century. 4. Political activity: Tomorrow will come and decisions will be made. NAA and state organizations need to be aware and involved with the plans of bureaucracy and have a voice in them or our fate will be decided by others, hurting our members and the welfare of the public. 5. Education: Today the word "auction" is well known. The quality of our skills as Auctioneers and our ability to promote this profession can never be compromised by lack of education. The NAA must remain at the forefront of this effort.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

I foresee more electronic marketing, more real estate offered at auction and a new perception of personal property values. NAA has shown great

leadership in the past and I believe that will continue in the future. The NAA must position itself in a manner that encompasses our past success with strategic planning that recognizes that evolving nature of this business. As Auctioneers we sell. NAA must be the leader of the new ideas and methods to accomplish that goal.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

NAA does not have the ability to dictate who can use the words "auction" or "Auctioneer." NAA members are the minority to the total number of people participating. When a subject is "right versus right" a yes or no answer is impossible. What is possible is providing the means to monitor the evolution of this business and, though NAA, come to terms with the pluses and minuses of open membership, while recognizing that these guidelines are not easily solved.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

NAA can enhance Auctioneers by being there for them. Individual initiative is the prime motivator to success. NAA membership and all that it provides must continue to be one of the avenues that a successful professional Auctioneer follows. As an organization, we must offer the road map with all the various stops along the way from which our members can make advantageous decisions for themselves, therefore, enhancing the auction method of marketing.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

I have been a general practitioner in the auction business for 35 years, blessed with the opportunity to successfully conduct a cross section of nearly all facets of auctions. I have a college degree, supporting my belief that through education many things are possible. I respect the rights of the individuals while promoting the organization as a whole. I have attended Conference and Show for 20 years and have been a member of the election committee for 19 years. I believe there are positive traits for all candidates. I have an excellent background in the business, I believe in education, I have the ability to critically review an issue, understand the varied points of view and make a decision for the good of the members. I offer but one voice, but appreciate the opportunity to represent all.





## Denny Stouffer, CAI, AARE, MPPA, CES Smithsburg, Maryland

**Family:** Married to Sue

**Years in the profession:** 9

**Years as an NAA member:** 8.

**Previous work history:** Former Registered Holstein Dairy Breeder and Retired Maryland Division of Correction K-9 Unit Commander

**Community activities:** Chairman of my Church Trustees and Life member of my local Volunteer Fire Company

**Hobbies/Interests:** Conservative Politics and Elk Hunting

**Member of state associations:** Maryland and Pennsylvania.

**Number of auctions conducted annually:** 65

**Auction specialty:** Estates and real estate

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

NAA is the 'Universal Gold Standard for Professional Auctioneers'. I would promote and enhance both the educational curriculum to Auctioneers and the positive publicity of Professional Auctioneers to the general public. Our methods/guidelines, code of ethics, business practices, and industry standards should never be lack luster or dulled. Auctioneers wanting to better themselves gain a distinct advantage, and/or keep abreast of our changing industry will join this association for that very knowledge and esteemed level of skills.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

A life long indoctrination to the auction method of selling & buying; as a youth my family attended auctions regularly (back when the clerk had a clip board & nail apron- he recorded the buyer's name and cashed him out during the auction and the Auctioneer did not have a P A system). At the ripe old age of 19, I leased a dairy farm and proceeded to buy Holstein cows, heifers, farm machinery, and tools at auction. At age 22, Sue and I married and together attended auctions to setup house-keeping. When I retired from the dairy business, 'Auction' was my top choice to disperse all cows, heifers, machinery, and tools. I have witnessed the evolution of the auction method of selling and have been involved on both sides before becoming an Auctioneer.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

First and foremost is to restore confidence within the rank and file by quelling the false rumor of NAA going bankrupt. President Wells has been on the forefront of this endeavor and could use the help of each and every board member to eliminate this unfortunate distraction.

Continue on a sound financial course started last year by our leadership. That example of leadership was truly taking the bull by the horns, exposing the truths, shaking up staff, and surging forward in a united effort to return to a firm financial foundation.

Investigate the feasibility of an on-line 'live' bidding platform owned or leased by NAA and used exclusively by only members of the NAA.

Investigate the feasibility of a membership structure embracing State Associations and local/regional boards much like that of Realtors. It seems to work for them.

Honor Life Membership status to those who have made the sacrifice and volunteered the money for the promise made to them. "Our word is our bond /or/ our word is worthless".

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

By far the biggest change upon us (tidal wave) will be more and more on-line auctions. This is something that will take adjustment and understanding. Nothing takes the place of a live, in person auction where bidders can observe each other during the process and have the satisfaction of picking it up, running their finger around it, sniffing it, conducting an ultra-violet light test, listen to it run or take a test drive, see the neighborhood, and receive a fair deal. When it is inconvenient or not possible for bidders to attend in person, they are happy to use an on-line platform to bid; this is taking place at a rapid pace today. We shall prevail by adjusting to the needs of the consumer, embracing new technology, and offering training to our members to capture this business, thus, increasing profits. If we don't, someone else surly will.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

This is a perplexing question and one that makes for quite a debate. There is just something special about a real live 'Bid Calling Auctioneer' that sets him/her apart from everyone else in marketing. The excitement, fun, and enthusiasm generated, is second to none. Why else do we put so much emphasis on the International Champion Bid Calling Contest and the International Champion Ring Man Contest? What would the Barrett-Jackson Auction be like if it were only on line (just to sight one example)? One may as well rent a big parking lot and conduct a tag sale. There is at least one State Association I know of that specifically spells out that for 'full membership' the applicant must have been the principle Auctioneer in x number of live (open cry) auctions. I know that crying the bids is just one aspect of having a successful auction business, and I'll also grant that some very good bid callers could not book (execute) a contract if they had too. That being said, I feel the 'Live Auctioneer' is the heart and sole of the auction business.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

NAA needs to enforce our code of ethics and continue our excellent standard of education. When I graduated from auction school I was almost like a kid who just received their drivers permit; not quite ready to drive in high speed/congested traffic or on a circular race track. By taking advantage of every NAA Conference and Show, every seminar I could, enrolling in designation courses, and associating with true professionals at these events propelled my career exponentially.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

I do not know whom the other candidates are, much less anything about them to draw a comparison. If elected to the board, I pledge to work toward any improvement for the status and profitability of Professional Auctioneers whatever that may be.





## Deborah Weidenhamer, CAI

### Phoenix, Arizona

**Family:** Married to Bruce

**Years in the profession:** 14

**Years as an NAA member:** 12

**Previous work history:** Business merger and arbitrage consulting.

**Community activities:** Past president of Arizona State Auctioneers Association, member of Phoenix Chamber of Commerce and National Association of Realtors.

**Hobbies/Interests:** Dog training and concert piano.

**Member of state associations:** Arizona

**Number of auctions conducted annually:** 150

**Auction Specialty:** General Merchandise, Auto & Real Property

**1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

If elected, I would work for the next three years for the NAA to become more relevant in today's marketplace. This would be accomplished through attracting professionals to our industry that are younger through outreach in schools and undergraduate programs and through making auction events appeal to a more youthful demographic.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

My business experience both as a CEO in an auction firm and my previous business consulting background make me aware of the necessity for the auction world to function with the rest of the business world in a fluid and seamless fashion and be seen as competent to compete with large corporate structures. But I come from generations of entrepreneurs and recognize the need for individual flair and preferences and the great opportunity our industry holds for those who have the skills to exceed traditional expectations.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

My top five goals for the NAA are: 1. Increase membership by including those who make their living from auctions, but not as bid callers. 2. Decrease average age of membership by attracting young professionals to the industry. 3. Have an active educational outreach to school age children and college students through guest lectures and auction firm tours – planting the seed for auction careers. 4. Webinars for both our membership and for consumers, utilizing the Internet to hone the skills of our members and offer insight for our bidding population. 5. Attract corporate auction firms – this is a key to being more relevant. We must find a reason and a price point where the publicly-traded auction firms choose to be a part of the NAA.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

I believe the NAA faces many challenges over the next several years including the aging membership pool of Auctioneers. We must attract younger Auctioneers both for the life of our association and the life of our industry. Also, the association must push the acceptance of technology with our members. We must learn to embrace technology along with tradition; lest we all be replaced. And finally, we must attract a younger buyer base to our auctions and find ways to appeal to their need for speedy transactions and desire for value.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

I absolutely believe the NAA should allow members of the auction method of marketing, regardless of the bid calling ability, to join our membership and think it is crucial to the growth of the NAA.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

We must be an organization that attracts and embraces diversity in our midst. Not all Auctioneers are created in the same image. From Africa to the Americas, Auctioneers come from all ethnic and cultural backgrounds, differing belief systems and can be men or women. Some Auctioneers do their best work in formalwear while others perform best in a cowboy hat and belt buckle. I want to be an organization that doesn't make everyone conform to an image someone or some group decided long ago was what an Auctioneer needed to look like. For us to be a relevant organization we must accept diversity of all kinds in our ranks and learn to embrace what makes us so unique as a profession. The NAA must enhance the image of the membership by continuing to emphasize professionalism and break down the media and pop culture negative stereotypes of auctions and Auctioneers. We must attract a base of younger people by embracing technology and trends and we must have the respect and participation of corporate auction firms that will assist in raising the overall profile of the industry.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

Since joining the auction industry, I have been a vocal proponent of the auction method of marketing and more importantly the need to raise the professionalism of our industry as a whole. What I will bring to the NAA will be a voice of honesty and reflection, always asking the questions of why and bucking the status quo that no longer is relevant while embracing the tradition that makes us so unique.





