

Auctioneer

MARCH 2009

The official publication of the National Auctioneers Association

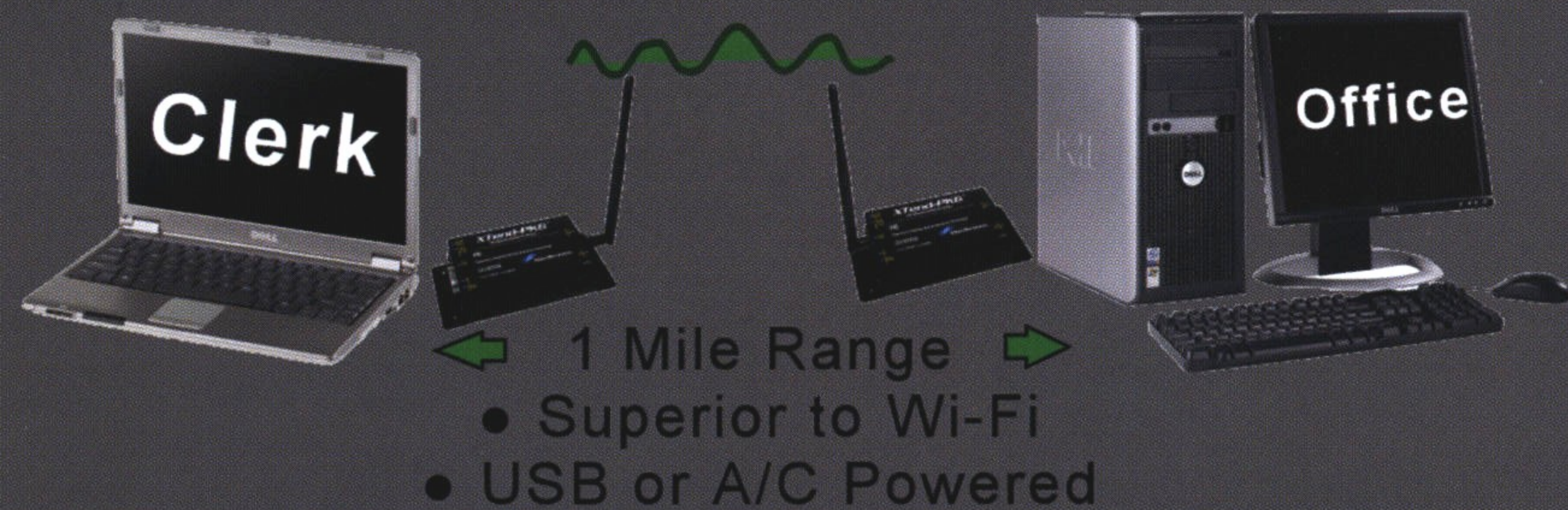
Surviving and thriving in today's recession

also inside:

- *State Auctioneer association convention highlights*
- *Survey: Auction industry remains strong in challenging economy*
- *New Conference and Show sponsorship auction*



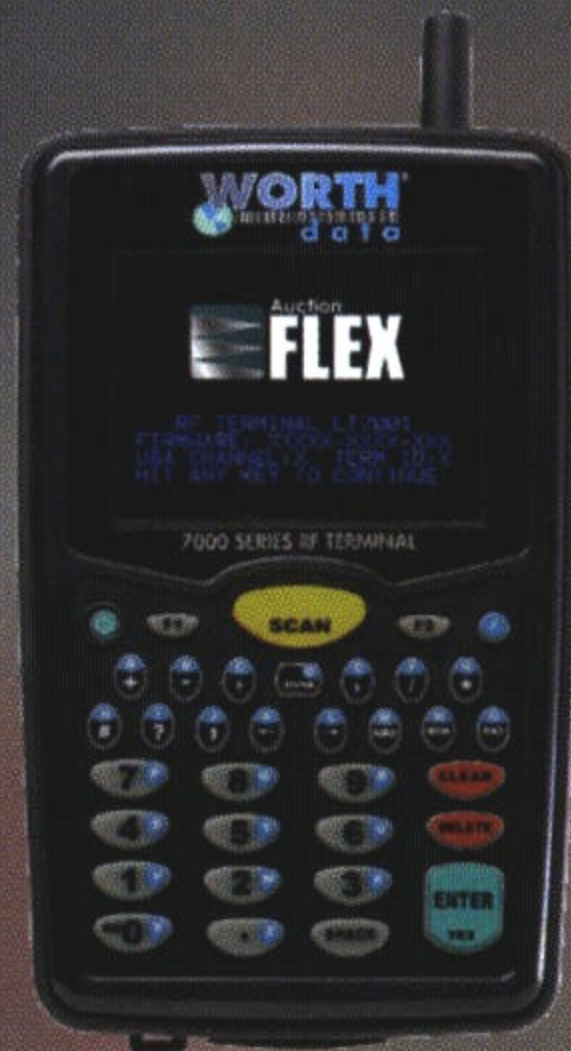
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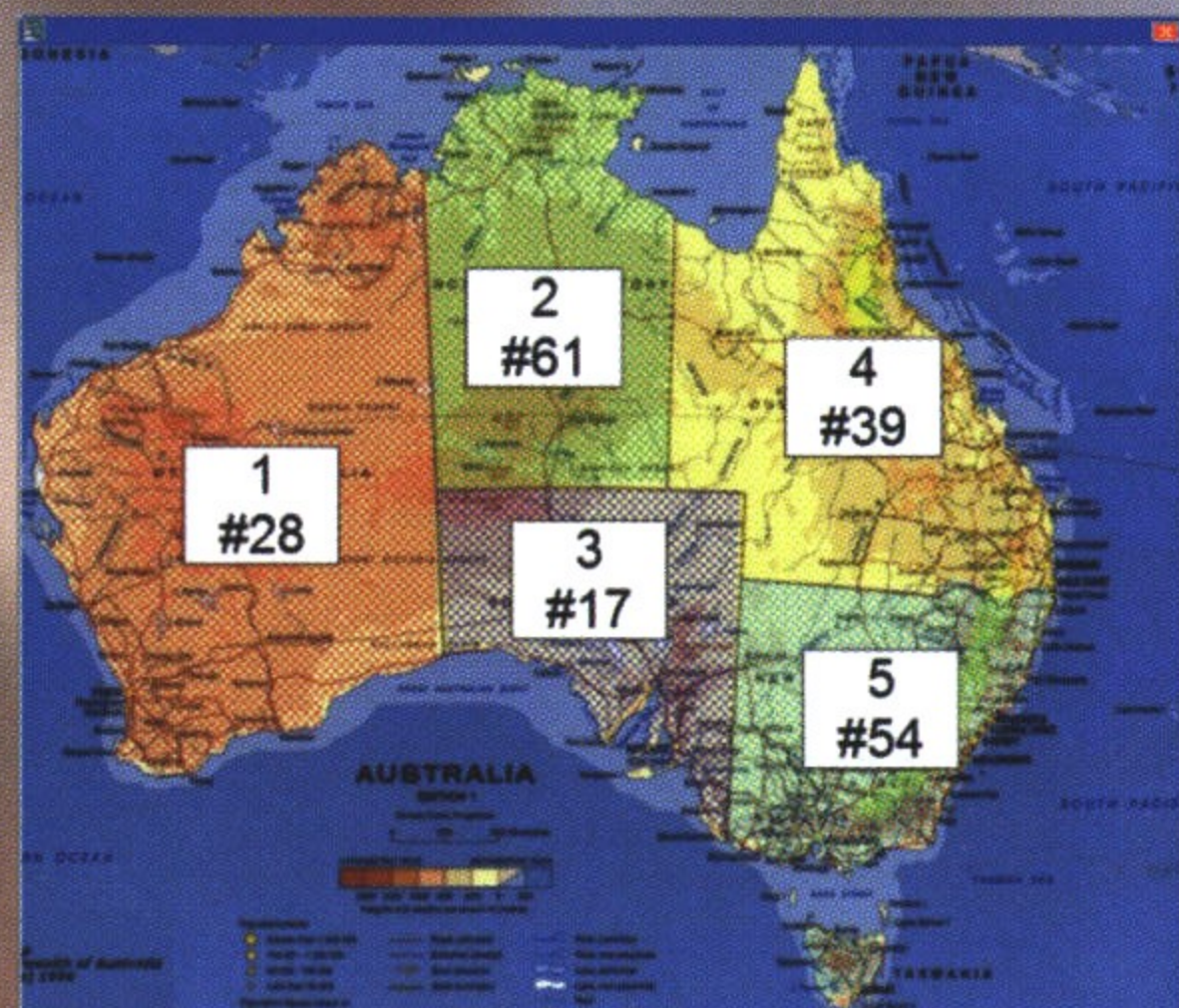
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The official publication of the National Auctioneers Association

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On the cover

Auctioneers across the country talk about surviving and thriving in the current recession. They share methods of refocusing their businesses, including entering new niches and seeking new business procedures.

Cover story begins on page 30.

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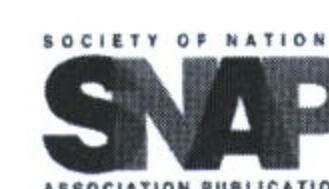
The magazine is published at the first of the month, with 12 issues annually. Auctioneer is a means of exchanging ideas that will serve to promote the Auctioneer and the auction method of marketing.

Periodicals Postage Rate (USPS 019-504) is paid at Shawnee Mission, KS and at an additional mailing office.

POSTMASTER: Send address changes to Auctioneer magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900.

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NAA Briefs

News and notes from NAA headquarters

ABSENTEE VOTING

Proposal allowing absentee voting of NAA officers and issues will be on July ballot if approved at April board of director's meeting

For several years NAA's board of directors has debated whether to change a policy that limits the voting membership to those who physically attend NAA's annual business meeting at the International Conference and Show, held each July.

However, a new proposal to allow absentee voting is being considered. If approved during the board of director's next meeting, April 23-24, the proposal would then be placed on a ballot for a vote of the membership during the next annual meeting, to be held July 16, 2009 in Overland Park, Kansas.

The proposal would allow members to vote if they are not physically present at the annual business meeting site. Final wording of this proposal will be made available in May 2009 on the NAA website and in the June issue of *Auctioneer*. If approved in July, the board will amend the Bylaws appropriately and voting will take place with this process beginning in 2010.

The proposed text to be discussed at the April meeting is as follows:

"The NAA shall implement the ability for members to vote in absentia as follows:

*Notice shall be given in *Auctioneer* in the March issue that absentee voting shall be allowed.

*The Absentee Voting Intent form shall be included as a part of the notice given

in the March issue.

*Members who have fulfilled the Absentee Voting Intent form by July 1 shall be allowed to vote in absentia via the Internet according to the following provisions.

*The agenda for the general business meeting shall be published in advance via www.auctioneers.org. All members will be able to view a simulcast of the general business meeting via the Internet.

*Members who have fulfilled the Absentee Voting Intent form will be allowed to vote via the Internet simultaneously and for the same duration as afforded those members who are attending the annual business meeting in person.

*Results of the election will be posted with the combined result of all votes placed, both in person and electronically via the Internet."

Plan now to celebrate National Auctioneers Day, April 18

National Auctioneers Day – Saturday, April 18, 2009 – will be a day to celebrate the auction industry and its practitioners, as well

as to help your community and promote your business. It's time to plan what you can do to celebrate this special day.

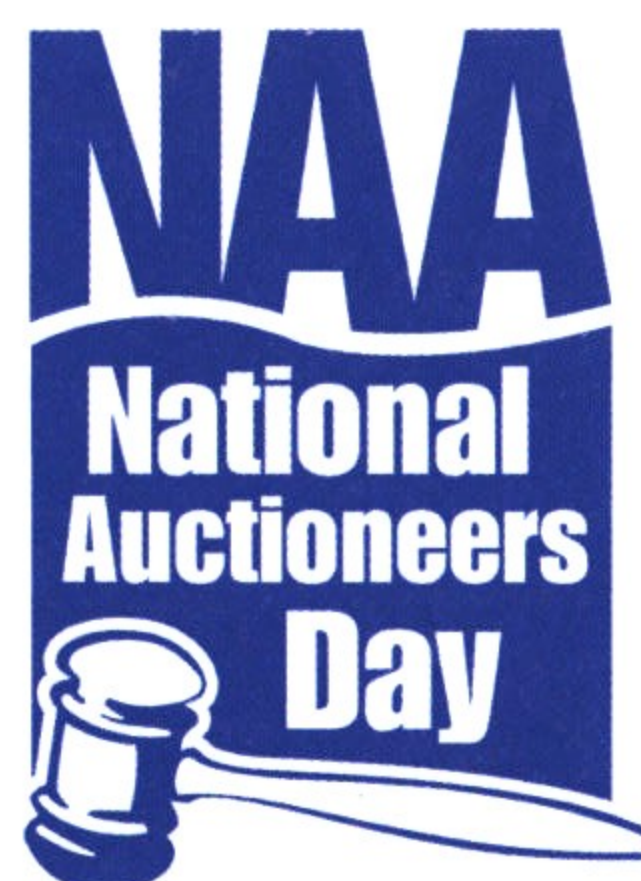
National Auctioneers Day is set aside by the NAA board of directors annually to

draw attention to the auction method of marketing. All NAA members are encouraged to consider holding a benefit auction to raise funds for St. Jude Children's Research Hospital (NAA's designated charity) or for a local charity in your community. Or you can designate certain items at a regular auction to benefit a charity. Auctioneers have a long history with St. Jude. Since 1996, NAA members have raised more than \$4 million for St. Jude to help children who are battling life-threatening illnesses.

NAA members are also asked to get media attention for the day by having a National Auctioneers Day proclamation signed by your mayor or governor (a sample proclamation was published in last month's magazine). Send the proclamation along with a letter to the official's attention. If you want to be present during the signing of the proclamation, note that in your letter. If you attend the signing, don't forget to get a photo and send the photo and copy of the signed proclamation to your local newspaper, to your state Auctioneers' association and to *Auctioneer* magazine.

National Auctioneers Day is also an ideal time to promote your business by sending a press release about the benefit auction you may be doing, or other charity work to help your community. Please also send news and photos to *Auctioneer* about auctions and promotional efforts you did to celebrate National Auctioneers Day.

Additional ways to market National Auctioneers Day, yourself and your business are to write an article for your local newspaper focusing on your auction business, the history of the auction industry or the NAA's comprehensive Industry Research Study; create a giveaway item to distribute to clients during April. Wrist bands are an example. Create one with a catchy slogan, "Get in the Action of an Auction" or "Sell it at Auction."



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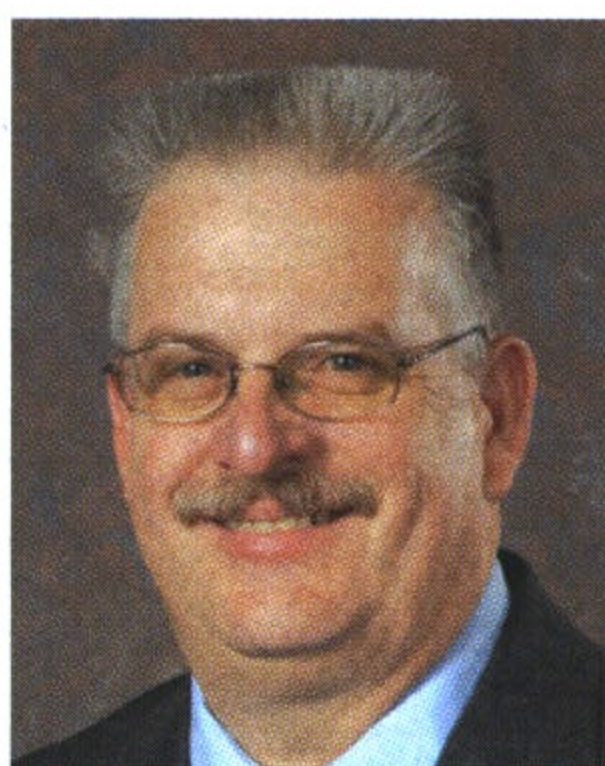
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How does 2009 look?

NAA's Conference and Show will be the place to tap into ideas that make a difference



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

If I asked you "How has your business been doing lately?," would you answer:

- Fantastic, we are busier than ever!
- We can hardly keep up!!!
- Looking for 2009 to be another record year!!!
- Last year was so good that I am taking a little time off to attend NAA's 60th annual Conference and Show to see old friends, make new ones, network, attend educational seminars and learn about how to make my business more profitable.

Or maybe you would say...

- 2008 was not as good as 2007!
- 2008 was my worst year ever!
- I may need to find extra work outside the auction industry!
- I still want to make the change and run my auction business full time instead of part time!
- I would have had a really good year, but some of my real estate auctions didn't close!
- I would have had a good year, but I lost some really good auctions to my competition!
- What can I possibly do to make my auction business more profitable?
- I wish I had a better year. Now I can't really afford to go to this year's Conference and Show and help NAA celebrate its 60th anniversary.

Some of us may not be able to afford to go to Conference this year, but can we afford to miss it? As Marva Collins said, "The essence of teaching is to make learning contagious, to have one idea spark another." This applies to our annual conference.

It is only March, but it isn't too early to begin planning for that trip in July to Kansas City for NAA's 60th International Auctioneers Conference and Show. What better place than Conference and Show to find that one idea that will spark another and turn what may be an average year into an unbelievable year in your auction business? Please take the time to join us in Overland Park to celebrate NAA's 60th anniversary. We have made several changes this year, as NAA is "makin' changes and movin' forward."

In *Auctioneer* this month, we are going to address the economy and how you can learn to make sure your business succeeds even in today's tight times. It is times like these that it is important to lean on your Auctioneer friends. Find out what they are doing to make their businesses successful. Find out how they are marketing to new clients. I guarantee you that you will pick up at least one tip, one technique or one idea during your trip to Overland Park that will pay for your trip.

If you fly, check airline rates now – flights are cheap! If you are driving, plot your route. Room rates are some of the lowest we've seen in recent years -- \$140 for a

Some of us may not be able to afford to go to Conference this year, but can we afford to miss it?

What better place than Conference and Show to find that one idea that will spark another and turn what may be an average year into an unbelievable year in your auction business?

great place. And once you get there, food is everywhere, especially some great Kansas City barbeque! So you can make it to conference on a budget. Put the dates – July 13-18 – in ink on your calendar....NOW!

