

# Auctioneer

SEPTEMBER 2014

The official publication of the National Auctioneers Association

## IAC CHAMPIONS

- **Wendy Lambert, BAS**
- **Jason Miller**



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- **Content Marketing:  
How to get started**
- **NAA Hall of Fame profiles**
- **Auction Psych, part 1:  
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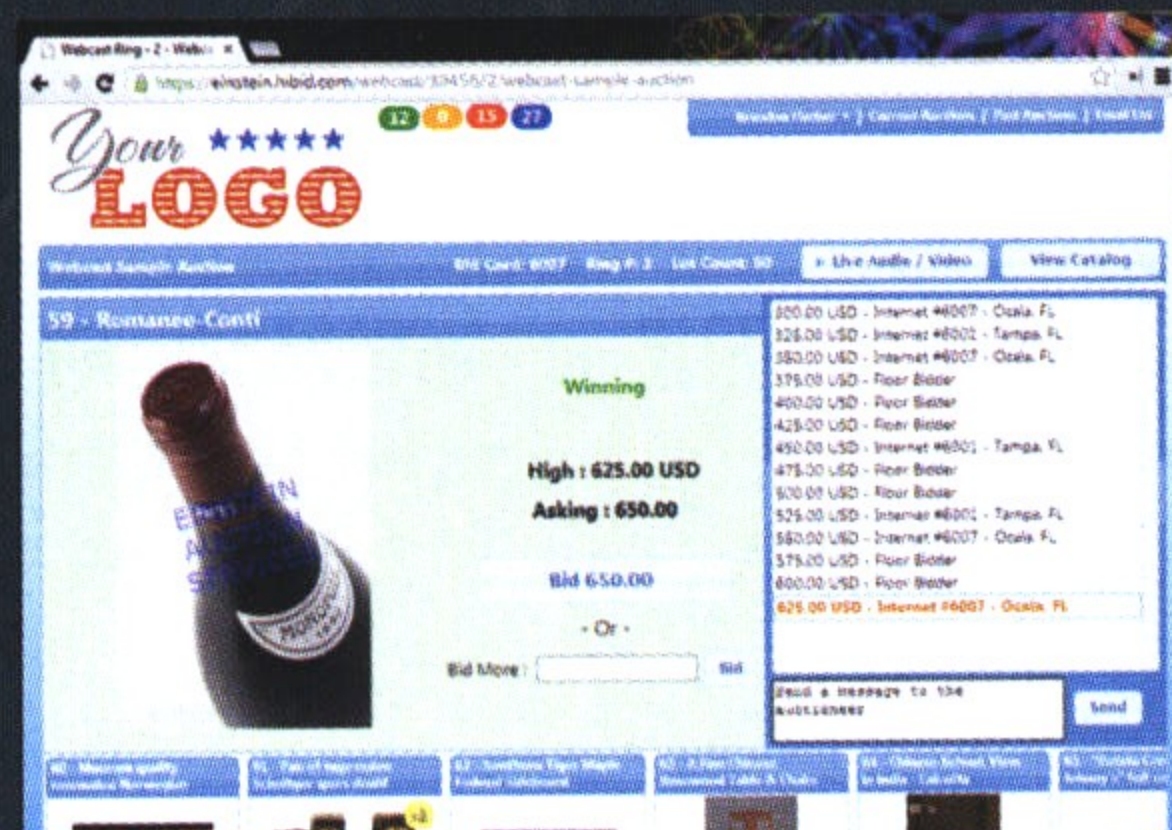
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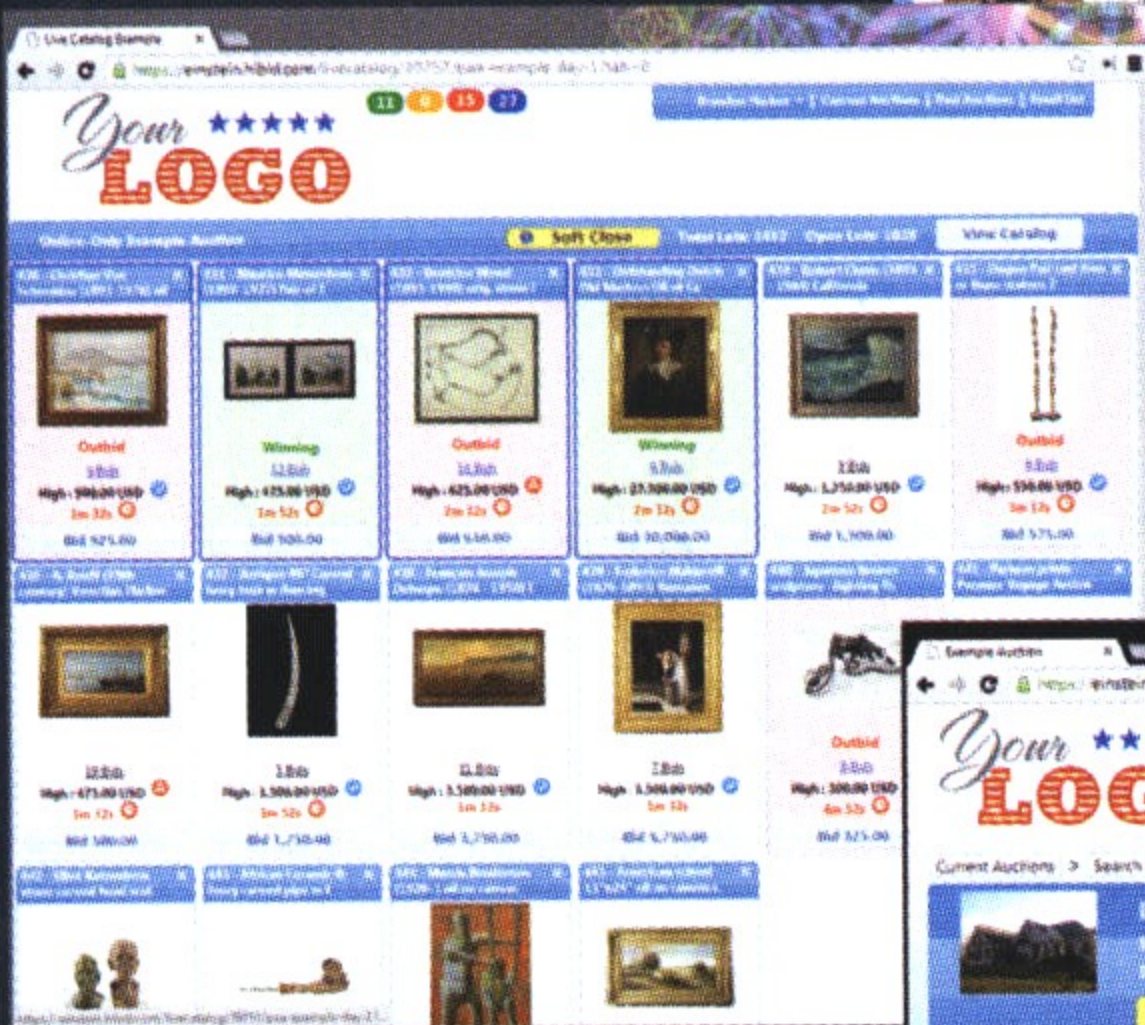
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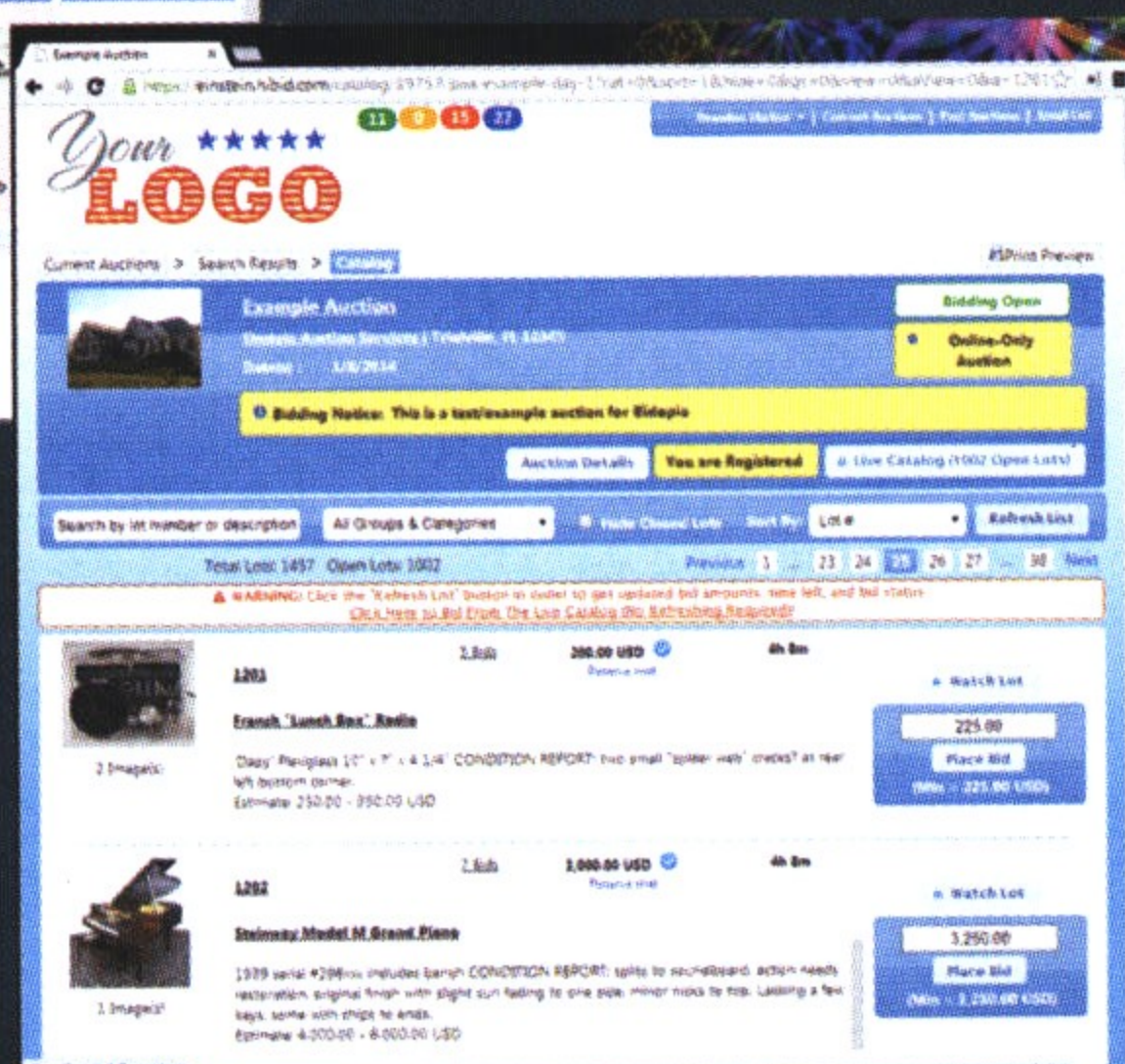
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**Thomas W. Saturley**  
CAI, NAA President

National Auctioneers Association President Thomas W. Saturley, CAI, joined NAA in 1991. He served two terms on the NAA Board of Directors as Presidential Appointee before being elected as Vice President in 2013. Prior to that, Saturley served one term as a Director beginning in 2002, and was awarded the NAA President's Award of Distinction in 2003. Also, he served on the Board of Governors for the Auction Marketing Institute.

Saturley is President of both the NAA and Tranzon Auction Properties. He has an extensive background in law, real estate, auction marketing and business management. He makes his home in Portland, Maine, with his family.

# We can't do it without you!

You will hear this a lot over the next year: Our success at NAA will require a collaborated effort. Although we have an excellent professional staff, an outstanding Board of Directors, Auxiliary, Foundation and Education Institute Trustees, our success in making the NAA member the preferred auction professional used in the marketplace can only be driven by you.

We are 3,900 members who want to make an impact on our clients' lives. **Collectively, we are powerful!** We need our sellers and our buyers to know about the advantages of using the auction method of marketing. Our Association does not have the financial resources to mount a pricey, maybe successful national public relations campaign, even if we raised our dues to \$1000 per person. (We aren't, so don't let that rumor get started!) We can, take it upon ourselves to push the auction message. But, **we can't do it without you!**

## The living logo

Display the NAA logo on your website, on your business card and in your marketing proposals. In doing so, you state to your current or potential client that you are a proud member of an organization that is committed to continuing education and to ethical operations. It demonstrates that you care about your profession. It demonstrates that you ARE a professional!

Your promotion of your designation will set you apart from others in the field that do not have the knowledge that you do. NAA cannot reach all of your clients, but we can provide you the tools you need to help communicate what these designations represent, which is your time, money and commitment spent in continuing education in your industry. You earned that designation. Wear it proudly!

The 50 states that make up our great country are extremely diverse in their regulatory cultures. Many (particularly those east of the Mississippi River) have stringent license requirements and many (particularly those west of the Mississippi) do not. Your Association, if it acts alone, will likely not have the significant impact necessary to affect a state's legislative or regulatory issues that potentially affect your business negatively. However, by collaborating with

the state associations and some of our partner organizations, we can help you and your state associations make a bigger impact than any of us can alone.

## Be the brand

**We can't do it without you!** As with promotions, we need your help to maximize our success. You have significant influence within the political arena. All of us should participate as voters. A large percentage of our members make political contributions. Many of us are even more politically involved as mayors, councilmen, county commissioners or state legislators. The NAA needs to capture that information in order to be able to use it when it becomes necessary to advocate on your behalf as business owners and professionals.

**Let's advocate collectively!** In the next few months, you will be asked for information about your political activities and contacts. Please don't hesitate to give us this information. We need this in order to work on your behalf. Let's promote collectively! In the next few months, make sure the NAA logo is visible on your marketing materials, website and your business cards.

Together, we can be successful. This month's *Auctioneer* clearly demonstrates how you can use your own content to better market your services (see page 38). That's what we at NAA are trying to do – provide you tools that you can use to grow your business.

Also, don't miss our latest Hall of Fame winners' profiles (pages 16 to 25). These people are successful and have made an impact on our industry. You can learn from people like them! And of course, the winners of our IAC contest, Wendy Lambert, CAI, and Jason Miller, are also profiled. What great champions – we are lucky to have them as our ambassadors in the coming year.

We can be powerful. Help us help you, and let us know how it goes! We look forward to hearing your success stories.

*Thomas W. Saturley*





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## COVER STORY: 2014 IAC Champion profiles

We get to know a little more about this year's IAC winners – Wendy Lambert and Jason Miller.

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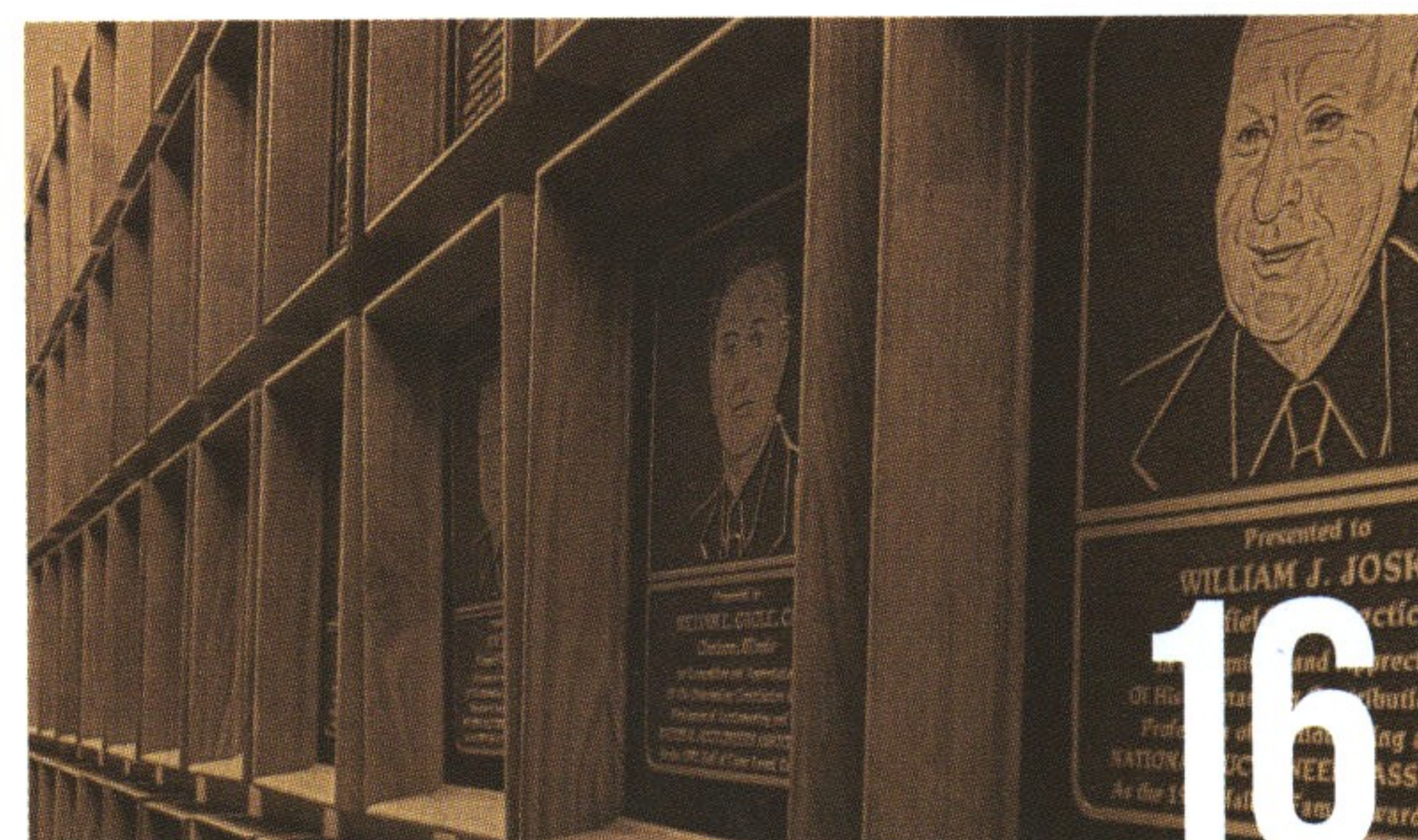
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**On the cover:** Wendy Lambert, BAS, and Jason Miller will help promote the NAA over the coming year as part of their duties after winning their respective titles at the 2014 International Auctioneers Championship in Louisville.



# State News



## Belcher wins Illinois state title

Alex Belcher of Joe Ollis Real Estate and Auction, LLC, Buncombe, Illinois, was selected by a panel of five professional Auctioneers as the 31st Illinois State Champion Auctioneer.

Belcher started competing in the contest in 1998 after receiving his college degree from Southern Illinois University and graduating from Missouri Auction School.

“By far, this competition has made me a better person and a better Auctioneer,” he said.

In addition to being a licensed professional Auctioneer in Illinois, Missouri and Texas, Belcher also holds an Illinois Managing Broker license. He is a member of Illinois State Auctioneers Association, the Missouri Professional Auctioneers Association, and the National Auctioneers Association. He won the first annual ISAA Ringman Contest in 2007 and then went on to win the 2008 International Ringman of the Year in Nashville, Tennessee. He served six years on the ISAA Board of Governors and as President in 2009. He won the Missouri Championship title in 2011.

As the new State Champion, Belcher sold the prize winning steer at the Governor’s Sale of Champions for \$100,000 shattering all previous records. He will compete in the International Auctioneers Championship next July in Addison, Texas.

Out of the field of 15 contestants, Reserve Champion was Abbey Schmid of Clinton, and First Runner-Up was her brother, Logan. ❖

## Busy Nebraska convention hosts 239 attendees

**NORFOLK, Neb.** – From May 30-June 1, 239 auction professionals attended the Nebraska Auctioneers Association state convention at the Divots Convention Center, where new officers were elected, a new state bid calling champion was crowned and a new hall of fame member was inducted.

Inducted into the Nebraska hall of fame posthumously, Stacy B. McCoy was honored for his lifetime’s work in the auction industry. At an open house celebrating 50 years in business, McCoy once estimated that he had conducted over 7,000 auctions. He passed away in 1978.

David Whitaker emerged from a field of 21 competitors to take the Nebraska state bid-calling championship. Russ Puchalla, CAI, earned Reserve Champion, while Wayne Morris was Runner-up and Curtis Wetovick was named top rookie. Dallas Hansen won the Ringman competition.

The state also held its annual election. Those newly-elected officer results include: president – Shayne Fili, CAI, BAS; president-elect – Kevin Schow; vice president – Regina Andrijeski; secretary/treasurer – Mark Beacom, CAI; executive officer – Alton Heimes. ❖



## Thank you, NAA members!

We've been updating you the past few months on the United States trek made by NAA member C. Ivan Stoltzfus, CAI, who wanted to raise donations and awareness for the Wounded Warrior Project.

Ivan began his enormous trip April 26 in Manasquan, New Jersey, and finished Aug. 9 – a little over 3,500 miles later – in Crescent City, California.

Ivan sent a letter to NAA Headquarters soon after with the following message:

*"Dear Members of NAA,*

*Thank you so much for your generous contribution to the Wounded Warrior Project on behalf of Across America for Wounded Heroes!*

*We are so grateful for your help in raising funds for our brave American heroes! Your support is an incredible encouragement and spurs us on in our journey and mission!*

*With deep gratitude,  
C. Ivan Stoltzfus and the Across America Team"*



**Thank you!**

## Past President Christie King rejoins NAA Board

National Auctioneers Association President Tom Saturley, CAI, has announced Christie King, CAI, AARE, BAS, as his selection for Presidential Appointee to the NAA Board of Directors for the 2014-15 term ending next July.



Saturley said King's appointment is one that helps the Board achieve an even greater level of expertise and competency through her experience and work with the Human Resource Audit Committee; allows the Board to work in a cooperative manner in the fulfillment of the NAA's Mission and Vision statements; and means the position is filled by someone of high integrity and experience.

King served as NAA President in 2011-12.

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# Use your voice against Order 210!

Let the U.S. Fish and Wildlife Service know how Director's Order 210 regarding ivory will impact your business!

**A**s reported in the April issue of *Auctioneer*, the U.S. Department of Fish and Wildlife Service has issued regulations that significantly restrict the sale of items containing African elephant ivory. The National Auctioneers Association has sent a letter to FWS opposing these and further proposed regulations (right).

The NAA also is encouraging members to submit their own letter to FWS Director Dan Ashe, who made amendments to the original order May 15, 2014.

Use a letter template provided by NAA that you can send via email or regular postal mail:

- 1) **Go** to the NAA home page at [www.auctioneers.org](http://www.auctioneers.org).
- 2) **Look** for the template in the "Spotlight" section on the home page.
- 3) **Download** the template and fill it out to fit your specific information.
- 4) **Email** your letter to [dan\\_ashe@fws.gov](mailto:dan_ashe@fws.gov) or mail it to the address listed on the template letter.

To read the full amendments made by Dan Ashe to Director's Order No. 210, go to: <http://www.fws.gov/policy/a1do210.pdf>.