## David P. Whitley, CAI, CES

### Eaton, Colorado

**Family:** Single, two children

**Years in the profession:** 22

**Years as an NAA member:** 12

**Previous work history:** Working on family ranch growing up, contract auctioneer.

**Community activities:** Helping Cub Scouts and others with fundraising auctions.

**Hobbies/Interests:** Traveling, Auctions and the competitive bidding process and Entrepreneurship.

**Member of state associations:** Colorado and Wyoming

**Number of auctions conducted annually:** 50 to 75

**Auction specialty:** I specialize in adding live and static internet bidding to public auctions. My business specializes in three main areas. We have an auction center where we handle numerous estates, specialty items and smaller business liquidations. We also conduct onsite auctions of larger business liquidations and estates. As well, we have a separate real estate division that conducts real estate auctions.

**(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.**

I strongly believe there is strength in numbers. NAA is facing difficult times with declining membership and trying finances. It may well be that 4500 is the number of Auctioneers truly interested in being members of the current NAA. If NAA focuses on serving current members and providing true value for membership dollars, I believe we will increase membership. It is easy to ask a board member to evangelize about NAA. It is better if current members evangelize about the benefits they receive from belonging.

**(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?**

I will bring to the board the perspective of a first generation Auctioneer. I started in the business by purchasing a weekly auction house. That is a great way to learn the business, but for me it was no big money maker. I have made 100% of my living, my entire adult life, from the auction business. I understand what it is like to struggle to make ends meet. I can attest to the benefits I have received from NAA membership and designations.

**(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.**

1. Work to make the NAA website the pre-eminent place to find information about auctions and Auctioneers in North America. If the NAA website was the most-searched portal, we would not be as worried about membership as we are now. 2. Work to develop member benefits that truly help all members. Too many members and non-members think all we are is a magazine and a website. There are some good deals on advertising in the Wall Street Journal and USA Today, but how many members have need to use those? Provide good value and membership will grow. 3. NAA should work to re-evaluate membership and dues structure. I am in favor of each member paying his or her own share, but I believe we should look at membership levels that work for everyone. 4. There is a huge untapped resource among current NAA members, their support staff. The NAA needs to do more to involve the support staff as dues paying members who also receive valuable benefits from their membership. I know this has been tried to a point, but we need to succeed at inviting support staff into our organization. 5. Work to mend fences with the state associations and members who are not happy with the path NAA took the last several years. Many Auctioneers who belong to their state associations see no use for the NAA. We need to work more closely with the states as a team with a common goal to better promote the auction profession.

**(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?**

In the next five to 10 years, I see three major changes: More property will be sold over the Internet than ever before. NAA needs to plan to be involved in this process. More real estate will be sold by competitive bid. NAA should be a leader in this field to educate its members about the process. Many auction firms will merge, join franchises or become larger. I think the middle class of auction firms will diminish in numbers. There will still be a need and it may still be profitable for a small, one-person auction firm. The mid-level companies will find that the economies of scale afforded in a larger organization make sense.

**(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?**

NAA currently offers membership to many people who are not traditional bid callers. Many of our states do not have a license law. If you say you are an Auctioneer, you are one. There are currently several levels of NAA membership. We do not need to re-invent the wheel. We need to make it roll smoother and faster. NAA can serve all those involved in auction marketing without a drastic change in our mission, membership classes or name.

**(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?**

The best way NAA can enhance the image of the Auctioneer and the auction method is to continue to educate our members about the most successful ways to conduct auctions and serve clients' needs. Teach members to conduct successful, professional auctions. We also need to teach them how to get the word of successful auctions in the media. Do a good job and then brag about it.

**(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.**

I will do all I can to promote and better the profession I have chosen as my life's work. I have experienced many of the challenges of a "fresh out of auction school" Auctioneer, as well as the current challenges faced by a midsize auction company. I seldom follow the crowd and am not afraid to speak my mind. When working in an organization, I try hard to remove my personal biases and do what is best for the organization. Agreeing to run for this position and to serve if elected is a big commitment. I am up to the challenge and commit to do my best.



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# Success Stories

Successful auctions are the goal of every Auctioneer. Here are the reports of what worked and how well.

## Record-setting Alaskan bear hide auction

Grubstake Auction Company, of Anchorage, AL recently completed a record-setting auction of bear hides. Owner/Auctioneer Ron Alleva said 107 hides were sold, consisting of 98 brown bears and nine black bear. Prices ranged from \$300 to \$4,000 for raw, untanned hides. They were part of the State of Alaska's annual hide and horn auction, items which are acquired by the state from agents or individuals who have killed the animals in defense of life or property, or illegally.

The auction is part of Anchorage's Fur Rendezvous event, a classic cabin fever breaker for Alaskans, which attracts participants and visitors from all over the world. "Fur Rondo" as it is known has taken place annually for over 50 years, and has recently been scheduled to coincide with the start of the Iditarod sled dog race, which commemorates the famous 1,100 mile serum run from Anchorage to Nome.

Over 100 bidders gathered on a cold sunny day and an additional 13 were served through online bidding. Alleva stated concern for a possible dip in prices as this year's auction comprised two years' worth of harvested hides. Alleva donates part of his commission to the University of Alaska wildlife scholarship fund and was pleased with the results and that the hides had not gone to waste.

## Foreign interest and online markets grow for Schultz auction

**SAUK CENTRE, MN**— Five hundred ninety-seven bidders from nine countries and 48 states



Bear hides sold by Ron Alleva.

gathered to bid at Schultz Auctioneer's annual "Spring Rendezvous" auction of antique guns, Western collectibles, and native American artifacts. More than 350 of those bidders followed the bidding via the Internet, accounting for 30 percent of the 553 lots sold.

"We're seeing more and more interest from other countries," said Mike Schultz, president of the firm. "This year, we were surprised to ship pieces to countries that don't even speak English as a primary language." Online bidders hailed from Thailand to Sweden and from The Netherlands to South Africa, as well as several other European countries.

John Schultz, vice president for operations, discussed their marketing strategy, "88 percent of our in-house bidders came from our direct mail list, a buyer base who has grown to trust our brand and know the kind of auction we conduct."

Ryan George, who manages the direct mail aspect of Schultz's auction marketing was surprised, and said "11 percent of Schultz's 2009 mailing list came to the auction in person. That kind of response rate multiplies the typical response rate for direct mail—which already bests broadcast media in most studies. As the world goes digital and major newspapers are looking

at closing their doors, Schultz has created a print audience atypical of cultural trends."

"We're not resting on our laurels, though," said Mike. "We know the online marketplace is our future. Our online marketing is what's bringing new bidders, especially from cultures new to us, to our auctions. Those Internet bidders almost doubled in number from our 2008 event. The number of countries they represent more than doubled, too."

Brainstorming has already begun on how to tap the seemingly-new global interest in Wild West items, historic books, and vintage guns for the 2010 event. "We're learning and growing," said John, "We have fascinating items that have stories with them. And now our auctions are starting to grow stories of their own. It's cool to see how much attention this Minnesota event gets around the world."

Mike and John Schultz can be reached at 800-457-2967 or through email addresses available on [www.schultzauctioneers.com](http://www.schultzauctioneers.com). Schultz Auctioneers conducts auctions of almost every type but specializes in lakefront, residential, and recreational real estate, as well as coins and historic collectibles.



## Multi-parcel auction succeeds in farm sale

Auctioneer Larry Wigton, CAI, AARE, of Ashley, OH, recently sold a 208-acre farm that had been in a family for three generations, after the grandchildren decided to liquidate their farm. Seventeen parcels were sold after discussing the advantages of a real estate auction and the multi parcel method.

With 33 registered bidders and 80 people in attendance the initial opening rounds on the parcels stopped at \$569,000. Using the Multi-Par Bidding System the bidders chose their parcels and the end result was a selling price of \$1.4 million (\$6,700 per acre) with the entire 208 acres going to a single buyer. The program was flawless. The screen was a gymnasium wall, the crowd and bidders had positive comments about how easily they were able to follow the bidding procedure. The sellers were very impressed and pleased with the overall process and commented how much they learned about real estate auctions in a relatively short period of time. The winning bidder with Ohio connections was from the state of Washington. Also recently Wigton sold a wedge shaped 95-acre parcel of farmland with only 100 feet of frontage for \$4,200 an acre. For further information on these or upcoming auctions contact

[www.wigtonauctions.com](http://www.wigtonauctions.com).

## Extensive PIP helps auction of Spanish custom house in New Orleans

Auctioneer Neal Alford recently sold a Spanish custom house for \$1.045 million. With a strong marketing campaign targeted at the historic and preservation minded, combined with a 167-page Property Information Packet (PIP) in which every pertinent detail of the house was appropriately catalogued, the Spanish Custom House Absolute Auction garnered considerable attention from across the country. In the weeks preceding the sale, Neal Auction received over 140 serious inquiries, conducted 58 personalized property tours, and witnessed over 1,000 visitors to the home when the doors opened to the general public for the ten

day preview period prior to the auction.

A veteran real estate auction participant and developer from Slidell, LA, commented that Neal Auction Company's "Property Information Packet was the best he had ever seen" and that "the presentation, marketing, quality of people and the handling of the auction were all superb...I don't think it could have been organized any better. I was proud to have participated in such a historic event."

The home, built by 1784 in New Orleans' historic Bayou St. John neighborhood, sold at Neal Auction Company's February 10 absolute auction. The auction took place on site, where registered bidders and their guests were encouraged to tour the home one last time while listening to live music, enjoying French King Cake and sipping Mimosas. The 36 bidders, who were required to submit \$50,000 in certified funds before participating in the auction, came from all over the region including Alabama, Mississippi and Texas, and from as far away as Arizona, Georgia, Illinois, New Hampshire, and New York. One bidder, an architect who flew in from Atlanta, GA, commented via email after the auction that Neal Auction "made me feel so welcome and comfortable. The whole experience was quiet enjoyable! Thanks for everything."