STATE CONVENTIONS

I have attended several state conventions this year and I would like to thank all of you at those events for your friendship and hospitality. When I am not at home, it is always nice to feel at home, and you've helped me there.

As I promised when I became president in July, NAA has sent out several surveys so far this year. Just recently, we sent out the annual Morpace auction industry statistics survey and the results are expected to be ready for publication in April. We've also sent out surveys to find out what you think about *Auctioneer*, our website, a survey to subscribers of Auction Advantage newsletter and even one to those of us who are life members. Thanks to all of you who responded. All information is helpful and will be used to help guide NAA in the near future.

By the time you read this article we will have had our state leadership conference and the first ever Auction School Owners symposium. Both were held the end of February and we will report on those outcomes in our April magazine. Again, to those who attended, thanks so much.

Also, by the time you read this I'll have four more months left in my tenure as president. Time sure flies when you are having fun. During that time, I'll be attending the Kentucky Auctioneers Association's annual convention, teaching at CAI, hosting a board of directors' meeting in Overland Park, and working with a couple of organizations we will be partnering with to help them understand the benefits of the auction method of marketing. Oh yes, and then there's my business! Lots to do in the next four months, but the first thing I'll do is register for Conference and Show. I'll do that today and I hope you will too!

Have a great day,

R. A. Wells

Randy

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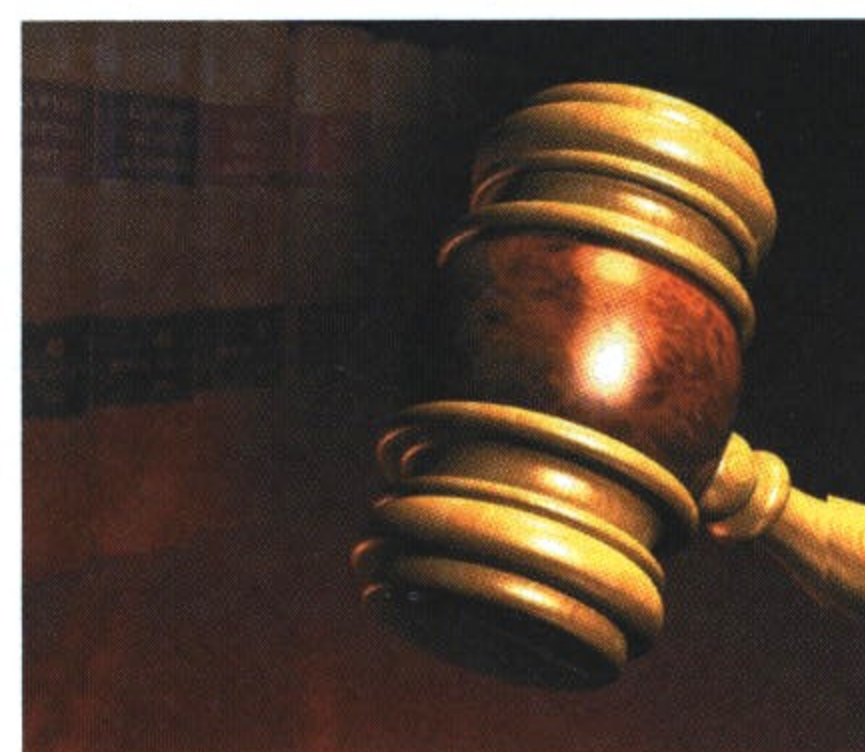
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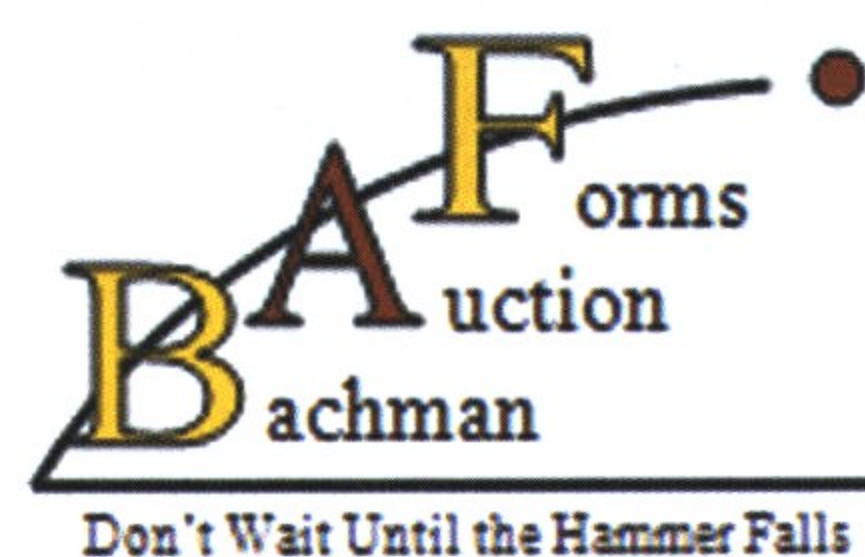
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Don't Wait Until the Hammer Falls

CAI scholarships awarded

Four students receive McCool Scholarships

The NAA Education Institute CAI Committee has awarded four full tuition scholarships for the 2009 CAI session to be held this month, March 22-27. "The applications submitted were all excellent and the committee spent a lot of time reading all the applications and then selecting the final winners," said Jack Christy, CAI, BAS, CES, MPPA, Chairman of the CAI committee. The scholarships are in honor of the late NAA president Larry McCool, CAI, of Madison, MS.

The winners are: Harry Burgess, Bill Menish, BAS; Jennifer Sexton, BAS; and Sherry Truhlar, BAS.

HARRY BURGESS OF LEAVENWORTH, KS

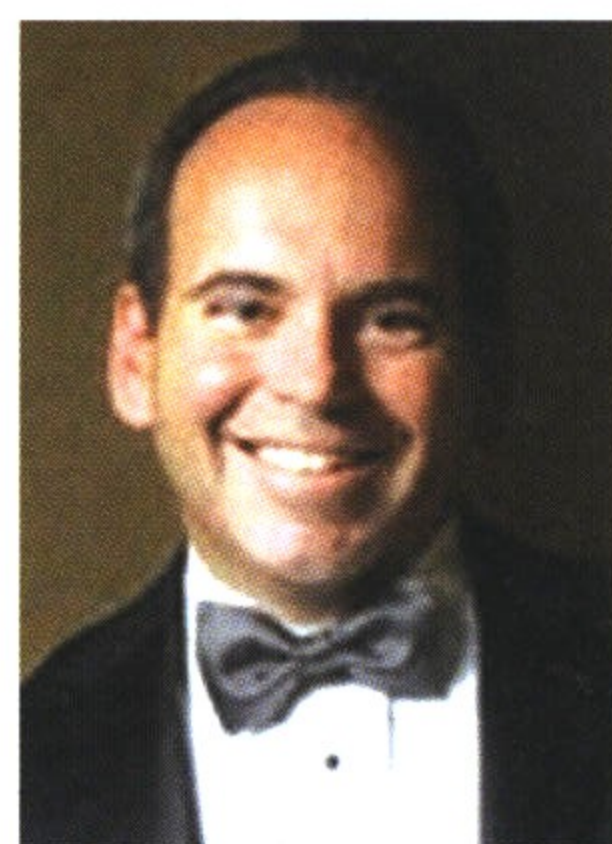


Burgess is an independent agent with Mayo Auction and Realty of Kansas City, MO. Burgess is a retired army captain with 15 years military service. In 2001, he attended auction school and has been active in the profession for the past eight years. When asked where he sees himself in five years, Burgess states, "In five years I see myself as a graduate of CAI who has applied the lessons learned to become a confident and knowledgeable leader in my firm. Within this timeframe I also expect to become a real estate broker in Kansas and Missouri who possesses the skill and confidence to open a branch office to

expand my firm's presence in this geographical area. This will allow us to serve people in my area even more effectively."

BILL MENISH, BAS, FROM SAN DIEGO, CA

Menish is a former TV news anchor for the NBC affiliate in San Diego. Menish came



to a BAS class in San Diego to do a story on benefit auctions and got hooked on auctions. He then left the NBC position to become a full time Auctioneer. After attending auction school, Menish jumped into the auction business with both feet, specializing in benefit auctions. He currently runs a video production company along with the auction company. Menish has also taken AARE and is finishing requirements for the designation. His auction experience also includes doing several auctions in conjunction with Auction Network.

JENNIFER SEXTON, BAS OF BURNSVILLE, MN

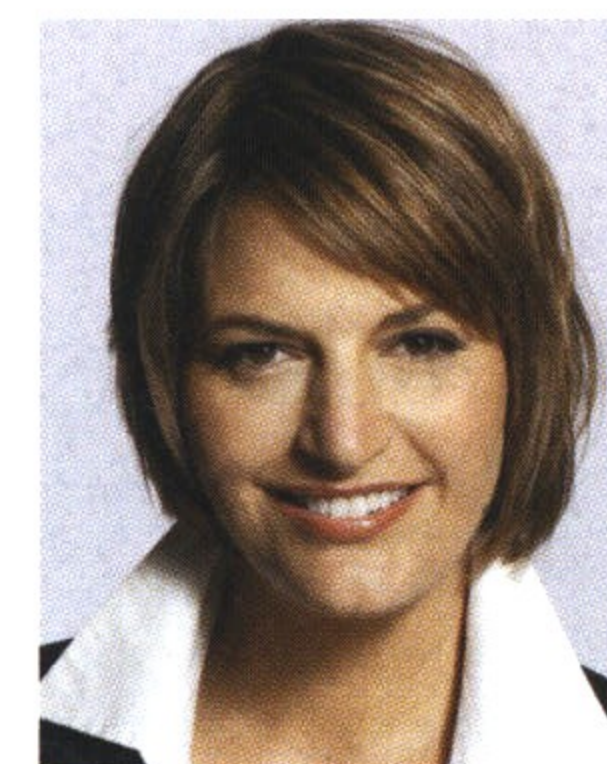
Sexton is the owner of The Shakopee Auction and Sexton Auctions. Her professional goals include improving herself as a business professional and expanding her business knowledge, to grow her business, expand her business beyond personal property and estates to real estate and

benefit auctions and finally to serve in a leadership position with community and national and state auction associations. Currently, she is serving on the NAA membership committee. Her other interest is being a martial arts instructor.



SHERRY TRUHLAR, BAS, ALEXANDRIA, VA

Truhlar graduated from auction school in 2003. In the fall of 2005, she launched her



own company, Red Apple Auctions. Since graduating from auction school, Truhlar has attended three NAA Conference and Shows, and has taken GPPA, AARE and BAS designation classes. She has been active with her state association. Truhlar has a bachelor's degree from Emporia State University as well as a master's degree from the University of Wollongong in Australia. Truhlar is also a model who has worked for national and international clients.

"The CAI Committee is very proud to have awarded these scholarships to four qualified candidates," said Christy.



NAA Education Institute

Upcoming Education Programs
Listed by Event

2009

The NAA Education Institute provides Auctioneers with the information they need to be more successful. From designation and certificate programs to Conference & Show and specialized seminars, a wide array of educational opportunities abound for those willing to invest in their own success.

Visit the NAA website, www.auctioneers.org, today for detailed class descriptions and registration information for the programs listed below.

CAI Certified Auctioneers Institute

March 22-27, 2009

Bloomington, IN

Real Estate Summit

May 18-19, 2009

Atlanta, GA

Designation Classes

Accredited Auctioneer Real Estate

April 19-24, 2009

Chicago, IL

July 8-13, 2009

Overland Park, KS

August 23-28, 2009

Portland, OR

December 6-11, 2009

Las Vegas, NV

Auction Technology Specialist

July 10-13, 2009

Overland Park, KS

September 21-24, 2009

Phoenix, AZ

Appraiser As Expert Witness

April 24, 2009

Chicago, IL

July 13, 2009

Overland Park, KS

August 28, 2009

Portland, OR

December 11, 2009

Las Vegas, NV

Benefit Auctioneer Specialist

April, 2009

Seattle, WA

July 11-13, 2009

Overland Park, KS

October 19-21, 2009

Atlanta, GA

Certified Estate Specialist

July 11-13, 2009

Overland Park, KS

August 17-19, 2009

Portland, OR

Graduate Personal Property Appraiser

April 20-24, 2009

Chicago, IL

July 9-13, 2009

Overland Park, KS

August 24-28, 2009

Portland, OR

December 7-11, 2009

Las Vegas, NV

**Are you interested in bringing NAA Education to your area? Call 913.541.8084, ext. 19
Check the NAA website, www.auctioneers.org, for changes and additions.**

Auction industry remains strong in challenging economy

Auctioneers witness revenue growth in heavy machinery and real estate auctions in 2008

By Chris Longly, Director of Public Affairs and Communications

NAA's annual survey of auction industry revenues finds that revenues were essentially flat overall in 2008. Specifically, gross sales revenue for live auctions in the United States, including all sectors, decreased 0.8% in 2008, but five sectors showed small growth.

The survey has been conducted by Morpace, Inc. with the financial support of the National Auctioneers Foundation (NAF) since 2003. The survey estimates growth and loss within the auction industry, as well as the gross revenue of the industry and the individual sectors tracked. In addition to more than 500

NAA survey participants, Morpace Inc. utilizes data from large, non-NAA member auction firms to develop its industry estimates.

Morpace, Inc. and the NAA reported that in 2008, approximately \$268.4 billion in goods and services was sold at auction in the United States, a decrease of slightly less than 1% compared to 2007. In 2007, \$270.7 billion was sold at auction, an increase of 4.5% from the previous year.

Growth in 2008 was limited to five sectors of the industry: agricultural machinery and equipment, commercial and industrial machinery and equipment, land and agricultural real estate,

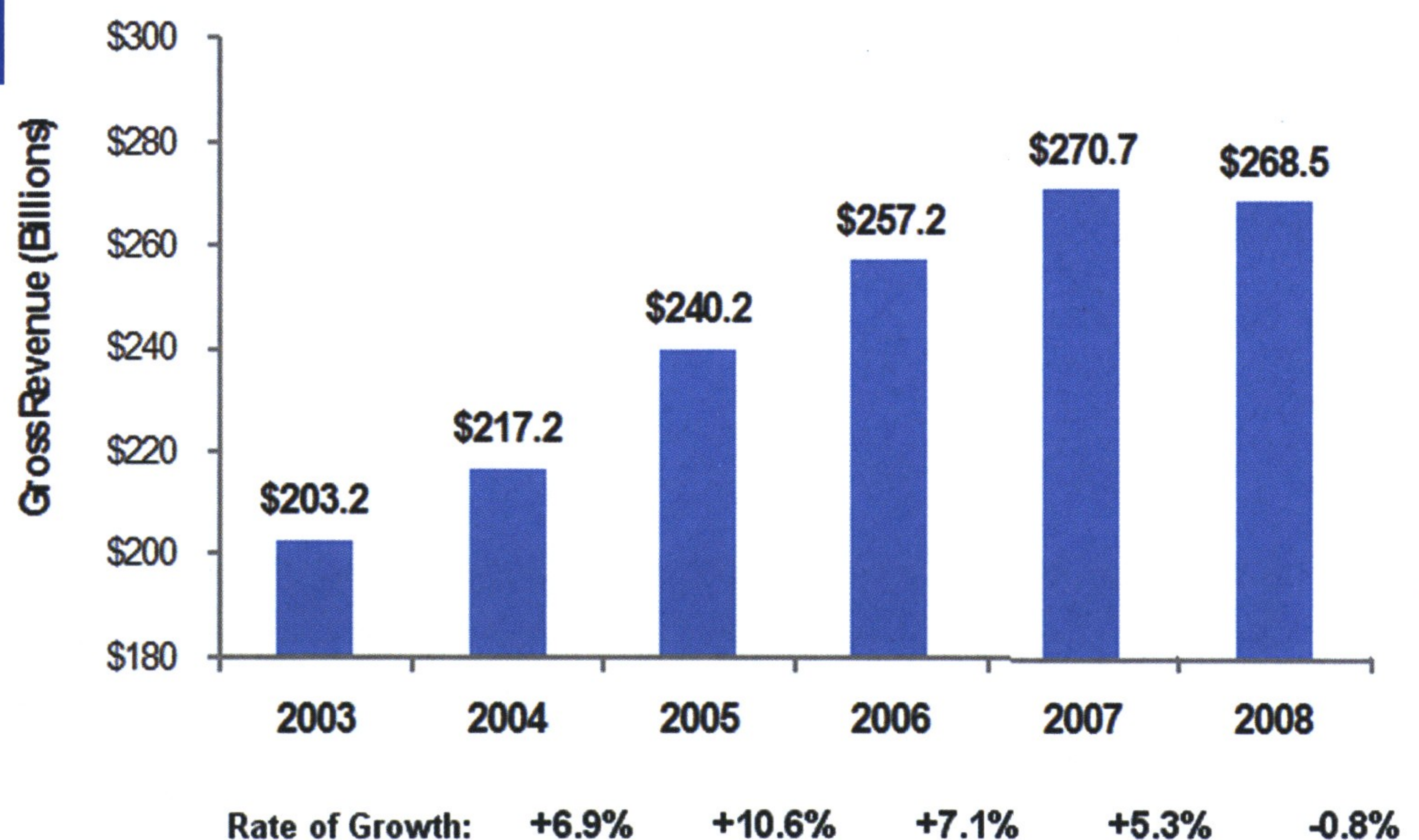
residential real estate, and charity auctions. Significant decreases in gross revenue were reported in art, antiques and collectible auctions (-9.3%), as well as automobile (-5.4%) and personal property auctions (-5.1%).

"The results of the industry survey are consistent with what we continually hear from Auctioneers across the country. While sectors of the industry have been impacted by the economy, others have grown or held strong," said NAA President Randy Wells, CAI, AARE, BAS, CES, GPPA. "Consumers continue to attend auctions to find treasures and sellers continue to utilize professional Auctioneers to help turn assets into cash."

2008 Annual Projection

Gross sales revenue for live auctions in the United States decreased 0.8% in 2008. This represents approximately \$268.5 billion, down from \$270.7 billion in 2007.