## National Auctioneers Association

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August 22, 2014

The Honorable Daniel M. Ashe  
Director  
United States Fish and Wildlife Service  
Department of the Interior  
1849 C Street, NW, Room 3331  
Washington, D.C. 20240

Dear Director Ashe:

On behalf of thousands of auction professional across the United States, the National Auctioneers Association (NAA) is calling upon the U.S. Fish and Wildlife Service (FWS) to once again reassess the implications of Director's Order No. 210 before pursuing further regulations that would adversely and unfairly impact vital professional industries and American consumers alike.

In April of this year, the NAA and thirty other professional organizations impacted by Order No. 210 wrote a letter to you urging FWS to seek alternate, reasonable solutions to end poaching and illegal ivory trade. It is our belief that tightened regulations like those set forth under the order and subsequent actions create undue hardship on an industry made up of small business owners.

Auction professionals have a fiduciary responsibility to sell their clients' assets, and this process is burdened significantly when most clients do not have the means or ability to provide proper documentation for antique ivory pieces. There are many instances when such credentials simply do not exist, and alternate means of proof such as the complicated appraisal process is not manageable for the typical seller, particularly when FWS has indicated it will likely not accept any transfers without significant documentation identifying the age of the piece. Our challenge is to maintain a business environment where our members can conduct business legally and ethically, and regulations like these can impede the rights of auction professionals and their clients.

The NAA fully supports any and all laws that contribute to the well-being and ethical treatment of all animals, including those impacted by the ivory trade. In fact, many of our members in South Africa are active in anti-poaching activities. Furthermore, as part of our ongoing conversation about ivory regulations in the auction industry, we published a report in the April issue of *Auctioneer* magazine to educate our members about the changes and rules proposed by FWS. We welcome further suggestions from your agency on how we can work together to inform auction professionals about this pressing topic.

Thank you for your consideration of this important issue. We look forward to working with the Administration to find the best possible solution for all those involved.

Sincerely,

Hannes Combet, CAE  
Chief Executive Officer  
National Auctioneers Association

Thomas W. Saturley, CAI  
President  
NAA Board of Directors

CC: The Honorable Jeff Duncan, Member, House Committee on Natural Resources



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## Jason Miller



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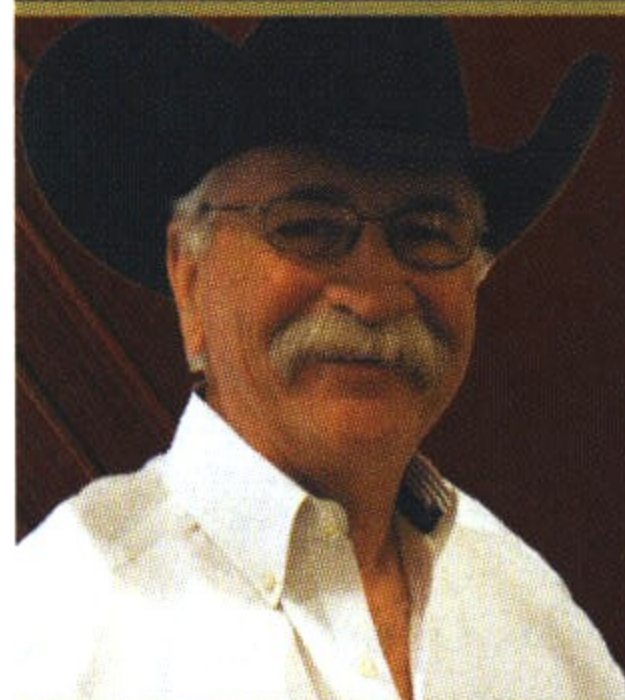
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Champion



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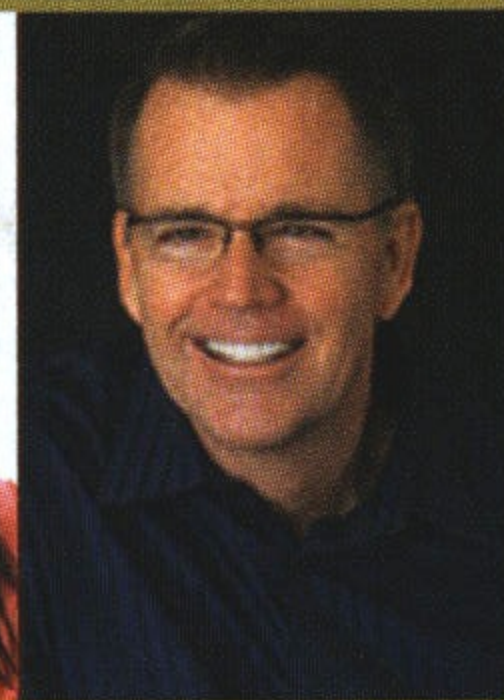
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Multiple Auctioneer  
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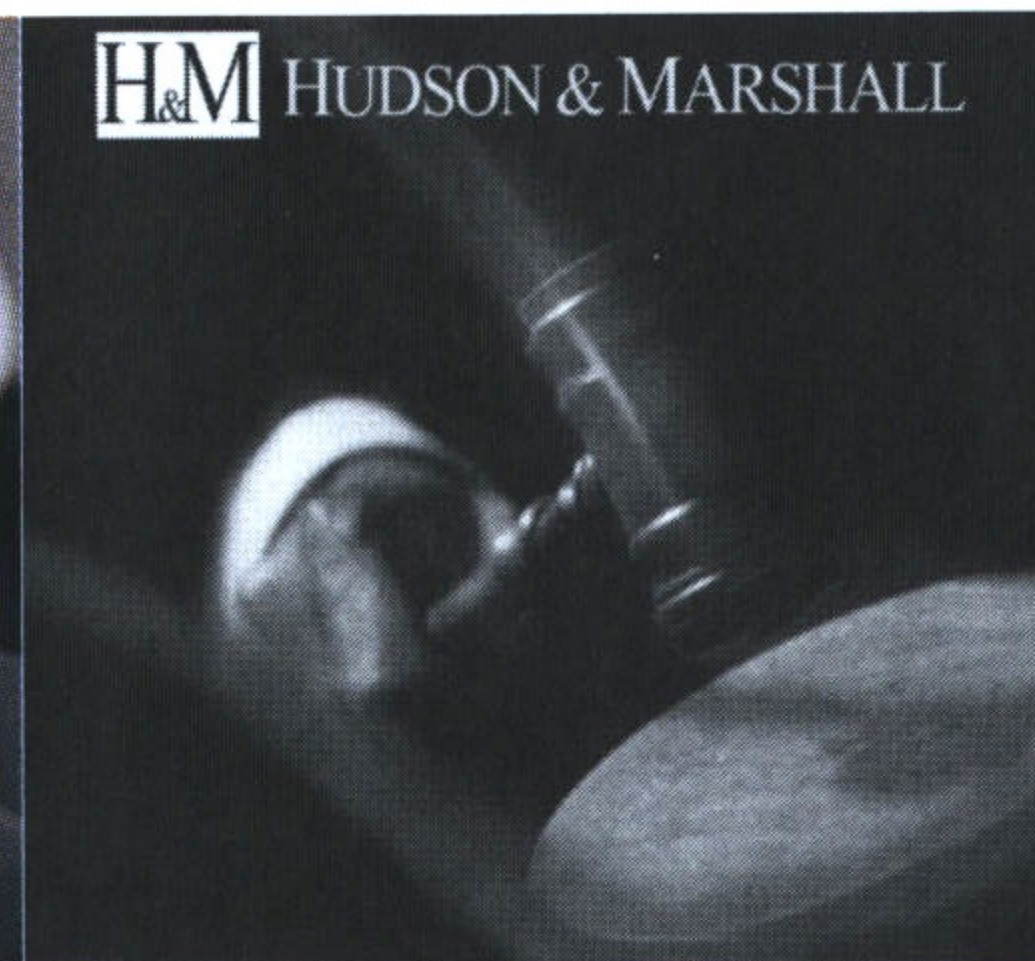
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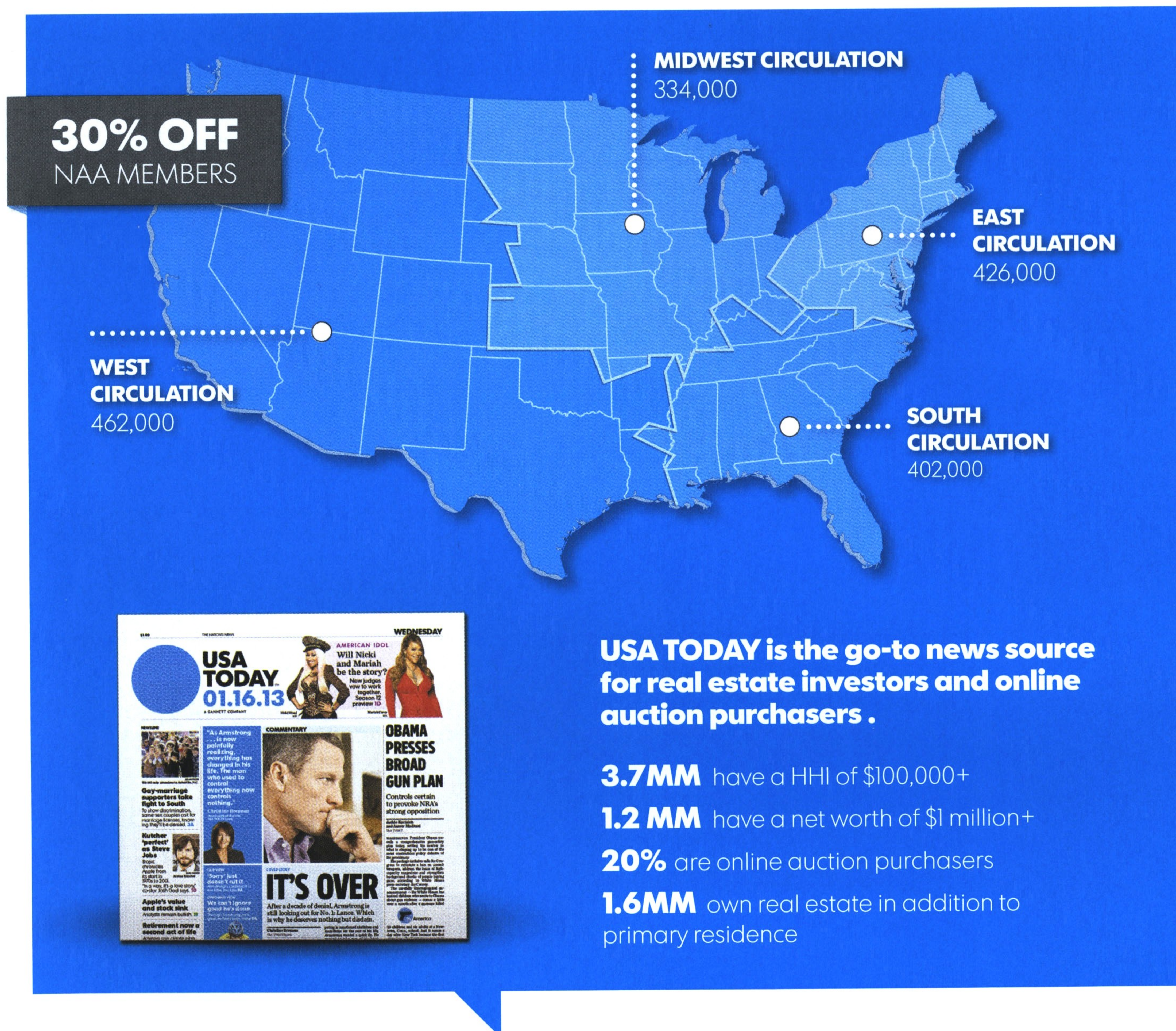
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# 2014 IAC CHAMPIONS

WENDY LAMBERT, BAS  
JASON MILLER

Photo courtesy David Knapp





Wendy Lambert co-owns Lambert Auction Company with her husband, Doak. The educator-turned-benefit-auctioneer lives with her family in Coppell, Texas.



# Right place, right time

## Wendy Lambert says her IAC win came just when it should have.

By Nancy Hull Rigdon, contributor

**A**fter winning the 2014 International Auctioneer Championship, Wendy Lambert looked up the definition of “champion.” Advocate, promoter, backer, campaigner, crusader – those were the synonyms.

“I read those words and thought, ‘That’s what I’m doing for the next year,’” Lambert, BAS, says. “I’m ready to be a champion for the NAA.”

The 2014 IAC marked the fifth time Lambert competed in the annual event, and as she looks back, she realizes timing was everything.

“I had been told that the day when someone is awarded that trophy and title, it’s the right time in that person’s life and the time when the NAA needs them,” she says. “I didn’t understand that until last year. In hindsight, it was not God’s timing for me to be the champion in the past, and this year, it was my time.”

Lambert, a mother to three teenagers as well as being a benefit Auctioneer, co-owns Lambert Auction Company in Coppell, Texas, with her husband, Doak Lambert. Education was her first career, and her husband, as well as NAA female leaders she now calls mentors and friends, influenced her decision to enter the Auctioneer profession in 1994.

In 2010, she competed in the IAC for the first time. She had no expectations, and much to her surprise, she placed.

“Looking back, I didn’t fully understand the responsibility that came with winning the IAC,” she says. “As I learned more about the industry, it became a goal of mine to win the IAC so that I could serve as an ambassador of the NAA.”

In her second attempt, Lambert was not happy with her IAC performance – a result she attributes to imitating others instead of focusing on finding her best self. The following year, she says she was too obsessed with doing well as a contestant and felt like giving up. Last year, she was grieving the loss of a loved one.

Then, a change.

“My goal was just to look people in the eye and do the best God would allow,” she says. With that mentality, she earned the title of 2013 Texas Champion Auctioneer.

“The relationships I developed with other contestants became the highlight of my experience. The courage I saw in others made me proud of who Auctioneers are and how hard we work to get there,” Lambert says. “The camaraderie became nearly magical.”

The past year was significant for Lambert. She began focusing on living her life with less habit and more intent, she says.

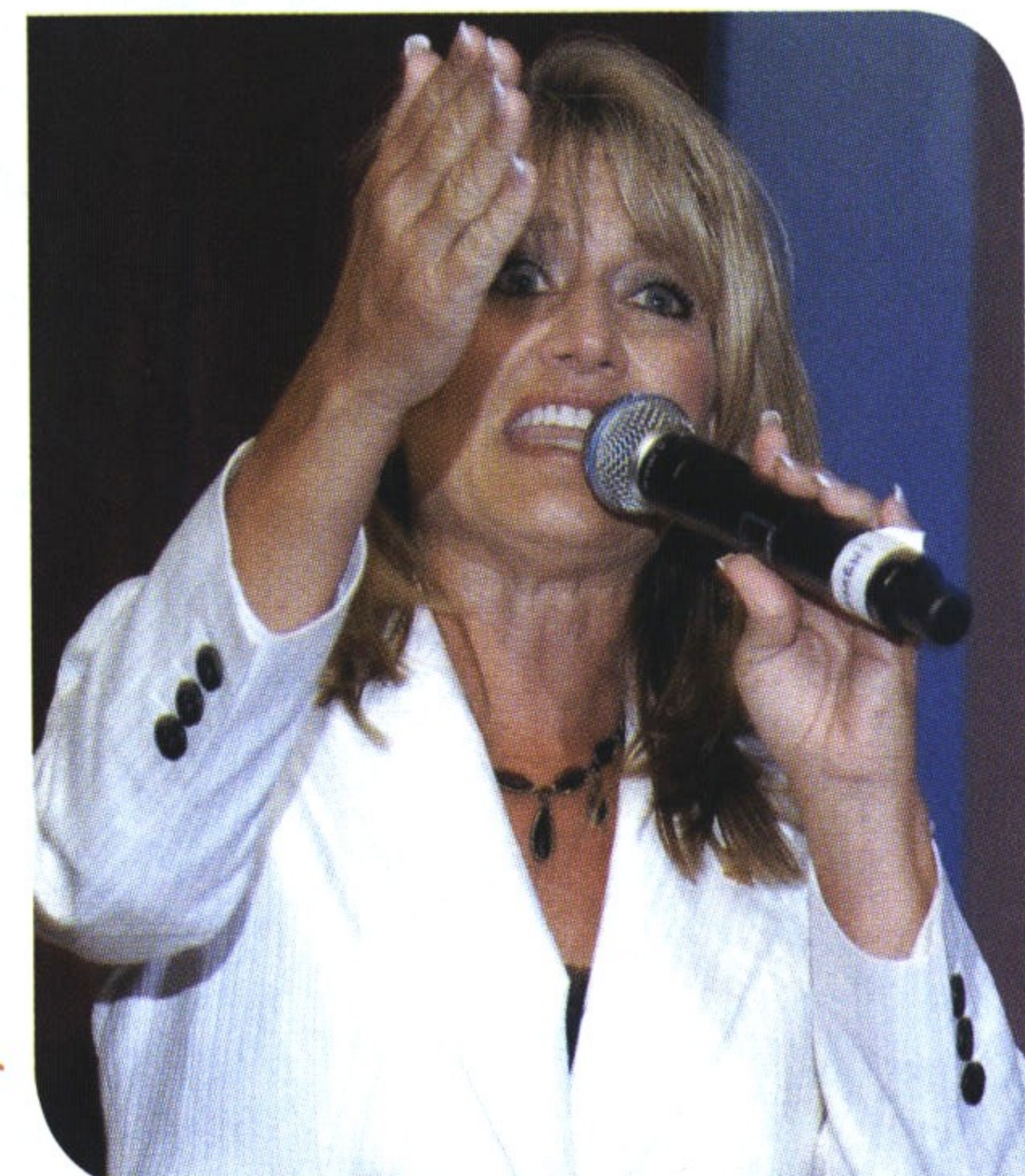
“I became intent about the person I wanted to be. I believe we must be before we can do,” she says. “I wanted to be intentional on and off the microphone.”

That mindset, she believes, played a significant role in her IAC success this year.

“I’ve learned that finding out who I wanted to be was really important. I’ve learned that I had to be myself and like myself,” Lambert says. “I’ve learned that when you put yourself onstage and show you are ready and available to do the job, the judges see that and respond.”

Lambert believes her path to IAC champion was all meant to be.

“Every Auctioneer has a journey. God has a path for every one of us. Preparing for a contest was part of God’s journey for me, and in retrospect, I wouldn’t want to change a single step.” ❖



Wendy Lambert, BAS



Jason Miller poses with his IAC trophy on the banks of the Ohio River the morning following his life-changing victory against dear friends. "I really do love those guys," he said.





# Miller time!

Jason Miller won IAC. Now, it's about winning more new NAA members.

By Nancy Hull Rigdon, contributor

Jason Miller gave an emotionally charged 2014 International Auctioneer Championship acceptance speech – and meant every word.

"I said I love those guys, and I really do love those guys," Miller says, referring to his fellow competitors. In the eight years Miller competed in the IAC, he developed what he calls irreplaceable friendships.

"We don't compete against each other. We compete together. I root for them, and they root for me," Miller says. "This type of competition elevates the auction profession. We get better individually, so the industry gets better."

Miller, a realtor and Auctioneer with Kaufman Realty & Auctions in Quaker City, Ohio, is, in his words, "an Auctioneer by birthright." His grandfather and father were both Auctioneers, and while growing up in rural Missouri, he listened to the cassette tapes his father kept from livestock auctions as well as IAC competitions.

"When I was 16, an Auctioneer said, 'Miller, want to sell the baby calves and goats?'" he says. "And that's how I got my start."

Miller graduated from auction school in 1999. In his career, he's sold a variety of items, including livestock, automobiles, land and farms. Three years ago, he was involved in bringing the auction method of marketing to the sale of oil, gas and mineral rights at Kaufman Realty & Auctions – a move that brought sales records.

That sharp business acumen and auction talent isn't reserved for the adult world alone. Each year, Miller also looks forward to the Guernsey County Jr. Fair Livestock Sale – an auction benefiting youth in his community.

"We set all kinds of records for kids," Miller says. "And it's an opportunity to help kids in agriculture, which I love."

During the auction, he sells lambs and hogs.

"When kids are involved, the hogs are the Super Bowl of the auction," he says.

Miller and his wife, Anna, have four children, ages 12, 9, 5 and 2, and spending time with family keeps him busy and happy away from work. He finds the time to raise Red Angus cattle, travel with his family and occasionally play a round of golf.

As Miller looks to the next year, he outlines his goals as reigning IAC champion.

"I want to find more engaged NAA members – not ones here for a minute and gone," he says. "If we could expose every Auctioneer to Conference and Show, there's no doubt they'd be in for life."

He plans to work toward that goal by building connections with auction professionals, he says. Also, he aims to educate consumers and those outside the auction industry about the auction profession.

"We're true professionals. We're not just a belt buckle and hat," he says.

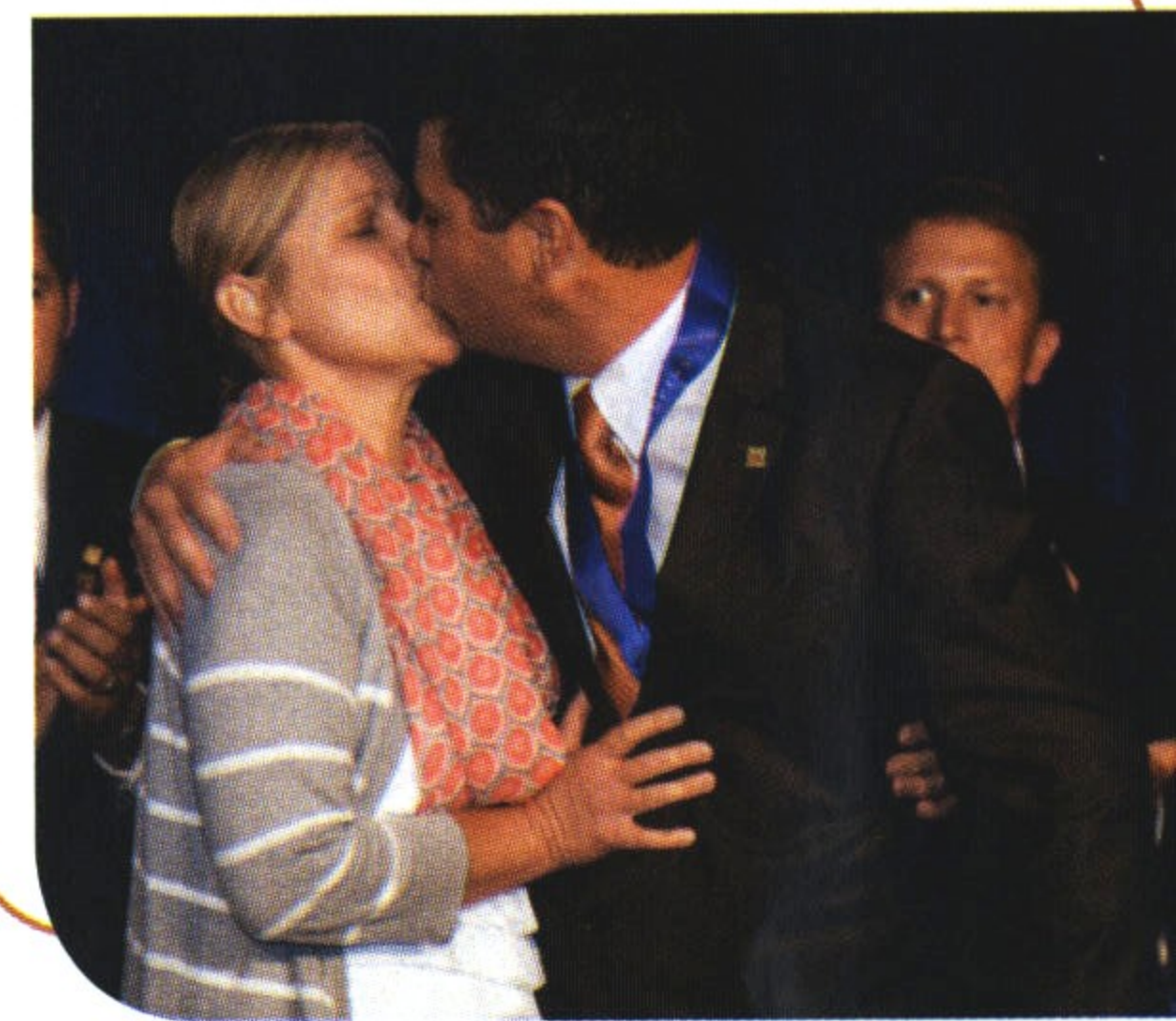
Miller says that because the NAA has played such a positive role in his professional and personal life, he's looking forward to giving back to the organization through his role as IAC champion.