The house sold within 20 minutes to a gentleman from Houma, LA. Alford, started the bidding at \$100,000 and quickly proceeded upward from there. Competition was widespread throughout the room up to \$750,000. At \$750,000 there remained only three active contenders for the historic structure; at \$800,000, only two. From \$800,000 to the final hammer price of \$950,000, bidding was tense with only two bidders left to compete for the property. To much applause, the auction closed at \$950,000 with the gentleman from Houma being declared the winning bidder. A buyer's premium was added. The 2,900 square foot home, located at 1300 Moss Street on Bayou St. John, had been vacant and on the market for over five years before Neal Auction Company was contracted to sell it at absolute auction. There was no minimum or reserve. More information about the company is available at [www.nealauction.com](http://www.nealauction.com).

## Land auction shows buyers still interested despite down economy

On April 7, 2009, an auction of 5,835 contiguous acres in Cumberland County, TN attracted 34 bidders, one of whom spent just over \$4.1 million for the four tracts of land, averaging over \$700 per acre. The sale of the Walden Reserve Property garnered national and international interest due to the continuity of the land with its significant timber value and recreational opportunities.

"You just don't find the opportunity to purchase 5,835 contiguous acres in this part of the country," says Scott Shuman, CAI, vice president of Westchester Auctions, LLC and auction manager for the Walden Reserve Property. "This rarity, along with the investment potential, attracted interest from around the country as well as overseas."

Westchester Auctions, a national auction and real estate marketing company based in Champaign, IL, conducted the auction of the land. The auction drew more than 150 individuals to the Cumberland County Community Complex in Crossville, TN. Potential buyers traveled to the Tennessee auction from Florida, Illinois, Massachusetts, Maryland and Minnesota. "The success of the Walden Reserve Property auction confirms that investors are still purchasing land in today's economy," says Shuman. "With the stock market in a recession many investors are turning to land as a viable investment."

Westchester Auctions offered the property, located 60 miles from Knoxville, TN, as four tracts of land. The tracts ranged in size from 240 to almost 3,000 acres and featured premier land for merchantable timber, hunting and recreation, and beautiful mountain views. Westchester Auctions, LLC is a national real estate and auction marketing firm. They utilize their marketing expertise and multi-parcel auction system to allow bidders to compete continuously throughout an auction, helping institutional, corporate and individual landowners achieve the highest price possible for their real estate. For more information on why Westchester Auctions is The Land Marketing Authority, visit [www.westchester-auctions.com](http://www.westchester-auctions.com).



# Register now, save money!

## International Auctioneers Conference and Show deadlines to register for hotels, contests, more.

In Kansas, the April showers brought May flowers and we are delighted to see that the fruits of our Spring labor have paid off in preparation for the NAA Conference and Show, July 13-18, 2009 in Overland Park, KS.

As the temperature begins to rise in June, so do conference registration fees. If you haven't registered yet, don't delay another day. Take a few minutes out of your busy schedule to register and save an average of \$50.

Another way to potentially cut costs this year is to drive to Conference and Show. Kansas City is conveniently located in the heart of America and is within driving distance of several major cities like Dallas, Denver, Chicago, Little Rock, Madison, Memphis, Minneapolis, Omaha, Tulsa, and St. Louis.

### IMPORTANT CONFERENCE DEADLINES

**ON OR BEFORE MAY 29, 2009  
AT 5 P.M. CENTRAL TIME**

International Auctioneer  
Championship

Participants must submit the appropriate entry form along with current bio and professional photo; the \$350 entry fee; and register for one of the three conference registration packages: Full Pack, Super Saver 1 or Super Saver 2.



Sheraton Hotel, Overland Park

### International Ringman Championship

Participants must submit the appropriate entry form along with current bio and professional photo; the \$250 entry fee; and register for one of the three conference registration packages: Full Pack, Super Saver 1 or Super Saver 2.

### Hotel Reservation Cut-off

Book your hotel reservation by calling NAA Travel at 877-363-9378 (international callers 203-772-0470).

### Fun Auction Donation Form

To ensure that your donated item is included in the catalog, submit the Fun Auction Donation form to NAF by May 29.

### ON OR BEFORE JUNE 5, 2009 Conference Pre-Registration

To save an average of \$50, submit your conference registration form to NAA on or before June 5.

### Three ways to register:

Online:

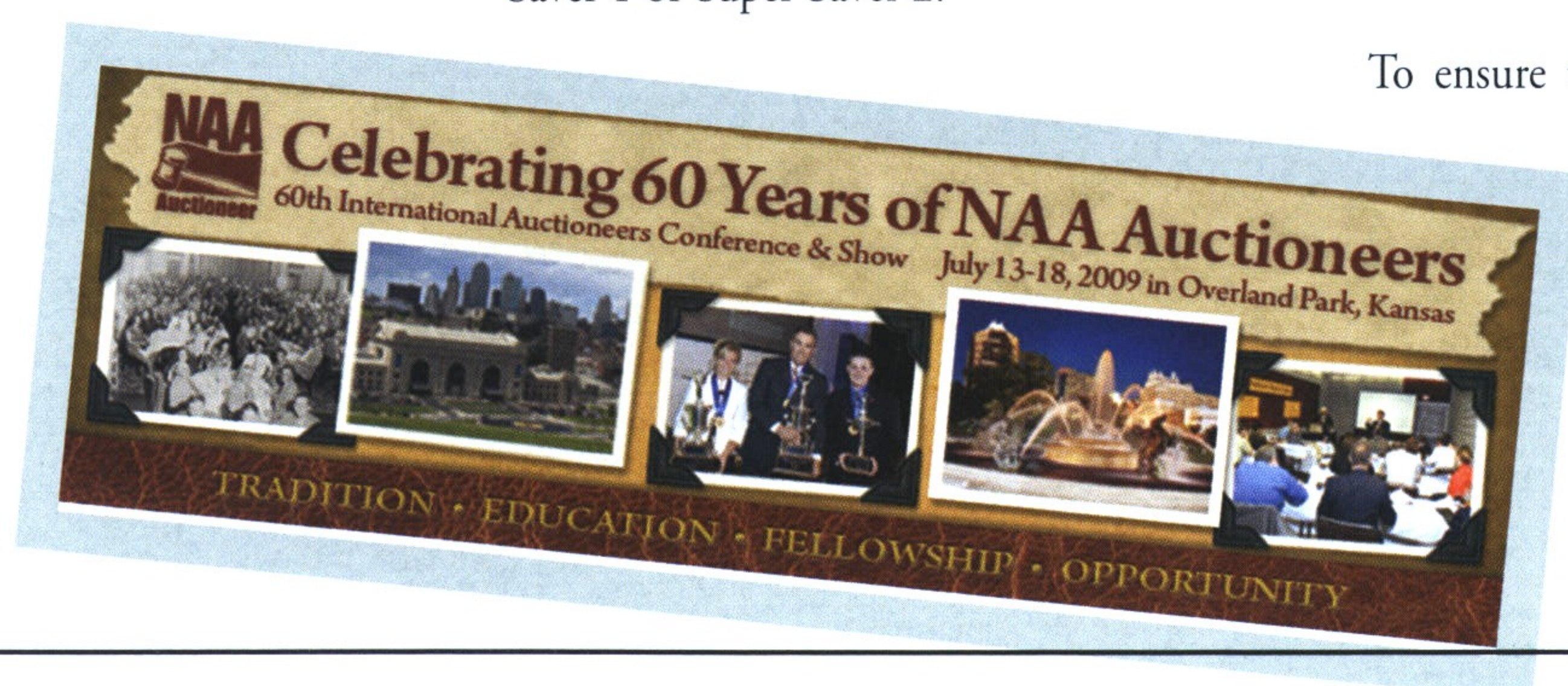
[www.auctioneers.org/conference2009.aspx](http://www.auctioneers.org/conference2009.aspx)

Fax: 913-894-5281

**Paper:** mail to NAA Conference Registration, 8880 Ballentine, Overland Park, KS 66214 (postmarked on or before June 5)

Registration forms are located in the Conference Forms Booklet or online at [www.auctioneers.org/conference2009.aspx](http://www.auctioneers.org/conference2009.aspx).

Don't be a late bloomer...register for conference today and save.





# “The Great Debate”

New event at Conference and Show will feature debate over multi-parcel methods as veterans discuss merits

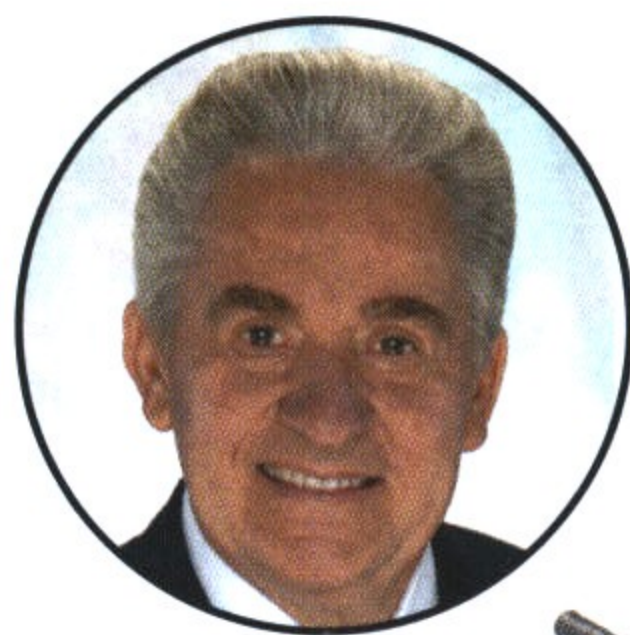
By Stephen Karbelk, CAI, AARE,  
moderator of “The Great Debate”

Every year, NAA’s International Auctioneers Conference and Show just keeps getting better. This year will be no different. We are introducing a new program we hope will become an annual event known as the “Great Debate.” The goal is for you to hear how top industry professionals present, defend and promote their preferred auction method.

From 7:30 a.m. to 8 a.m. on Thursday, July 16, just before the NAA and NAF Annual Business Meeting and Election, Tommy Williams, CAI, of Williams & Williams and Gene Klingaman, CAI, of Schrader Real Estate and Auction Co. Inc. will debate the following resolution: “When selling multiple parcels of land, the high bidder’s choice auction method is in the best interest of the Seller than the Multi-Parcel Auction Method.”