Note: The aggregate estimate is somewhat larger than the sum of the disaggregate estimates. This is due to the differences in precision associated with the two models.



Agricultural machinery and equipment auction led the industry with gross sales revenue increasing 1.9% in 2008. The commercial and industrial machinery and equipment sector also witnessed growth of 0.5% last year. In addition to increased interest in auctions; growth in this sector can be associated with consumers choosing to purchase used equipment at auction, in place of buying new.

Since NAA began tracking the industry in 2003, gross receipts from real estate auctions have increased each year. Last year, residential real estate auctions increased 1.1%, along with land agricultural real estate which grew 0.5%.

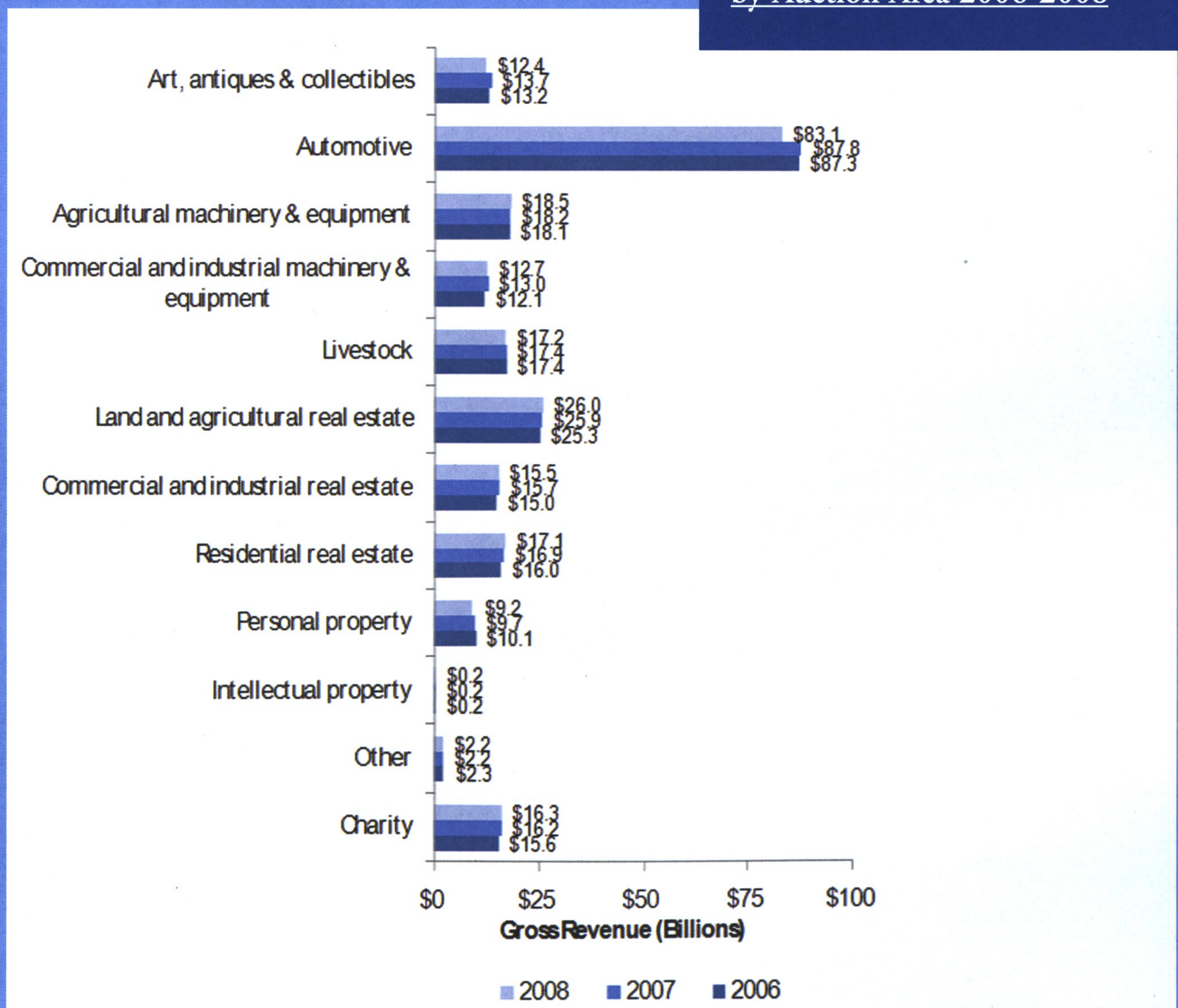
Commercial real estate dipped 1.4% last year. Real Estate Owned (REO) properties were also a major contributor to the industry's growth in 2008. Banks frequently contract professional Auctioneers to sell foreclosed properties at auction.

See related charts on the following two pages also.

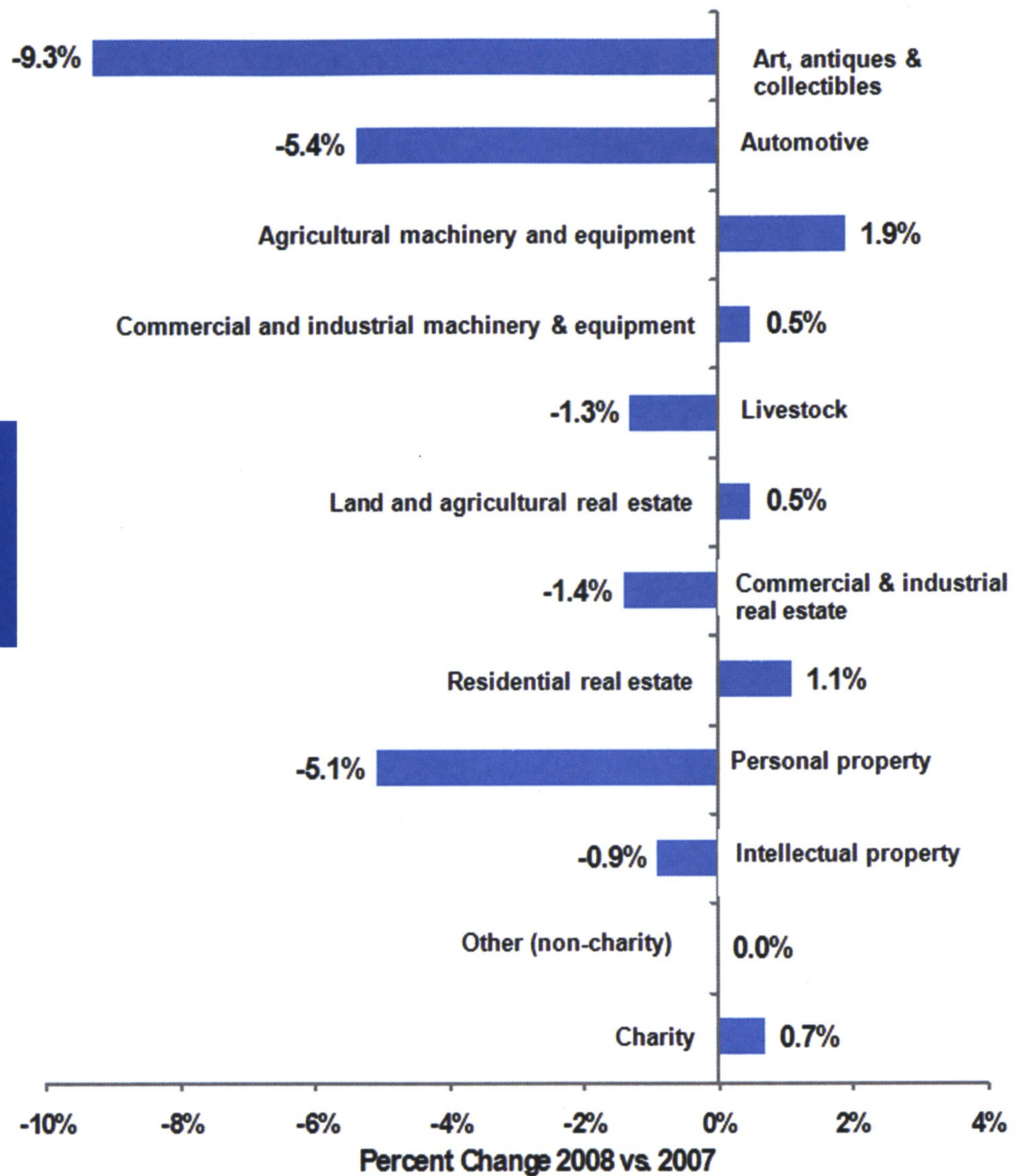
"The results of the industry survey are consistent with what we continually hear from Auctioneers across the country," said Randy Wells, CAI, AARE, BAS, CES, GPPA.

Congratulations to the following NAA members who won free registration to this year's Conference and Show by participating in the industry survey and registering for the drawing: Russell R. Puchalla, Heartland Auction Company, of Roca, NE; and Brent R. McCall, McCall Auctions & Real Estate, of Omaha, NE.

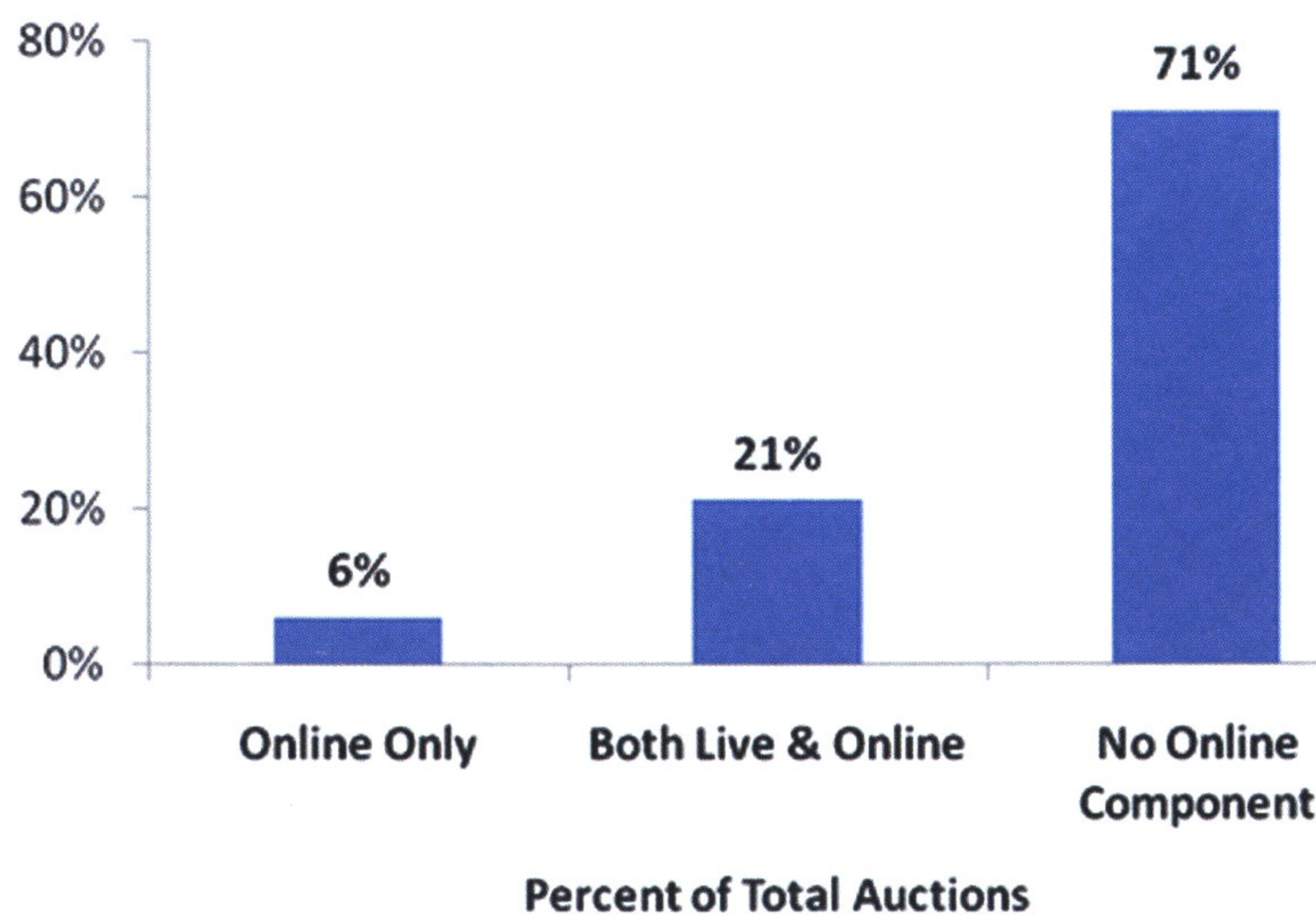
Estimated Gross Sales Revenue by Auction Area 2006-2008



Percent Change in Gross Sales
Revenue by Auction Area
2008 vs. 2007



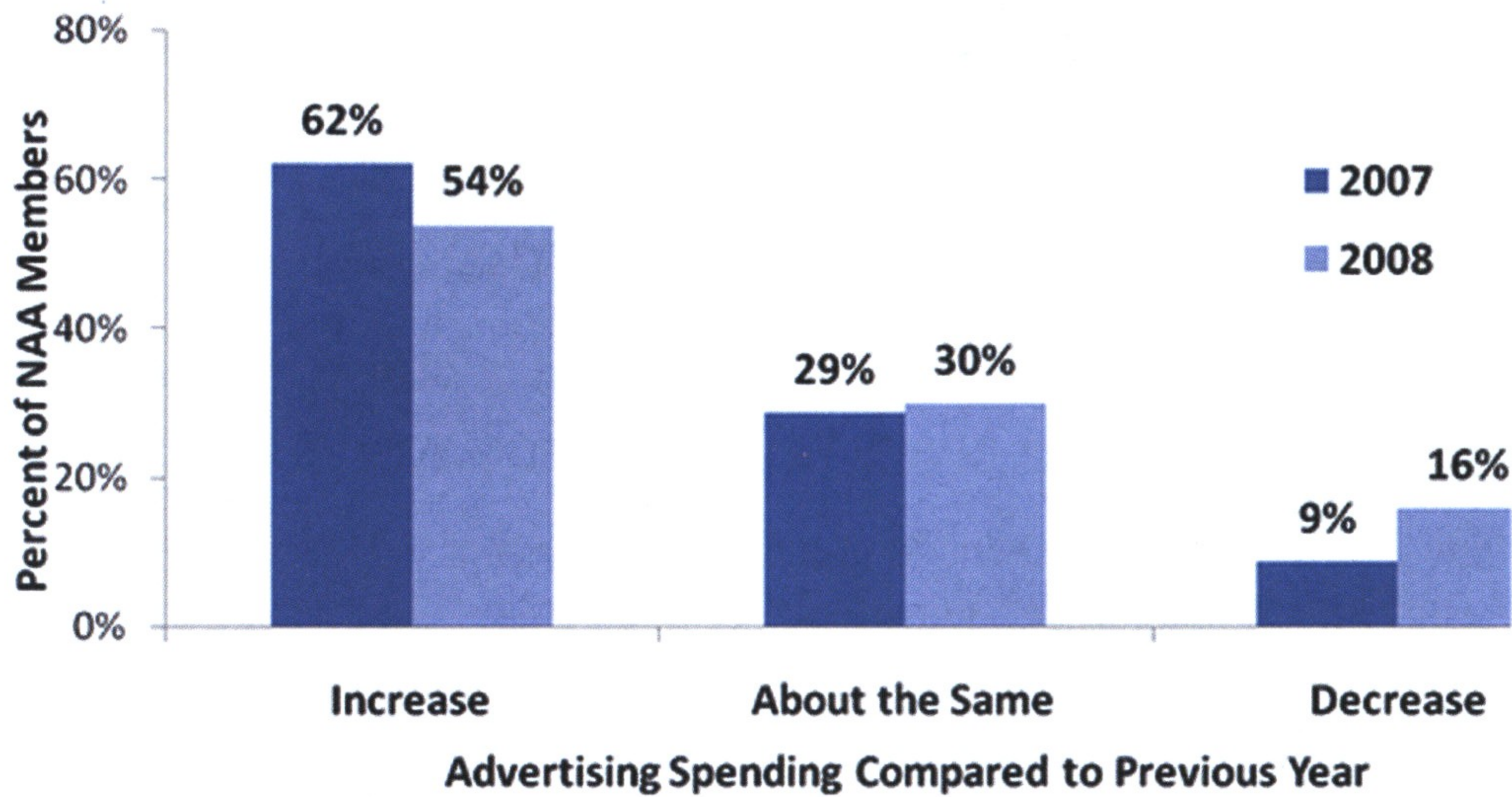
- Auction companies offered, on average, internet bidding for 22% of their auctions.
- Across all auctions, 71% have no online component.