His experience in the Certified Auctioneers Institute (CAI) has grown his network along with his confidence, he says.

"I've gained specific training in booking the right kind of deals, which gave me the confidence to go after deals not in my wheelhouse. And I ended up booking those deals, and that right there pays for my tuition," he says.

As an NAA ambassador, Miller is ready to get to work.

"The Association has been good to me, and I'm excited to get out and represent the auction industry," he says. ❖



Miller gives his wife, Anna, a celebratory kiss on stage.



2014

# HALL OF FAME INDUCTEES

**Pg. 18**

Tommy Rowell, CAI, AARE

**Pg. 20**

Rex Schrader

**Pg. 22**

Bill Sheridan, CAI, AARE, GPPA

**Pg. 24**

Ken Troutt





From left to right: Tommy Rowell, Rex Schrader and Bill Sheridan share a light-hearted moment following their induction into the NAA Hall of Fame. Along with Kenny Troutt, who was inducted posthumously, the quartet made up the 53<sup>rd</sup> class in a Hall that now honors 153 individuals.



# To give, divine

The act of giving has defined Tommy Rowell's career.

By James Myers, contributor

Images courtesy David Knapp

When Tommy Rowell, CAI, AARE, thinks about the NAA Hall of Fame, his thoughts go to the individuals inducted, how he reveres their standing in the auction community and their contribution to the industry.

He can now count himself as part of that group.

With 38 years in the auction business, Rowell has spent a great deal of energy helping others, whether through his volunteerism on various boards or offering up ideas on how to improve.

"He gives and gives and gives," said Benny Fisher, CAI, an industry icon and fellow NAA Hall of Famer who introduced Rowell during the induction ceremony in July. "He's a leader who leads by example. He wouldn't ask anybody to do anything that he hasn't already done."

Fisher claims he "conned" Rowell into taking leadership positions in the early years and said he doesn't know anyone who has "made a greater contribution of time, talent and treasure ... he's given a lot of his own money ... when something needs to be done, he's been able to do that."

In addition to his Hall of Fame Induction, Rowell was honored at Conference and Show with the diamond gavel pin, which recognizes NAA members whose lifetime donations to the Foundation total at least \$100,000.

Rowell served seven years with the Auction Marketing Institute, which he chaired in 2003. That proved to be an important year as he and his board were responsible for overseeing the merger with the NAA.

"To see that come together so our industry could move forward with a common focus and a common mission statement," Rowell said, giving full credit to the transition committee that was established, "that was really big."

At left, Tommy Rowell (center) accepts his NAA Hall of Fame plaque from fellow Hall of Famer Benny Fisher (right). The award was one of several Rowell was given, including another from Past President Paul C. Behr, CAI, BAS, and NAA CEO Hannes Combest, CAE (below).





A third-generation realtor and a first-generation Auctioneer, the south Georgia-based Rowell knew in his second year of auctioneering that the career path wasn't going to be anything but auctions from then on out. The family business, which started with his father, peeled off its brokerage and insurance focus, as well as its appraisal practice, to focus solely on auctions.

"We quickly found the power of auctions," he said.

Rowell said the Certified Auctioneers Institute really boosted his career. He graduated in 1983 and has dear friends through that experience to this day.

Despite the time it takes to operate his successful auction business, Rowell Auctions, he maintains his focus on contributing what he can to the industry.

"I felt very strongly about returning a portion of what was given to me by other Auctioneers," he said of adjusting his priorities so he could make time to serve. "They helped me

significantly build my business over the years, giving advice. I felt that was the least I could do, to offer any counsel and guidance to help as many new Auctioneers as I could."

Rowell is the president of the National Auctioneers Foundation. He also served as vice president for a year and finance director for five years for the Foundation. He is one of 22 people, which includes his father, the late L.G. Rowell, who has been inducted into the Georgia Auctioneers Association Hall of Fame. He's taught several national seminars at CAI and has served in every office of the Georgia Auctioneers Association.

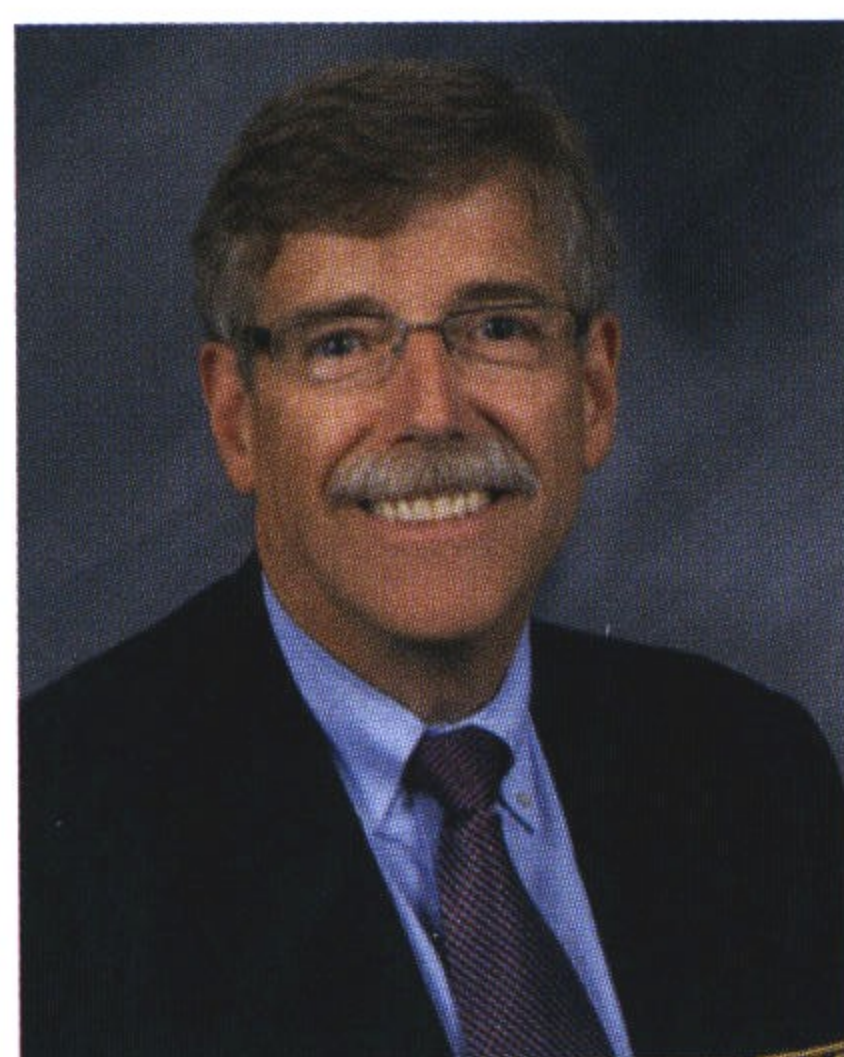
Two of Rowell's children are in the business with him. He makes no mention of retiring, but said he wants to make sure everything is set up and running smoothly for them before he hands it off.

"They're doing a fabulous job in helping run Rowell Auctions, and they're a big part of it," he said. "The passing of the baton is not always easy." ❖

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## serv·ice [sur-vis]

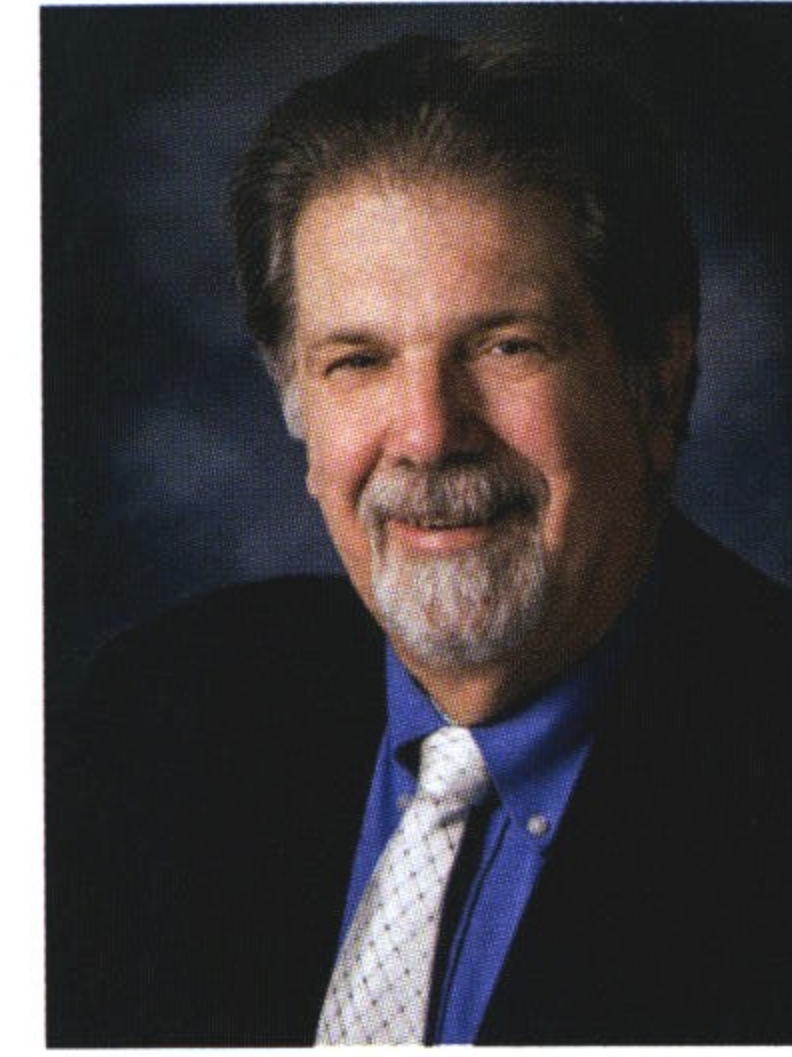
noun: an act of helpful activity; help; aid: *to do someone a service.*



Thomas W. Saturley, CAI  
President, NAA



Tim Mast, CAI, AARE  
Director, NAA



Sanford L. Alderfer, CAI, MPPA  
Immediate Past President, NAF

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# Multi-parcel pioneer

Rex Schrader's groundbreaking system and software made a hard industry impact.

By James Myers

**R**ex Schrader, 71, began bid-calling publicly at the Topeka Livestock auction near Shipshewanna, Indiana, at the tender age of 13 – just around the time most boys' larynx begin the squeaky transition into adulthood.

Bill Haley and His Comets' "Rock Around the Clock" had just two years prior hit the top of the charts. Rock and roll music had apparently caught the ear of Schrader's father, who had 12 years of Auctioneering under his belt. Schrader's father, who witnessed his son's first stab at bid calling, offered some advice.

"He said I needed to develop a rhythm that was easy to listen to, be fast paced and bold, like rock and roll music," Schrader recalls. "I did my best, and he gave me lots of opportunity to succeed or fail."

**"The right software is only half the reason for success. The other half is implementation."**

— Rex Schrader

Schrader did succeed. He went on to become the 1970 State Fair Bid Calling Champion. He established a profitable business with Schrader Real Estate & Auction Co., Inc. However, he might be best known in the industry for his pioneering work with multi-parcel agriculture auction software, which has become the standard in the industry.

Schrader's focus on offering the most acreage in multiple tracts and maximizing the selling price of land led him to seeking out someone who could write a software program able to determine the fastest, most efficient way to sell property. He and the developers figured out a way to graphically display, in various color codes, methods to keep bidders informed on how their bid was doing in the auction and what they needed to bid to take the lead.

"The right software is only half the reason for success," Schrader said. "The other half is implementation, which we believe we still maintain the best implementation of multiple tract auction."

Schrader isn't a man of many regrets, but he said he after getting his master's degree in real estate in 1970, he didn't think he needed any more schooling. He realizes now he missed out on the camaraderie Auctioneers experience when they go through the CAI classes.

"I had a master's in real estate," he said. "I didn't think I needed a CAI. That's one of the mistakes I made."

Longtime friend and fellow Auctioneer Dennis Kruse, CAI, inducted Schrader into the NAA Hall of Fame last month. He worked with Schrader in livestock barns when they were teenagers. They would each go on to establish their own exceedingly successful Auctioneering businesses – Schrader's in real estate and Kruse's in collector car auction business.

Kruse said Schrader's software is among his biggest contributions.

"That's probably the major reason he's made an impact in the auction industry in America," Kruse said of Schrader's innovation.

Furthermore, Kruse said Schrader spearheaded the transition from livestock and farm machinery auctions to real estate auctions in the state of Indiana, a once thriving livestock state.

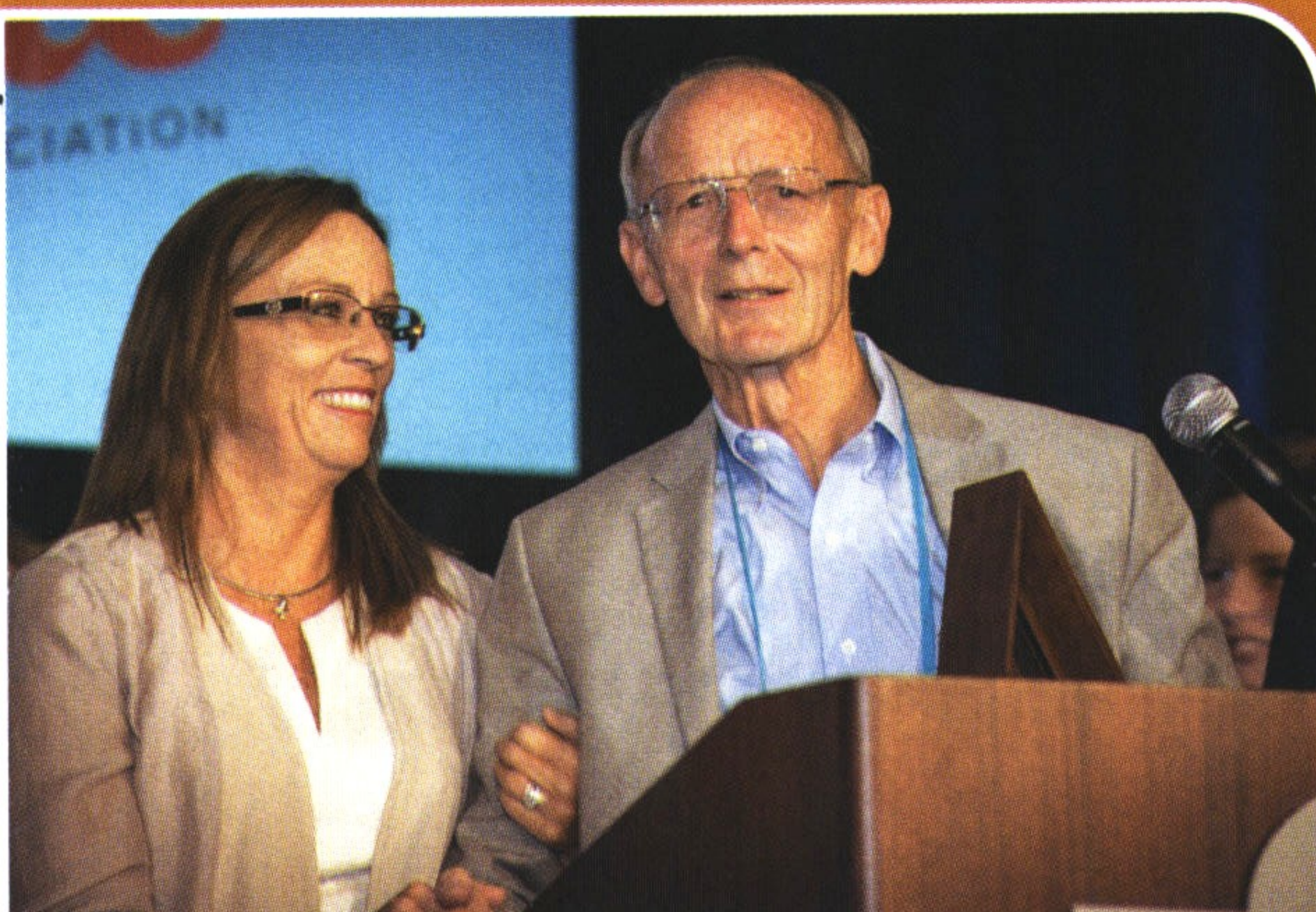
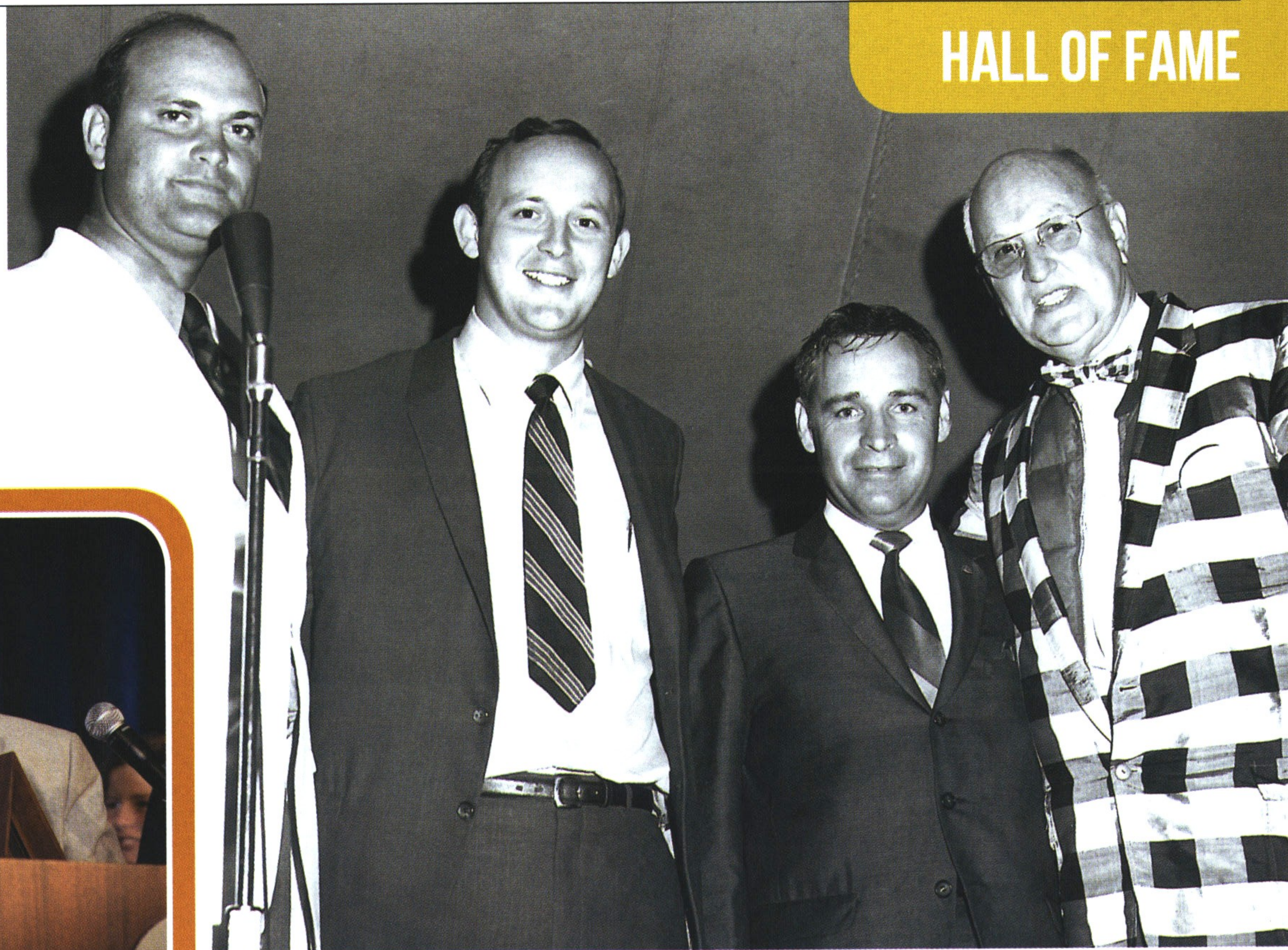
"It was a big honor," Kruse said of inducting his friend of 50 years into the Hall of Fame. "It was very emotional."

Schrader said the induction left him "shocked, humbled" and feeling "extremely blessed."

"My emotions flooded me," Schrader said, "and it isn't often you see an Auctioneer speechless, but I couldn't find any words to express my thankful heart that momentous evening." ❖



From his early days (at right, second from left) to sharing a Hall of Fame induction moment with his wife, Lori, Rex Schrader has been thankful for the auction industry.



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# Still rising

An NAA Past President and now Hall of Famer, Bill Sheridan always has found ways to rise and lead.

By James Myers, contributor

Images courtesy David Knapp

**D**espite Bill Sheridan's long list of accomplishments, his induction into the National Auctioneers Association Hall of Fame came as a complete shock.

"I was floored by it," he said. "I had no idea it was coming."