Tommy Williams will be taking the position that the High Bidders Choice Auction Method is in the best of the seller while Gene Klingaman will be taking the position that the multi-parcel auction method is better. Each debater will be given six minutes to present his case, and then five minutes to reply to the other person, to refute any claims or arguments and to further make their case. I will be moderating the debate and doing my best to keep these two industry veterans from getting too passionate in the debate (or maybe I should encourage that!).

As mentioned, our goal with the program is for you to hear how some of the top



Tommy Williams, CAI, left; and Gene Klingaman, CAI, right, will debate the following resolution: “When selling multiple parcels of land, the high bidder’s choice auction method is in the best interest of the Seller than the Multi-Parcel Auction Method.”

industry professionals present their preferred auction method. We often talk about the auctions we do, but we rarely show how we actually persuade others to use the auction marketing method - until now! If you want to know what arguments Tommy Williams and Gene Klingaman use to get huge land auctions, this is your chance. You will hear the top reasons why a seller should or should not use these contrasting auction methods, and you can take those arguments right back to your

office and start using them to help close more auction deals. And even if you feel you are well-versed in both methods, you may pick up on an additional phrase, point, or argument that you can add to your sales presentation.

When you are at Conference & Show, please plan on attending this event on Thursday, July 16 from 7:30 to 8:00 a.m. The program will start on-time, so don’t be late or you could miss out on a point that could help you get your next commission!



# National Auctioneers Foundation

The National Auctioneers Foundation serves as a fundraising partner for the National Auctioneers Association. NAF's main purpose is to provide non-dues revenue to support NAA programs to advance and enrich the auction community. As a 501(c)(3) organization, NAF is recognized by the Internal Revenue Service as a public charity, allowing donors to support their professional association with the added incentive of tax benefits for their financial support.

In addition to monetary gifts, NAF relies on various fundraising projects to increase revenue to enhance its support for NAA programs. NAF is approaching its single largest fundraising opportunity of the year, the NAA Conference and Show. The NAF Trustees have been working diligently to ensure the success of this year's efforts.

Once again, through the IRC/NAF Media Benefit Auction all members have the opportunity to support the Foundation through a routine business activity, the purchase of media, marketing and promotional services. Bring your business dollars and take advantage of this member benefit disguised as a fundraiser to purchase media at a possible discounted rate.



The National Auctioneers Foundation Board of Trustees met in April in Chicago for their Spring board meeting. Members are, from left, Kip Toner, BAS; Scott Musser, CAI, BAS; J. Craig King, CAI, AARE; Thomas Rowell, CAI; Executive Director Carol Jorgenson; Rob Doyle, CAI, CES; Benny Fisher, Jr., CAI; Barbara Bonnette, CAI, AARE, GPPA; Marvin Henderson; Larry Theurer, CAI, GPPA; Terry Dunning, CAI, GPPA; T. Joseph Tarpley, CAI; Kurt Kiefer; Chuck Bohn, CAI, GPPA. Not pictured are John Roebuck, CAI, AARE, and Dennis Kruse, CAI.

Immediately following the IRC/NAF Media Benefit Auction the "FUN" Auction will kick off with a "Parade of States." Each state association has been asked to donate a premium item or a unique experience package. As an incentive the state with the donation that brings the highest sale price will be awarded a 2010 NAA Conference package, including registration and hotel stay. Individuals, both expert and novice, are encouraged to participate and showcase their skills by donating an item

and selling it to the live audience.

This year to commemorate NAA 60th Anniversary a special, limited edition, numbered Conference and Show souvenir will be unveiled and offered for sale. The NAF Trustees are looking forward to another successful conference and look forward to see old friends and meeting new ones. If you have any questions on how you can help, please contact Carol Jorgenson, NAF Executive Director, at 913-541-8084 ext. 17, or at [cjorgenson@auctioneers.org](mailto:cjorgenson@auctioneers.org).

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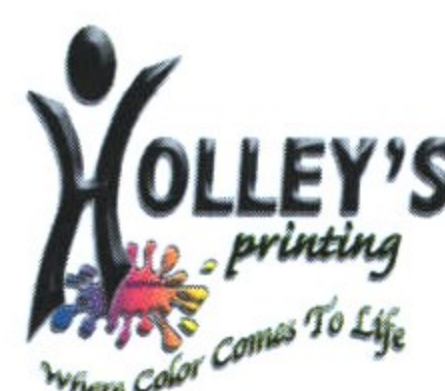


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**Cyber Café**  
W. Ronald Evans, CAI, AARE, CES  
Candidate for NAA Vice President



# Advertise like you are “speed dating”

Your auction ad has less than 10 seconds to make an impact on its target customer



*By Ryan George. Ryan manages Biplane Productions, an auction advertising design agency working in 40 states. He writes an advertising blog available at [AdverRyting.com](http://AdverRyting.com) and is a member of Auctioneer magazine's Editorial Board.*

You've probably heard of the practice of “speed dating.” Basically, it's where two single adults sit at a table for five minutes and present themselves with a sort of “elevator pitch speech.” Then, a bell rings and they go to another table for five minutes to meet someone different. This goes on round-robin style.

If this environment sounds intimidating to you, know that your advertising has an even more intense courting process. Your marketing media gets less than 10 seconds to grab a customer. Readership and web studies show that American consumers jump through their media at an ever

increasing pace—meaning you've got less and less time to sell your auctions, your brand, or your services.

So, how do you earn that second date (or a longer first date) in seconds? By taking a few cues from successful speed daters.

## BE MEMORABLY ATTRACTIVE

Like it or not, first impressions are not just lasting impressions. In dating and advertising, they can often be only impressions. So, you've got to focus on your one or two selling points and rely on visual and/or situational attraction to take it from there. Even though something obscure might affect your compatibility, if the big pieces don't fit, it doesn't matter if the small ones do.

Many Auctioneers try to fit paragraphs of descriptive text or lots of secondary information on the “first impression” panels of their brochures, across their website home pages, and in their print ads: things like inspection dates, directions, bulleted lists, even the auction company's street address. If the pictures and headlines don't interest readers, the second and third levels of information are at least unnecessary and maybe even dissonant. Let your pictures do the talking, and give them as much room as possible to sell your items.

## CREATE INTRIGUE

If all you exchange is pleasantries or generalities, you better hope those pheromones are firing. If you only present what makes you typical, average—a safe bet—you blend into the other options available. A recent study of 1,000 Match.com headlines found that a significant majority of daters still on the market resorted to generalities in their first impressions. In contrast, the singles who stand the best chance of being found by a match emphasize their uniqueness, their idiosyncrasies. Be specific if you want to find someone who shares your interest in snowboarding.

I spoke with one of the judges for the 2008 NAA Marketing Competition. I inquired about their criteria for picking from so many quality entries. “Well, I asked myself if I'd want to go to that auction, if the brochure was interesting enough to make me want to open it,” the judge said.

Your ad reader, mail opener, and web surfer use the same criteria. So, focus your pictures and headlines on what makes your item unique and desirable. It could be rental income or acreage, size or gamut of the collection, location or celebrity connection. Everything they get from you is about auctions; so, don't start with what



makes this sale subject like the last. And don't be visually redundant: if the picture is a house or land, you don't need to say "Real Estate" in any headline. If it's a tractor or combine, you don't need to say, "Farm Equipment." If someone is in the market for something, they know what it is when they see it.

## UNDERSTAND THE ODDS

Speed daters know that a significant majority of their encounters will not produce matches. So, rather than try to appeal to all prospects, they rely on their authenticity to connect with a small minority. Pushing into a bad fit only creates more and longer awkwardness than entry-level rejection. Not everyone wants what you're selling this time. Don't plead with hyperbole and clichés. Don't blast your message like used car dealer commercials. Make your pitch succinct, professional, and honest; then rely on the item and your second level of information to do the rest.

## LISTEN AT LEAST AS MUCH AS YOU TALK

It can be easy in speed dating to focus on selling yourself to the other prospects. But if you should get a second, longer date out of one of these encounters, wouldn't you want to know you stand a good chance to enjoy it as much as they do? Two equal pitches will serve you well. A conversation will serve you better. True conversation requires active listening, not just waiting for a pause to air your message.

So it is with advertising. You should be listening to the culture's changing tendencies and sensibilities. You need direct feedback from your market of prospects and customers, too. Look at your competitors' work, and evaluate what you should implement or surpass. Poll your bidders. Conduct online or email surveys. Develop a focus group for your big projects or new initiatives. Then design your campaigns according to the responses.

## INVITE THE NEXT STEP

Speed dating can be entertaining just to experiment on a group of strangers. It can be constructive to learn about yourself and the process in a low-expectations process. But it proves successful only if it leads to dates outside of its environment. To do that, you've got to acquire at least someone's contact information, if not their stated interest.

Likewise, your advertising only works when it moves the prospect to the next step. That could be watching for upcoming ads, requesting a brochure, viewing a detailed online page, visiting an open house, or calling for answered questions. Offer one or more "next steps," but give the recipient only one email address, one web site, and/or one phone number to reach the person who can best assist that step. If you've followed these steps with enough people to have executed them with the right people, your auction event will be a date bidders won't want to miss.

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# In the Industry

News and notes from the auction industry.

**proxibid®**

## Proxibid has record-breaking month and quarter

**OMAHA, NE** - Proxibid, a provider of live auction webcasting services, had record-breaking results for the month of March and the first quarter of 2009. The company experienced a 50 percent increase in the number of auctions hosted in March 2009, a 44% increase in the number of bidders participating over the number of bidders who participated online in March 2008, and a 40 percent increase in online sell-through percentage. For the quarter ending March 31, Proxibid realized 63 percent growth in the number of auctions and a 19 percent increase in the total sold online for the same period in 2008.

Proxibid enables Auctioneers to webcast their auctions live online to a global audience, and provides bidders the ability to bid and win from the comfort of their personal computers. Since the company hosted its first live auction webcast in 2002, Proxibid has worked with more than 1,500 Auctioneers to bring more than 18,000 auctions online – more than any other provider in the industry.