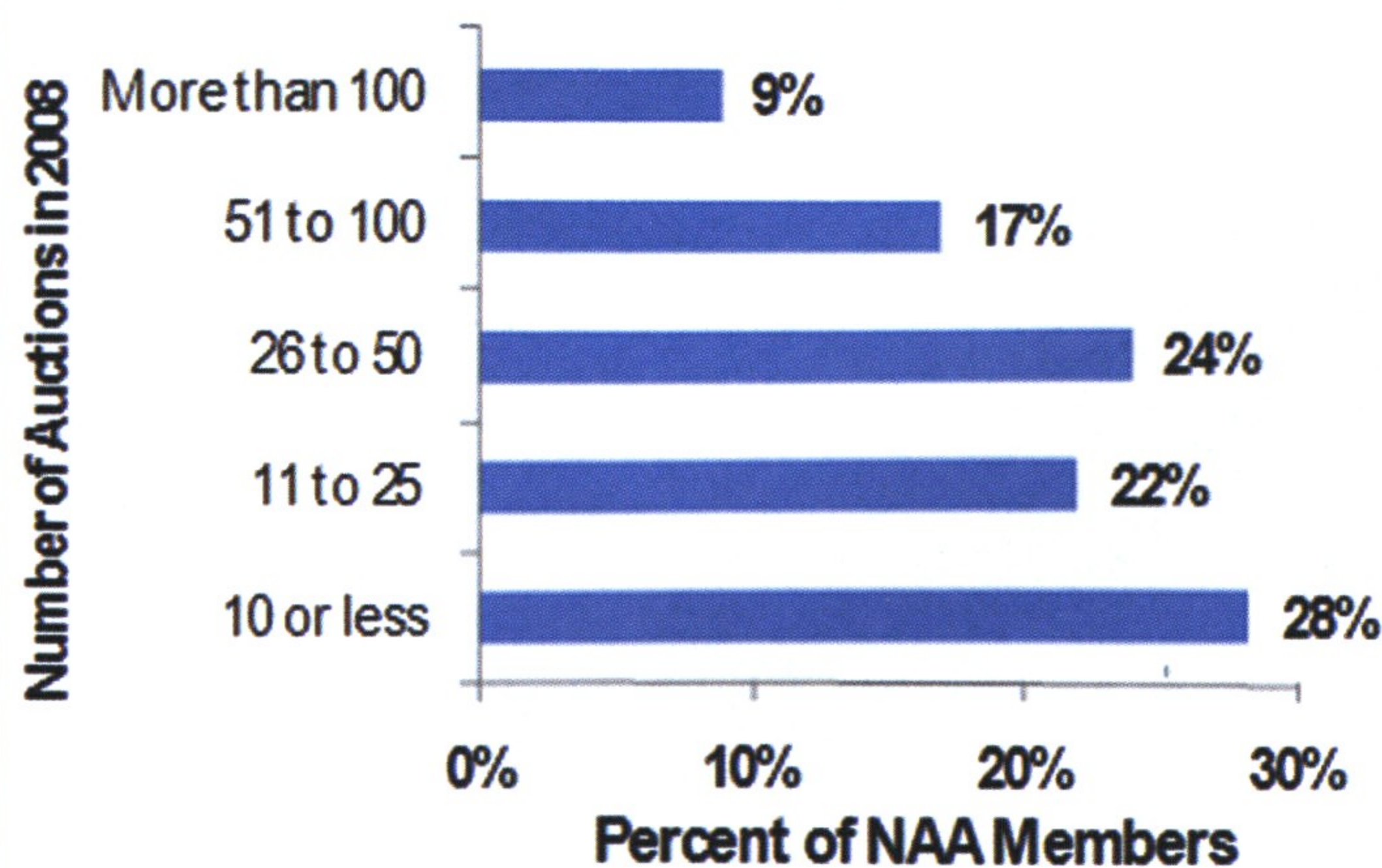
Internet Auctions Performed
by NAA Members

Advertising Spending

NAA members suggest that there has been a 6.8% increase in the amount spent for marketing and advertising in 2008 compared to 2007. In 2007 there was an 8.9% increase compared to 2006.



The average number of live auctions conducted by NAA members during 2008 was 49. In 2007 the average was 53. (In both years the median number was 25.)



Overall Number of Auctions

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A call to service

Auxiliary members will reap more than they give when they serve the organization



By Annette Wells, CAI, BAS, Chairman of the Board Auxiliary to the NAA

For the past seven years it has been my pleasure and honor to serve on the board of the Auxiliary to the National Auctioneers Association. As I write this final article for

Auctioneer, I find it bittersweet and memorable. I would like to thank everyone I have had the pleasure to serve with on the Auxiliary board, its many members, the NAA board, the Education Institute Trustees, National Auctioneers Foundation and the wonderful staff at headquarters. I encourage you, the Auxiliary members, to take the time to serve on a committee or as a board member for the Auxiliary. You will reap more than you give.

This July we will all celebrate who we are, where we have been and where we are going at the 60th International Auctioneers Conference and Show in Overland Park, KS. This will be more than just a regular Conference and Show. It will be a celebration of many years of hard work coming together as a whole for something in which we all believe in: the auction industry and our auction families. It has been good to each of us and brought many families together in a bond like no other.

With the years that I have served behind me, I am able to reflect on the strong leadership and on the accomplishments of your Auxiliary Board and all past Board members. They have paved a way for me to walk on my journey while serving the Auxiliary. It has been most rewarding and one that I will never regret taking.

From my very first board meeting I knew that my life would be different, that I would be a part of something that would take me on another road, one that I wanted to travel, but I was not sure if I was ready to take. I am so glad I did not falter and I chose to move forward. The experiences have been incredible. I have made lifetime friends that I will cherish forever and have grown myself in a way that I would have never thought possible. I have also had the opportunity to learn from some of the best in this profession.

During my years on the Auxiliary board we have grown in many ways that we can all be proud of. It has been a rewarding experience seeing our Fun Auction and the Scholarship Program grow beyond expectations. To see our younger generation as recipients of these scholarships is the best reward I could ever have imagined.

We continue to grow by achieving and reaching goals to not only benefit NAA, but also to benefit our Auxiliary members with each of us doing our part in learning to better ourselves. We now work with the NAA Education Institute offering education classes at Conference and Show

and at state conventions.

I am also proud to say that two current Auxiliary Board members, Terri Walker, CAI, BAS, CES and I, along with past President Joani Mangold, CAI, CES, GPPA were 2008 CAI graduates. For three years at CAI we learned together, shared information and created a bond with each of our classmates and Traci Dower our class advisor. This is a bond that still holds today! It is true what they say about CAI: You will walk away with much more than what you brought with you. I am proof of that. During my three years at CAI, I was presented with The Pat Massart Award and the coveted Rose Award, two distinguished awards that I am very proud of. So you see, you never know where the road might take you.

This year, two more of your Auxiliary directors, Deidre Rogers and Susan Rogers Holder will be attending Class I. I am so proud of them that they have taken the time to be a part of CAI, furthering their knowledge in the auction industry and serving the Auxiliary with their utmost dedication.

If you are thinking about attending CAI, don't think, just do it! If you think you can't... think again. Step up and be a part of a journey that will lead you to many rewards and friendships that you will carry with you for many years to come.

Ralph Waldo Emerson said "Unless you try to do something beyond what you have already mastered, you will never grow."

Thank you for having the faith in me, by allowing me to serve you and our organization and for the opportunity to travel and walk with each of you on this very special journey.

Step up and be a part of a journey that will lead you to many rewards.

Legal Questions

Real estate contracts and MLS “piggybacks”



Kurt R. Bachman

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

Kurt R. Bachman and Beers Mallers Backs & Salin, LLP, appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin, LLP, do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention. Kurt R. Bachman and Beers Mallers Backs & Salin, LLP, also advise that any information you send to Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

Is there any way I can get a binding real estate contract over the phone or on the Internet in Massachusetts?



Jim Regan, CAI, AARE
Waltham, MA

ANSWER: A contract is a legally-binding agreement between two or more parties. A valid contract may be created in writing or by the verbal agreement of the parties. But, some contracts, including real estate contracts, are not enforceable unless there is a written instrument that satisfies the statute of frauds. The “statute of frauds” is a term used to describe various state statutes that require certain transactions to be

supported by a written instrument—although not necessarily a written contract. The legal system established this requirement because of the significance and value of land in our society. Each state has adopted some form of a statute of frauds relating to the transfer of land. A contract for the sale of land must be supported by a written instrument. The general requirements to comply with the statute of frauds are the following: (1) a written instrument (2) that contains the essential terms of the transaction, (3) includes an adequate description of the property, and (4) is signed by the parties to the contract.

With the advancement of technology in

business transactions, many of the historical formalities have become outdated. But, the statute of frauds requires some documentation before the contract can be enforced. The requirement that the written instrument be signed is an important one. A person's signature is that person's symbol that he or she agreed to the terms of the contract. The signature requirement, however, has been influenced by advances in technology.

In response to the growth of the Internet, the United State Congress enacted the E-SIGN Act (Electronic Signatures in Global National Commerce Act), in order to facilitate the use of electronic records and signatures in interstate commerce. The E-SIGN Act generally permits electronic signatures to be used to enter into a binding contract, including real estate contracts. The effect of the Act is to treat electronic documents and communications the same as written documents. Similarly, the Uniform Electronic Transactions Act (“UETA”) is legislation that has been adopted by several states regarding electronic records and signatures. However, acceptance of the provisions of UETA is not universal.

A party cannot generally sign a document or make an electronic record (a signature) over the telephone. But, parties to an agreement can memorialize the terms of a contract over the Internet, by e-mail, or facsimile. For example, a party may email a contract to another party who then signs

it, scans the executed document, and sends it back. Also, a party may sign a contract and send it back via facsimile. The parties may also be able to agree to be bound to a contract by the exchange of e-mails or other actions over the Internet. The question will be whether there was some action to show that it was the intent of the parties to be bound by the contract. A signature substitute, such as an electronic signature or code number, has not been universally accepted. Some attorneys and government offices, such as local Records' offices, may still require an actual signature on a deed and other documents.

Whether a document will satisfy the applicable statute of frauds will be a legal question to be decided by the courts. If all of the other conditions are met, depending on the type, an electronic signature may be sufficient to satisfy the statute of frauds.

A CONTRACT TO PIGGYBACK ONTO MLS CONTRACT

I have been a licensed Realtor in the Las Vegas area for six years, but have only recently become involved in the auction business. I would like to sell other agents' listings at auction, but I don't want to be an agent for the buyer or the seller, just the guy who makes the deal. Is there any type of contract that would "piggyback" on a standard MLS (Multiple Listing Service) contract that would allow me to sell and be a line item in the escrow instructions similar to an appraiser or home inspector?

Neal Anderson
The Mojave Auction Company
Las Vegas, NV

ANSWER: The question raises some unique issues about the traditional relationship between a seller and an Auctioneer. In the traditional relationship, an Auctioneer is the agent of the seller. As an agent, an Auctioneer owes to his or her client a fiduciary duty—the highest duty recognized by the law. The traditional functions of an Auctioneer include doing everything necessary to sell the property. An Auctioneer is responsible for advising the seller, assisting with all disclosures, marketing the property, conducting the auction, collecting the sale proceeds on behalf of the seller, and many other activities. Performing these functions for the seller has traditionally entitled Auctioneers to adequate compensation, either in the form of a commission, a buyer's premium, or a combination of both.

In this question, the Auctioneer wants to limit his or her potential liability by not acting as the seller's or buyer's agent. But, how would this relationship be defined? Would the Auctioneer be the sub-agent of the listing agent? A sub-agent is a person appointed by an agent to perform the functions that the agent is required to perform. An agent's authority is limited to the authority granted by the seller—the principal. A sub-agent's authority cannot exceed the authority given to the agent. While an auction contract ordinarily specifies an Auctioneer's authority and responsibilities, the typical listing agreement does not. There are independent contractor agreements that are similar to this situation, where an Auctioneer is simply hired to call the bids. But, it is not normally used in this type of situation. So, I am not aware of any existing documents that would amend the MLS contract and allow the Auctioneer to sell the property at auction. (The general MLS contract does not give the listing agent the authority to do so.)

Even if the contract does not expressly recognize an agency relationship, the courts could find or imply the existence of an agency relationship between the Auctioneer and seller. Consider a hypothetical situation to illustrate this

issue. Suppose a listing agent approaches an Auctioneer to sell a parcel of real estate at an absolute auction. Normally, an Auctioneer is obligated to discuss this issue with the seller and make sure he or she is aware of the risk involved in selling real estate at an absolute auction. If the Auctioneer simply proceeds to sell the property, and it is sold at a price well below the expected market value, can the Auctioneer still be sued? Yes, it would be difficult for an Auctioneer to be involved in the sale without being considered an agent of the seller. The law in several jurisdictions expressly states that an Auctioneer is the agent of the seller.

In addition, the Multiple Listing Service (MLS) contract is generally a uniform agreement among members of the MLS concerning real estate sales practices and compensation. The MLS contract addresses the listing agent's rights and responsibilities, including the commission arrangements between listing agents and a buyer's agent. It is doubtful that the MLS would allow individuals to amend the MLS contract or add a second contract in this way. Otherwise, the purpose of the MLS agreement as a standardized contractual arrangement between the parties would be lost.

From a legal perspective, an Auctioneer could try to enter into the arrangement where he or she auctions a listing agent's listings without any obligations to the buyer or seller. But, this arrangement is likely to be challenged. As a practical matter, it is unlikely a listing agent would agree to split his or her commission generously with an Auctioneer—particularly when a buyer's agent is involved. (A buyer's premium could not be charged without the express authority and consent of the seller.) Plus, the local licensing agency, if any, may require the Auctioneer to represent the seller. The licensing laws usually impose certain obligations on an Auctioneer.

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Jeff Hines, holding rifle, and Jack Hines, at podium, conduct the auction.



The crowd at the Hines auction was large.

Hines Auction Service Inc. of Ellsworth, WI recently held a benefit auction in conjunction with its annual Christmas Customer Appreciation Auction. The benefit auction raised more than \$2,500 for St. Jude Children's Research Hospital in Memphis, TN (NAA's chosen charity). The company solicited donated items from the community, with the entire proceeds going to St. Jude.

Jack Hines, CAI, AARE, GPPA and Jeff Hines, CAI, AARE said that \$1,120.50 was raised on items donated and auctioned and an additional \$143.83 from the cash box, plus \$516.17 commissions earned by the Hines Auction Service, and cash donations from businesses and individuals amounting to \$810.

"It was a great evening and the auction service served pop, coffee, cake and ice cream to all attendees plus awarding 19 door prizes that were given throughout the evening," said Jack. "If you've never been to Memphis, TN to visit the St. Jude hospital, everyone should make it a point to go there. The hospital never turns anyone away if

they do not have the funds. Everyone is welcome worldwide."

Every other year, around Christmas, Jack and Jeff Hines, father and son owners of Hines Auction Service, Inc., arrange a St. Jude benefit auction in conjunction with their annual Customer Appreciation auction in Ellsworth. The door prizes, refreshments including cake and ice cream, were donated by their auction firm. This year's auction began at 4 p.m. at the Spring Valley Banquet Center. Consignments were sold until 6:30 p.m., when all donated items for St. Jude were auctioned. This year quilts for St. Jude were unavailable for sale, which held proceeds down. In years past, over \$3,000 in quilts were sold. Quilts have been sold at both the Hines auction or at the student auction held in conjunction with a graduating class at World Wide College of Auctioneering, another great fundraiser for St. Jude. Jack is the senior instructor at World Wide with 41 years of continuous service to the school.

Tips to host a benefit

Jack and Jeff Hines offer the following tips on hosting a St. Jude benefit auction in your community to help make it a success:

First, publish a news release at least 30 days in advance of the auction reminding people of your event and that you are accepting donations. Be sure to let them know that cash donations are accepted as well. "Local businesses have been very generous in donating to this worthwhile cause. They either mail or drop items off at our office or we pick it up," said Jack Hines.

Second, canvass your main street for donations. "Our biggest effort was to take two or three days to canvas all the businesses. People need to be reminded and personal contacts produce the best results. Like any other promotion, life included, you'll get exactly what you put into it. We work hard, as we do all our auctions, to make the event a success."

Finally, make a sales pitch for your cause and remember to thank your donors. "Sometimes it will

VISIT WWW.AUCTIONFORHOPE.ORG AND ORDER YOUR PERSONALIZED ST. JUDE AUCTION FOR HOPE AUCTION KIT AND START PLANNING AN AUCTION IN YOUR COMMUNITY TODAY!

take a good sales pitch to let people know what the auction profession donates to a worthy charity. We always acknowledge donors with a "thank you" at the auction and in the papers."

For more information and other tips on hosting a St. Jude benefit auction in your community or incorporating the cause into your business, contact Jack or Jeff Hines at (715) 307-1274 or (715) 307-1275.

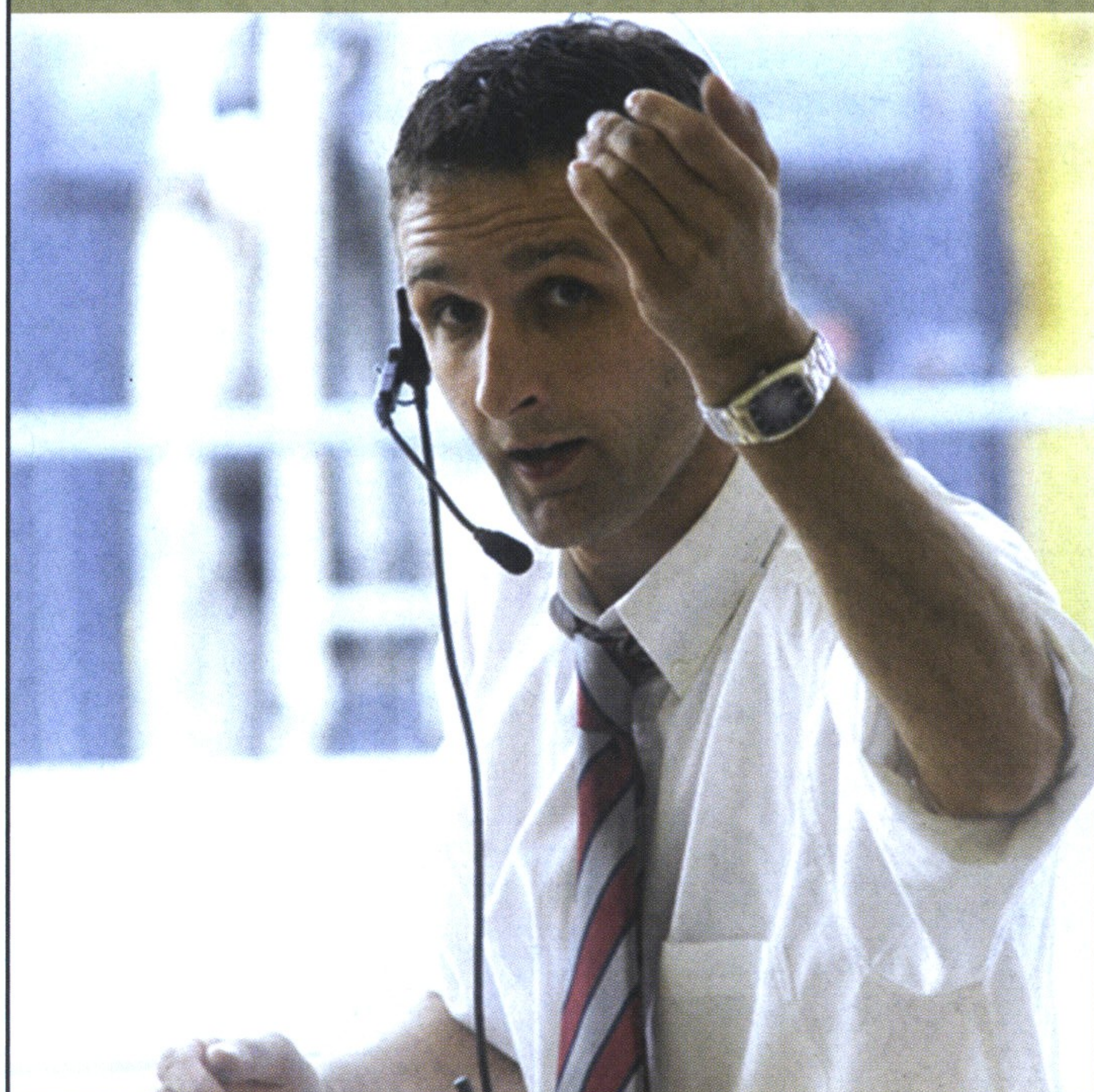
With National Auctioneers Day right around the corner on Saturday, April 18, 2009, now is the perfect time to plan a St. Jude benefit in your community, brand your business, and help make a difference in the lives of children across the world.