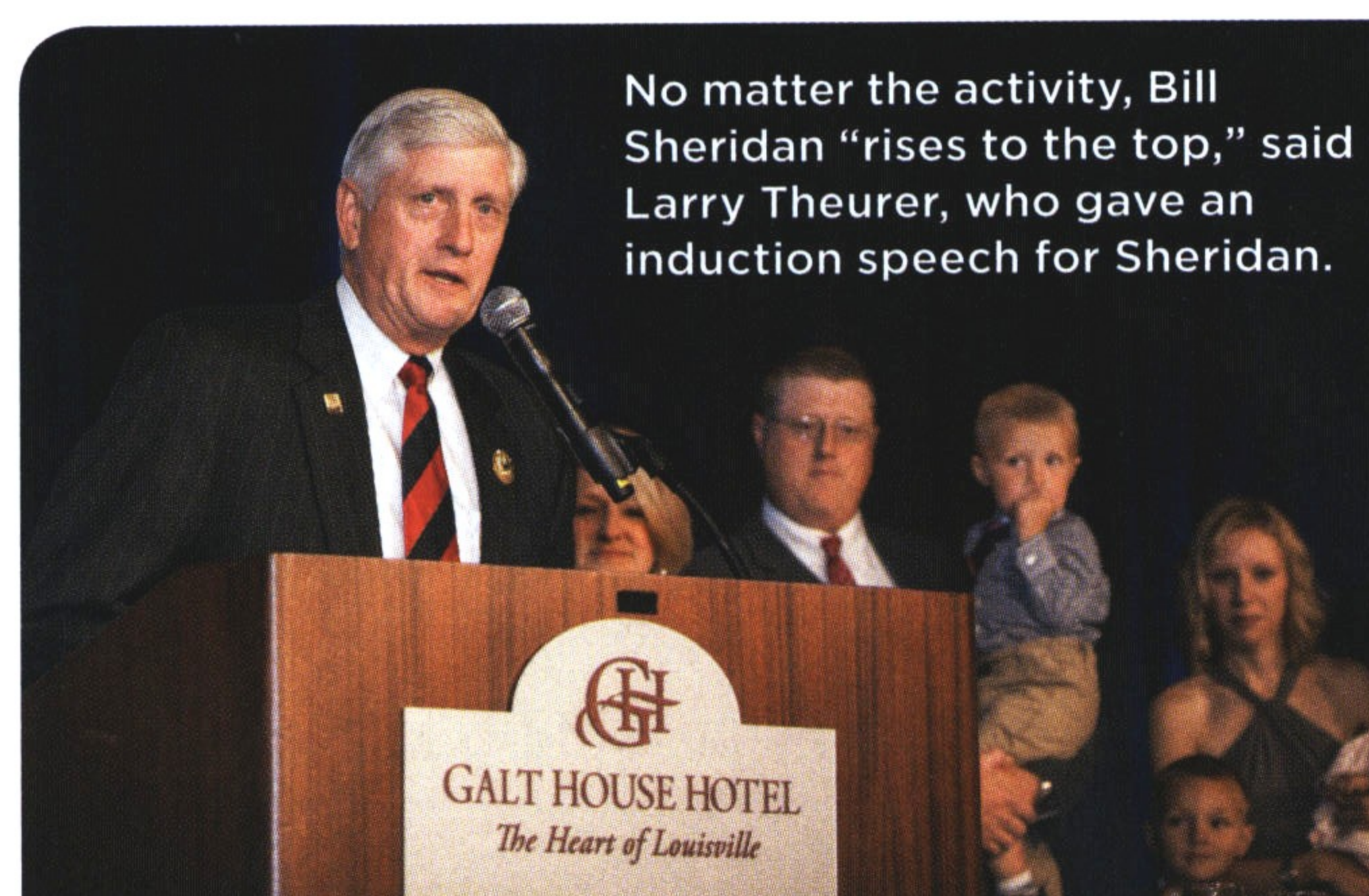
While only a select few have or will receive this honor, Sheridan, CAI, AARE, GPPA, thought it would be another decade before he would be considered for the Hall of Fame.

However, it didn't come as a surprise to Larry Theurer, CAI, GPPA, who has known Sheridan for many years and serves on the NAA Foundation board with him. In his induction speech, Theurer described Sheridan as a person whose word is his bond.

"I don't know a person more honest than this inductee," he said.

Theurer also mentioned the fact that whenever Sheridan gets involved in something, the title of "president" generally follows in short order.

"Any activity he is in involved in," Theurer said, "He rises to the top."



No matter the activity, Bill Sheridan "rises to the top," said Larry Theurer, who gave an induction speech for Sheridan.

Taking a look at where Sheridan has put his interest over the last 20 years, Theurer is on to something. Sheridan is a 1991 Michigan State Champion Auctioneer and served as that state's director from 1993 to 1997. He was also president of the Michigan State Auctioneers Association in 1997. He's the 2002 Men's Division International Auctioneer Champion and served as NAA President from 2006-2007.

The journey began for Sheridan in 1972, the year he graduated from Michigan State and began working in a





## HALL OF FAME

livestock sale barn. He attended Auctioneer school in Mason City, Iowa, in 1975. The week he got back from school, his boss called him and told him, "You're calling calves today." Nervous and feeling unprepared, Sheridan responded, "No, no, no, no!" Of course, his boss won out and Sheridan had his first experience behind the mic.

"It was tough doing," he said, "but it was great."

Sheridan found his niche in purebred cow auctions and later in real estate. He's widely known for both of these specialties today.

Many in the NAA will remember Sheridan for his time as president in the organization when the search for a new CEO went into full effect. Rather than hire a headhunting company to vet prospects, Sheridan and the board decided to take on the task. They were successful in finding Hannes Combest, CAE, to take the position – a move that has since proven majorly successful.

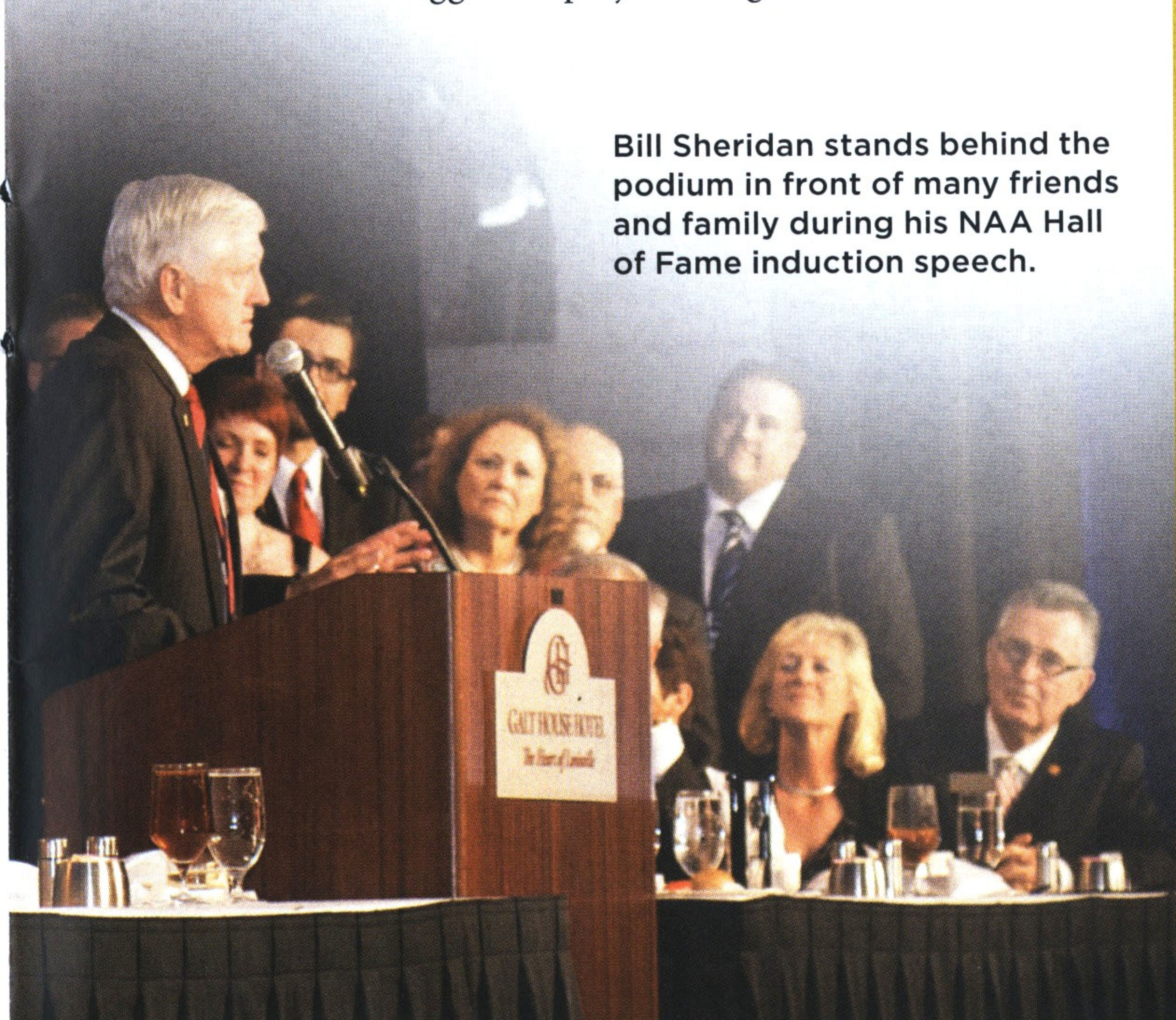
Scott Miedema, from Miedema Asset Management Group in Michigan, sometimes competes against Sheridan for business. However, the relationship is such that when he loses out to Sheridan, it's okay.

"He's one of those guys," Miedema said, describing Sheridan as a man who is a great model for what an Auctioneer should be, "if you bid against each other, and [potential clients] say, 'Sheridan's going to do it,' you're find with that."

Despite hitting this milestone that is the NAA Hall of Fame and having 40-plus years in the industry, Sheridan can only see growth in his future.

"The thing that motivates me is the sky is the limit in terms of success we can have in the industry," he said. "The better the work we do, the bigger the projects we get." ❖

Bill Sheridan stands behind the podium in front of many friends and family during his NAA Hall of Fame induction speech.



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# Trailblazer

Ken Troutt's ability and attitude paved the way for many to follow his lead.

By James Myers, contributor

**K**en Troutt's name remains well-known in the livestock auction industry, despite the fact he passed away 20 years ago. And, hundreds of Auctioneers got a refresher about the legend recently when he was inducted into the National Auctioneers Association Hall of Fame.

Ken's three sons, Kelly, Kenny and Kevin, carry on the Idaho Auctioneer's legacy with their own companies in southwest Idaho. They get frequent reminders of their patriarch's highly-regarded status in the industry. Ken's grandson, Josh Houk, spent the first 12 years of his life sitting by his grandfather's side during auctions. He also carries on the family tradition.

Ken Troutt was "the most respected livestock Auctioneer there was. Everybody wanted to be like Kenny Troutt."

— Cookie Lockhart, CAI, CES, GPPA

A few years ago, while at an auction contest in Texas, a person approached Kelly after seeing his last name on his nametag; they wanted to know if he was any relation to Ken Troutt.

"Wow!" they responded when Kelly said Ken was his father. "We have a tape of him (doing his bid chant) at home."

Ken Troutt was known for his "beautiful" bid chant, which won him a World Livestock Auctioneer Championship in 1967. His sons and grandson remember him not only for the chant, but also for being an optimistic and humble man who worked hard for his sellers, respected the industry and helped many Auctioneers get their start.

When Ken was inducted into the Hall of Fame in July, his son Kevin was there to witness the ceremony (as well as attend four days of BAS classes).

"A lot of people came up to me after and said, 'When nobody else would give me a chance, your dad got me going and made me believe in myself,'" Kevin said.

Kelly worked with his dad in the business from 1982 to 1994, the year Ken passed away. He said despite his father's status as a "high-powered Auctioneer," he believed in helping out the little guys, sometimes agreeing to take on sales because he could see that the person needed help.

"You have to realize we're all equal," the elder Troutt told his son. "Nobody is better than the next person.' He always wanted to help."

Kelly remembers one of his earliest auctions when an older gentleman at the sale wasn't cooperating. Kelly said he had the urge to be equally feisty with the man.

"Dad leaned over and whispered in my ear, 'Just work with the old boy,'" Kelly said, adding that the lesson learned is when you squabble; you make more work for yourself. "It's so much easier to try to get along and have a rapport with people."

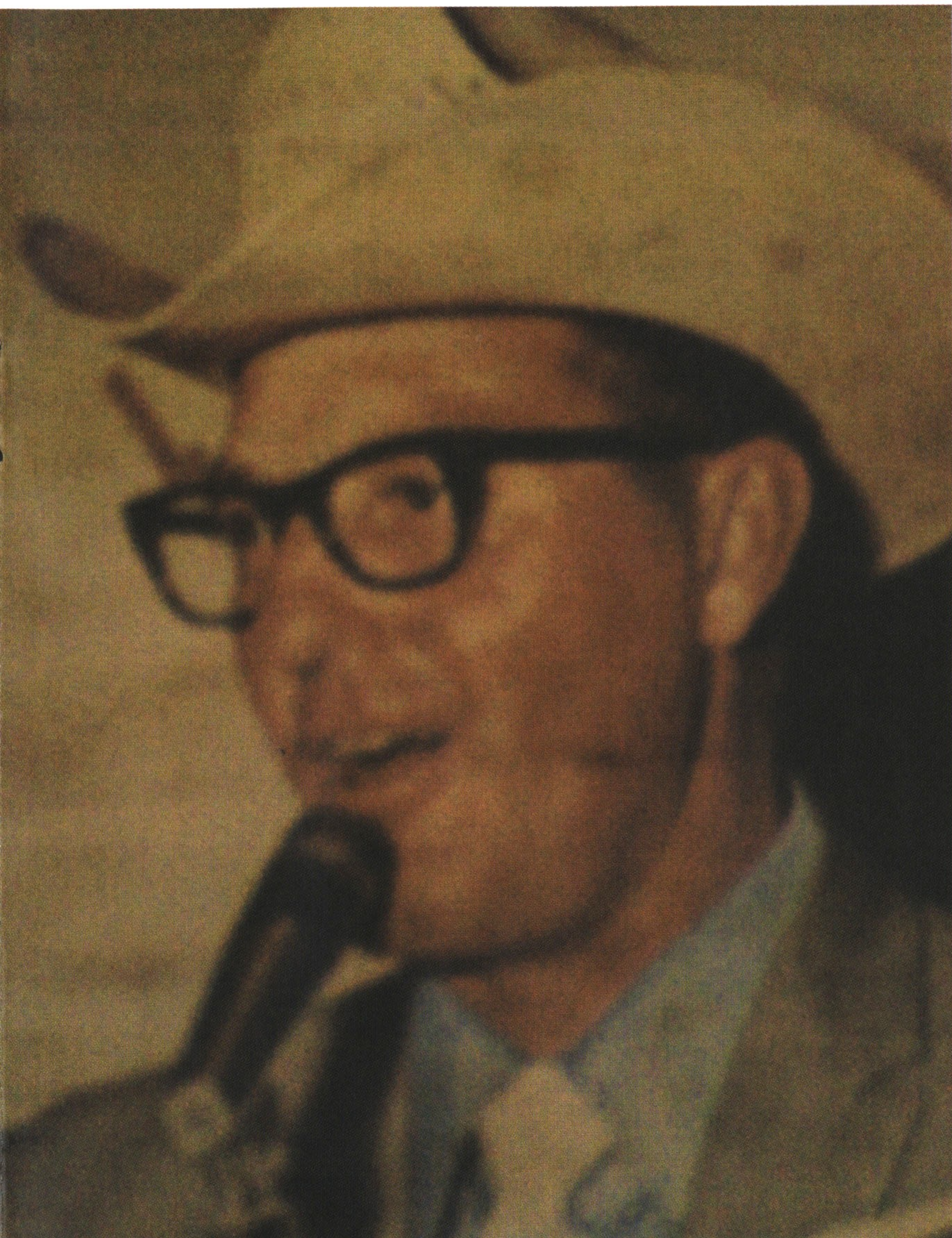
Josh Houk remembers his grandfather for his "smoothness and confidence." He's tried to model himself after Ken and hopes he got some of his chanting ability.

"He mentored me and let me know the right way and the wrong way of doing it," Josh said of auctioneering.

Cookie Lockhart, CAI, CES, GPPA, joined the NAA in the 1950s and is also a Hall of Famer. She said in her early years, Ken Troutt was "the most respected livestock Auctioneer there was."

"Everybody wanted to be like Kenny Troutt," she said. "He really did contribute to the professionalism of the industry ... he blazed a trail and let others know they can do it, too." ❖





Kenny Trout was known for his “beautiful” bid chant, which led the way to a World Livestock Auctioneer Championship in 1967. He was also known for helping out the “little guys” in the industry.







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**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, N.C., and Reppert School of Auctioneering in Indiana. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Proffitt will answer selected questions, but he 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.

# Just like flying

You can learn important business lessons many ways. Sometimes one comes in a situation that has nothing to do with your business. I was reminded of that on a cold day several years ago out in wintry Kansas.

## No blue

There was no blue sky this day – not from my vantage point. Snow and sleet were falling from a leaden sky, and I was in the right-side seat of a single-engine airplane about to depart from Kansas City for Salina, where I was to speak at the Kansas Auctioneers Association convention. I have no fear of flying, but as we ascended into the thick clouds, I watched ice quickly begin to envelop the small plane.

The aircraft belonged to my longtime friend and fellow Auctioneer, Dave Webb. His pilot, Jerry Brockhaus, and I had met for the first time less than an hour earlier. Observing Brockhaus prepare for takeoff, I knew he was a professional, and I felt at ease. Now, we were in the air and ice was forming on every surface of the plane. Before I voiced any concern, Brockhaus calmly spoke up and explained this ice was nothing to worry about; he even told me at what altitude we would shed it ... and we did, just as he predicted.

## Three no charm

The plane churned ahead above the snow-topped farmland, and Brockhaus and I discussed flying. One thing he said really stood out for me. He related that many airplane crashes involve three errors. First, a pilot makes a mistake that causes a problem. Next, the pilot makes an error in trying to correct the initial problem, and the second error further worsens the situation. Finally, the pilot

attempts some desperate maneuver that causes loss of control of the craft and sends it plummeting into the unforgiving earth.

I asked him what pilots need to do to avoid making these errors. Brockhaus answered that, as do all people in all things, all pilots make mistakes while flying. He added that those who survive are the ones who correct and don't compound their errors.

## Two rules

What Brockhaus told me during that flight matches two rules I have long held and often use in seminars I teach. First, an Auctioneer should do everything reasonably possible to avoid having a problem. Second, when trouble does arise, an Auctioneer should think carefully before acting in order to avoid making a bad situation worse. These rules must be obeyed to enjoy long-term success in Auctioneering and all business, and violations will likely lead to damage.

## Trouble arrives

An Auctioneer telephoned me for advice. He had a problem with a buyer and wanted my opinion on whether a sale he had made was final or voidable. His voice was tense, and I could tell he was upset. The man explained that, during an auction, he had misread a reserve amount for a lot. When he announced the lot's sale, it was for several thousand dollars less than the seller required.

Soon after the auction ended, the Auctioneer discovered his error. Anguish churned his stomach and he quickly sought the buyer and asked her to meet with him at his office. When the woman arrived, the Auctioneer explained his mistake and showed her his paperwork to prove he was telling the truth. He told her the seller would never accept this price, and he couldn't sell the lot to her for the amount of her bid. Of course, he feared that he had already formed a binding contract for sale with her – and he had. His only hope was that the buyer would understand his plight and let him out of this tight corner.





### No lucky clover

Unfortunately, the Auctioneer was holding no lucky clover. The buyer wasn't moved by his explanation and responded that she had bought the lot and it was hers. The Auctioneer repeated that the seller would not accept the sale price, but she didn't budge. Upset and frustrated, the Auctioneer turned to walk out of his office. As he did, the buyer blocked him and snapped that he wasn't going to deny her what she had bought. The Auctioneer didn't answer, but pushed past her and walked into the gallery.

The Auctioneer continued his post-auction work with the matter weighing heavily on his mind. Thinking his luck couldn't get any worse, he was surprised to see two policemen walk in and approach him. The buyer had called 9-1-1 and reported that she had been assaulted in an Auctioneer's office. The woman subsequently took out a warrant and the Auctioneer was arrested and taken to the police station for processing. He told me he had never been in trouble with the law, and this was the most humiliating experience of his life. He and his family were distraught. Anyone would be.

### Just like flying

Like the three errors that can lead to an aviation disaster, this Auctioneer was on the wrong end of a triple play.

His first mistake was selling the lot below its reserve amount. Everyone makes an occasional mistake with numbers, but an Auctioneer cannot afford such a serious misstep when a lot of money is involved. The carpenter's rule of "measure twice, cut once" applied here. The Auctioneer needed to double-check the reserve amount to ensure he had it right when the lot reached the block. He would have been wise to have one or more staff members back him up on this point. There was no room for error, but the Auctioneer made one, and it proved costly.

The Auctioneer's second mistake was to meet this woman alone in his office. That would be a risky proposition whether it involves something as adversarial as this issue had the potential to be, or was simply something benign. Any meeting of this sort should have included one or several staff members to ensure calm prevailed and the events were independently witnessed.

The third mistake was for the Auctioneer to make any physical contact with the woman. When he pushed past her, he handed her the rod she used to skewer him. By the way, she told one of the officers she was willing to forget the whole thing, so long as she got what she had bought. Our society has no shortage of people like this, and Auctioneers should never be unmindful of the danger they pose.

### Could be worse

As we talked, it became clear the Auctioneer was more concerned about the criminal charge than the money. I told him he was punishing himself by anguishing over all of it. The issues were manageable. When I emphasized that many people with terminal illnesses, and those in graveyards, would give anything to trade places with him, he got the message.

The amount of money was significant, but not so great as to possibly support a mistake of fact defense to the sale contract under these circumstances. I advised the Auctioneer to complete the sale and make the shortfall right with the seller.

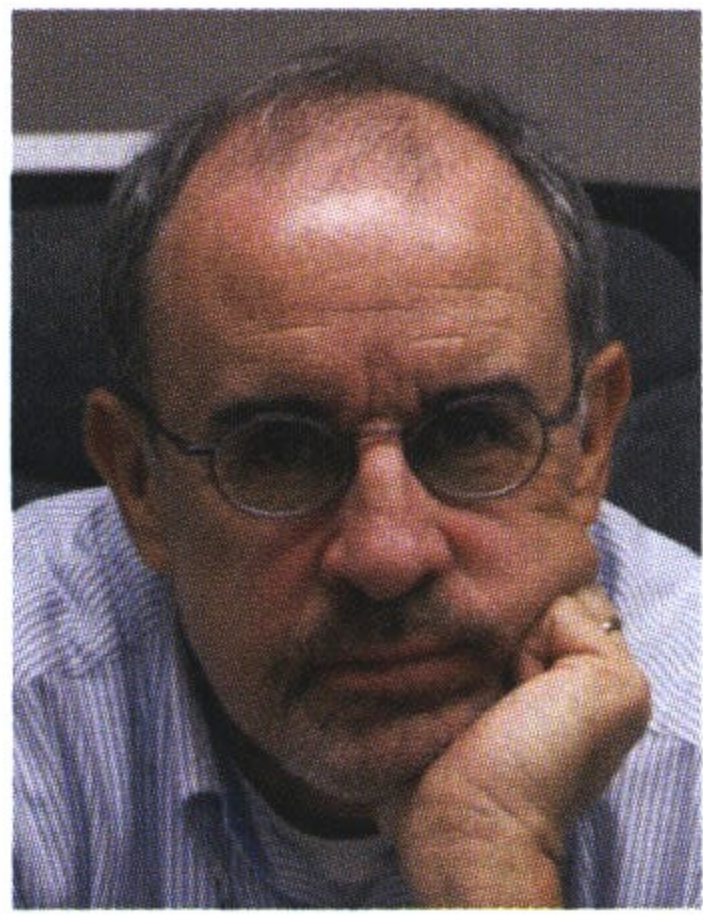
I further suggested that he engage an attorney to represent him on the assault charge and explained how this would likely unfold. With the Auctioneer's unblemished record, and these thin facts, I viewed the chance of his being convicted as nil. Finally, I told him to learn the lesson of these mistakes so he would never repeat them. He promised he would.