“We have worked with Proxibid since 2005 and have hosted 288 auctions online with the company,” said Kurt Aumann, CAI, ATS of Aumann Auctioneers. “We continue to work with Proxibid because of the company’s dedication to being the best provider in the industry. Proxibid constantly reinvests in its infrastructure and employees to ensure they are delivering the best product on the market.”

Proxibid’s growth is especially poignant during this economic downturn. The company attributes its growth to the

increase in farm and heavy equipment auctions as well as the rise in timed, online only auctions. Another area for growth is real estate, which continues to expand as investors take advantage of the lowest interest rates seen in years.

“Now, more than ever, the auction method is the preferred means of buying and selling online,” said Bruce Hoberman, CEO of Proxibid. “Auctioneers can rest easy knowing they will sell their items at the highest prices the market will bear, and buyers have confidence in knowing they are buying their items at the best prices possible. Every day, we enable small, local businesses to bring their goods to a global audience via our online auction solution.” For more information about Proxibid, please visit us online at [www.proxibid.com](http://www.proxibid.com).



## United Country Auction Services celebrates second anniversary and 1,700 auctions

United Country Real Estate, of Kansas City, MO, turned a vision into reality in 2007 with the launch of United Country Auction Services. Two years and 1,700 auctions later, the company has become the largest fully integrated franchise network of real estate and auction professionals in America. Entering their third year of business, United Country shares their 2008 statistics and a glimpse of what’s in store for 2009.

“To say that we hit the ground running in 2007 is an understatement,” said Mike

Jones, CAI, GPPA, president of United Country Auction Services. “As an organization we’ve reached some amazing milestones and one of the main reasons is that our affiliates have really embraced the power of United Country’s blended method of traditional and auction sales. That has given us the momentum to expand our footprint and showcase our unique offering across the country.”

In late 2008, United Country Auction Services formed a strategic alliance with Colliers International, one of the largest commercial real estate companies in the world. Within the first 120 days, the relationship resulted in the sales evaluation of more than \$800 million dollars of commercial assets located throughout the U.S. and abroad. During 2008, UCAS reported a 75 percent increase in auction units closed over 2007 and personal property auction sales increased six-fold from the previous year.

“There’s strength in our system and we are definitely seeing growth because of it,” said Shawn Terrel, CAI, AARE, vice president. “Building an extensive network of industry leaders and then providing them with unparalleled support services has allowed us to weather the current real estate market correction more efficiently and effectively than any other real estate franchise system in the country.”

United Country also had the opportunity to help raise more than \$10 million for charity organizations such as the American Cancer Society, St. Jude Children’s Hospital, Future Farmers of America and Habitat for Humanity throughout 2008. In 2009, the United Country leadership team remains focused on expanding the network with the addition of some of the best Auctioneers in America. The company recently introduced Alvin Beadles, CAI, AARE, CES as their first Director of Business Development. Beadles will work with field sales representatives to service existing offices and introduce new offices



to the United Country system. United Country has also announced its expansion into international markets beginning with the introduction of a master franchise in Costa Rica.

"We always work with the goal of bringing additional opportunities to our affiliates, now and in the future, through new partnerships and advanced marketing, education and technology offerings. We have a lot to look forward to in 2009 and the years ahead," Jones said.

## David Warren named new president of Tranzon

NAA member David Warren has been named the new president and CEO of Tranzon, LLC and Tranzon International, LLC. Warren, of Portland, ME, began his duties on January 1, 2009. He is a former senior partner at a prominent law firm based in Portland, and served for 14 years as the firm's managing partner. During his service as managing partner, the firm grew substantially in its traditional offices in Portland and Augusta, ME, and opened new offices in Boston and Hartford, as well as expanding its presence in Washington, D.C.



David Warren

Tom Saturley, chairman of the Tranzon Management Committee, said: "This is just one of

several outstanding changes which we believe will electrify the auction industry and ensure the continued expansion of the Tranzon brand and services through the end of our first decade of business and well into the next. Therefore, just like our country, Tranzon is preparing to experience some profound and extraordinary changes that we feel will bring great growth and continued excellence for our clients, partners, employees, contractors and affiliates."

Warren is active in numerous community and professional activities. He is serving currently as Trustee and Vice Chair of Maine Medical Center, as a Trustee of Maine Health (Maine Medical Center's parent organization), and as a Director of the Boys and

Girls Clubs of Southern Maine, the Maine State Chamber of Commerce, and the Portland Chamber of Commerce. He graduated from Bowdoin College in 1976, and received his J.D. from Columbia University in 1979. He is listed in The Best Lawyers in America, is Martindale Hubble peer rated AV and is one of Maine's leading attorneys in the field of corporate law and mergers and acquisitions. Prior to his time in private practice he worked for the Maine Attorney General's office.

Founded in 2001, Tranzon L.L.C. has 13 independently owned and operated member auction companies that collectively have more than 25 offices stretching from coast-to-coast. The professionals working at Tranzon member companies specialize in providing real estate, business asset and liquidation auction in conjunction with accelerated marketing services to corporations, financial institutions, trustees, individuals and estates throughout the U.S.A.

## Salvage Direct opens facility in Ohio

Salvage Direct, an Internet-only auction firm, has opened a new facility in Cleveland, OH. The new yard, located on the West side of Cleveland in Strongsville, is Salvage Direct's latest in their rapid expansion into the midwest. The Salvage Direct Network now includes nine company owned/managed facilities and 80 outsourced yards in the Mid Atlantic region of the United States.

"We're very excited about opening our first Ohio operation," states CEO Dan Hoversten. "It has been a long time coming. Our expansion offers insurance suppliers a more attractive solution to the two existing competitors who have dominated the Ohio landscape for some time."

Salvage Direct pioneered the first all-Internet auction in the industry 11 years ago, and actively sells total loss vehicles for major insurance companies, as well as vehicles from other sources, including consignments, rentals, recovered thefts, and CAT event-generated units. Today the company sells vehicles to world-wide buyers who view and bid on inventory on-line. For more information, please visit [www.SalvageDirect.com](http://www.SalvageDirect.com).



## Benefit Auction Lifetime Experiences provides Wow factor for benefit events

The very best items for benefit auctions are generated through an organization's creativity, commitment, and connections. That quilt, crafted by fourth-graders with the help of the art teacher, that electric guitar personally signed by The Rolling Stones, or that week at the Board President's private retreat in Provence may bring thousands of dollars in the live auction and stir the audience of supporters into a frenzy of generous, gleeful bidding. Consignment items can never replace these. That said, before auction night rolls around there may be a need to supplement the list with trips or experiences difficult to find or to organize, items that can highlight the live auction with a spectacular centerpiece experience, such as a Photo Safari in Tanzania, a Helping Humanity week serving a rural school in South Africa, or that long awaited trip to the "Home of Golf", St. Andrews, Scotland.

Benefit Auction Lifetime Experiences provides benefit auction packages available at [www.benefitauctionpackages.com](http://www.benefitauctionpackages.com). Contact Brendan Lillis on 404-488- 4642, or [brendanlillis@tmail.com](mailto:brendanlillis@tmail.com), for spectacular, once-in-a-lifetime experiences to add power, pizzazz and the WOW factor to your next benefit auction.

Benefit Auction Lifetime Experiences is exhibiting at the 60th International Auctioneers Conference and Show in Overland Park, Kansas, July 13 – 18, 2009, and will be at Booth 321 (adjacent the Lounge and Lunch areas). Come see for yourself these Benefit Auction Lifetime Experiences. Special Conference and Show Incentives will be offered, where guests can win an expenses paid trip for two to your choice of destinations worldwide. To book your one – on – one consultation at the Show, (and earn a chance to win our international travel prize), email [brendanlillis@tmail.com](mailto:brendanlillis@tmail.com) or call Brendan Lillis on 404-488-4642.



# NAA Member News

## Auctioneer Haskel "Hack" Ayers named Rotary Club Citizen of the Year



Haskel "Hack" Ayers

The Campbell Co. (Tennessee) Rotary Club recently honored Haskel "Hack" Ayers, of LaFollette, TN as the club's 2009 Citizen of the Year. The program was in the format of a "roast." The dinner was the first Citizen of the Year Event to be sold out. Emails were sent out for ticket sales to cease. The number in attendance was approximately 275 of Hack's closest friends and family.

The night consisted of several of Hack's friends, roasting him in public. Former Congressman Bill Jenkins, with his wife Kathryn, took the microphone first. Jenkins's was in the Tennessee Legislature with Hack in 1966. Second to speak was a lifelong friend and business partner, Lonnie Hatmaker. A brief hello to Hack was given by a longtime auctioneer friend, Gene Dunnington and his wife Marty. Also in attendance was Auctioneer friend, Bear Stephenson. Last to speak was Hack's oldest daughter, Debra Lawson.

All stories told did have some truth to them, with a small amount of exaggeration. A favorite story was about Hack enlisting in the Marines as a young man. The Marine Corp at the time could not outfit Hack with boots to fit him, since his

shoe size was 15 ½, so he was sent home until boots could be found, and four years later he received an honorable discharge because the boots could not be found.

His daughter, Debra, spoke of how he made his children work auctions at a very young age, and she ended with a poem about how his "chant" was in her soul. To end the night, several proclamations were given, including a touching letter from NAA President Randy Wells, CAI, AARE, BAS, CES, GPPA; and NAA's CEO Hannes Combest, CAE, thanking him for his service to the NAA. A Senatorial proclamation was given by Senator Yager. Several local proclamations were given by local political figures. A standing ovation with "Hack Fans" was the finale.