Visit www.auctionforhope.org to learn more about St. Jude and the NAA's partnership program, *Auction for Hope*.



"Local businesses have been very generous in donating to this worthwhile cause. They either mail or drop items off at our office or we pick it up." said Jack Hines.

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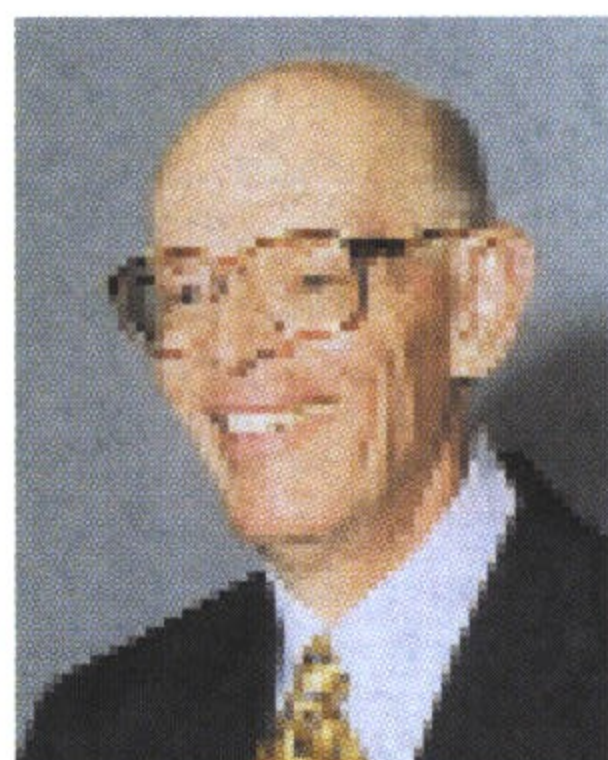
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By Steve Proffitt

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, NC and Reppert School of Auctioneering in Auburn, IN. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Mr. Proffitt will answer selected questions, but cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to sproffitt@jpking.com or c/o J. P. King Auction Company, Inc. 108 Fountain Avenue, Gadsden, AL 35901.

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



We're in the throes of the most extraordinary economic downturn most of us have experienced. The only certainty is uncertainty and bad news looms like storm clouds across the nation. The winds of woe are buffeting many industries, including auctioneering.

There's an old saying: "When times are good, the auction business is good – and when times are bad, the auction business is great!" While that has been true for a number of business cycles, this one is different for a lot of Auctioneers, far different.

Hard times cull the weak and marginal, leaving the strong to survive and later prosper from the elimination of competitors. Will your business stand this storm to see tomorrow? Here's some advice to improve your odds.

SELECTION

You must be selective about the sellers you agree to serve. Interview them thoroughly and consider carefully whether they represent worthwhile business. You can't make good money from bad business. You couldn't do it during the boom and you certainly can't do it in the bust.

You need business and should aggressively use the buyer's premium to attract it.

Many sellers are nothing but trouble and there's no pot of gold awaiting Auctioneers who try to serve them. All undesirable sellers bring Auctioneers is difficulty, frustration, and the chance to do a lot of uncompensated work. Determine what kinds of assets you can best handle to turn a profit and focus on finding and attracting those sellers.

COMMISSIONS

Sadly, many Auctioneers were struggling when the economy wasn't. Low pay has been a blight on auctioneering through the ages. The bad news is Auctioneers created this problem. The good news is they can replace regrets with rewards if they change their thinking.

Auctioneers have a propensity to copy their competitors, especially on commission rates. This practice should be abandoned. Far too many Auctioneers price their services solely to match or undercut the competition so they can gain a share of the available business. Getting business, any business, is all they consider. This is a badly-flawed approach since one Auctioneer's needs might vary widely from another's. An Auctioneer working out of a gallery with a staff of ten and all the equipment, supplies, utilities and insurance required can't compete on price with a sole practitioner working out of a pickup truck.

Analyze your total costs of doing business and build a pricing model to meet those costs. This approach will reveal what you must charge to achieve an acceptable level of profitability. If you can't make a good profit for the work you're doing, you're not doing the right work the right way.

BUYER'S PREMIUM

Too many Auctioneers don't know all they should about the buyer's premium. Since it was launched on these shores more than 30 years ago, the premium has matured from an innovation into an industry standard. It's an invaluable marketing tool for Auctioneers to use as a financial incentive to lure sellers with quality assets to auction.

The buyer's premium is not simply a commission supplement for Auctioneers. Indeed, the money generated by the premium belongs to the seller, because the premium is a price surcharge included in the buyer's payment for the asset purchased. It's purchase money paid for property. You can contract with the seller, however, to use the premium as creatively as your imagination allows. This is what makes it a flexible and powerful tool. Common uses include supplementing the selling commission to offer the seller a lower cost to sell, offsetting the seller's marketing and other costs, funding incentive programs for brokers and bidders, rebating money to the seller when sales benchmarks are met, or some combination of these or even other uses. You need business and should aggressively use the buyer's premium to attract it.

EVOLUTION OF BUSINESS METHODS

Now more than ever Auctioneers should evaluate new ways of operating. This includes types of assets to sell, methods for marketing and selling, markets to sell within, technologies to adopt, and practices to deploy.

Business is a dynamic and not static

endeavor, and successful practitioners are able to navigate the currents of change. Don't be one who persists in doing the same old thing the same old way. That approach will likely doom you to the same result history has many times seen repeated – failure! Take stock of your business from top to bottom and start making changes to improve your performance.

PARING DOWN EXPENSES

The two easiest things in life to do are gain weight and spend money. In business, it's natural for expenses to creep upward when not closely monitored. This costs money no matter what shape the economy is in but, in a situation like the present, unnecessary outflow can sink an enterprise.

Review all of your costs and reduce or eliminate those that aren't essential. This doesn't mean to cut the budget for promoting your service to attract business, or shaving what you need to provide the performance you promise. These are essentials, so pare wisely. You're looking to knock off unnecessary expenses. Tomorrow belongs to the lean competitor that survives today.

CONCLUSION

Business cycles come and go, as do Auctioneers. Smart business decisions are needed to survive in this tough environment and the shakeout coming to our industry. We're experiencing the application of an age-old rule: survival of the fittest. Much has changed over the centuries, but that hard rule has not.

Be smart. Get fit ... fast!



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Two of the biggest

Battlestar Galactica and Michael Jackson auctions draw big coverage on Auction Network

March is here already and 2009 is flying by. In January Auction Network broadcast the Battlestar Galactica Auction in Pasadena, CA and it was the most successful auction to date on the network in terms of viewership, bidders and online winners.

This auction of over 800 lots from the Battlestar Galactica television series on Sci-Fi included everything from costumes, to star maps and even life-size battle cruisers. There was a huge buzz from the press on this amazing sale. More than 15 press outlets did stories on the auction.

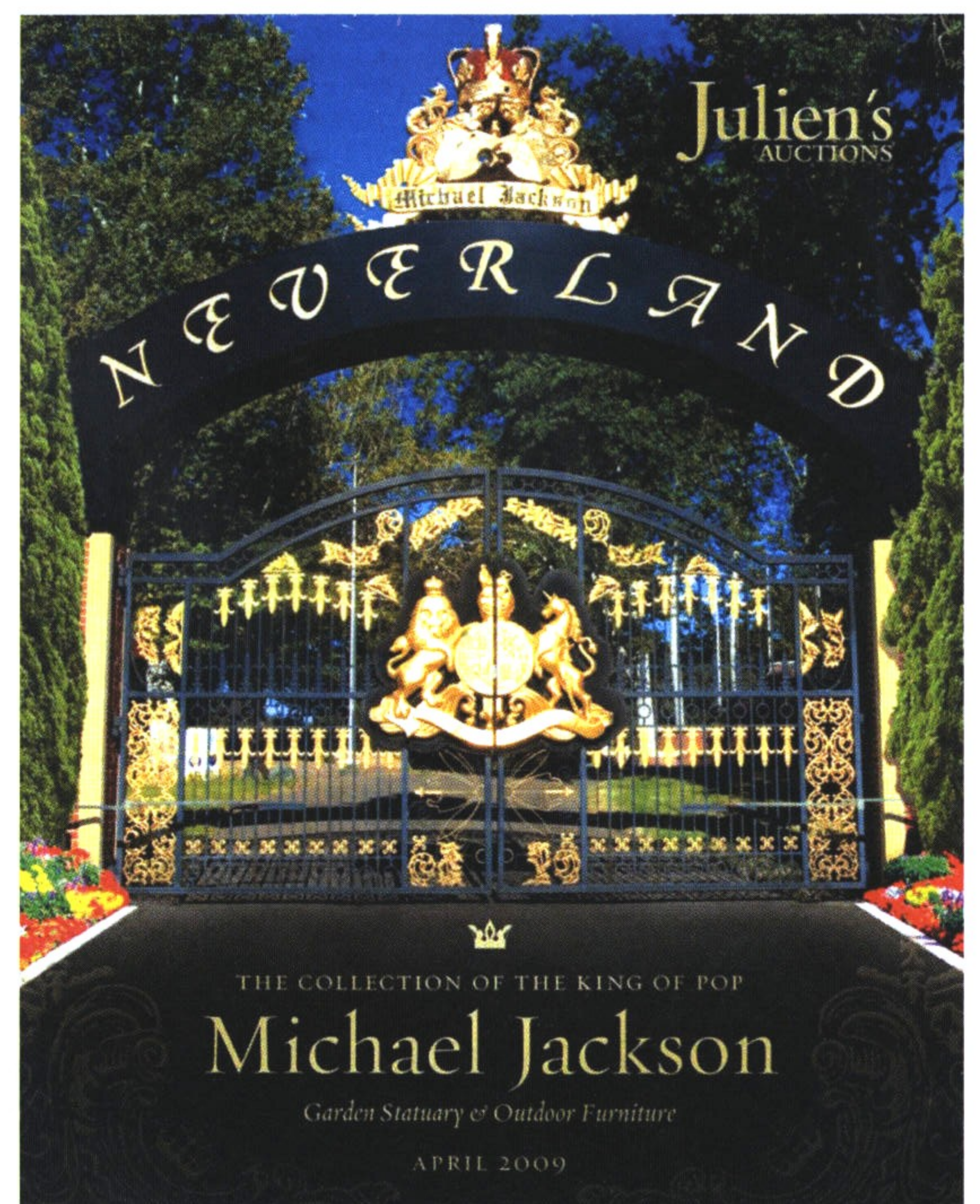
Over 1,800 people registered for the auction. Page views on Auction Network's website the week of the event reached an all-

time high of 608,000. And not only bidders from the U.S. participated, but this auction had a high international appeal. Twenty-four percent of visits to the site originated from over 130 different countries.

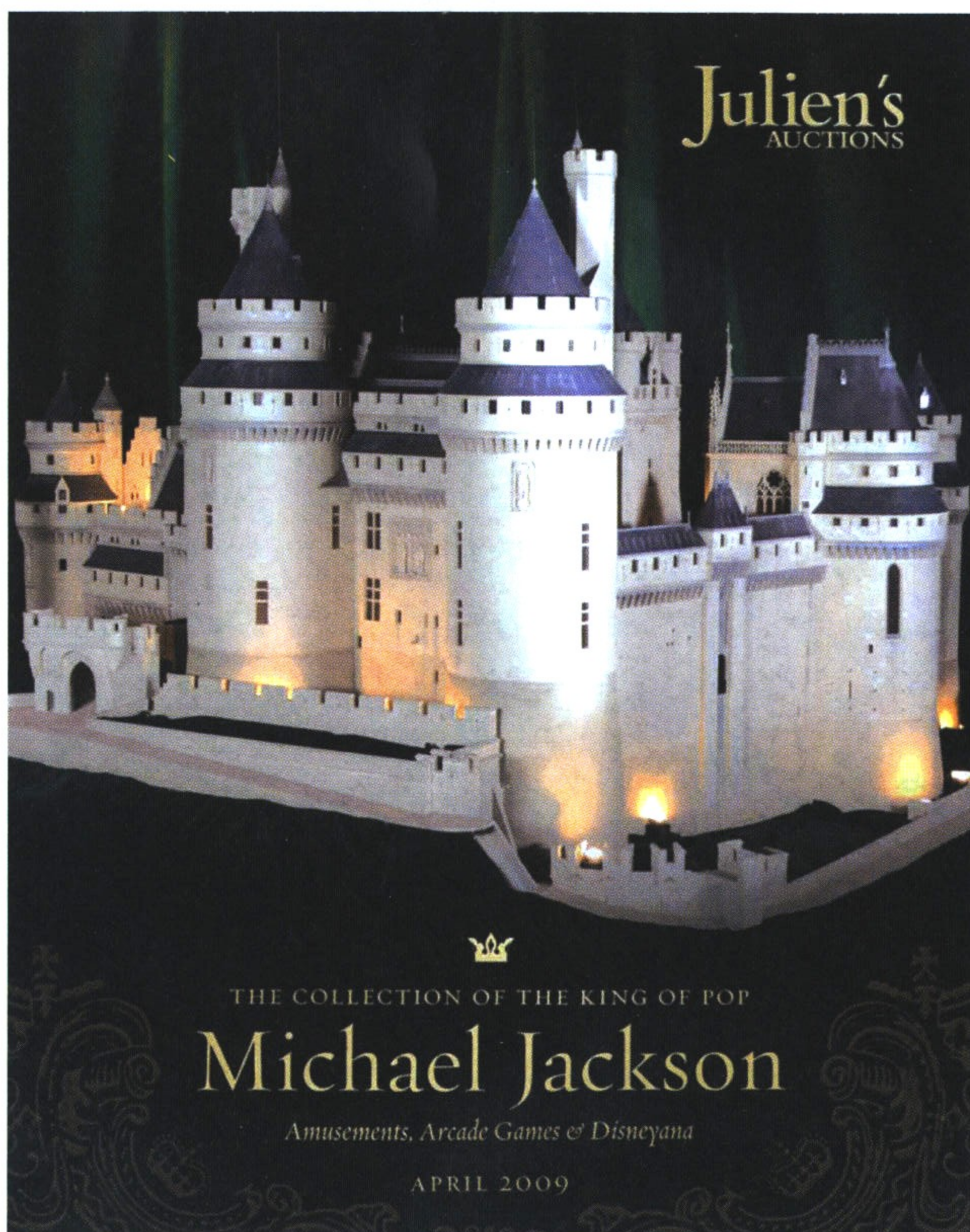
And, Auction Network viewers did more than browse. They bought 73 percent of the lots, and generated 69 percent of the total auction sale. One of the highlights of the auction was the sale of lot number 111, Starbuck's Flight Suit, which sold for \$14,000. It was a fun event and Sci Fi fans across the world got to watch, bid, win on Auction Network. It's so easy to plug into auctions like this. Just log onto auctionnetwork.com and register. It's free and you can browse upcoming auctions right now.

Another auction coming up that is causing quite a stir is The Collection of Michael Jackson Auction, April 22 to 25 in Los Angeles. Auction Network viewers have the chance to see behind the gates of Michael Jackson's Neverland Ranch and be privy to the wondrous array of movie memorabilia, fine art and amazing collectibles up for bid.

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Michael Jackson statuary catalog cover



Michael Jackson game catalog cover

of the Pope-mobile. Even the actual gates to Neverland will be for sale. The collection is as varied as it is fascinating. This is a must-see event. And you don't have to fly to L.A. to participate.

Simply go to www.auctionnetwork.com and register. It's going to be four days of non-stop excitement in an auction that will never be replicated in our lifetimes. There likely is no other celebrity or collector that has the scope of items that you will see in this auction.

Auction Network is looking forward to a very busy Spring. We'll keep you updated on the other cool auctions coming your way in 2009!