### Conclusion

While you should always work to avoid mistakes, making them is inevitable. We're all human, and we all stub our toe from time-to-time. Once a mistake has been made, the challenge is to address the error thoughtfully so as not to compound it. All the while, you should exercise discipline to maintain a proper perspective and not allow your imagination to turn a slip-up into an earthquake.

Auctioneering shares parallels with flying, but Auctioneers can be grateful they don't have to face two elements which pilots must deal with constantly – altitude and gravity. So never forget – even a bad error in Auctioneering will have a solution you can live with. ❖





By Carl Carter, APR

Carl Carter is President of NewMediaRules Communications, which has provided public relations and marketing communications services to auction companies throughout the U.S. since 1994.

# PR ... by the numbers

Most Auctioneers are pretty handy with numbers. You've spent endless hours learning to count in virtually any increment. You can quickly adjust for buyer's premiums, taxes, multiple parcels and other factors.

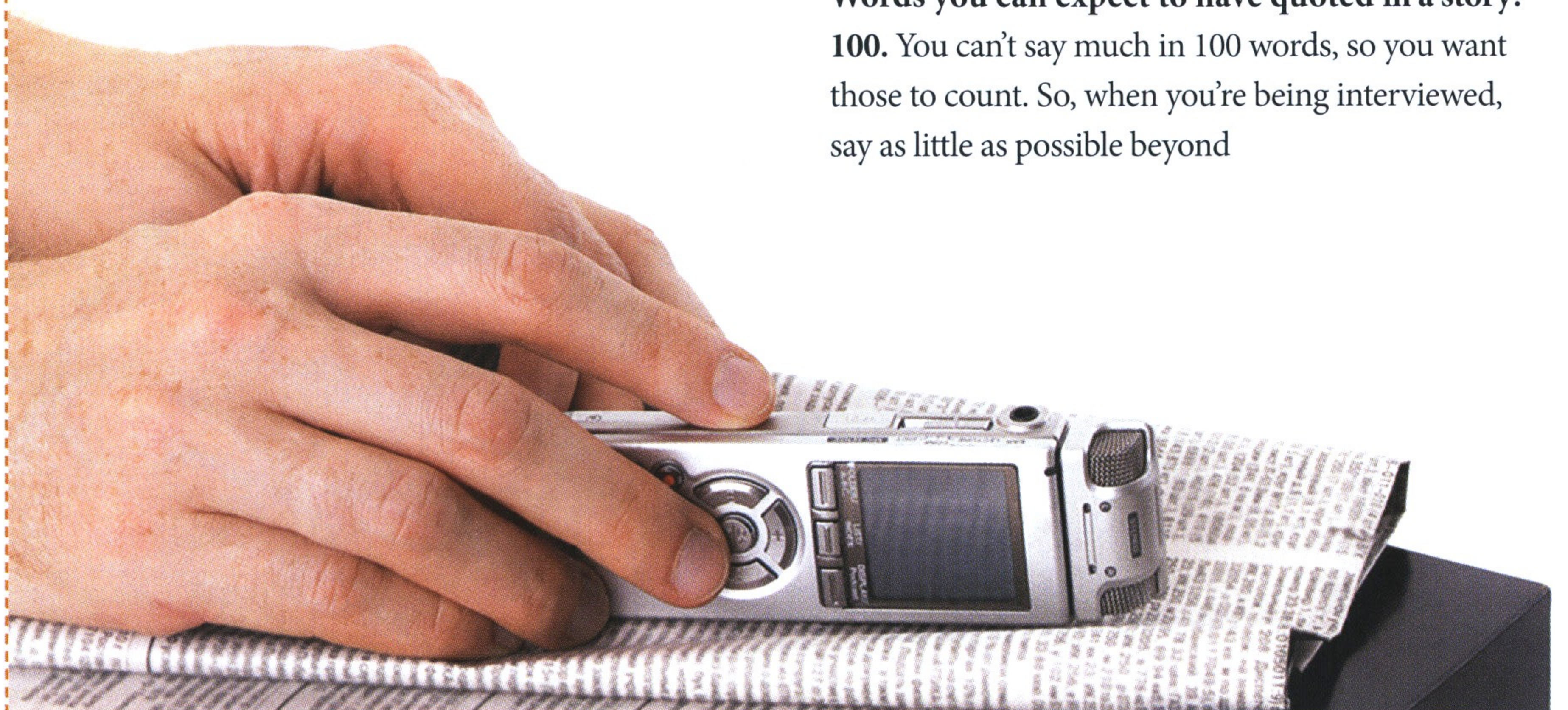
So you'll probably find it easy to consider a few numbers when it comes to your public relations. We'll look at two aspects of public relations: media relations (seeking to get media to write about you) and crisis management (dealing with negative stories).

Most of these numbers are based on my own experience over four decades as both a public relations professional and a journalist. Nobody collects statistics on most of these matters, but I'm confident they're all in the right ball park. So, let's start with your efforts to get publicity.

**Time an editor will spend with your press release: five seconds.** That covers maybe two short sentences. If you've spent two days laboring over an artistic feature story building up to a stunning climax in the eighth paragraph, you're probably dead in the water. Get to the point quickly, with the main point of the release right at the top, in short, clear sentences.

**Stories a reporter is expected to write in a day: Three.** Newspapers have cut staff drastically. The journalists left are under tremendous pressure to generate stories. The reporter who calls about your story isn't looking for a leisurely feature or a scoop. He or she is looking for material that can turn into a story quickly and easily. It may seem like a nice gesture to invite him or her to attend your auction or visit your facilities, but there probably just isn't extra time to spare.

**Words you can expect to have quoted in a story: 100.** You can't say much in 100 words, so you want those to count. So, when you're being interviewed, say as little as possible beyond





your core message. The more you talk about less important things, the more likely you are to be quoted on some minor or even irrelevant point. The best way to prevent this is to say only what you want quoted! Say it twice if you like, but don't get drawn into a conversation where you're saying things that dilute your message.

Now let's turn to an entirely different area of public relations: crisis management.

When you conduct your business in the open, as Auctioneers do, things will go wrong now and then. A disgruntled buyer or seller may start telling people you did a lousy job on the auction. He might say you misrepresented the asset, failed to market it properly or rigged the sale. He posts stuff on his Twitter and Facebook accounts, and he may even call the local newspaper or TV station.

You're angry and indignant. You've been slandered. You sit down to write a rebuttal and defend your good name.

That's fine: Go ahead and write it. But, before you send it to anybody, let's consider the situation by the numbers.

People who or heard the slanderous story: way than you think. Let's say your critic posted something nasty about you on his Facebook page, and he has 800 "friends." Remember that only a fraction of those even had a chance to see the post, because Facebook now shows a post to as few as 6 percent of that person's "friends." So, maybe 50 even had a chance to see it.

And, let's remember that most of those 50 people probably weren't even looking when the post went up. Most of us have lives outside of Facebook and just check it a couple of times a day. By the time we log on, hundreds of posts have come and gone, and the slander is a needle in a haystack. Similar patterns apply to Twitter and, for that matter, articles that ran in the newspaper.

Now, just to keep the math easy, let's say 100 people saw the negative comments. So, what happens when you answer them? You may well end up calling the negative stuff to the attention of several times that number of people. And those won't be carefully considering the two sides of the issue. They just make a mental note that "there was some kind of flap" between you and your disgruntled seller. The damage is done, and you've only made it worse.

As communications strategies go, "setting the record straight" is almost always a sure loser. A much better approach is to starve

the negative story by saying nothing at all. Just let it go. Bite your tongue, put your fist through a wall, do whatever it takes to resist. Odds are the story will run its course more quickly, with less damage to your reputation. ❖



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# Suspended?

## Does an unpaid judgment mean a suspended license?

**Question:** I recently learned that an Auctioneer, one of my colleagues, has an outstanding judgment against him. I do not know the facts surrounding the judgment, but I am fairly certain it remains unpaid. Does this unpaid judgment disqualify my colleague from the Auctioneer profession? Can he continue conducting auctions while he has an unpaid judgment?

**Answer:** It depends on where the individual is licensed and the applicable state and local laws. While most states have enacted Auctioneer licensing laws, some states still have not adopted them. Each state, while there may be similarities, has its own laws. Some states' licensing laws are not as extensive as others. Whether an Auctioneer is permitted to continue conducting auctions will be a fact sensitive question in those states that regulate Auctioneers.

Florida, Indiana, and North Carolina, for example, are states that suspend an Auctioneer's license when the Auctioneer Recovery Fund makes payment to a judgment creditor. In Indiana, the Auctioneer Recovery Fund is set up to pay a third party who obtained a judgment (judgment creditor) against licensed Auctioneers that failed to meet their obligations as licensed Auctioneers. The Fund is intended to pay claims where the judgment creditor suffered an actual cash loss due to the actions of licensed Auctioneers. However, under Indiana law, the judgment creditor must exhaust their efforts to collect directly from the Auctioneer and then file a verified application with the Indiana Auctioneer Commission seeking an order for payment of the unsatisfied judgment from the Auctioneer Recovery Fund. An Auctioneer who had a claim paid by the Auctioneer Recovery Fund will have his or her license suspended until he or she repays the Auctioneer Recovery Fund with interest. The unpaid judgment does not cause the Commission to suspend an Auctioneer's license. Rather, the triggering event for an Auctioneer to have his or her license suspended is when the judgment creditor is paid from the Auctioneer Recovery Fund.

In Alabama, however, when a judgment is entered for a person or business injured by the gross negligence, incompetency, fraud, dishonesty or misconduct of a licensed Auctioneer while conducting auction business, then courts in Alabama have the authority to revoke the Auctioneer's license. In that instance, it is the court revoking the license and not a state licensing board or commission. The license will not be reissued to the Auctioneer unless "upon unanimous vote of all members of the board in favor of such reissuance and only then after the lapse of a period of 90 days from the date of such revocation." In certain circumstances, courts in Alabama have broad authority with respect to regulating Auctioneers. In other states, the courts and the state licensing authority may not have the authority to suspend an Auctioneer's license due to an unpaid judgment against the Auctioneer.

Auctioneers who are members of the National Auctioneer Association are subject to the NAA's Code of Ethics. Specifically, the NAA Code of Ethics provides, "During the period that a Member owes an unpaid and unsatisfied civil,



# Judgment

A determination of a court of law, a decision following a lawsuit, or a finding in

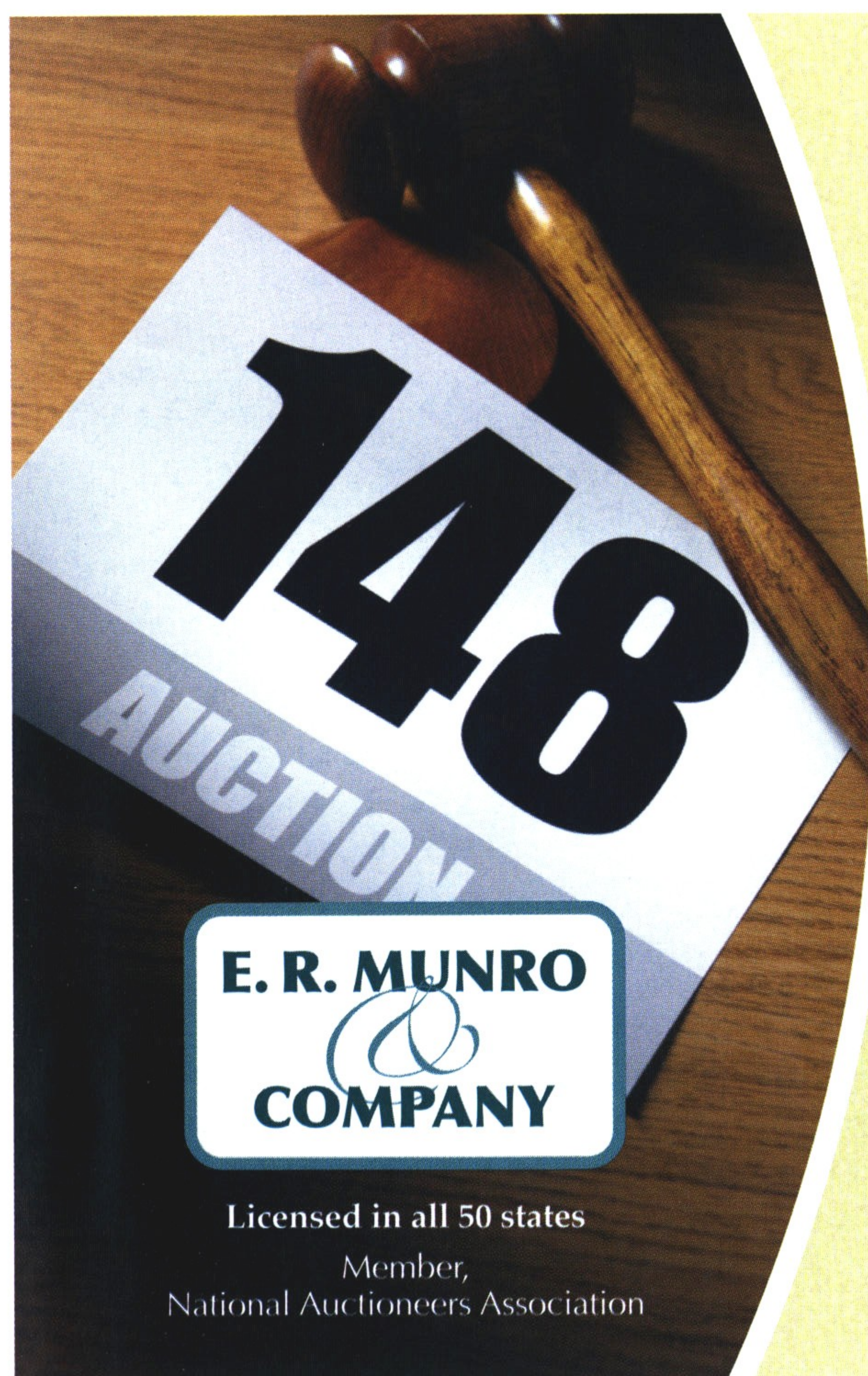
criminal or regulatory cost, damage, fine, judgment, penalty, sanction, or other amount which was awarded, entered, levied, or ordered against the Member by an agency, authority, board, bureau, commission, court, department, or other arm of government shall result in the Member being in violation of the Code of Ethics and subject to discipline determined by the Board of Directors.” (NAA Code of Ethics, Article 13). The NAA does not have any legal authority to suspend an Auctioneer’s license. The NAA can, however, revoke an Auctioneer’s membership or restrict their membership to the NAA.

Whether your colleague’s license will be suspended will depend upon where he or she is licensed and the applicable state and local laws. Auctioneers should avoid litigation, to the extent possible, and appeal or pay valid judgments entered against them. It will protect an Auctioneer’s image and avoid licensing issues. ❖

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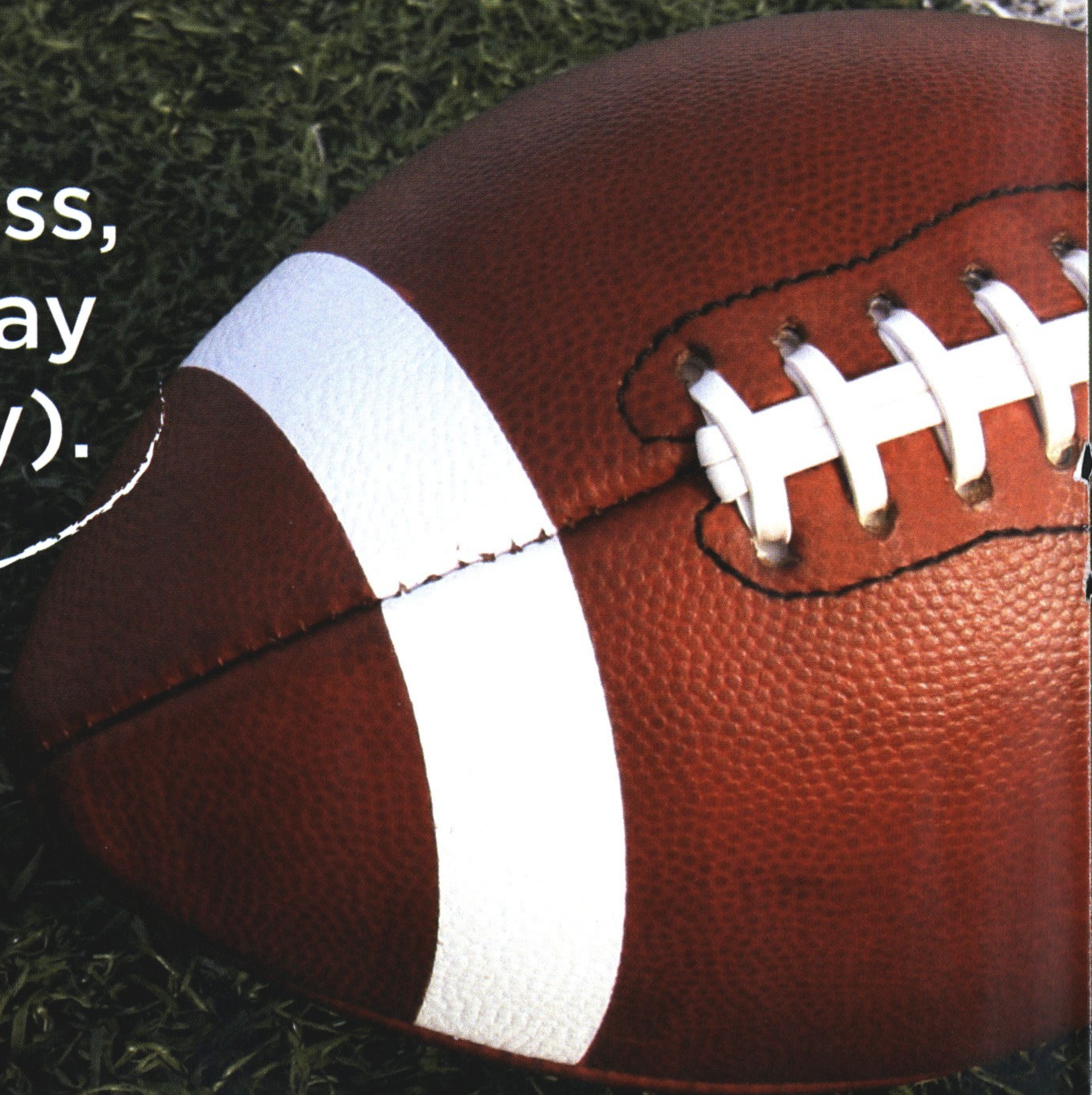
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# Execute

For sales success,  
focus on the play  
(not the victory).

By Jason Forrest





It seems counterintuitive that you could actually win more (in sports, life or business) by shifting focus away from the victory. But, former National Football League head coach Bill Walsh (named the second-greatest coach in NFL history by ESPN) provided one of the most powerful examples of doing exactly that.

Because of his sincere love and respect for the game of football, Walsh focused on training his team to play with precision and celebrated every well-executed play, whether or not that play resulted in a score or a win. It didn't matter to Walsh if the play was unsuccessful in its results as much as that it was successful in its execution. On the other hand, a "successful" play, executed sloppily, earned his correction. Coach Walsh's approach worked. In his 10 years with the San Francisco 49ers, Walsh led his team to nine major victories — six division titles and three Super Bowls.

The same principles apply to us as individuals and as business leaders. The problem is that the more we focus on winning, the more stressful and less productive the environment becomes. To overcome this mindset and create a better environment, we must focus on the "plays" (i.e. behaviors and beliefs).

**Problem:** Too often, we focus the things we can't control (such as circumstances, the economy, the competition, etc.) and use them as an excuse or justification for the goals or standards we aren't meeting.

**Solution:** If we shift our focus, and think and talk more about what we can control (processes, people, culture, etc.) we will empower our people, improve morale and increase earnings. It's a win/win.

**Problem:** By extension, when we hold our team members and ourselves accountable to factors beyond their control, we create an environment where people are ashamed when they fall short. This makes them defensive about their shortcomings rather than inspiring them to improve.

**Solution:** On the other hand, holding our teams and ourselves accountable by using measurements of success that focus on the factors we can control is an effective way to inspire people and give them ownership.

**Problem:** It's easy to get stressed about not meeting short-term goals. This pressure leads to unhappy employees and ultimately, a decrease in sales and general productivity.

**Solution:** The companies with the happiest and most productive employees focus on long-term goals and building a positive environment (culture).

**Problem:** Companies that focus on the win tend to forget about all the behaviors and beliefs that actually lead to the win. For example, they look at and talk about weekly sales numbers without looking at what salespeople are (or aren't) doing to reach those numbers.

**Solution:** Successful organizations are more likely to focus on identifying winning plays/behaviors.

**Problem:** Sometimes, we know the behaviors that will lead to success, but we lack discipline in executing/perfecting them.

**Solution:** Shifting focus away from the win and towards building the right instincts builds solid teams who know what to do in each situation. Bill Walsh liked to practice so hard that the plays became instinctual. In the sales department, a "play" might be closing someone on the value of the product or convincing them that the proposed solution is the best available option. These "plays" may or may not lead to someone signing on the dotted line, but celebrates the successful execution.



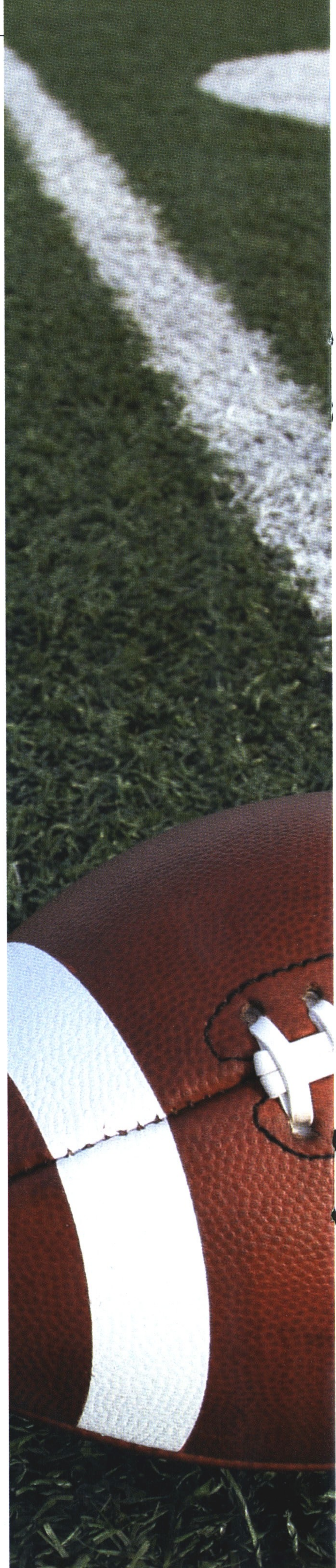
# What are the key takeaways from Walsh's example?

- ▶ Focusing less on the win isn't about lowering the standard. It's about creating an environment around the disciplined execution of winning plays (the process).
- ▶ Spending all your focus on the desired end result will cause an environment where team members will be afraid to admit when the intended results don't happen or when they make a mistake. The more you focus on results, the more people panic.
- ▶ Where shame/panic exist, confidence does not.
- ▶ Without confidence, salespeople won't sell, and employees will not feel the freedom to fail or to share new ideas.
- ▶ Highly-disciplined execution of plays doesn't just happen. It requires you to practice and/or invest in yourself and your team members.