## National Commercial Auctioneers helps St. Jude hospital

National Commercial Auctioneers LLC, of Tulsa, OK, recently raised \$1,200 for St. Jude Children's Research Hospital in an auction. The fundraising was conducted at the beginning of a ballroom auction of new condominiums in San Antonio, TX. To get the crowd in the bidding spirit, Auctioneer Daren Shumway, with the enthusiastic support of Randy Ligon, BAS, CES; Rafe Dixon, CES; Carmen Berg and Monica Pinto working the floor sold a trophy Blackbuck guided tour hunt on an 11,000 acre ranch in Texas for \$1,200.

"What a great feeling to raise money for St. Jude," said Stephen Karbelk, CAI, AARE, President of the firm. "When you know you are going to have a large crowd, you

just have to take advantage of the situation, reflect on how lucky we are to be in this business, and take a moment to give back by raising money for the kids that need our help." Karbelk can be reached at [stephen@natcomauctions.com](mailto:stephen@natcomauctions.com).

## OBITUARIES

### Ralph W. Horst



Ralph Horst

NAA Past President and Hall of Fame member Ralph W. Horst of Marion, PA passed away peacefully at the Chambersburg Hospital on April 24, 2009. He served as NAA president in 1967-68 and was

voted into the Hall of Fame in 1972. He served on the NAA Board of Directors for nine years and served as president of the Hall of Fame committee for 18 years. He was also a member of the Pennsylvania Auctioneers' Association and the Central Pennsylvania Auctioneers' Association, and served as president of both organizations. He also is in the Pennsylvania Auctioneers' Hall of Fame.

He was born April 1, 1923 on a farm near Marion, the son of the late Ralph B. Horst and Maude Foust Horst. He graduated from the Reppert School of Auctioneering in 1943 and was in the auction business for nearly 50 years. During that time he conducted auctions in 14 states and in Ontario, Canada. He held his first consignment sale of hogs and farm



equipment on the Horst farm near Marion on May 30, 1945. After that he held sales regularly at his local machinery lot, managing Horst Machinery Sales until 1992. He also worked as an Auctioneer for various other machinery sales organizations, including Yoder and Frey in Archbold, OH for 30 years, Stahl Bros in Fletcher, OH for over 20 years, Godley Auction Co. in Charlotte, NC for 18 years, and Bellenfont Implement Co. in College Grove, TN for 18 years. He was also a partner in Armour and Horst Sales Services for about 25 years, managing cattle and farm sales throughout south-central Pennsylvania.

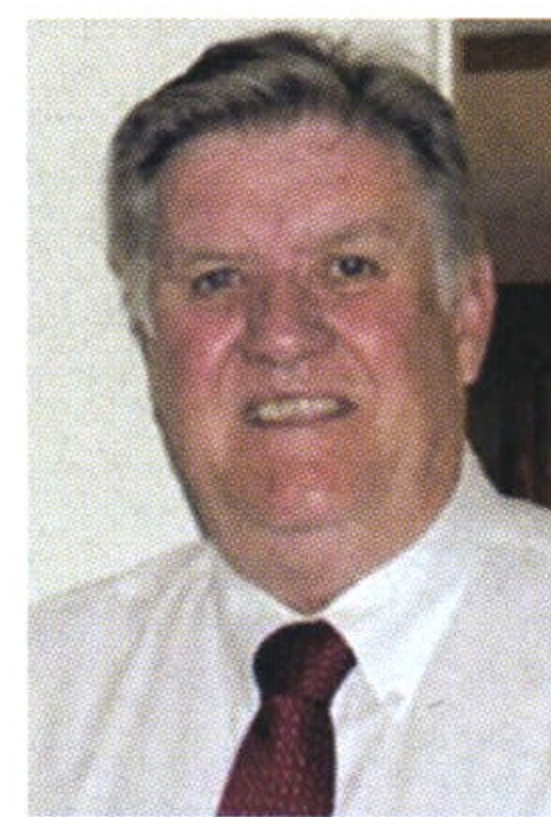
Horst was also a mainstay of his community and church. He served as treasurer of the town of Marion for 41 years, finally retiring from that role just three years ago. He was a life member of the Marion Volunteer Fire Company, where he served as president and treasurer, as well as president of the Fireman's Relief Association. He was also a life member of the Mercersburg Sportsmen's Association and served for a time on the board of directors. He also served on Franklin County's fair board and managed the French fry stand at the fair for many years. He was a long-time member of the Marion United Methodist Church, where for many years he taught a Sunday School class. An avid hunter, Ralph was a member of the Mountain Lodge Hunting Club, which has a camp in Clinton County, PA, and the Tuscarora Lodge Hunting Club, which has a camp near Willow Hill, PA.

He made numerous hunting trips to Montana and a few to Colorado.

Ralph is survived by his wife of 61 years, Helen Miller Witherspoon Horst, whom he married in 1948, and by three children -- Richard Horst, married to Brenda and living in Ellicott City, MD, Carol Hetrick, married to Wayne and living in Hanover, PA, and Barbara Frederick, married to John and also living in Hanover, PA. -- five grandchildren and one step grandchild, and five siblings -- Margaret Rotz, married to Robert, Charles Horst, married to Lois, Leona Crider (widow of Harold F. Crider), Janet Happel, married to Charles, and Joyce Horst, all in the Chambersburg - Marion - Greencastle area. Funeral services were held at the Marion First United Methodist Church. Interment was in the Maplewood Cemetery in Marion. In lieu of flowers, memorial contributions may be made to Marion First United Methodist Church at 94 Colorado Street, Marion, PA 17235, or to a charity of one's choice. Online condolences may be expressed at [www.geiselfuneralhome.com](http://www.geiselfuneralhome.com).

## Danny E. Ratcliff

Auctioneer and real estate broker Danny E. Ratcliff, 63, of Athens, TN died April 11, 2009 from injuries sustained in an automobile accident. He was an active member of the NAA, frequently posting comments on the NAA website's discussion forum. He was also a member of the Tennessee Auctioneers Association and the West Virginia Auctioneers



Danny E. Ratcliff

Association.

Ratcliff's website said he specialized in real estate (including farms, residential, and commercial properties), personal property, antiques, and liquidations of all kinds, estates,

farm equipment, and more. He operated from a modern auction facility at 300 West Madison in Athens where he did a monthly antique auction every second Saturday.

He was preceded in death by his mother, Bonnie Kate Ratcliff; and his father, N.T. Ratcliff of Cleveland. Ratcliff was of the Baptist faith. Survivors include his wife of 37 years, Barbara Sandidge Ratcliff, of Athens; one daughter and son-in-law, Leslie and Tracy Hooper of Georgetown; three beloved grandchildren, Kenley, Mattea and Kiana Hooper, all of Georgetown; his mother-in-law, Clara Sandidge of Cleveland; two sisters-in-law, Beverly Cannon and Clarice Brackett, both of Cleveland; two nieces, Michelle Clayton and April Johnson; a very special nephew, Dusty Cannon; and several other cousins, nieces and nephews. A private graveside service was held. In lieu of flowers, the family requests memorial contributions be made to the Ronald McDonald House of Chattanooga in honor of "Big Pap" and his grandchildren. To sign the guest registry, visit [www.zieglerfuneralhome.com](http://www.zieglerfuneralhome.com).

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## Membership Directory and conference brochure bagged with this issue

NAA's 2009 Membership Directory and 60th International Conference and Show brochure are bagged with this issue of *Auctioneer*. The directory again this year includes special sections, including contact information for the NAA board of directors and the NAA Education Institute Trustees, the National Auctioneers Foundation, the NAA Auxiliary, state Auctioneer associations and other groups.

NAA urges all members to make sure their address, phone numbers and other contact information is accurate in the NAA database so that the NAA annual membership directory contains your accurate information. To check this, you can look on the NAA website and change your information 24 hours a day. In case your information has some outdated sections, you can change them in the required fields. The change will be reflected by the next business day. You can personally change your address, phone numbers, specialties and other details, but your name and company name are locked from external access. If you wish to change your name or company name, please call the NAA Member Services Department at 913-541-8084, extension 15, and a staffer will change those details quickly.

This comprehensive membership directory

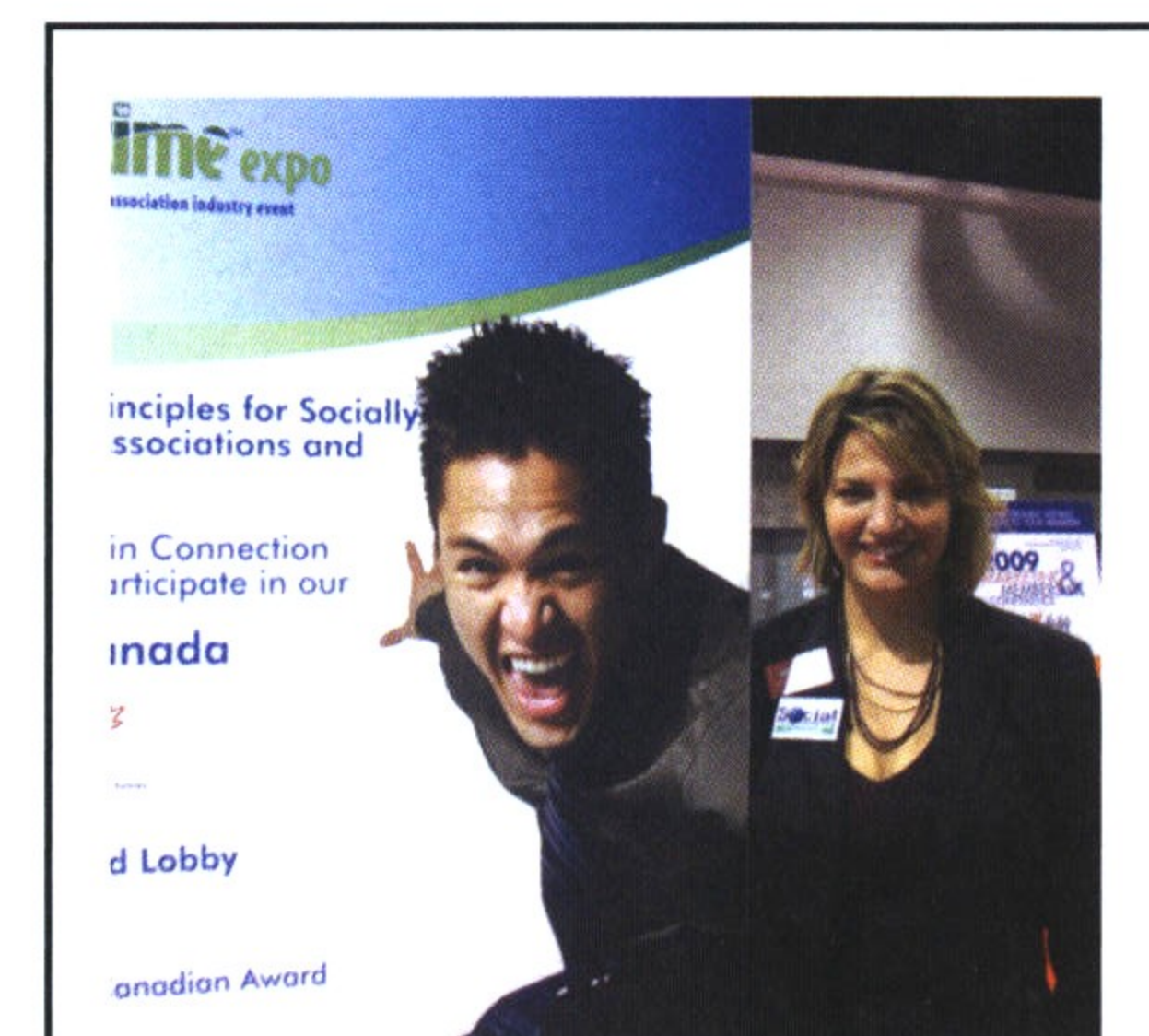
will enable you to take advantage of the broad diversity of the current NAA membership. In addition to indexing members by geographic area, members are listed alphabetically. The "Membership Type Classification" is printed next to the name of each member who is either a Life, Associate, Affiliate, Retired or other type of member. There is no classification next to Regular members, who comprise the majority of NAA members.