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

Auction Showcase

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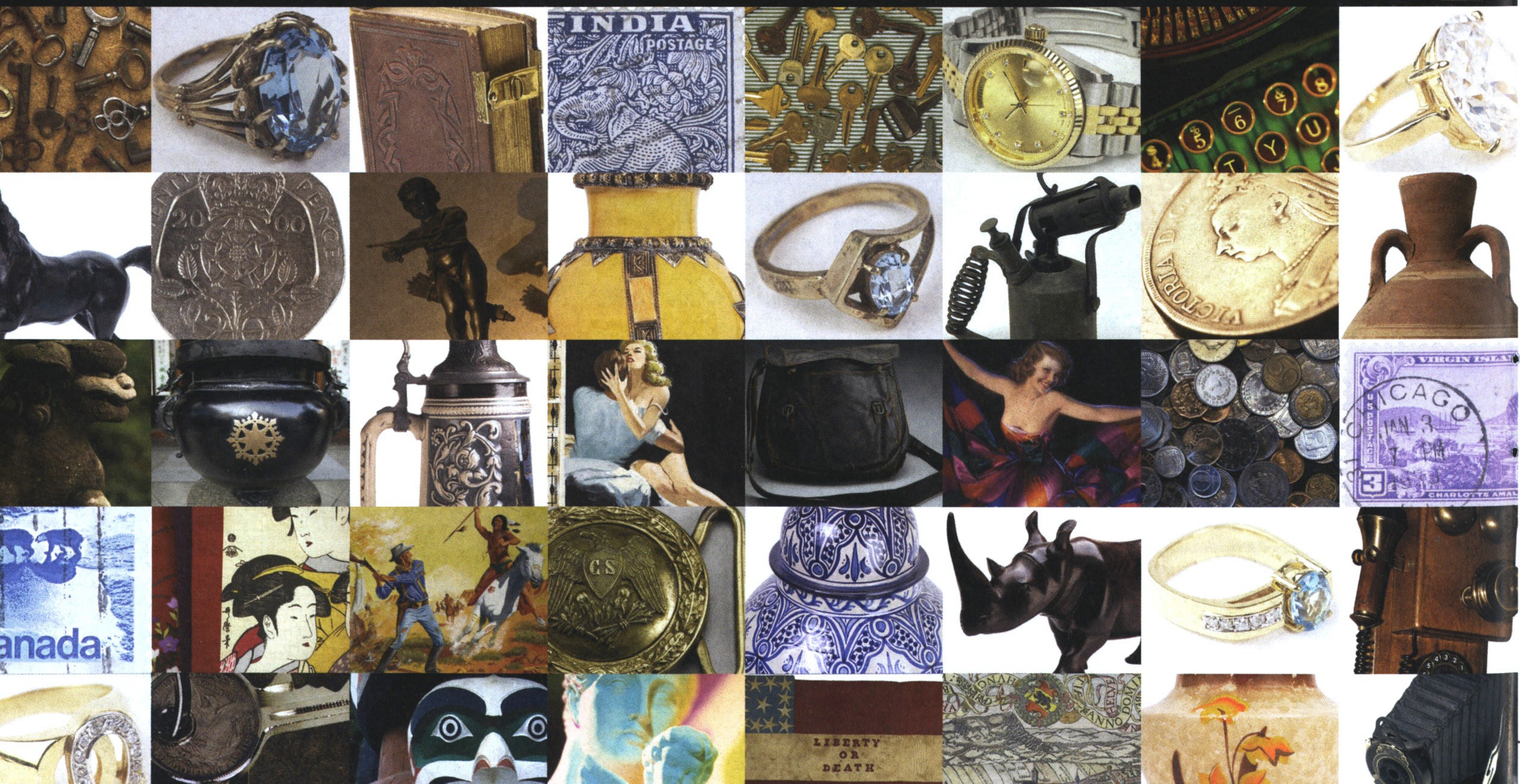
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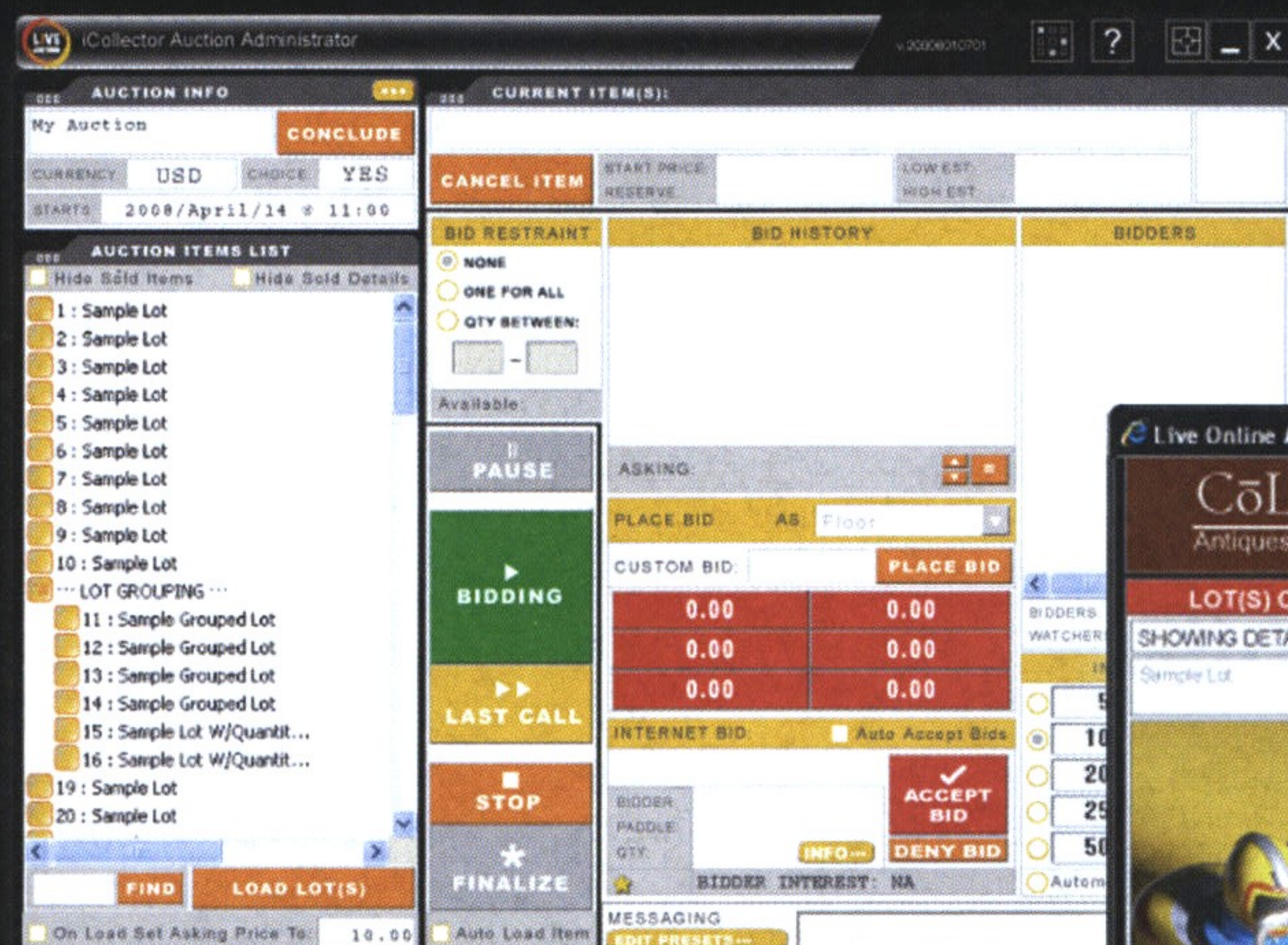
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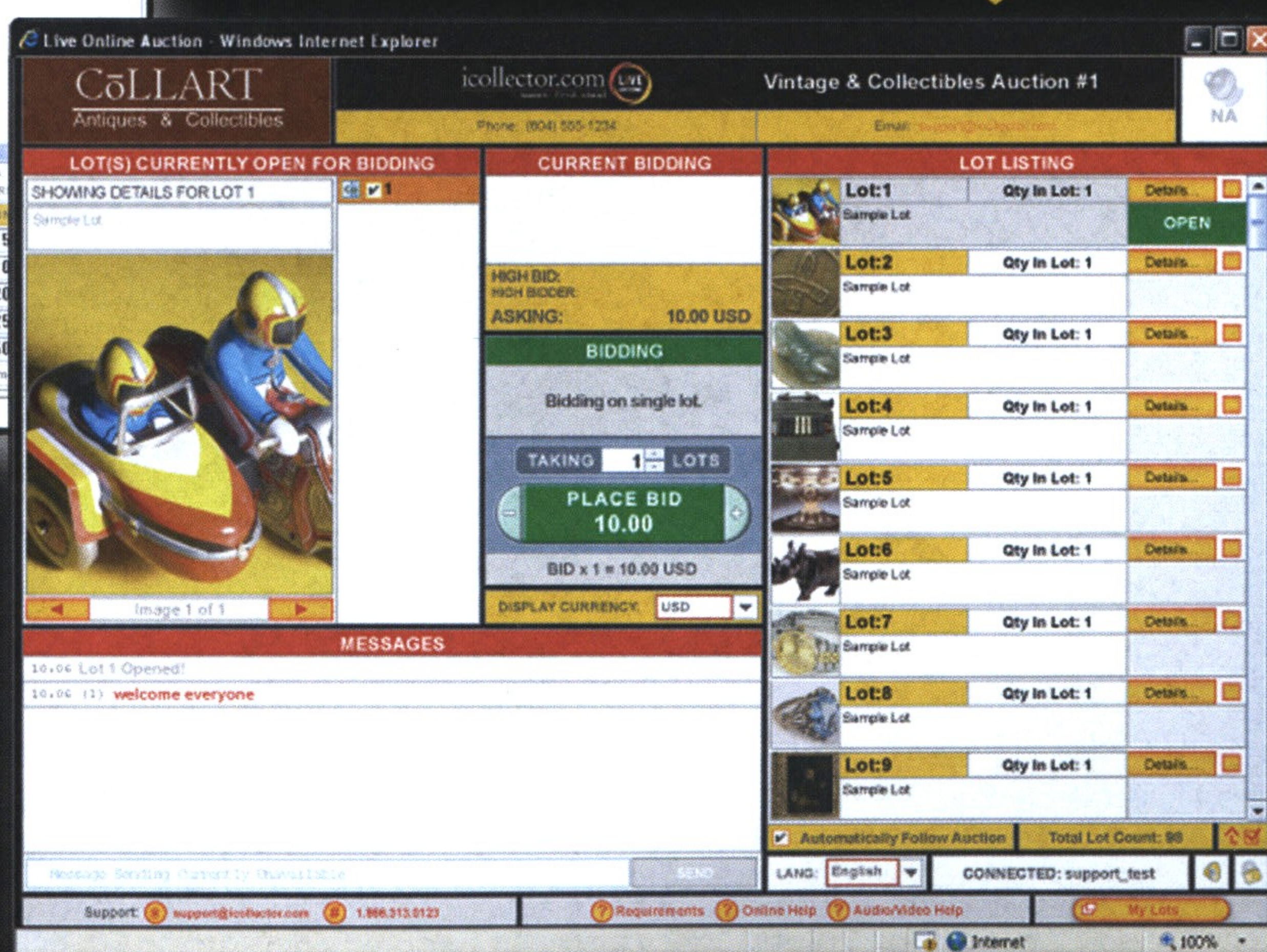
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Surviving and thriving in today's recession

Auctioneers are trying new niches and technologies to deal with the economic downturn

By Steve Baska, editor

How are Auctioneers dealing with today's severe downturn in the world economy, when buyers have less money to spend and some sellers are waiting for conditions to improve? Some are re-focusing their firms by shifting into new business niches, including business liquidations. Others are using technology formats new to them. Others still are working to clearly differentiate themselves from their competition.

But first let's note that the impact of the recession on Auctioneers varies widely across the spectrum: Some have seen severe reduction in business, some no change, and some auction firms have gained more business. The impact depends on the Auctioneer's specialty, geographic region and business skills.

Many part-time Auctioneers are believed to have left the industry. Some full-time Auctioneers who have owned an auction building have sold those properties and now rent space. But others are thriving because of their market position in their areas.

Auctioneers selling real estate and estates are among those facing challenges as buyer demand has dropped. One of these Auctioneers, Thomas Rowell, CAI, AARE, of Moultrie, GA, said "About two years ago we saw the dark

clouds forming in the economy with the sub-prime mortgage situation and we knew we had to look ahead to new ways of doing business. We began exploring online sales and we developed a model for online auctions that is now working well for us. We're selling a lot of property online, but we also decided not to lose sight of our past success methods, so we decided we will keep doing estate auctions and we will re-focus back to doing onsite estate auctions. We are utilizing both methods, as appropriate, to net the most money for the seller."



Jim Littlejohn, CAI,
AARE, BAS, CES



Tommy Rowell, CAI,
AARE

Rowell, who has been in the industry for 30 years, said that in recent months many heirs to estates have been waiting for the economy to improve before deciding to hold an auction, but in recent weeks he has seen that change. "In case of multiple heirs to an estate especially, they are saying now that want to take the value that can be obtained today, instead of waiting. People are seeing that the market is likely to be depressed for an extended period, so they will sell for today's market price."

And how are veterans like Rowell expecting this recession to play out? "My crystal ball is cloudy, but I think this recession will last more than a couple of years. More like three to five years, but Auctioneers should realize that we have opportunities. We are one of the few industries that can prosper in

down times. But we have to be willing to look ahead and do business in new ways.”

One more of those new ways for Rowell is to do “social marketing” with his new page on the Facebook website (www.facebook.com), where people describe their lives and connect with friends. Until recently such social websites have not been viewed as having direct business value, but Rowell believes that is changing. The communications there with friends and acquaintances can easily turn them into auction buyers or sellers.

“Half of my high school friends have been on Facebook,” he said. “It is viral marketing. We’re excited about the potential. You can’t do direct advertising of your business on there, but you can tell what you’ve been doing, so I say things like ‘I’ve been working on a 100-property auction recently.’ ” (A future story in *Auctioneer* will examine further how NAA members are using social and business networking sites).

Commercial real estate Auctioneer Stephen Karbelk, CAI, AARE, of Tulsa, OK, urges Auctioneers to cope with the recession by getting back to fundamentals, including choosing sellers very carefully. “When real estate auctions were strong in 2005 and 2006, we had a good balance of buyers and sellers so almost any real estate taken to auction resulted in a sale. What happens during times like that is we tend to lower our standards for new auction listings. The buyer demand was so strong that even if we believed the seller had a reserve that was a little too high, we would still do the deal because demand was driving up prices to unbelievable levels. But those days are long gone. We have to return to the fundamental fundamentals of the auction business when in a recession. If you are signing real estate auctions, you need to have clients with very realistic reserves, a high level of motivation, and plenty of money for advertising if there is any hope of getting the property sold. With so many distressed buying opportunities in 2009, you have to make sure your auction is the real deal.”

GETTING LIQUIDATION BUSINESS

Of course, a natural place to look for business now is where companies are liquidating their stock. Auctioneer Jim Littlejohn, CAI, AARE, BAS, CES, of Auburn, IN has recently targeted this as a new business source. In business 32 years, he has done estates, real estate, benefit auctions and appraisals, but in recent months he has acquired liquidation clients by approaching companies he sees advertising liquidations.

“Whenever I see a sale sign in a window I stop and talk to the owner,” he said. “We are selling these liquidation stocks in online auctions. We have

recently sold a jewelry store and a furniture store’s stock. I tell them they are still going to get their 50 percent or more, and we’ll attract a large number of bidders online. In fact, we have been tracking the bidders and we’ve found we are attracting new people that don’t normally come to onsite auctions.”

Littlejohn said another advantage to selling liquidations online is that he does not need to identify the seller’s name. “Indiana law requires us to put the name on a sale bill, but not on the Internet, so we use the phrase ‘closeout of stock’ unless the seller wants their name used.” This can draw a seller that may not agree to an onsite auction, he said. He is also cutting costs by using smaller newspaper ads and radio ad that drive readers to his website for more details.

“We are refocusing our business for the times,” he said. “We’ve got a lot of competition here in northeast Indiana with 800 Auctioneers. But most of them are trying to lure sellers in the same ways. They offer nothing different. We are trying to differentiate ourselves.”

In his residential real estate auctions, Littlejohn says he has also shifted some focus. “We are focusing now on just the \$150,000 to \$250,000 range now because investment buyers are loaded with the less expensive houses in the \$50,000 to \$70,000 range. We are finding the buyers are still there for the middle range and they can get credit.”



Farm Equipment auctions are thriving, such as this one conducted by Gary Boggs.

► continued



Auctioneers are adding on-line auctions to increase profits during the recession. This auction conducted by Rob Storment used laptop computers.

WHERE BUSINESS IS BOOMING, AND WHY

Some benefit Auctioneers say their business is doing extremely well due to the recession. One of those is JillMarie Wiles, CAI, BAS, of Canby, OR. "I've got more work now than I can handle because some organizations that have used part-time benefit Auctioneers are finding those Auctioneers have left the business, and so these groups are calling me. And, organizations are realizing they need to be serious about raising money as best they can in this period, so they want to hire a professional Auctioneer," she said.

Farm auctions also seem to be doing well. "Here in Ohio, more than 26,000 jobs have been lost, mostly automotive, but our farm equipment auctions are stronger than ever," said

Auctioneer H. John Kramer, CAI, AARE, CES, of Eaton, OH in a posting on the NAA discussion forum on www.auctioneers.org.

CUTTING COSTS, EXAMINE YOUR PRICING

Like Littlejohn, many Auctioneers report they are cutting costs by reducing the size of their newspaper advertisements by running a small ad that directs readers to the Auctioneer's website. They are also scrutinizing their budgets and procedures.

But auction law attorney Steve Proffitt also urges Auctioneers to use the recession as an impetus to specifically examine their commission rates and usage of the buyer's premium. In his column in this issue (see more on pages 24-25) he says "Auctioneers have a propensity to copy their competitors, especially on commission rates. This practice should be abandoned. Far too many Auctioneers price their services solely to match or undercut the competition so they can gain a share of the available business."

Another way to boost costs savings is to utilize your NAA membership benefits and networking opportunities. See details on pages 34-35, where members tell exactly how they have saved and earned money by using NAA's discussion forum, health insurance, online directory, prescription cards, education and networking.

Join the discussion on NAA's website about coping with the recession. Visit www.auctioneers.org. Click on the "members section" link on the right side of the page, and then click on the word "Go" next to the phrase "Online Networking and Mentoring." Several discussion topics are available, but choose the topic "Cover Story" to read postings from members about coping with the recession.

In Minnesota, Auctioneer Yvette VanDerbrink has also seen farm equipment doing well. "Farm equipment prices have been high and doing well," she said. "On farm acreages, we are seeing more qualifications and some of those easy loans are gone. Banks require more on farm and acreage purchases. We have seen prices on acreages drop 15 to 25 percent because of this. When fuel prices were high along with propane, acreage demand dropped. It's coming back and people still want them, but the bidders/buyers are weeded out to the serious with good or great credit."

VanDerbrink, who specializes in collector car auctions, is happy that she has not seen the economy impact that niche. "When it is a private collection, we have seen prices steady to higher on some models. People would still rather buy from Uncle Bob's collection at auction, with no reserve, and they will pay. The baby boomers have made the money and are still buying what they want and love what they buy. After 9-11, we saw people pull their money out of the market and begin buying land, collector cars, and other tangible valuable items. We are seeing this again in this market."