If you take this approach, you'll not only "win" and garner success, but you will do it with integrity. Your team members will feel respected and valued. Just like the most cohesive NFL teams, your company will be where the best players want to go and where seasoned leaders never want to leave. Focus on the plays rather than the wins, and you'll build a culture and organization that encourage commitment. ❖



**Jason Forrest** is a sales trainer; management coach and member of the National Speakers Association's Million Dollar Speakers Group and Entrepreneur's Organization. He is also an award-winning author of six books, including *Leadership Sales Coaching*. One of *Training* magazine's Top Young Trainers of 2012, Jason is an expert at creating high-performance sales cultures through complete training programs and has won Stevie Awards for Sales Training Leader (2013) and for Sales Coaching Training Program of the Year (2014). You can learn more at [www.forrestpg.com](http://www.forrestpg.com).





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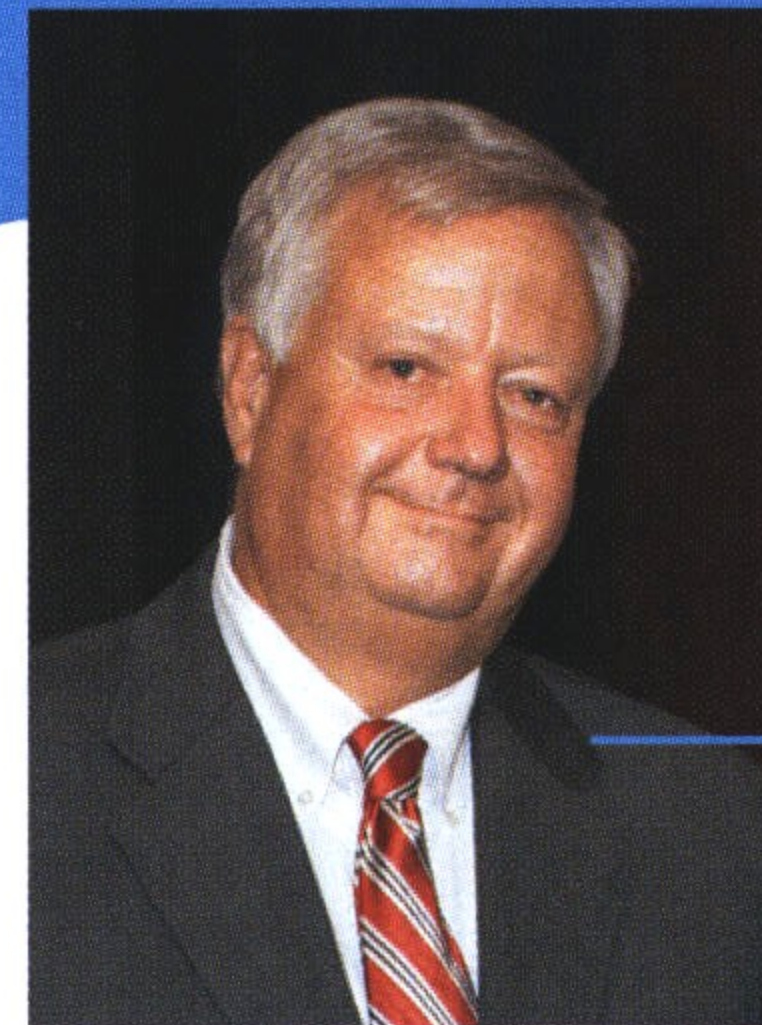


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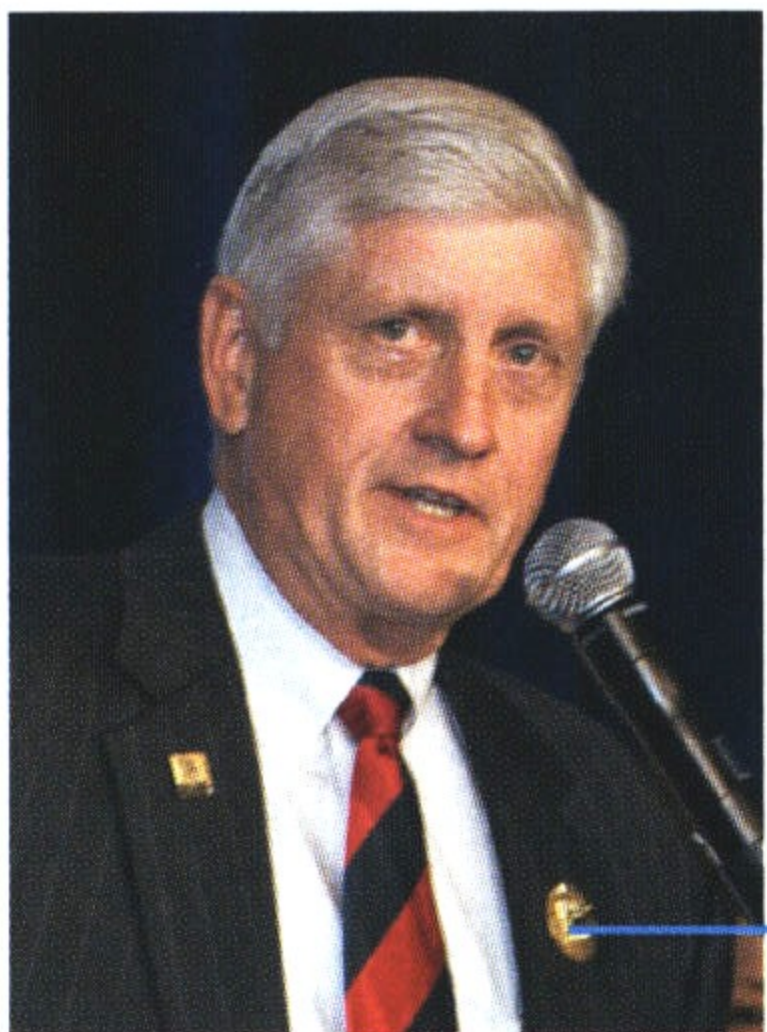
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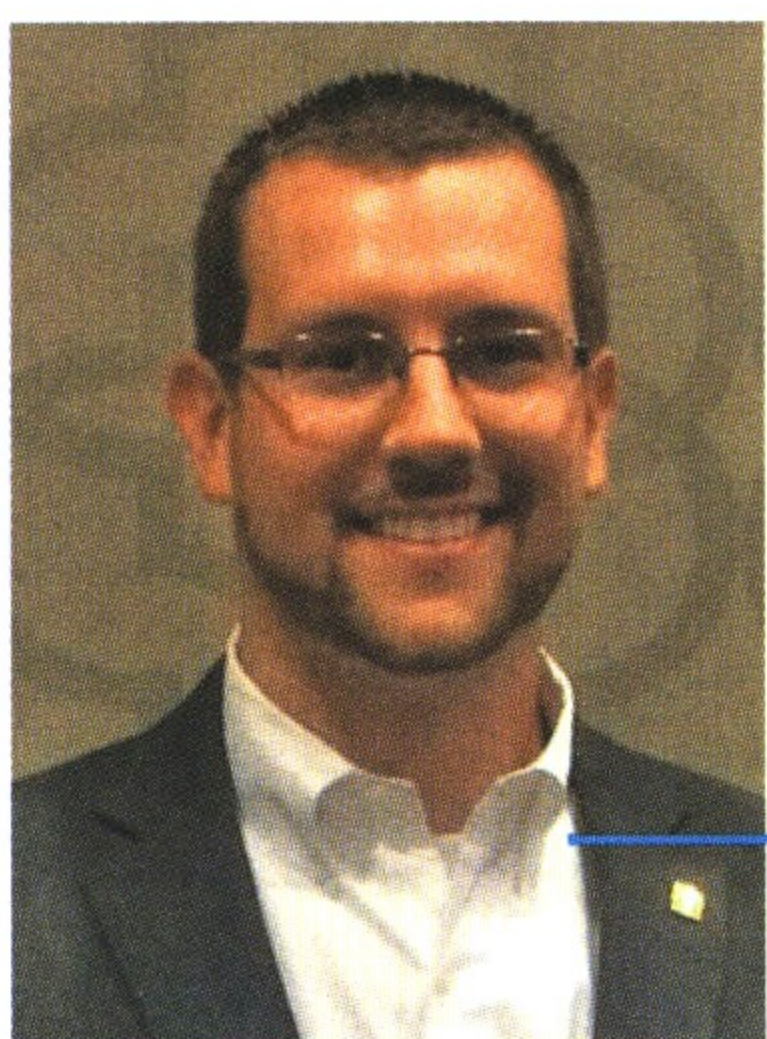


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# FROM Drip TO Deluge

Don't give up too fast on content marketing.  
It takes time, energy and content to work.

By Curtis Kitchen, editor



## More than ever, content is king.

It drives a never hungrier Internet. It shape-shifts from e-books and blogs to videos, newspaper articles and Internet memes. All of it combines to stuff our faces with brands, messages, agendas and even, on occasion, knowledge. It gets heavy at times, and consumers have pushed back by becoming guarded, skeptical and better informed – often quick to dismiss anything that seems pushy.

That leads to a simple question: How does one best reach and engage a savvy consumer on their turf and on their terms? The answer is that even if consumers have become extremely niched, their appetites for information have never been bigger or more efficient. They consume more info and do it faster than before, and that's a good thing. It leaves room for your message to be on the menu, and the Internet gives you more opportunity than ever to present why your meal is the best choice.

What a glorious table setting for content marketing.

“Content marketing has always been a part of the marketing mix in some fashion, just under different names such as branded content, brand storytelling and so on,” says Kevin Briody, Senior Vice President, Content Marketing, for Pace. (Based in Greensboro, North Carolina, Pace was named 2013 Content Agency of the Year at the second annual Content Marketing Awards.) “However it really took off over the last few years due to how consumers are finding and sharing all that content – in other words, due to the rise of organic search (Google, Bing, etc.) and social media (Facebook, Twitter, Instagram, YouTube, etc.) and their increasing convergence.

“In an incredibly noisy marketing landscape, particularly online, having a powerful, relevant and engaging story to tell has become absolutely critical for brands looking to connect with their customers and prospects. Great storytelling content, and how it fuels organic search and social media, is the root of content marketing as a viable marketing strategy.”

James Meyers is the CEO of Imagination Publishing, which was a finalist for 2013 Content Agency of the Year. He believes the online culture has been a catalyst for content marketing's boom.

“Unquestionably, the Internet has catapulted the growth of content marketing,” Meyers says. “The combination of needing frequent, valuable content to: improve SEO results; to encourage repeat customer visits; to engage customers; and to feed social networking streams have all become a critical necessity for marketers of all organizations. As a result, agencies of all types – traditional ad agencies, public relations firms and content publishers – have all moved to fill this need. In doing so, they have further elevated the frenzy around content marketing.”



For a marketer who has never attempted a content marketing program, the entire philosophy and process can seem overwhelming and not worth the amount of time, energy and resources it takes to get a program moving. After all, how does one go about affecting the Internet?

But, think of a dry sponge placed under a faucet that has a single drip coming from it. The drip falls, and the sponge absorbs it in quick fashion. You know the water went in; it went somewhere, even if there's not really any good evidence of such after a brief moment. So, you spend your time and effort keeping the sponge perfectly still while waiting on the faucet to produce another drip, which it does. That drip also hits the sponge in the same spot and seems to disappear. However, this time you can feel where the drip hit. Soon, another drip and then another.

Pretty soon the water's effect is easily noticeable as it continues to hit the sponge in the same spot and then spread out as more of the sponge begins to absorb the moisture. After a while, the sponge is soaked – all from a steady stream of individual drips.

As consumers continue to improve their search capabilities, it will become even more vital for marketers to find ways to stand out among competitors.

Now, what if that sponge is your desired consumer group? What if that single drip is your first attempt at content marketing via a new blog entry, a YouTube video tutorial or Pinterest post? Nobody really noticed those first few efforts, probably. However, after some patience, sticking to a targeted approach, and having the resolve to hold your program in

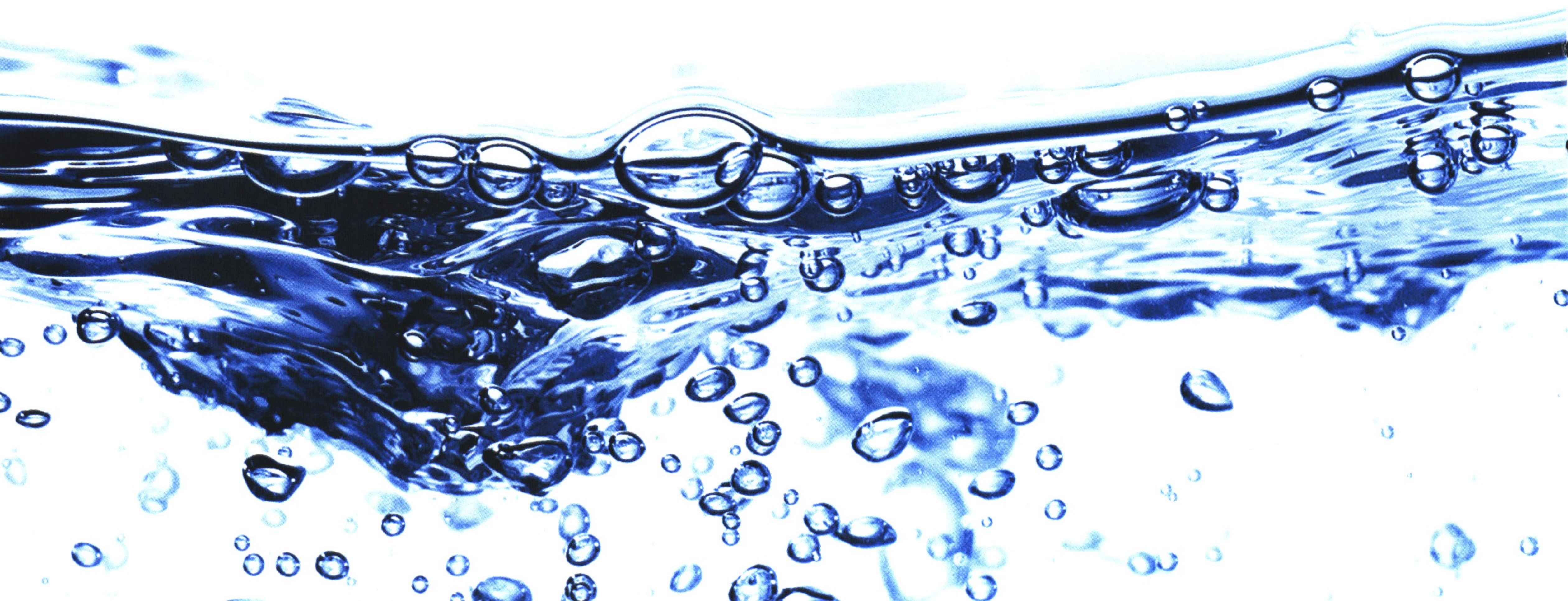
place, your message, which smartly has centered on and drummed home the fact that you are the expert of your industry, has saturated your target.

The most critical aspect to any content marketing initiative is, not surprisingly, to make sure you have content.

“A successful content marketing program is a complex undertaking and, depending upon scale, may require full-time resources,” Myers says. “Many organizations have made

the mistake of creating a new website or social site, launching it with content and then seen dismal results as they fail to feed constant additional content in a variety of formats to their customers.

“We believe that there are three essential pillars to any successful content marketing program: strategy, content creation and distribution marketing. Without addressing and continuously focusing on all three of these area, most content marketing programs will ultimately fail.”





Briody believes in sharpening your content to the point that it can't help but hit and impact the desired target; and making sure you can tell just how good the shot was.

"First, define a distinctive brand voice and point of view – why should somebody listen to you instead of all the others out there making noise?" Briody says. "Why should they pay attention in the first place, and keep coming back for more?"

"Second, have a goal in mind, one you can measure – so many content marketing programs fail because they set out to "share lots of content" without any clear understanding of how all that content and all that sharing should lead back to measurable business results.

"Third, having a distribution strategy is as important as crafting great content; "Build it and they will come" is something that should only live in movies – it has no place in your content marketing efforts. Just because you launch the World's Most Amazing Content Hub (or Blog), doesn't mean anyone is going to find it.

"Lay out your SEO (Organic Search) strategy, then evaluate all the other customer touch points where your amazing content might add value – can it fuel your email marketing, make your social media more effective, add some personality to your events, or some context to your advertising? Where and how can your content be used, so that it has the most chance of being seen, consumed and drive real results?"

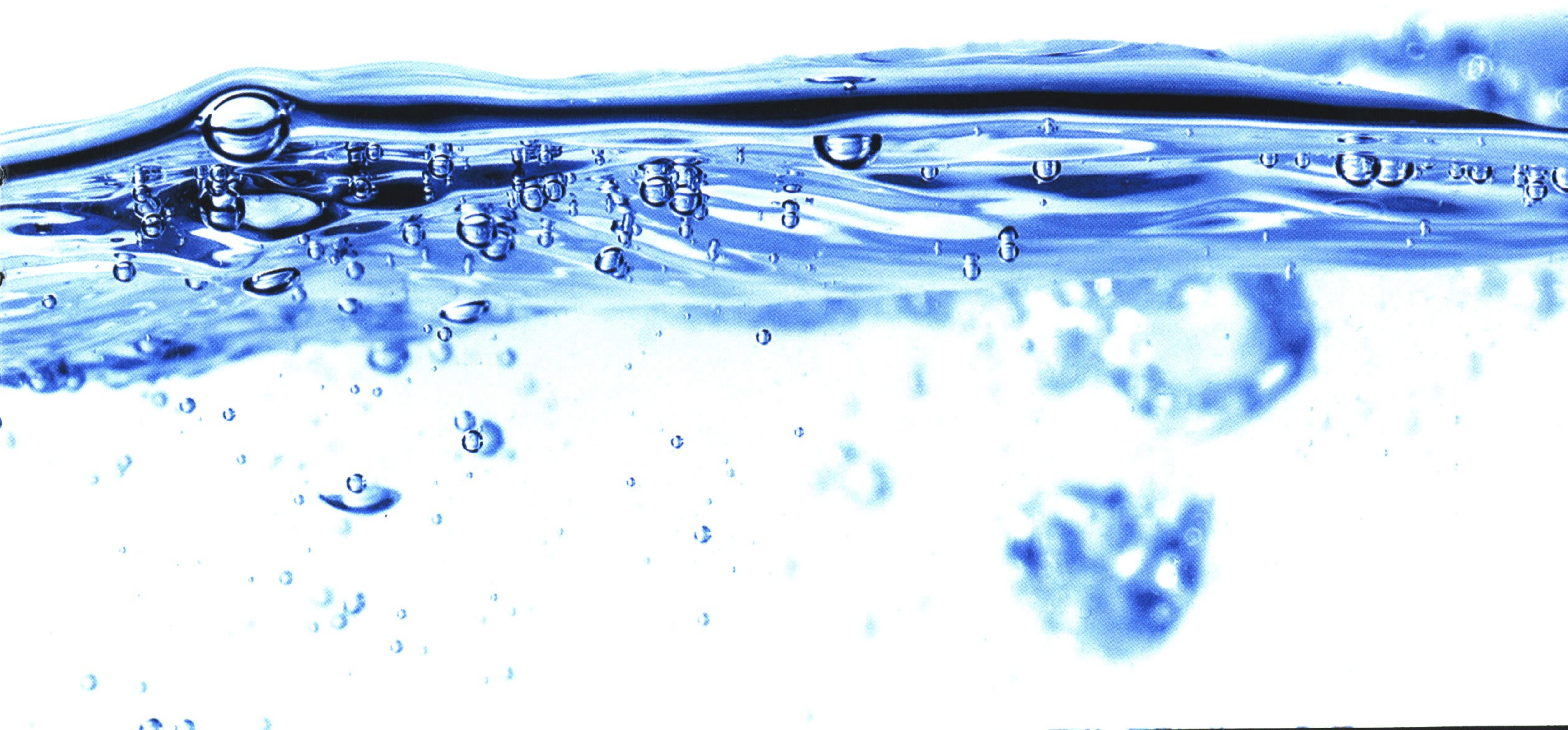
As consumers continue to improve their search capabilities, it will become even more vital for marketers to find ways to stand out among competitors. Developing a content marketing plan now, even if you haven't previously, will go a long ways toward helping accomplish that goal.

"We conducted very successful content programs that have been proven drivers of audience expansion, increased sales leads or conversions, shorter decision cycles, customer engagement and improved loyalty," Meyers says. "Unlike traditional advertising campaigns where results drop off when the spending stops, content marketing is a long-term program that continues to build over time and has a long residual value tail."

Briody also believes in content marketing's staying power.

"I don't think there really is a ceiling to great content marketing," Briody says. "If you look at trends the major, iconic brands are following, everyone from Nike to Coke and beyond are making amazing content the centerpiece of their entire digital brand experience.

"It increasingly dominates their traditional advertising and is displacing offer-based promotions in everything from email to social to digital paid media. Great content is rapidly become a de facto requirement for great marketing – so the sky's the limit." ♦





# Auction Psych, part 1

## Three factors play key roles in a lot's auction estimate.

By Tim Luke, MPPA



**A**uction estimates are defined as a lot's low- and high-dollar figure, but upon closer inspection, these figures communicate more than that to potential bidders.

Auction estimates tend to be conservative in nature and usually are a realistic reflection of what an asset is typically estimated for at auction. Auction estimates are also misunderstood and misused. One of the biggest misconceptions is that an auction estimate also serves as a full appraisal of the asset. An asset is only worth what someone is willing to pay, and it becomes a tool for the Auctioneer. So then, what is an estimate's function? The estimate conveys three major characteristics every Auctioneer should consider when putting together a sale: expectation, expertise and exposure.

### Expectation

The most basic function of the auction estimate is to represent the Auctioneer's expectation of the asset based on research or experience of selling similar assets. This expectation is communicated to the potential bidder group, which is comprised of experienced collectors, dealers and the general auction crowd. Bidders make decisions about their level of participation based on the expectation of the asset reflected in the auction estimate.

The expectation, which, again, is typically conservative in nature, is realistic enough to attract potential bidders and not so outrageous to discourage attention. The fine line of auction

estimates dictates figures should neither be too high or low. Most importantly, an estimate must work to satisfy the seller's expectations.

### Expertise

Auction estimates reflect the level of familiarity and experience the Auctioneer or auction house maintains in selling an asset. Most Auctioneers seek out assistance or consultation on estimating an unfamiliar lot. It quickly becomes apparent to the experienced auction goer when Auctioneers do not have expertise regarding an asset when the estimate is far removed from reality.

Regardless of an auction professional's amount of advertising or years in the business, the auction estimate reflects positively or negatively on your auction business. Seek out assistance or consultation from fellow Auctioneers on unfamiliar items. Use the auction estimate as a way of communicating your expertise to potential bidders.

### Exposure

The media gravitates to quirky items or expensive prices achieved at auction. In the post auction analysis, the auction estimate is reported as a comparison to the final selling price. This is most prevalent in memorabilia or very high-end painting auctions. For example, we see an auction estimate of \$3 million to \$5 million. Then, we see a selling price of \$20 million! Was the estimate incorrect or did it attract multiple bidders driving the final selling price? Often, it is hard to pinpoint a single reason for such a result, but reasonable auction estimates often translate into

*Ed. note: This is the first piece to the four-part "Auction Psych" series, which will appear now through the Dec./Jan. issue of Auctioneer. The series will explore several subtle but crucial aspects to psychology's role in an auction setting. -ck*



# 3 E's

## Expectation Expertise Exposure

competitive bidding. Competitive bidding, in some cases as we know, can turn into record auction prices picked up by media outlets.