## U.S. Senate passes resolution designating April 18, 2009, as National Auctioneers Day

On March 26 the U.S. Senate passed a resolution designating April 18 as National Auctioneers Day. Kansas Senators Sam Brownback and Pat Roberts, both Republications, sponsored the measure.

The resolution states:

*"Whereas auctions have played an important role in the sale and exchange of goods for nearly 2,000 years; Whereas auctions have been an integral part of the marketplace in the United States and around the world; Whereas auctioneers sold nearly \$268,400,000,000 in goods and assets in 2008; Whereas the National Auctioneers Association has 5,000 members and has its headquarters in Overland Park, Kansas; Whereas, in 2008, members of the National Auctioneers Association raised \$16,000,000,000 for charity through benefit auctions; Whereas auctions are growing in popularity and are used with increasing frequency in the marketplace; Whereas, through competitive bidding, auctions demonstrate how the free enterprise*



NAA member Sherry Truhlar, BAS, of Alexandria, VA conducted an auction in April at a gathering of the American Society of Association Executives. Planning began at an October 2008 meeting of the NAA board of directors, which approved a proposal that allowed NAA staff to work with ASAE to advance the awareness of benefit Auctioneers for use by association executives. The first opportunity was held in Washington, D.C. at the annual ASAE "Springtime Expo" event in April. Springtime attracted more than 3,500 meeting planners and association executives.

In exchange for documenting their commitment to the Global Principles for Responsible Associations and Non-profits, attendees were given a button and "\$200" and the opportunity to "bid" on items of interest in an auction, conducted by Truhlar. The results of the "auction" were successful and ASAE is now interested in conducting a live auction at their annual meeting to be held in Toronto in August.

*system establishes fair market value; Whereas trained professional auctioneers ensure that auctions are conducted in a manner that is fair to both buyers and sellers; Whereas, in the past, Federal, State, and local governments have designated days and weeks to celebrate auctioneers; and Whereas the designation by the Senate of April 18, 2009, as "National Auctioneers Day" will heighten awareness of the contributions made by auctions and auctioneers to the economy, culture, and way of life of the people of the United States: Now, therefore, be it Resolved, That the Senate designates April 18, 2009, as "National Auctioneers Day".*

### Future NAA Conference and Show dates :

July 12-17, 2010, Greensboro, NC  
 July 11-16, 2011, Orlando, FL  
 July 16-21, 2012, Spokane, WA  
 July 15-20, 2013, Indianapolis, IN



# State Association News

News from Auctioneer groups across the country

## BOARD RETREAT

### Kansas association holds first board retreat to create a growth plan for the organization

*By LaDonna Schoen, Executive Director for the Kansas Auctioneers Association and the Missouri Professional Auctioneers Association.*

The Kansas Auctioneers Association's board of directors and Auxiliary directors met for their first retreat, a two day event in El Dorado, KS. The retreat was held April 1-2 under the leadership of KAA President Dave Webb. The retreat was designed to provide a distinct time for board members to learn more about one another, to review what it means to serve on the KAA board of directors, and to create a growth plan for the association.

On Wednesday evening the board enjoyed dinner together as well as a time of getting better acquainted. Each member shared a brief history of how they came to be an Auctioneer and involved in the auction community, and then shared auction related pictures and stories. It was no surprise that the board then entered into an extended time of sharing their greatest and not -so -great auction experiences.

Following a continental breakfast with more time for getting acquainted, Thursday's session began with Dave Webb leading in an overview of what it means to serve as a KAA director. He reviewed the Ten Commandments for KAA directors, gave insight into unique aspects associated with governing a non-profit organization, touched on various job descriptions within the board, and offered resources toward what it means to live a purpose driven life and serve on a purpose driven team.



From left, Jack Newcom, Kevin Borger and Dave Webb share a laugh.



Robert Haley, left, and Byron Bina discuss an issue.

The board then moved into what made up the majority of Thursday's session; taking steps in creating a growth plan for the KAA. The board entered into a time of significant evaluation and discussion as they worked through an S.W.O.T. analysis (an assessment of the association's

strengths, weaknesses, opportunities, and threats). Much discussion led to several flip chart sheets full of evaluation which were then condensed to the top four results in each category. The S.W.O.T. analysis

► continued



provided the background and understanding needed to go into formulating the growth plan.

**Results of the S.W.O.T. analysis included:**

- \* What are the **STRENGTHS** of the association?: Education, Networking, Management, Strategic Planning, Charity.
- \* What are the **WEAKNESSES** of the association?: Succession Planning, Membership Retention, Promotion, Licensing.
- \* What are the **OPPORTUNITIES** for the association and auction community in Kansas?: Industry Growth, Commitment, Education, Technology.
- \* What are the possible **THREATS** toward the association and auction community?: Economy, Legislation, Financial.

**Results of the 2009-2010 Growth Plan**

(First Draft) were:

- \* **VISION:** To be a visible and effective association for the auction community in the state of Kansas and to promote the auction method of marketing.
- \* **MISSION:** To unify and educate the auction community in the state of Kansas by providing a valuable and enjoyable resource for the benefit of the auction profession.
- \* **VALUES:** Is it the truth? Is it fair to all concerned? Will it be beneficial to all concerned? Will it build a better community?
- \* **OBJECTIVES:** Retention of members, as well as 5 percent growth. Encompass all members with the opportunity for relevant auction education. Succession Planning.
- \* **STRATEGIES:** Regional Meetings. Survey Monkey. Communication.

## Wisconsin association holds meeting

The Wisconsin Auctioneers Association recently its state convention in the Wisconsin Dells. There were 149 people in attendance. The highlights were Hall of Fame induction of Jay Clarke of Ripon, WI; Harry Betthausen of Milwaukee was chosen Senior Bidcaller; Michelle Massart, CAI, BAS of Green Bay was selected Novice of the Year; and Rod Johnson, AARE, BAS, of Cannon Falls was named Ringman of the Year.

Officers are: President Randy Stockwell, of Dorchester; President-elect Raymond Kuehl, of

Waunakee; Vice president Randal J. Gill, of Shullsburg; and Treasurer David Koning, of , Monroe.



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Indiana Auctioneers pose with Auburn, IN Mayor Norman Yoder, seated left, as he signs a proclamation declaring April 18 as National Auctioneers Day in the city. Joining him is Greg Littlejohn, also seated, District 2 chairperson for the National Auctioneers Association. Watching, from left, are Tim Kruse of the Reppert School of Auctioneering; Dennis Kruse, CAI, former state association president and former NAA president; Jama Smith of Littlejohn Auctions Inc.; and Jim Littlejohn, CAI, AARE, BAS, CES, a former state board member and NAA board member.

## State Auctioneer association upcoming events

### MAY

No events reported to NAA.

### JUNE

5-7: Nebraska Auctioneers Association convention, Hastings, NE.

7-9: Alabama Auctioneers Association convention, Orange Beach, AL

11-13: South Dakota Auctioneers Association convention, Mitchell, SD.

12-14: Texas Auctioneers Association state convention, Kerrville TX

16-17: Michigan State Auctioneers Association summer conference, Port Huron, MI.

19-20: North Carolina Auctioneers Association convention, Concord, NC.

### JULY

13-18: National Auctioneers Association Conference and Show, Overland Park, KS.

26: Nebraska Auctioneers Association bid calling contest, Hastings, NE

30: Missouri Professional Auctioneers Assoc. Summer Conference, Poplar Bluff, MO.

To be listed here, email your state association events to [steve@auctioneers.org](mailto:steve@auctioneers.org).

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Also, acting as a posting agent or posting service is forbidden by the company's terms of use. Services and businesses can be posted only in the "services offered" categories.

Auctioneers are encouraged to read the craigslist terms on its website and discuss with their clients how to post on this powerful marketing site and comply with its terms.