Yvette VanDerbrink conducting an auction

She adds one note of concern: "At our collector car auctions, the younger bidders are fewer. They are not interested, or don't have the money. They are thinking of their house and family. This would be 32 years old and under. Our bidders are being a bit more discriminative on what they are buying. I have talked to several Auctioneers and they noted that the nice antiques aren't bringing the money. The younger generations would rather have the money and not the stuff. I think the day of heirlooms being passed in the family are getting fewer."



Shawn Terrel, CAI,
AARE

ELEMENTS COMMON TO THRIVING COMPANIES

Shawn Terrel, CAI, AARE, vice president of United Country Auction Services in Kansas City, Mo, a rural real estate specialist firm, says that "It is now more important than ever for every auction company to strategically plan and position their company for success... United Country has had an opportunity to monitor and evaluate the changing marketplace from coast to coast and make adjustments that help position our offices to operate in the current environment. Through our research we have noticed three common elements that have allowed thriving companies to maintain their foothold in the local

markets and in many cases increase their bottom line. 1--There is no substitute for hard work and motivation. 2--Ethical business practices, because in tough times scrutiny always takes center stage and the clients and consumers we serve are watching auction companies a lot more closely to see if they do the right thing; 3--Key points of differentiation. Even during a strong market

correction like we are experiencing in the marketplace, being different from the auctioneer down the road is as important as anything else we have discussed. On the playing field where auction companies compete for business, the client and consumer are looking to engage with someone that will work hard, be ethical, and most of all can deliver "superior" services to them.

"It is now more important than ever for every auction company to strategically plan and position their company for success..." says Shawn Terrel, CAI, AARE.

In summary, the impact of the recession is as varied as the types of Auctioneers that populate the industry. But to survive and thrive in this period, consider refocusing your business in a new niche or adding new formats, including online auctions, to your existing auction methods. Examine your pricing and procedures, use NAA resources and your fellow Auctioneers across the country for help.

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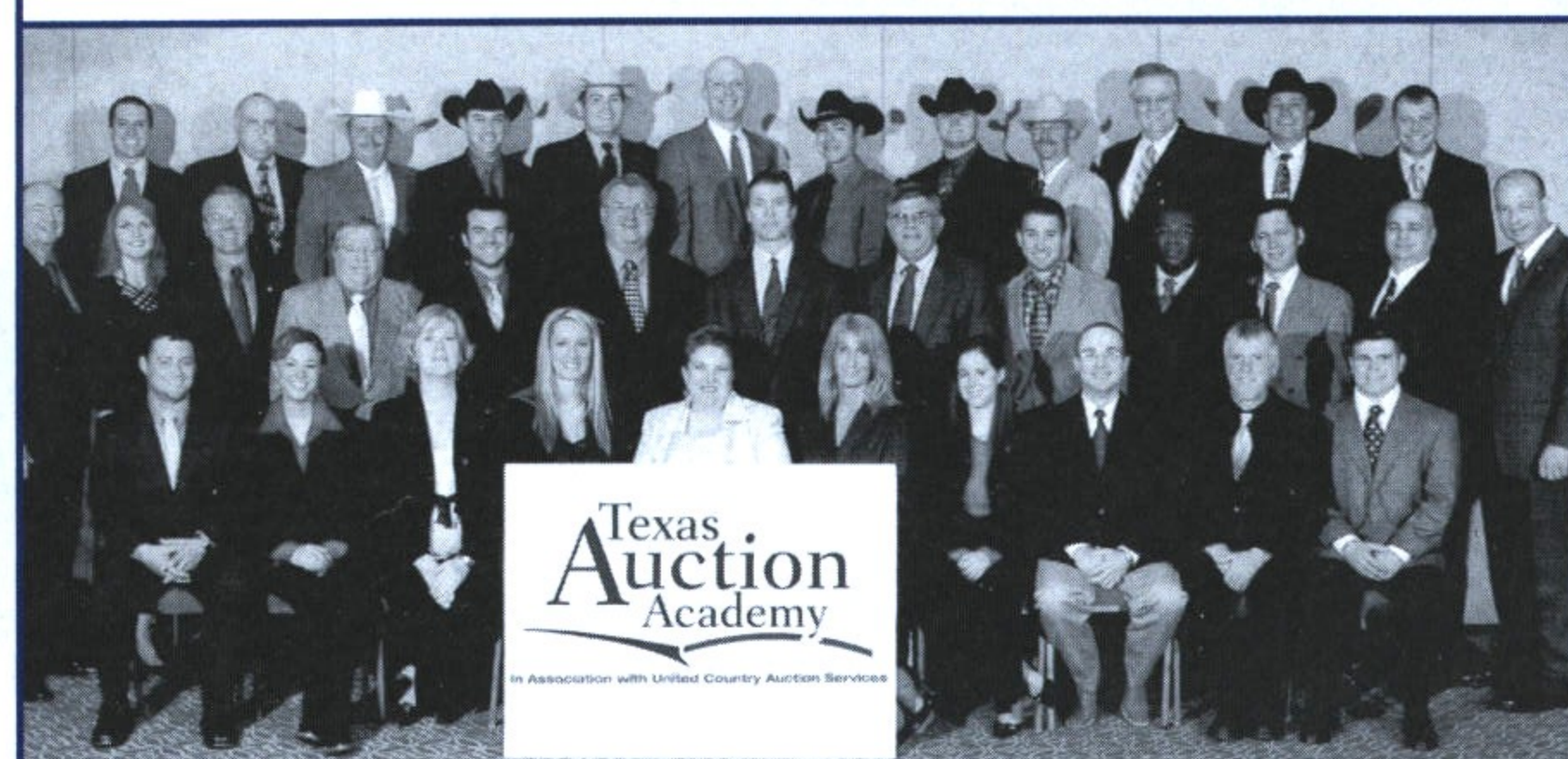
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“NAA is saving me money during the recession.”

Members reveal strategies for using your membership to save money during the tight economy

The headline on this story sounds trite, but members tell us time and time again that it is true. In this down economy, many people are reviewing their expenses, and things like membership fees come under tighter scrutiny.

NAA exists to promote the professionalism of Auctioneers and auctions through education and technology. In fact, NAA exists to provide tools to make your business successful.

Use your membership. Too often, we at NAA hear things like: “All I get for my membership is a magazine.” While the publications’ staff loves hearing that, we at NAA know that you get much, much more.

Here’s a quick top five list on things that will be sure to save you money and members, like you, who have used them and saved or made money!

Website/Online Directory/Referrals:

• “I booked a small industrial liquidation that grossed over \$35,000. The client found me on my profile listing at the NAA website.” – Harry Mullis, CES, from North Carolina



Harry Mullis, CES

• “I would estimate that since 1986 we have earned over \$50,000 in additional commissions due to my membership either opening doors -- that would be otherwise closed -- or providing assurances to clients which resulted in us winning contracts. Also, on several occasions, either our attending NAA Conference and Show or talking with another NAA member allowed us to better serve our clients with marketing and exposure ideas.” – Mike Brandly, CAI, AARE, from Ohio



Mike Brandly, CAI, AARE

• “NAA relationships that I have gained through all of the education have proven as well to provide a network for referrals - We received an opportunity through a well-known NAA member to sell some real estate. Even

though the attorney did not feel comfortable with an auction at first, we quickly were able to turn this listing into an “auction opportunity” when five people were serious about buying the property and we sold it for 58 percent more than asking price. If we were not able to turn that into an auction opportunity, it probably would have sold for list price. Was the seller/attorney/executor happy? You bet. He was thrilled and we were delighted that we were referred to him by an NAA member out of state that frequently sees this client at his auctions! This made us about \$5700, a sale that would never have been referred to us if we had not been a member of NAA.” – Linda Welsh, CAI, AARE, BAS, CES, GPPA from Texas

• Clients knowing I am an NAA member and booking with me. \$75,000 net gross in the past five years. I just booked an auction that should gross \$175,000 and net my company \$25,000, another small auction that should net gross \$65,000 and net us \$16,000; and yet a spring auction of 640 acres and all the personal property of the farm. Each one of the clients said they picked our company because of our web site and the NAA and WAA logos and the links to them. We have several other bids that have come our way because of membership in the NAA that we are working on closing now. – Ray K. Miller, Jr. from Wisconsin

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• Mullis also said that he had been paying \$1,275 in annual premiums for E&O insurance. When NAA began offering the new E&O, he signed up and saved more than \$1,000. It paid for his NAA dues for three years! Ray Miller, Jr. also saved \$6,000 on his premiums for General Liability and for his E&O and Workers Compensation insurance.

• Richard Ranft, CAI, AARE, GPPA from Wisconsin agreed. “We use the NAA insurance and just last year we had a savings of over \$5,000 for our group plan. You can pay for a lot of memberships with that!”

NAA Credit Card Services

• Welsh also reported that she saved at least \$1,500 to \$2,000 during her first year on the rates offered by NAA Credit Card Services.

"What I learned in AARE report writing turned into a real estate auction that netted me \$15,000," said Tom Jordan, CAI, AARE, CES.

Discounted advertising

• NAA members also receive a discount when placing an advertisement with USA Today with their national or regional listings. Recently, Jay Nitz, CAI from Nebraska placed an ad with them for a land auction that he conducted in January 2009. They paid \$830 for the ad; USA Today staff informed that if he had not been an NAA member, the same ad would have cost \$1,400 – a savings of almost \$600.

• Marketing solutions and special ad rates for NAA members in print/on line are also available from Satellite ProLink, Inc. Julie Carter, of Satellite ProLink, Inc said about NAA contract rates that "NAA members use it when they need it, without any long term commitment. Members take advantage of group contracts which save time and money on ad placement in places such as the network of *City Business Journals*, *Investors Business Daily*, *Wall St. Journal*, *USA Today*, *Loopnet.com* + *Cityfeet.com*, *PropertyAuction.com*, *Homes.com*, and much more." -- J. 'Budgets to Go' visit www.satelliteprolink.com. Satellite ProLink is a member of The American Marketing Association and the National Auctioneers Association.

• Linda Welsh, CAI, AARE, BAS, CES, GPPA from Texas said "We also take advantage of SPL's market research and budget creation to learn about other media opportunities for our auction marketing solutions."

Education/Seminars/Networking:

As professional in the auction business, it is important to keep current on the various business methods and practices. It is particularly important in this economy so that you can earn or save money for your business.

• "By attending CAI, I've learned how to develop proposals, which has directly increased my business. In addition, through CAI and AARE, I've developed networks that have resulted in referrals from other Auctioneers." -- Terry Wilkey, CAI, AARE from Illinois



Terry Wilkey, CAI, AARE

• "What I learned in AARE report writing turned into a real estate auction this summer that netted me \$15,000. A fellow CAI classmate knew that I had gotten my MPPA and sent a referral to me for an appraisal of an Asian scroll. Net in my pocket was \$2,000." – Tom Jordan, CAI, AARE, CES from North Carolina

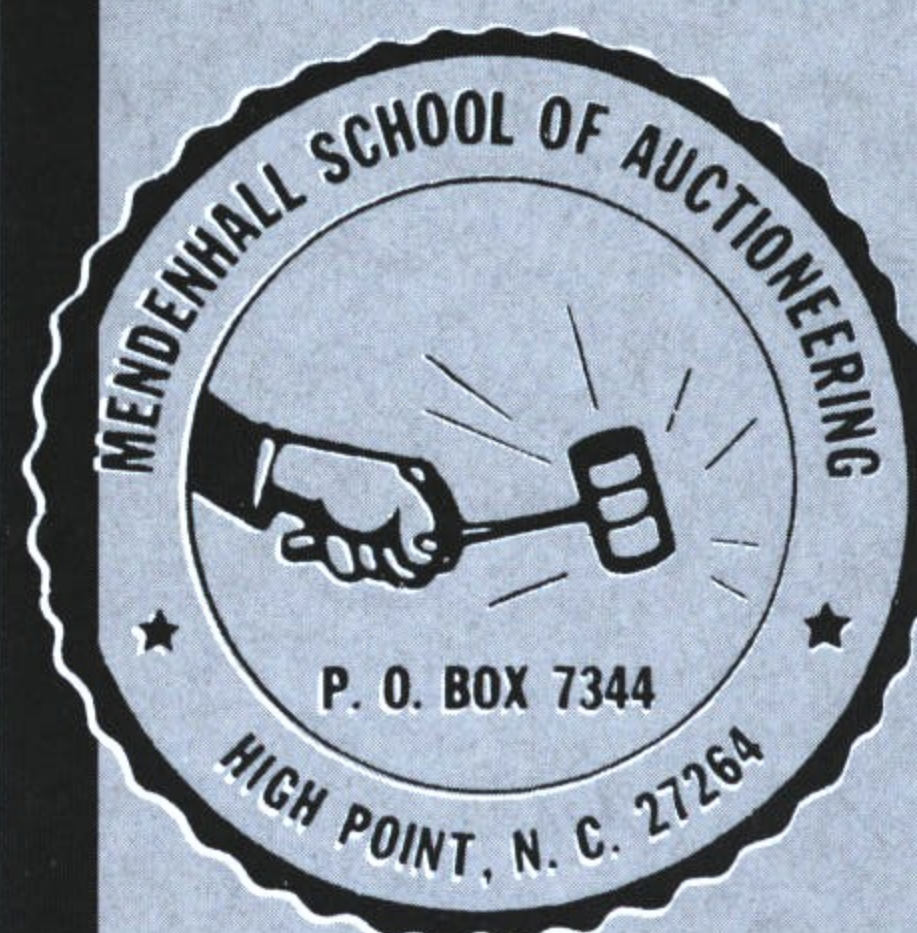
For more information on these or other benefits, go to <http://www.auctioneers.org/web/2007/07/membership.aspx> or call 913-541-8084 ext. 15.

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Success Stories

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

Absolute auction method helps Cape Cod home draw bidders in standing-room only event

JJ Manning Auctioneers, a leader in real estate auctions, sold at absolute auction a home in Falmouth, MA on January 17 for \$748,000. On auction day it was standing room only as 28 bidders, each with a certified deposit of \$25,000 participated in the auction. Auctioneer and company President Justin Manning, CAI, AARE quickly ran through opening bids provided by six bidders who were pre-registered by real estate brokers participating in a Buyer's Broker Incentive Program and then turned to the floor for an advance on \$550,000. Spirited bidding narrowed the field to two combatants with a bidder from Pennsylvania finally taking the day and qualifying his buyer's broker for a \$13,600 commission.

After two years of marketing the property through traditional brokerage and "for sale by owner" listings without a sale, the owners of this updated 1984 3-bedroom, 2.5-bath raised ranch set on the upland portion of a 1.5+/- acre site within the Racing Beach Association with elevated views across protected marsh to Buzzards Bay turned to JJ Manning Auctioneers.

To generate the highest level of interest



The exterior of the home that sold



Inside the home during auction was standing-room only

and participation among potential buyers, the owners opted to sell the home at absolute auction, where the high bidder is the winning bidder, regardless of price. The strategy proved effective, drawing more than 50 groups to view the home during the 32-day marketing period between contract and auction, including over 30 groups who attended the 2-hour open house on January 11 despite a winter storm which dropped four inches of snow over much of the state.

JJ Manning Auctioneers' website is www.JJManning.com.

Several factors helped online-only auction succeed

Schultz Auctioneers of Upsala, MN recently wanted to take live Internet bidding to a new frontier: live online-only auctions, and the firm recently held a successful coin auction in

this format. Their first auction of this kind had no onsite bidders and 66 bidders participating live—exclusively online. Having accepted pre-bids totaling over \$18,000, Mike, John, and Jan Schultz began the live auction from their office. When the live bidding came to a close, the total sale results closed at almost \$22,000—more than 20% of an increase over what the neo-traditional online-only model had generated.

One of the sellers commented, "We watched the entire auction online and really enjoyed it. After a few items we began to learn the personalities of the online bidders, and if they'd bid again or not. We even found ourselves cheering for the bidders to bid again. The results you obtained where on the high end of your pre-auction estimate for our collection. We couldn't have been happier."

Reviews proved positive from the buyers, as well. Said one winning bidder, "The weather outside was very cold, and we're not sure if we would have traveled to the

auction. However, we were able to participate live from the comfort of our home. We frequently participate in online-only auctions. However, this is the first live online only auction in which we have participated. We really enjoyed the process, and the excitement that the live close brought back to the online only auction."

After the auction, John Schultz said "We were not sure what to expect heading into this auction with an entirely online-only crowd. However, we were pleasantly surprised with the results. To have over 100 registered bidders and 66 active bidders in the auction was excellent. Both sellers and buyers we have contacted were pleased with the results, and we received no negative feedback about the live online only method. In fact, it was so successful we are already looking forward to conducting a similar auction in the next 45 days."

Mike Schultz, CAI talked about the strategy leading up to the "virtual live auction" event. "The primary reason we tried this model was that we felt we could take the online only method and increase our results through a live auction, all the while continuing to realize the benefits of an online-only auction. We were proven correct, as our overhead associated with holding a live auction was completely eliminated, and our attendance and results were higher."

John Schultz added, "Really, what all we've done is to resurrect a marketing technique that proved effective two decades ago. It's just that the implementation is exceedingly easy with the advent of the Internet and live online bidding."

Mike and John Schultz can be reached at 800-457-2967 or through www.SchultzAuctioneers.com. Schultz Auctioneers conducts auctions of almost every type but specializes in lakefront, residential, and recreational real estate and historic collectibles.



Former Gray & Sons Stockyards in Chilton County, AL

Alabama stockyards sold for \$181,500 by Pearce & Associates

CLANTON, AL -- A crowd of more than 100 buyers attended the auction of the former Gray & Sons Stockyards held on January 21 in Chilton County, AL. Pearce & Associates Auctioneers from Alabaster, AL conducted the auction, which was ordered by the Chilton County Probate offices to settle the estate of the late Gene Gray. The property included the sale arena, livestock holding pens, cafeteria, offices and six acres.