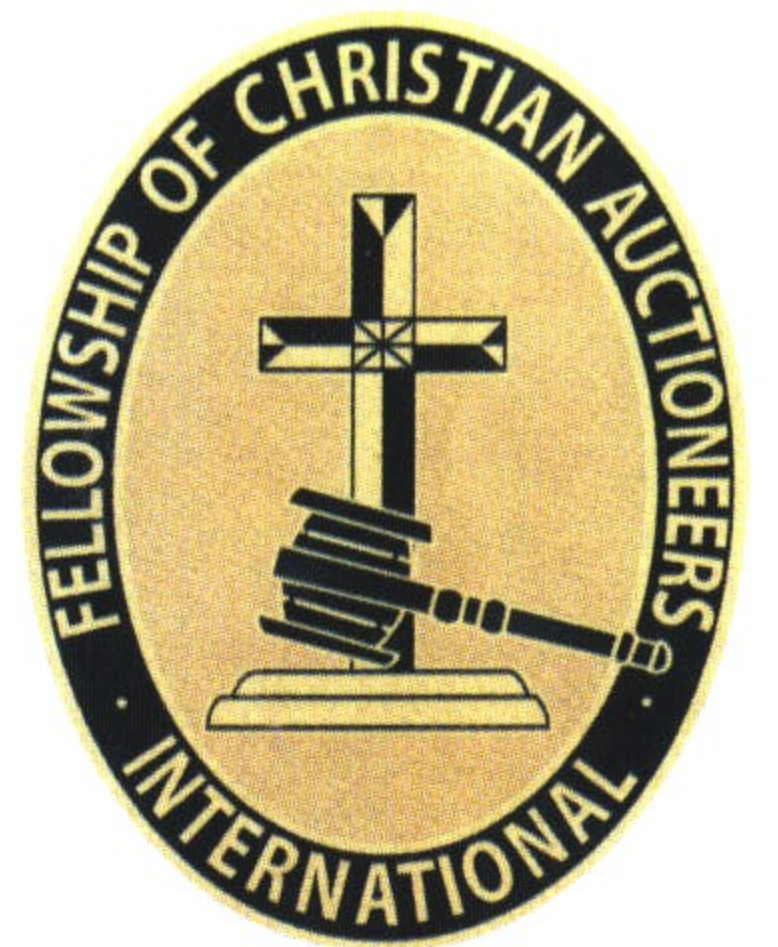
Estimates published in catalogs or online prior to an auction generate a “buzz” leading up to the sale. Word-of-mouth about the auction and the items offered spread to interested parties. Consideration of the fluid auction market, coupled with lead times for catalog and auction advertising, influence the level of the auction estimate. Therefore, auction estimates must be well thought-out in order to be effective. If estimates are reasonable, realistic and relevant, the exposure in catalogs or on the Internet will attract and persuade active bidders.

Do not carelessly underestimate the power of the auction estimate. It plays a vital role in your auction plan for your client and future business. The three E's — expectation, expertise and exposure — are helpful tools when negotiating with a client or talking with prospective auction bidders.

Make the auction estimate work for you in creating an even more successful auction plan for your business. ❖

### Fellowship of Christian Auctioneers International

One of the most frequently asked questions relating to the topic of Christian Fellowship is, “Why should I participate in a Christian Fellowship, anyway? After all, it makes no difference...I can still go to church, watch television evangelists, etc. and without feeling committed.”



“Without feeling committed”...is the first reason to participate in the Fellowship of Christian Auctioneers International. Working through the FCAI is a step of commitment in which dedicated Christians express through both work and deed that Jesus Christ is Lord and Master in their lives.

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Alvin Kaddatz @ 254-582-3000 or [akaddatz@yahoo.com](mailto:akaddatz@yahoo.com)

May God Bless You & Keep You



A “Pass it Forward!” bid card is raised during the National Auctioneers Foundation’s pledge drive at Conference and Show in Louisville.

# “Pass It Forward!” scores big

## The campaign drive doubled Foundation pledges at Conference and Show.

By NAA Staff

**P**ass it Forward. This phrase resonated during the Opening Session of the 65th International Auctioneers Conference and Show as benefit Auctioneers Kathy Kingston, CAI, BAS, and Scott Robertson, CAI, BAS, moved the crowd to give to the National Auctioneers Foundation.

Kingston and Kurt Johnson, CAI, BAS, talked after the conference in Indianapolis about the Foundation’s appeal and thought it could use the “touch of a benefit Auctioneer.” They approached Sandy Alderfer, CAI, MPPA, then president of the Foundation’s Board of Trustees who eagerly tasked them with providing the Foundation a better vision of raising funds.

“Professional benefit Auctioneers know how to work unique situations and how to best raise money with special appeals,” Johnson said. “It was exciting to see the NAA and Foundation leadership embrace our work that allowed such stunning results.

Johnson was unable to attend the conference this year, so Kingston enlisted the assistance of Robertson. They also recruited Mike Jones, CAI, BAS, GPPA, Charlotte Pyle and Sarah Rose, CAI, as “impact speakers.”

Kingston noted that the Opening Session provided her, Johnson and Robertson some unique challenges. Rarely have they conducted an appeal where seating is inset like



a theater; normally benefit auctions occur around a meal, typically dinner. In addition, the Opening Session is an event that is designed for a different purpose than fundraising.

“It is an opening event for a conference,” Kingston said. “As a result, it is much more business-oriented than most benefit auctions.”

However, the three benefit Auctioneers agreed on one thing: the appeal had to be done correctly!

“We are benefit Auctioneers,” Kingston said. “This is what we do for a living. We had to show NAA members that even in this setting, we could be successful.”

Kingston and Robertson strategically designed all of the details in the appeal from scripting stories, timing and slides that were shown behind the speakers, to the music that played as bid assistants picked up pledge forms.

They even made sure bid assistants understood the Foundation’s mission and their plan of action. They recruited a cross-section of fellow NAA members as bid assistants as well as their own colleagues from the benefit auction ranks.

A leadership gift level was identified (\$1,200 or \$100 per month), and the Foundation’s Executive, Hannes Combest, was sent to raise those funds. When the appeal was made, 14 leadership gifts had been secured.

When all was said and done and the pledge forms collected, almost \$62,000 had been pledged – more than double what the previous year had recorded.

Robertson said he was pleased with the result.

“We approached this fundraising opportunity like we do all fundraising auctions,” Robertson said. “Identify the reason the money is needed, show the solutions that the money will provide, and orchestrate an approach that will appeal to the audience. Hats off to the generous donors.”

Alderfer agreed.

“I think we owe a big debt to the three Auctioneers who helped us out,” he said. “This is a classic case of Auctioneers Helping Auctioneers – AHA!” ❖

# From the Foundation

*A special thank you to the following individuals who served as speakers and bid assistants during the Opening Session:*

## Speakers

Mike Jones, CAI, BAS, GPPA  
Kathy Kingston, CAI, BAS  
Charlotte Pyle  
Scott Robertson, CAI, BAS  
Sara Rose, CAI

Susan Johnson, BAS, CES  
Michelle Massart, CAI, BAS  
Murray McCandless, BAS, CES  
Forres Meadow, CAI, ATS, BAS  
Bill Menish, CAI, AARE, BAS  
Scott Mihalic, CAI  
Carol Miller  
Kathy Packer  
Yve Rojas  
Beth Rose, CAI  
Don Shearer, CAI, BAS, CES, GPPA  
Cindy Stroud, CAI BAS  
Rick Stroud, CAI, BAS  
Joff Van Reenan, CAI, AARE

## Fundraising Auction Bid Assistants

Denis Barrett  
Camille Booker, CAI, CES  
Brian Damewood  
Bobby D Ehlert, BAS  
Scott Gillespie  
Marty Higgenbotham, CAI, CES  
Chad Johnson, CAI, BAS

*And a special thank you to all of the donors who submitted a pledge to the Foundation:*

## \$1400

R. Craig Damewood

## \$1200

Sandy Alderfer  
Spanky Assiter  
Paul C. Behr  
Jeff Cates  
Hannes Combest  
John Dixon  
J.J. Dower  
Rob Doyle  
Michael Fortna  
John (Mickey) Fowler  
Richard (T.J.) Freije  
Marvin Henderson  
David Huisman  
Janine Huisman  
Kurt and Connie Johhson  
Mike Jones  
Kathy Kingston  
Tim Luke  
Joseph Mast  
Belinda McCullough  
Lonn McCurdy  
Darron Meares  
Scott Mihalic  
Jack Nitz  
Jay Nitz  
Courtney Nitz Mensik  
Bracky Rogers  
Tommy Rowell  
Randy Ruhter  
Shannon Schur  
Bill Sheridan  
Larry Theurer  
Tommy Williams

## \$600

Merle Booker  
Devin Ford  
Jeff Martin  
Sid and Scott Miedema  
Auctioneering  
Jeff Morris  
Scott Musser  
Bob Penfield  
Charlotte Pyle

T. Joe Tarpley  
Sam Tays  
Brent Wears  
Penny Worley

## \$25-\$300

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David Warren  
Brian P. Damewood  
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C.D. (Butch) Booker  
Camille Booker  
Jimmie Dean Coffey  
Karin Costa  
Daniel Culps  
Bill Dollinger  
William C. Dunn  
C.P. (Terry) Dunning  
Bobby Ehlert  
George, Jr. (Lindy) Elson  
Mike, Cindy, Justin Fisher  
Kristine Fladeboe-Du-  
ininck  
Rhessa and Wendell  
Hanson  
David Hart  
Jeff Harvey  
John (Jack) Hines  
Susan Hinson  
Bill Howze  
Andrew Imholte

Brennin Jack  
Dennis Jackson  
Angela Johnson  
Cracker (Chad) Johnson  
Susan Johnson  
Tim Keller  
Christie King  
H. John Kramer  
Ruth Lind  
Bob Manning  
Ken (Whitey) Mason  
Bob Massart  
Damien Massart  
Tim Mast  
Jerick Miller  
Harold Musser  
Maxine O'Brien  
Justin Ochs  
Chris Pracht  
Pat Ranft  
Rich Ranft  
John Roebuck  
Frank Roering  
Dustin Rogers  
Gary Ryther  
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Tom Saturley  
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Dean Smith  
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Rick Stroud  
Kevin Teets  
Christopher Vaughan  
Christine Warrington  
Dave Webb  
Garlan Neil Webster  
Rob Weiman  
Andy White  
Charles Whitley  
Lynne Zink  
Robert E. Hendrix, Jr.  
David Rose  
Boyd Temple  
Mark Younger  
Tammy Miller  
Tiffany Earnest



# Estate auction pre-sale estimates no match for final prices

A lot consisting of Asian robes and dresses held a pre-auction estimate of \$25-\$50, but that didn't slow the final sold price from soaring to \$1,755 as the pieces

went as part of the Copake Auction, Inc., 754-lot unreserved estate auction that featured 18th and 19th-century furniture, artwork, folk art, period accessories,

china, glass, stoneware, primitives and more. The auction was held Saturday, July 26.

The company set a new personal record of 150 lots per hour sold in front of 971 in-house, online and phone buyers.

Not to be outdone, a 10-inch art glass shade, with a slight chip on the top rim, brought \$3802.50 as it stormed past its pre-sale estimate of \$50-\$75.

Also in the sale, a reverse print on glass, "A shipwrecked sailor boy telling his story at a cottage door," hammered down for \$2,925, well past the pre-estimate of \$250-\$450. ♦



\$1,755

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# Titanic chessboard earns \$16,385

**LYNBROOK, N.Y.** – A chessboard made from actual wood retrieved from the wreckage of the legendary ocean liner RMS Titanic sold for \$16,385 at an auction held July 23rd by Philip Weiss Auctions, in the firm's gallery located at 74 Merrick Road in Lynbrook. The chessboard was the top earner in an auction that saw around 700 lots change hands and grossed \$200,000.

The chessboard was crafted by William Parker, a carpenter aboard the *Minia*, one of the ships that was sent out to recover bodies from the doomed Titanic, which went down after striking an iceberg in April 1912. Parker retrieved wooden debris as well as victims, and he used the wood to fashion several pieces, including the 18 inch by 18 inch mahogany, oak and pine chessboard.

For years, the chessboard was displayed at the Manitoba Museum of the Titanic in Canada. It came with a provenance report dated 2001 and prepared by Steven Smith, historian curator of Titanic Concepts, Inc. Along with ocean liner memorabilia, the auction also featured historical items, militaria, vintage posters, rare books, rock 'n' roll and aviation collectibles and more.

About 60 people attended the auction live, while 700 or so others registered to bid online, via Proxibid.com and Invaluable.com. Many phone and absentee bids were also recorded. Following are additional highlights from the auction. All prices include a 13 percent buyer's premium.

The second top lot was a block of 15 unused tickets to the Beatles' last concert performance in the United States, at Candlestick Park in San Francisco in 1966. The consignor was someone who dated a relative of Tom Donahue, the

show's producer. He gave the tickets away, as the show did not sell out. Donahue's business card was included in the lot, which sold for \$12,000.

A portfolio by Walter Schnackenberg titled *Ballett und Pantomime*, designed by Schnackenberg, published by Georg Muller Verlag and printed in Munich, Germany, with 15 of the volume's 22 plates depicting ballet figures and costumes, one of 850, brought \$3,450; and a first-edition copy of Ernest Hemingway's *The Old Man and the Sea*, author signed and inscribed, realized \$3,220.

A Civil War grouping pertaining to Company E, 15th Regiment, the New Jersey Volunteers, sold for \$2,825. The archive, originally gathered by Union Capt. John H. Vandever, included an 8 inch by 9 inch photo of the unit in the field at rest, with each member identified below the image, and Vandever's Tiffany

sword and scabbard. Vandever died from battle wounds in Sept. 1864.

Other auction highlights included an original photo of the Duke and Duchess of Windsor shown in Nassau, the Bahamas, signed by both and measuring 10 ½ inches by 13 ½ inches, taken by Turgeon Studio (\$2,035); and a scarce travel poster promoting New York City by Ragan, Leslie, 41 inches by 27 inches, with some fraying along the edges but with fresh, white paper (\$3,050). ♦



\$16,385



\$2,825



# 228-Acre farm auctions for \$1,075,000

**WOODSTOWN, N.J.** — Warner Real Estate & Auction Company, recently completed the successful non-distressed auction of a 228 +/- acre farm with a 4-bedroom farmhouse, 2 pole barns and irrigation pond in Quinton and Lower Alloway Creek Townships.

The auction, by order of the co-executors of the Estate of Albert M. Bell, took place Friday, April 25. The farm included three tracts, the largest tract being 135 +/- preserved acres and the three tracts were offered separately and in their entirety. The prices – realized by selling the three parcels separately by bidder's choice – were \$900,000 and \$1,000,000 plus the buyer's premium for the farm in its entirety.

A highly visible marketing campaign produced more than 40 inquiries, 18 property tours and 9 registered bidders.

"We had very good interest in this farm from the day we began promoting, all the way through sale day," said Warner Real Estate & Auction President and Founder, Richard Warner. "Our clients, the co-executors of the estate, were very pleased with the outcome.

"The farm was becoming too costly to maintain and a date-certain auction event allowed them to sell the property for the estate in eight weeks and move on with their lives." ❖



# Moran's event sees 1,300 buyers

**PASADENA, Calif.** – John Moran Auctioneers' July 22 Antiques and Fine Arts Auction, featuring a carefully curated group of 176 lots in the catalogued session and 175 in the uncatalogued Discovery Sale, the majority of which were gathered from a few important estates and private collections, attracted

a large crowd of eager bidders despite the heat and humidity of a typical Southern California summer.

While more than 150 bidders battled the weather to attend the sale in person at the Pasadena Convention Center, a record number of 1,129 bidders chose

to bid from the (presumably air-conditioned) comfort of their own homes via the AuctionZip, Invaluable, and LiveAuctioneers online auction platforms.

The auction was notable in part for the prices achieved for 19th and early 20th-century European paintings, a category



comprising a substantial portion of the catalogue and one in which Moran's continues to expand its successes.

One of the most notable of these was a monumental composition by French artist Anatole Vély (1838 – 1882 French) titled “Le Reveil du Coeur” (The Awakening of the Heart). At an impressive 97” high by 57.5” wide, and estimated to bring \$10,000 - \$20,000, the haunting work brought \$22,800. A small oil-on-canvas by French painter Fernand Pelez (1843 – 1913), a study for his larger “Petit Misere ou Mendiant au Chapeau” which realized \$80,120 at Sotheby's Paris, was offered with an estimate of \$6000 - \$8000 and brought a respectable \$7800. Featured on the cover of Moran's auction catalog, an early 20th century French School oil on canvas depicting St. Mark's Square in Venice exceeded its pre-auction estimate of \$600 - \$800, finding a buyer for \$1560. A romantic oil-on-canvas depicting a fisherman in a coastal scene by Italian artist Guido Odierna (1913 – 1999), known for his seascapes and seaside vignettes, realized \$1066.75 (estimate: \$400 - \$600).

Predominant in the sale, however, was the array of Continental furnishings, glistening with gilt finishes and richly colored marbles. An impressive pair of Napoleon III ormolu-mounted gray marble urns by Maison Millet were won by a telephone bidder who was compelled to battle a large group of spirited online bidders. Estimated to bring \$3000 - \$5000, the urns topped out at \$14,400. A finely crafted gilt bronze-mounted Louis XV style bureau plat exceeded expectations when it sold for a hefty \$13,200 (estimate: \$3000 - \$5000).

Additional highlights included:

- A carved Longquan celadon vase, possibly dating to the Ming Dynasty and estimated to find a buyer for between \$1000 and \$1500, sold for \$3382.50
- An exquisitely modeled marble sculpture of a boy with a dog by American artist Samuel James Kitson (1848 – 1906), executed during his sojourn in Rome, brought \$12,000 (estimate: \$7000 – 10,000)

“Early Morning,” an oil on board composition depicting cows watering by a lake by Brooklyn, New York, landscape painter J. Carleton Wiggins incited competition between online and telephone buyers, the final selling price coming to \$4392.50 (estimate: \$2000 - \$3000). ❖

# Support the kids of St. Jude by participating in *Auction for Hope.*

Seven-year-old Slade is something of an expert on reptiles. Boas, pythons, rattlesnakes and lizards: this junior zoologist can almost identify them all. And if he doesn't know a reptile's official name, he'll give it a creative and catchy nickname just for fun.

In November 2012, Slade developed an earache and a fever. The doctor who examined Slade realized he was seriously ill and arranged for Slade to travel by ambulance to St. Jude Children's Research Hospital®. There, Slade was found to suffer from acute lymphoblastic leukemia, a cancer of the blood.

“I always knew about St. Jude, but never thought I would have a need for it,” says Slade's mom. Treatments invented at St. Jude have revolutionized leukemia therapy worldwide and increased the survival rate from 4% when St. Jude opened in 1962 to 94% today. And families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.


Slade has another year of chemotherapy to go, but his cancer is already in remission. “I am so proud of the way he has handled himself through all of this,” says Slade's mom. “I will always be indebted to St. Jude. They are saving my child's life.”



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## August 2014 Graduates of the Southeastern School of Auctioneering

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August 2014  
graduating class  
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North Carolina and  
Georgia.





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# Indiana Auctioneer loved antiques, traveling

James Wesley “Wes” Watts, 53, of Knightstown passed away Saturday, Aug.16, 2014, at Hancock Regional Hospital. He was born Aug. 25, 1960, in New Castle the son of Jack and Louise (Chapman) Watts.

Watts, CAI, ATS, conducted online auctions for Pefley Farm Equipment in Lagro, Indiana. He was a real estate broker and formerly owned the

Paddock in Knightstown. Wes was a member of the Knightstown United Methodist Church, National Auctioneers Association and Indiana Auctioneers Association. He raised registered Black Angus cattle, loved auctions, farming, antiques and traveling.

He is survived by his wife of 32 years: Tammy (Harris) Watts; a daughter: Jennifer (Evan) Meltzer of Greenfield; a

granddaughter: Ava; his mother: Louise Watts of Knightstown; father-in-law: Ivan Harris of Knightstown; several aunts, uncles and cousins.

He was preceded in death by his father: Jack Watts; sister: Susie Watts; paternal grandmother: Martha Fort; maternal grandparents: Wolford and Effie Chapman; mother-in-law: Faye (John) Lewis. ❖

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# Auctioneer was part of many groups

Clair W. Archer, 89, of Cromwell, Indiana, passed away at 8:35 a.m. Sunday, Aug. 10, 2014, at IU Health Goshen Hospital in Goshen.

He was born Oct. 5, 1924, to Elbert D. and Alma M. (Anderson) Archer in Noble County, Indiana. Aug. 12, 1945, he married Phyllis Bitner in Syracuse, Ind. She survives.

Clair graduated from Cromwell High School in 1943. Mr. Archer served his country honorably in the Navy. He worked

as an Auctioneer, farmer and for Kreager Brothers. He was a member of the Ligonier Elks, the Cromwell Mason Lodge, Scottish Rite, Mizpah Shrine Club, American Legion, the Auctioneers Association, the Sparta Township Advisory Board, chairman of the Auction Committee at the Noble County Fair, 45 years as the weigh master of the Swine Club at the Noble County Fair, Hall of Fame with the Noble County Swine Club, and the VFW. Surviving are his wife: Phyllis; two children: Denzel L. (Mary Ann) Archer, Cromwell, Ind.; Teresa A. Coverstone

of Syracuse, Ind.; 10 grandchildren: Kevin Archer, Kenny Archer, Terry Snyder, Lisa Miller, Larry Snyder, Jason Coverstone, Tina Gable, Regina Yagel, Stephen Reid and Suzy Campbell; 33 great-grandchildren; five great-great-grandchildren; a son-in-law: Paul Reid; brother-in-law: Jake Bitner, Syracuse. He was preceded in death by his parents; a daughter: Clarene S. Reid; a sister: Erma Russell, and two brothers: Adrian and Ray Archer. ❖



NATIONAL AUCTIONEERS ASSOCIATION

# EDUCATION CALENDAR

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## BENEFIT AUCTION SUMMIT

*Nashville, Tennessee • Embassy Suites Vanderbilt • September 14-16, 2014*

## WOMEN IN THE AUCTION INDUSTRY

*Kansas City, Missouri • Embassy Suites Kansas City - Airport • November 17-18, 2014*

## DESIGNATION ACADEMY

*Las Vegas, Nevada • Bally's Las Vegas Hotel & Casino • December 7-14, 2014*

## CERTIFIED AUCTIONEERS INSTITUTE

*Bloomington, Indiana • Indiana University • March 22-26, 2015*



# CONFERENCE AND SHOW

*Addison, Texas • InterContinental Dallas Hotel • July 14-18, 2015*

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Please note that the information above is subject to change as events approach. This calendar will be updated as information becomes available.

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



# 'Mast'er plan

## New director Tim Mast wants to help promote NAA's *Pathways to 2020*.

By Sarah Bahari, contributor

For Tim Mast, membership with the National Auctioneers Association is invaluable.