Craigslist provides free and nearly instantaneous self-publishing for tens of millions of user postings each month. The best way to post a free posting is to visit the website's homepage and click on "post to classifieds". It's located on the left-hand side of the page in the shaded area. Fill out the online form and proceed from there.

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4. Once self-published, your posting will appear on the site within 15 minutes.
5. Keep your email, because you can use the link later to edit or delete the posting at any time.
6. If you lose or delete this email, and need it later, you can have it resent.

There is also a flagging system that allows craigslist users to mark inappropriate postings for speedy removal, while preserving everyone's ability to express themselves freely and in a timely fashion. By using the flagging feature located at the upper right corner of each post, you can take action if you feel a posting is inappropriate, by clicking on:

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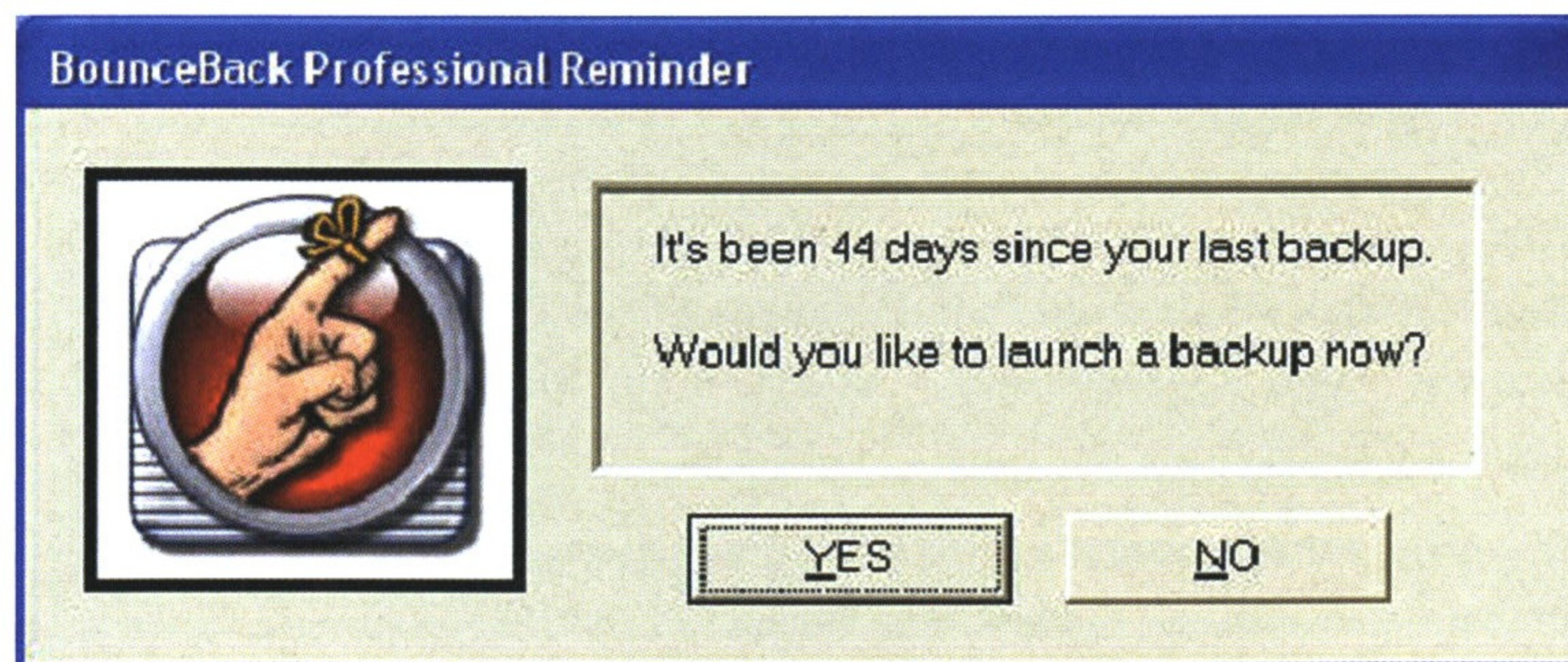
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## An easier way: Carry your applications on a flash drive wherever you go

It seems now that nearly everyone has a flash drive, that small device the size of your thumb that plugs into your computer so you can carry documents, photos and other computer files with you wherever you go.

But beyond carrying important documents, like a scan of your passport, you can carry a complete office set up that will run on any Windows computer you can find, such as a computer at a hotel business center.

Rather than worry if the center has the right applications, carry them with you on your flash drive. The first implementation of this was U3, a proprietary system for running applications off flash drives, created by Kingston Memory. Its problem was, being proprietary, not many applications bothered with modifying their programs to work with U3.

Now there's an open source (aka free like Linux) option called Portable Apps (<http://portableapps.com/>). It provides a similar environment as U3, but has better support, especially by open source applications. So along with Portable Apps, you can have Open Office (very compatible with Microsoft Office and free), Firefox (quickly becoming my favorite web browser) with its bookmarks, Thunderbird (a good Outlook alternative), GIMP (a Photoshop alternative), Audacity (audio editing software)—in other words, everything you need to work. And all free.

Even my tricked out collection of almost everything barely takes half of a 1 gigabyte flash drive. Programs and data stay on the flash drive. You plug it in, do your work, and when you are done, remove it. All trace of your visit goes with you. Are you sure you need to lug that notebook on every trip? Even a 2 pound Mac Air is heavy compared to a 1 ounce flash drive.

Flashdrives are also useful to backup critical files. My favorite new flash drive is a 4 gigabyte A-Data PD15. It's about as thick as a credit card and half the size of regular flash drives (think the same size as the key fob versions of your office supply or grocery store loyalty card). It lives in my wallet and is available anywhere I might need my data, or someone has some file to give me.

One problem with the A-Data PD15, it's not really meant to live in a wallet. The SuperTalent Pico C is a bit thicker, but has a metal case to protect it. And it still fits in a wallet, but with a bulge.

*Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at [gmarshall@repconnection.com](mailto:gmarshall@repconnection.com), or visit his website at <http://www.repconnection.com>.*



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To book hotel reservations call NAA Travel 877-363-9378 or visit [www.auctioneers.org/conference2009.aspx](http://www.auctioneers.org/conference2009.aspx).

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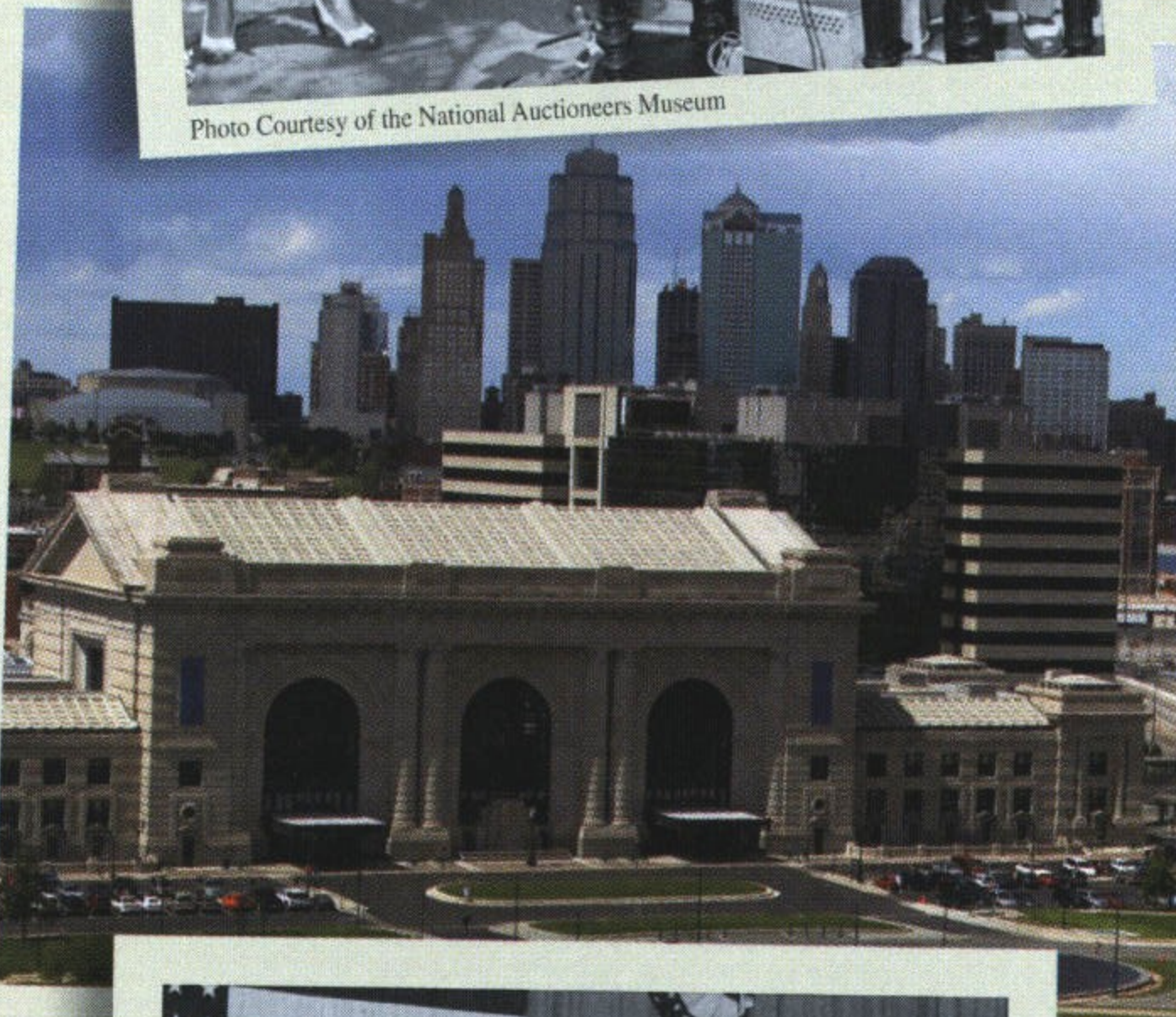


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