"You cannot put a price on the connections you make and the networking opportunities," says Mast, CAI, AARE, who joined the NAA in 2001. "I have gained so much education and made many friendships over the years."

Mast, 36, of Selmer, Tennessee, will now help lead the NAA as one of two newly elected members of the Board of Directors. Mast, who specializes in real estate auctions across the southeastern United States and beyond, says he wants to help the NAA promote its Pathways to 2020 plan, a blueprint for the future.

"The industry faces a lot of the same challenges it has always faced," Mast says. "A lot of people have the incorrect perception that an auction is the last resort. We have faced this challenge for as long as I've been an Auctioneer."

Changing that false perception will require promoting the industry as well as individual successes that NAA members have, he adds.

"Members of the public who are outside of our industry need to start seeing our successes," he says. "We need to promote the auction as the first choice for selling personal and real property rather than the last resort."

Mast got his start in auctioneering when his own family turned to the auction

method to sell its family farm in Tennessee. Mast was 18 years old, and his family was moving to Bolivia for mission work. He recalls a long, exhilarating auction day.

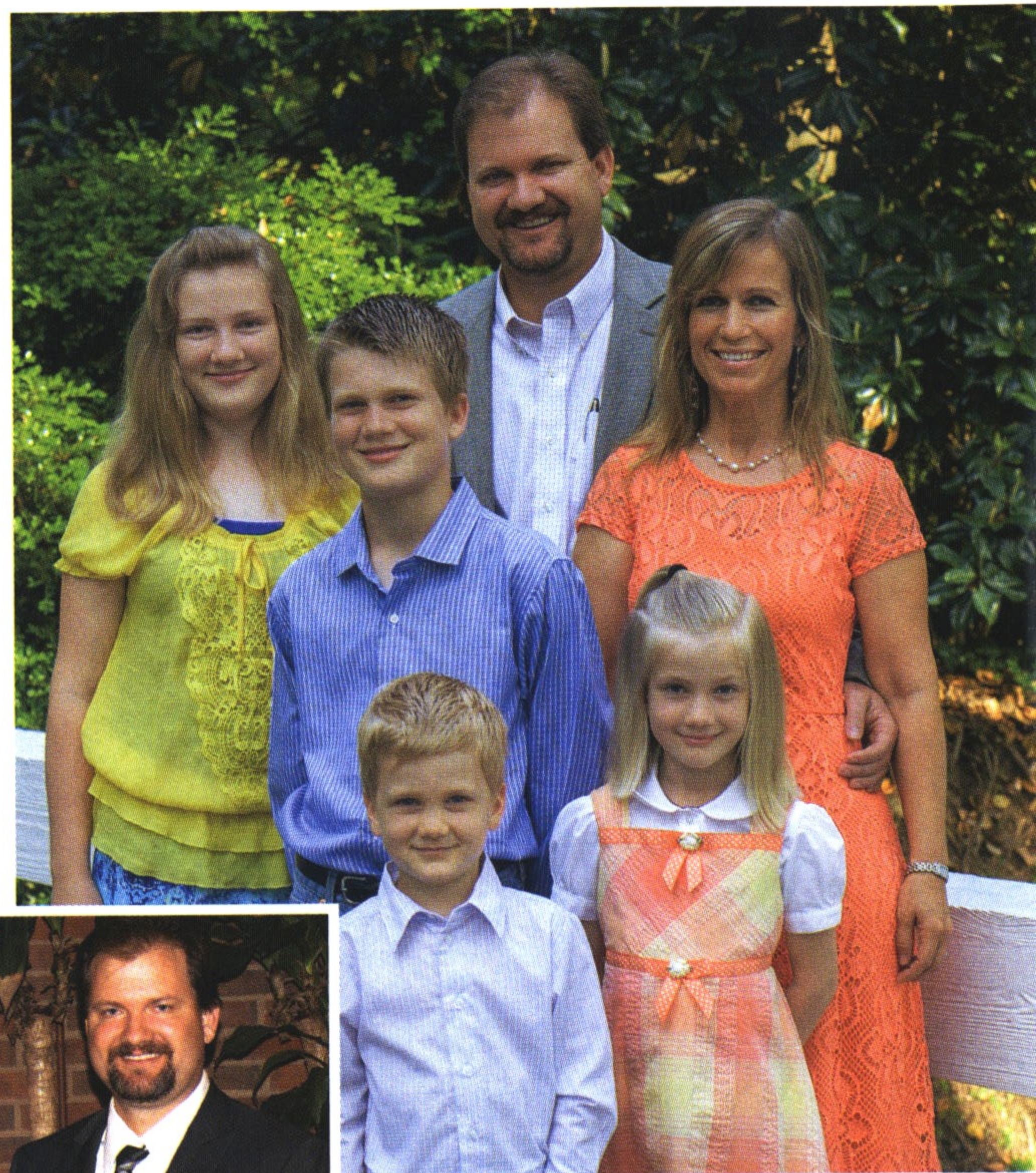
"This was a time I was thinking a lot about what I wanted to do with my life," he says. "And this auction brought out one of the biggest crowds I have ever seen at an auction. It certainly had an influence on me at a prime time."

Three years later, Mast returned to Tennessee and attended the Worldwide College of Auctioneering in Mason City, Iowa. He completed an additional 30 hours of training at Nashville Auction School two years later.

Today, Mast is executive vice president for Tranzon Asset Advisers, which has about 30 offices across the country and sells 1,500 to 2,000 properties a year.

Among the most high-profile sales he has worked was the 2010 auction of a house built by John Jacob Astor on New York's Hudson River. The home was the site of Chelsea Clinton's wedding the same year.

In 2009-2010, Mast served as president of the Tennessee Auctioneers Association. His contributions to the industry were recognized in 2013, when he became the



New NAA Director Tim Mast was the youngest person ever inducted into the Tennessee Auctioneers Association Hall of Fame.

youngest Auctioneer ever inducted into the Tennessee Auctioneers Hall of Fame.

"I was blown away. It is a huge honor to be recognized by your peers," he says. "This was not on my radar and was a huge shock."

Mast credits the Hall of Fame induction with spurring him to run for a spot on the NAA Board of Directors.

"This decision required a lot of thought and prayer. You have to really want to serve your fellow Auctioneers and help make the industry stronger, and it's a major time commitment," he says. "For me, this was the right time to seek national office."

When not working, Mast enjoys spending time with his wife, Ruth Anne, and four children: Lila, 13; Wyatt, 12; Kaitlynn, 8; and Peyton, 5. He is also trilingual, speaking English, German and Spanish. ❖



# CONGRATULATIONS!

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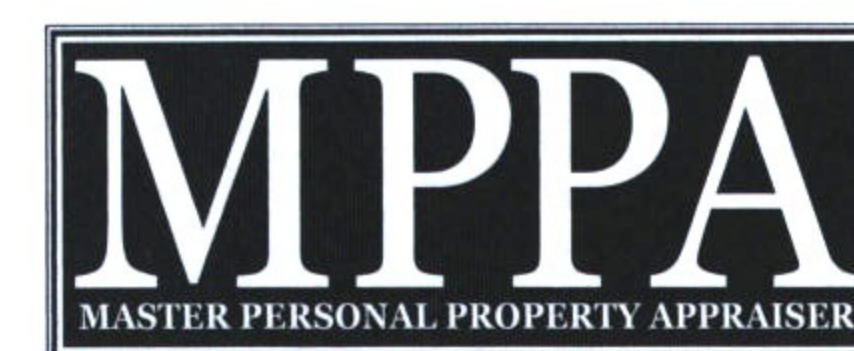
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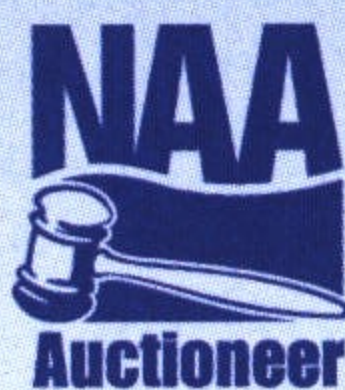
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Check out the Education Calendar on page 55 for upcoming NAA education opportunities. You can also visit the full education calendar on the NAA website at [www.auctioneers.org/education-calendar](http://www.auctioneers.org/education-calendar).





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Get up-to-date on events, education and news at the NAA with this free members-only e-newsletter delivered to your inbox on the second and fourth Wednesday of each month.

## NAA Media Directories

NAA Auctioneers have access to media directories for all 50 states. Access these online directories at [www.auctioneers.org/directories](http://www.auctioneers.org/directories).

## Online Mentoring and Networking Forum

Share information with fellow members and ask questions about the auction profession when you participate in the NAA's members-only forum. Check back frequently as many topics are discussed on this very active forum. Call NAA Member Services at (913) 541-8084 or log on to [www.auctioneers.org](http://www.auctioneers.org) for more information.

## Auction Calendar

Members can post their auctions for free on the exclusive NAA Auction Calendar hosted at [www.NAAauction.com](http://www.NAAauction.com).

## NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars, designation and certification programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and MPPA. Learn more at [www.auctioneers.org](http://www.auctioneers.org) or e-mail [education@auctioneers.org](mailto:education@auctioneers.org).

## Buyers' Guide

The NAA has collected information from those companies who have developed products and/or services with the auction company in mind at [www.auctioneers.org](http://www.auctioneers.org).

## NAA Credit Card Program with Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases.

## NAA Knowledge Center

Watch or download previous Conference & Show educational seminars, past IAC competitions and other NAA educational sessions. Each month, NAA members have access to a free seminar from a previous Conference and Show. Individual, track or all-access passes are available.

## Discounted Advertising Rates

Reach your target buyers thanks to the NAA's exclusive auction advertising programs. Receive discounted advertising rates with USA TODAY, Investor's BusinessDaily, The Wall Street Journal and TheNetwork of City Business Journals. Other contracts available on request.

## Publications

"Waiting For the Hammer to Fall - A Guide for Auctioneers" and "Auction Law" by Kurt R. Bachman and Joshua A. Burkhardt provide legal guidance and up-to-date information on issues Auctioneers encounter in their course of business.

# NAA Payment Plan

Be part of the National Auctioneers Association and stay on a budget when you choose the NAA Payment Plan, which allows you to spread your membership dues over three consecutive months.

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**\*PLEASE NOTE: FAILURE TO MAKE THREE CONSECUTIVE MONTHLY PAYMENTS WILL RESULT IN THE CANCELLATION OF YOUR NAA MEMBERSHIP.**

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## **Mission**

*The National Auctioneers Association exists to provide critical resources to auction professionals that will enhance their skills and success.*

## **Vision**

*National Auctioneers Association members will be the preferred auction professionals used in the marketplace.*

These are just a few of the outstanding benefits of NAA membership. For a complete list of member benefits, visit our website.

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





## IN THE RING

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*"Your promotion of your designation will set you apart from others in the field that do not have the knowledge that you do."*

**NAA President Tom Saturley, CAI**

Tranzon Auction Properties  
Portland, Maine

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*"In an incredibly noisy marketing landscape, particularly online, having a powerful, relevant and engaging story to tell has become absolutely critical for brands looking to connect with their customers and prospects. Great storytelling content, and how it fuels organic search and social media, is the root of content marketing as a viable marketing strategy."*

**Kevin Briody**

Vice President Content Marketing, Pace (2013 Content Agency of the Year)  
Greensboro, North Carolina

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*"One of the biggest misconceptions is that an auction estimate also serves as a full appraisal of the asset."*

**Tim Luke, MPPA**

TreasureQuest Appraisal Group, Inc.  
Hobe Sound, Florida

## MEMBERS' CORNER

After Wabash County (Ind.)-based Metzger Property Services, LLC, announced it had expanded its current line of services to include independent farm real estate sales and auctions, the company broke ground in the farm real estate auction market with a high-yielding \$1.232 Million auction for the Eliza-beth Miller Trust.

The property offered 256 acres of cropland, recreational land and an historic home and barn. The property was offered in 10 tracts ranging from 1-72 acres. (Shown at right.)

"In going independent, our primary goal was to offer a higher level of service with an increased emphasis on the client/Auctioneer relationship," said Auctioneer Chad Metzger, CAI. "This auction was a prime showcase of what our method can deliver.

"We worked hand in hand with the six heirs for months in preparation for this event. It was an unique property with some real challenges; we were able to navigate our client around those obstacles and harvest a huge result!" ❖





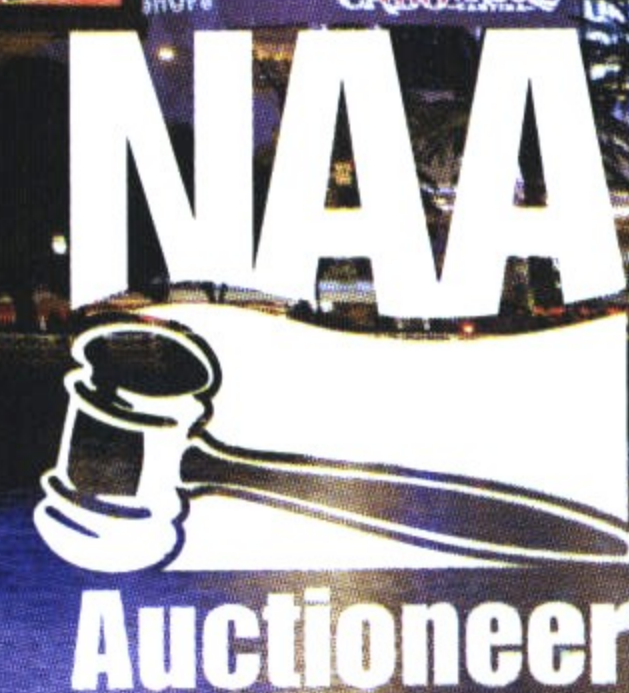
## AROUND the **BLOCK**

- **United Country Auction Services announced that it has finalized a partnership** with Colliers International's Asia-Pacific residential subsidiary, PRDnationwide (PRD). With the partnership, UCAS will add 119 international offices -- 115 in Australia, 4 in Asia and the Middle East. The deal gives both companies a global reach of more than 5,000 real estate professionals and 600 franchise offices in 11 countries.
- **2013 IAC Women's Champion Megan McCurdy Niedens, CAI, BAS,** was named to the Wichita (Kan.) Business Journal's 40 under 40 list.
- NAA member Ed Stallings was recently **inducted into the Tennessee Auctioneer Hall Of Fame.** The semiannual meeting was held in Chattanooga, Tennessee, in June. Hall Of Fame member David Cole did the honor of introducing Ed into the hall. The TAA was organized in 1958 and continues to promote the auction method of marketing thru out the state.
- **NBC Sports Group has launched a new reality series, *Mecum Dealmakers*,** providing car enthusiasts with a unique, behind-the-scenes look at the high-intensity world of Mecum Auctions, as collector cars change hands with the smack of an auction gavel. The new series debuted July 31 and tells the story of President and Founder Dana Mecum and his son, Frank Mecum. The father-son tandem works together to manage the high pressure of the auction floor, where buyers and sellers hope to make the deal of a lifetime, often with hundreds of thousands of dollars on the line.
- Scott Swenson, CAI, GPPA, of United Country Jones-Swenson Auction Marketing, Inc. based in Austin, Texas was recognized for **lifetime achievement in the auction profession** by being inducted into the Texas Auctioneers Association Hall of Fame at the Texas Auctioneers Annual Conference. Swenson has served as a professional auctioneer since 1983.

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Rob Hays

“

*I joined the NAA because of the opportunities it provides in the professional development of my career through education, networking and relationship building. I believe my membership with the NAA will assist me in helping my sellers and buyers learn more about and further enrich their experience with the auction process.”*

**Rob Hays**  
Hendersonville, N.C.





Rob Hays



*I hope that I can gain as much knowledge from as many pros as I can...I want to learn more about how to start my own auction business ”*

**Mike Evans**

Grantsville, Utah

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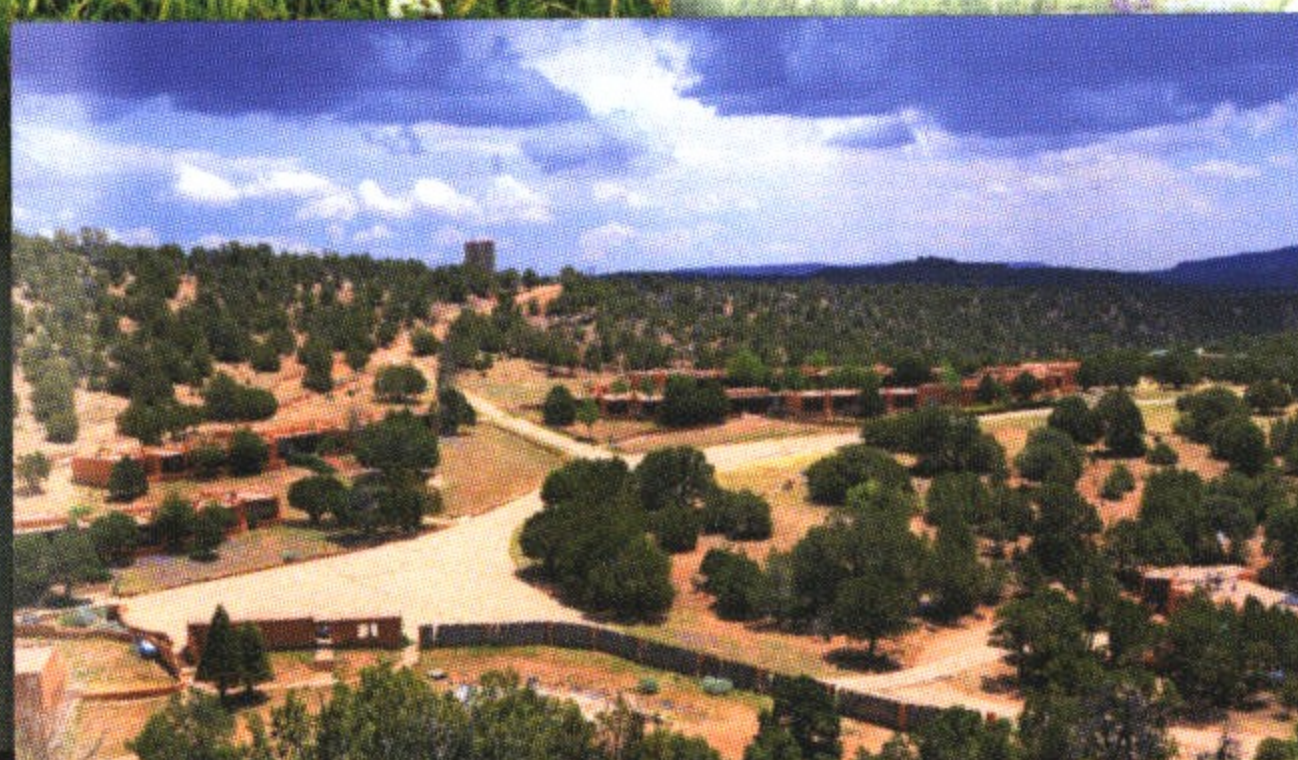


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## PECOS RIVER RANCH AUCTION

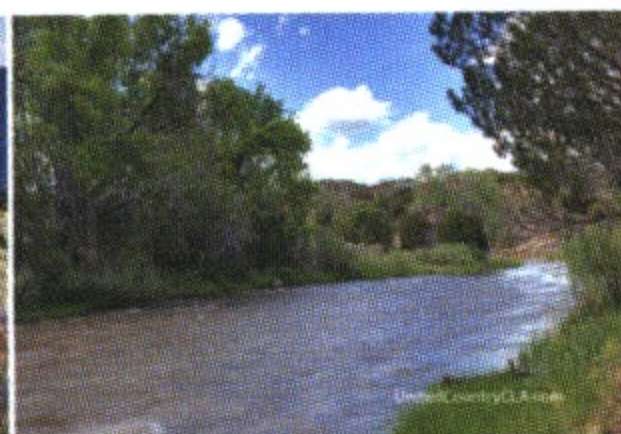
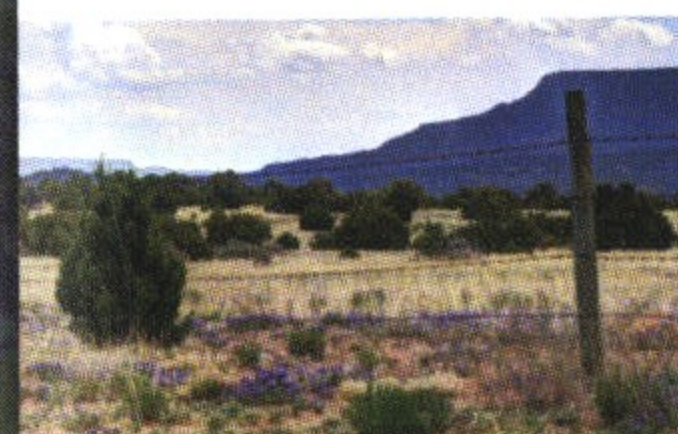
Ysidro, New Mexico  
July 30, 2014 - 1:30 PM PDT  
Total Acres: 1,616.34± acres

With 1,616.34± acres of accessible amenities and scenic views of the Pecos & Rowe Valley, this ranch retreat features 70,000± square feet of living space and plenty of room for recreation. The fenced property boasts five private wells, horse stables, tennis courts, and adobe casitas and homes amongst its rolling hills, flat grasslands and arroyos. Perfect for use as a working ranch or expansive recreational destination, this rare property first offers Santa Fe proximity in your own secluded setting!

- Borders BLM and state land
- Fenced 1,616.34± acres with views of Rowe Mesa, Pecos River and Pecos & Rowe Valley
- Main home with 3 BR & 3 BA
- Second home with 1 BR & 1 BA
- Staff homes
- 56 casita structures with a total of 30 private rooms
- Commercial kitchen & dining hall
- Air landing strip

- Recreational amenities include tennis courts, horse stables and swimming pools
- Accessible property just 35 minutes from downtown Santa Fe

Listing Broker: Bart Miller, Robb Van Pelt and Scott Burton | Listing ID: 05095-14026



## BAR F RANCH AUCTION

Weikert, Pennsylvania  
August 15, 2014 - 1 PM EDT • Total Acres: 94± acres

Exceptional quality and functionality combine in Bar F Ranch. This property consists of 94± acres with 40± acres fenced, a 33 stall barn and two indoor arenas – suitable for many equine disciplines. The ranch is located in the mountains of central Pennsylvania – an hour and a half north of the state capital – and is perfect for recreational and investment purposes alike.

- 33 stall barn includes 25 Barnmaster stalls & 8 Frey Brothers stalls
- Borders Bald Eagle State Forest & near Pecos Creek
- Half hour from Penn State University & Bucknell University
- Estimated Annual Taxes: \$10,500
- Less than an hour from the Centre County Grange Fairgrounds
- Equestrian show facility
- 94± acre property with 40± acre vinyl and/or high tensile fencing
- Trail rides, cow horse, dressage, jumping events and breeding facility under one roof
- 3,180± sq ft, 4 BR & 2 BA farm house
- 2 BR mobile home
- 100' x 150' indoor cutting arena
- 100' x 210' indoor arena including roping pen w/ 1 BR, 1 BA apartment

Listing Agents: Randy Miller, LLC #AZ022118 | Listing ID: 37046 - 10001