The stockyards was a Chilton County landmark and had been in operation for over 45 years. Tens of thousands of head of cattle had been sold here since the 1960s. Auctioneer and company owner Chip Pearce conducted the absolute auction with the final price reaching \$181,500. Pre-auction sale

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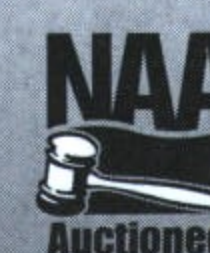
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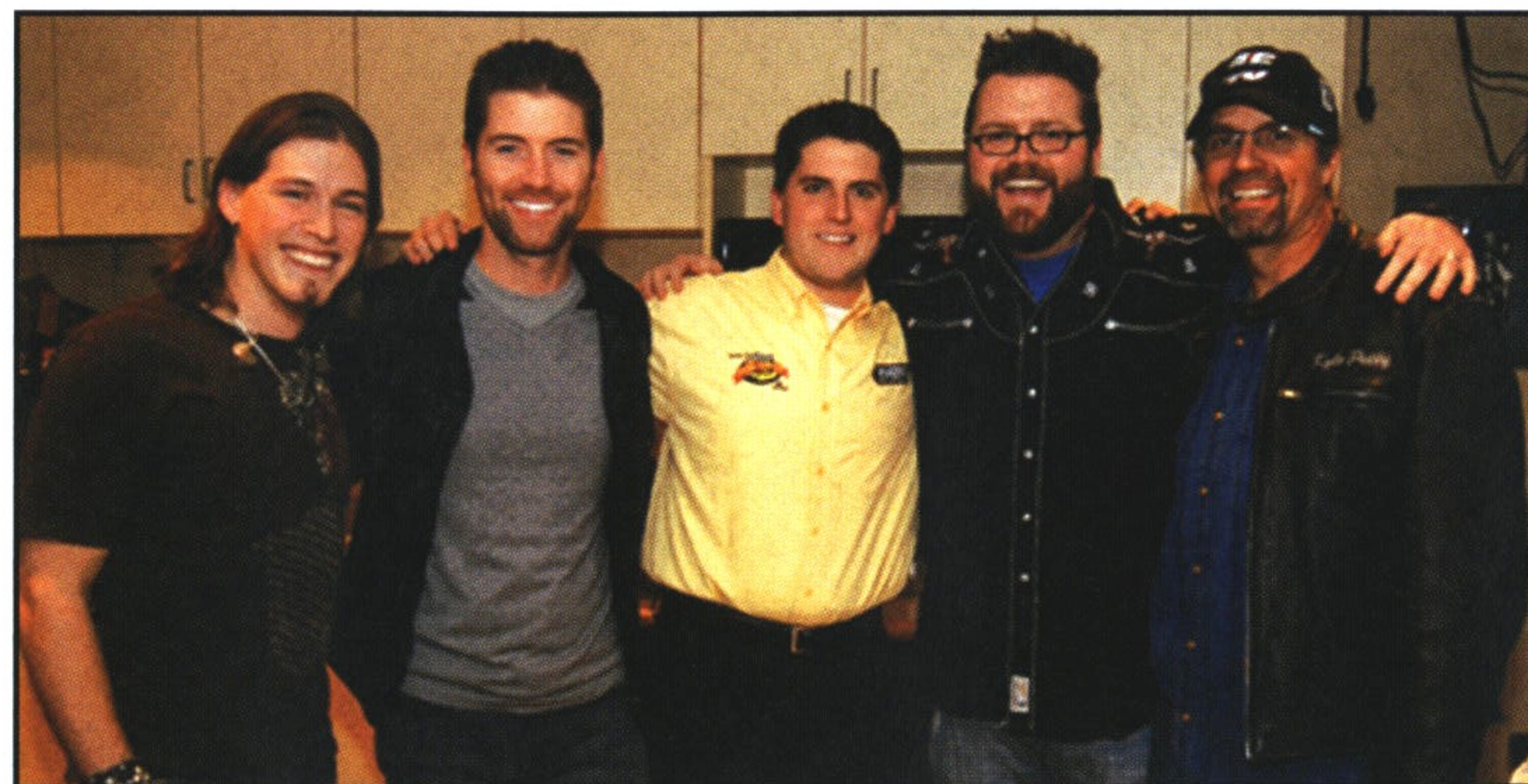
expectations were in the \$85,000 to \$150,000 range. Pearce & Associates is a Marknet Alliance Member and conducts auctions for real estate, businesses and estates.

Nashville auction raised more than \$90,000 for charities

Nashville, TN -- Dustin Rogers of Mt. Airy, NC and a crew from Rogers Realty & Auction Company returned to Nashville, TN to take part in the Sound and Speed auction on January 9 for the second year in a row. Sound and Speed is an annual event held to bring Country Music and NASCAR fans and personalities together to raise money for Victory Junction Camp, and the Country Music Hall of Fame.

The weekend kicked off at a concert by Julianne Hough, Rodney Atkins and Montgomery Gentry. This year the Rogers team not only conducted the Groove VIP live auction, which is a closed event at the Wild Horse Saloon, but they also managed the Groove Silent Auction, and a fan auction at the Municipal Building in Downtown Nashville. The auctions totaled more than \$90,000 for Victory Junction Camp and the Country Music Hall of Fame.

The Groove VIP event was kicked off with a silent auction. Dinner followed with a concert by Jason Michael Carroll. Dustin Rogers introduced Josh Turner, who brought out Jason Michael Carroll. A few presentations led up to the live auction, where Kyle Petty brought Dustin back onstage. Celebrity ringmen were Kyle Petty, Michael Waltrip and Rutledge Wood. After the auction Blake Shelton performed with Miranda Lambert. Along with Dustin, the Rogers staff consisted of Deidre and Deyton Rogers,



Dustin Rogers, center in yellow shirt, stands with attendees of the Sound and Speed auction.

Melanie Clark, Janet Stewart, Scott Kniskern, Gary and Kathy Wooten, and Keith and Susan Gunter.

Attending this year's events were country singers, songwriters and producers including: Aaron Tippin, Crystal Shawanda, Dierks Bentley, Jason Michael Carroll, Josh Turner, Josh Osborne, Julianne Hough, Kate and Kacey, Montgomery Gentry, Nikki Taylor, Randy Houser, Richie McDonald, Rick Huckaby, Robert K. Oermann, Rodney Atkins, Blake Shelton and Miranda Lambert. Race car drivers, team owners and NASCAR personnel included: Aric Almirola, Bobby Hamilton Jr., Brad Keselowski, Brian Frisselle, Burney Lamar, Dale Earnhardt Jr., Darrell Waltrip, David Stremme, Denny Hamlin, Doug Herbert, Eli Gold, Kyle Petty, Max Angelelli, Michael Waltrip, Reed Sorenson, Sam Bass, Wayne Taylor, Winston Kelley, and Speed Channel host Rutledge Wood.

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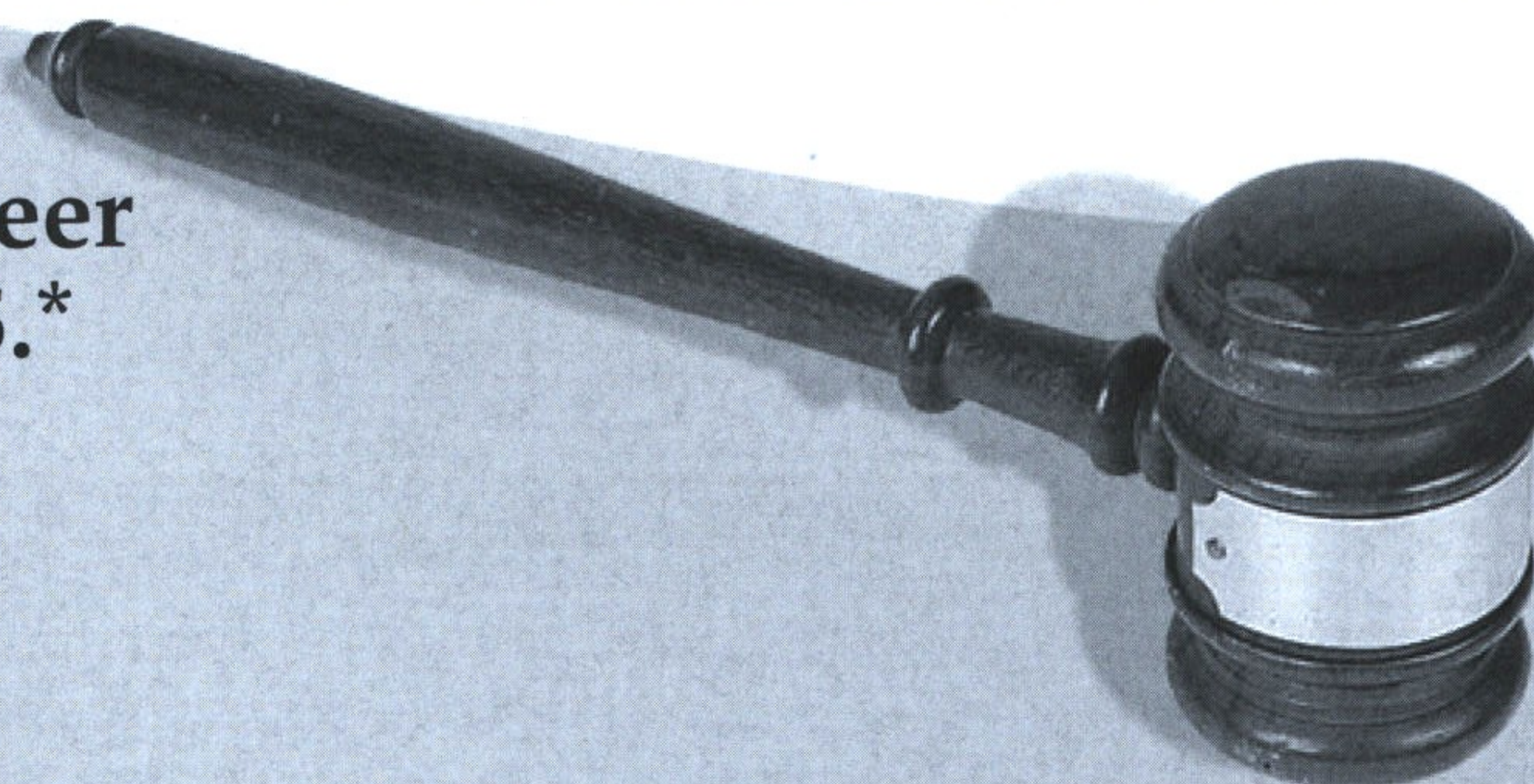
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State Association News

News from Auctioneer groups across the country

PENNSYLVANIA

Pennsylvania association names bid call champions at annual convention

The Pennsylvania Auctioneers Association recently crowned its bid calling champions and inducted members into its Hall of Fame at its annual convention. 2008 PAA President Daniel A. Trace described the 4-day event as an “excellent conference of speakers, seminars and events...We had fellowship, food, fun, and networking—there were events to appeal to the novice Auctioneer as well as the seasoned professional.”

Participants took part in 11 educational seminars. A separate program was available for continuing education purposes on Saturday, January 17 on state regulations for Auctioneers, including sales tax, game commission issues and selling firearms at auction, as well as a workshop on contracts for Auctioneers and related issues. These accredited continuing education sessions earned participants four CEUs to be applied to their advanced Auctioneer certifications or Auctioneer licenses held in other states requiring education. Over 60 participants attended this advanced program.

Michael P. Weaver, of Allenwood, won the bid calling championship on January 14 at the Pennsylvania State Farm Show, the largest indoor agricultural exhibition in the nation. He competed with several dozen Auctioneers to be the best bid caller in the state as well as for the top prize of cash, a



Pennsylvania bid call winner Michael P. Weaver.



William R. Omalacy was named 2009 Pennsylvania Rookie Auctioneer Champion.

large silver trophy and paid registration at the International Auctioneer Championship set for July 2009 in Overland Park, KS. The runner-up is Lee Alan Hostetter of Beaver Falls.

William R. Omalacy, of Smithfield, was named Rookie Auctioneer Champion. He has been an Auctioneer less than two years. The Auctioneers were judged by a panel of eight on their bid calling ability, overall presentation, speech, appearance, and salesmanship. A majority of the proceeds from the contest and benefit auction went to the Farm Show Scholarship Fund to support students entering the agricultural field.

Robert A. Ensminger, GPPA of Harrisburg was named PAA Auctioneer of the Year for 2009. He was chosen for showing leadership, high ethical standards, willingness to share with others, partici-

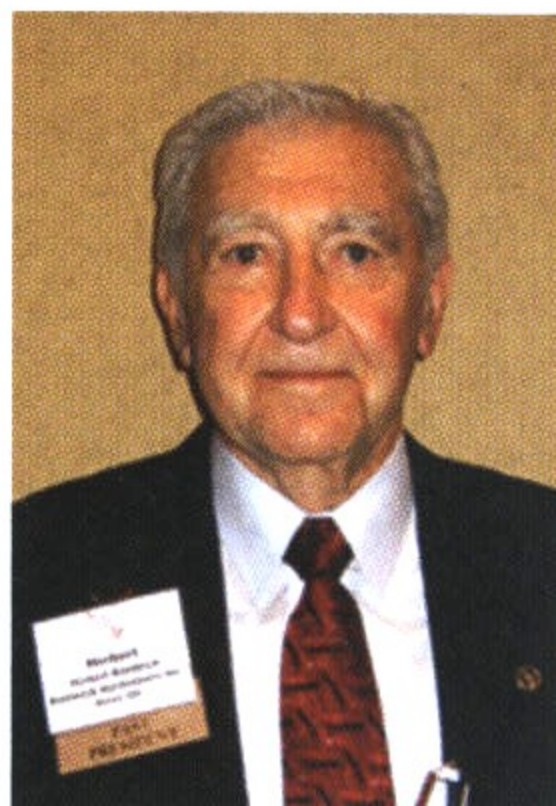
pation in community affairs, and outstanding contributions to the PAA and the auction profession in 2008. Ronald D. Funk, of Paradise, and Mark W. “Dutch” Kistler, of Emmaus, were named to the Pennsylvania Auctioneers Association Hall of Fame. This award is given to individuals based on integrity, honesty, high moral character, acute fairness, and distinction, and is bestowed on Auctioneers each year who have fostered excellence in the auction industry.

New officers for the Pennsylvania Auctioneers Association for 2009 include Bill Anderson, Sr., President, of Harrison City; Gerald A. Rader, President-Elect, Skippack; Kenneth A. Hansell, Jr., CAI, Vice President, of Perkiomenville; and Robert A. Ensminger, Treasurer, Ensminger Auctioneers, Harrisburg.

► continued

OHIO

Hall of Fame inductees Bambeck and Eberhart honored



Herbert Bambeck



Dennis Eberhart, CAI, AARE

About 230 Auctioneers and guests turned out for the Ohio Auctioneers Association's Annual Convention held January 17-19 in Dublin, OH. The Hall of Fame committee inducted Herbert Bambeck of Dover and Dennis Eberhart, CAI, AARE of Kent, OH. New officers were also elected. The association's bid call winners were chosen the last August.

Bambeck began his auction career at age 21 in December, 1947 after attending Reppert School of Auctioneering in Indiana, and remained in the profession until he was 62, when he was forced to retire due to health reasons. Through the years, he improved his bid calling technique practicing while driving back and forth to auctions.

Bambeck donated much of his time selling 4-H Livestock at county fairs in three states for many years. After 20 years of selling livestock, Herbert then began the next 20 years of his auction career selling at industrial and commercial auctions, plus real estate. He was the only Auctioneer to sell for Cleveland stock yards. Bambeck is a past president of the Ohio Auctioneers Association. He also served in other positions on the OAA board including director and vice president. He also served as an NAA director during the 1970s and was on the Ohio Auction Commissioner for six years. He and his wife Carol reside on the farm his was born and raised in.

Hall of Fame inductee Eberhart is a 1977 graduate of Kent State University and a 1978 graduate of the Missouri Auction

School. In 1984, he obtained his CAI designation and AARE designation. Eberhart received his real estate license in 1974 and has been a licensed broker since 1982. He is a member of the National Association of Realtors, Portage and Akron Area Association of Realtors, NAA and the OAA, as well as others. He is a past president of the Ohio Auctioneers Association, past Trustee of the National Auctioneer's Foundation, past director of the NAA.

He has been engaged in the appraisal of real property, residential contents, antiques, fine arts, collectibles, and automobiles. He has been retained by courts, administrators, executors, attorneys, insurance companies and banks in Northeast Ohio to prepare appraisals for use in county, state and federal estate tax purposes Eberhart and his wife Vickie reside in Kent with their son Robbie.

New officers elected at the convention were President Chris A. Davis, President - Elect Maggie Beckmeyer, Vice President Bill Stepp and Treasurer Susan Johnson, BAS. A list of new directors and committee members is available on www.ohioauctioneers.org.

Ohio's State Fair Bid Call Contest took place August 5, 2008 at the Showplace Pavilion at the Ohio State. The winners from the Senior division were 1st place, Jason Miller of Quaker City, 2nd place, Kevin Frey of Archbold; and 3rd place, Scott Mihalic of Chardon. The Junior division winners were 1st place, Susan Johnson of Guilford, IN for the second year in a row; 2nd place, Michael Boyd of Lancaster; and 3rd place, Seth Andrews of Wooster.

SOUTH CAROLINA

South Carolina association elects new officers, chooses bid call winners

The South Carolina Auctioneers Association elected new offices and chose bid call winners during its annual convention in Greenville in January. Bid



SCAA Bid Calling Champion Coby McGuire, left, with Bid Calling Judge David Meares.



Runner-Up Bid Calling Champion Bill Dearman.



Past President Matt Holiday at the convention.

call champion was Coby McGuire, of Boiling Springs. Runner-Up was Bill Dearman, of Aiken.

Newly-elected directors of the association were sworn in by NAA CEO Hannes Combest, CAE. They included Secretary/Treasurer Michael Harper AARE; Auxiliary President Janice Turkett; Director Darron Meares, CAI, MPPA; Director J. Tony Adams; Vice President Jennifer Moore, CES; newly-elected President Linda Page, GPPA; and directors Bill

Dearman; Paul Yoder, BAS; David Meares; David Watson; Thomas "Randy" Ligon; and Michael Moore.



From left, new President Linda Page with convention presenters Deputy Probate Judge Tracy Sharp-Robertson and Probate Judge Debora Faulkner, with Auctioneer Gwen Bryant.

NORTH CAROLINA

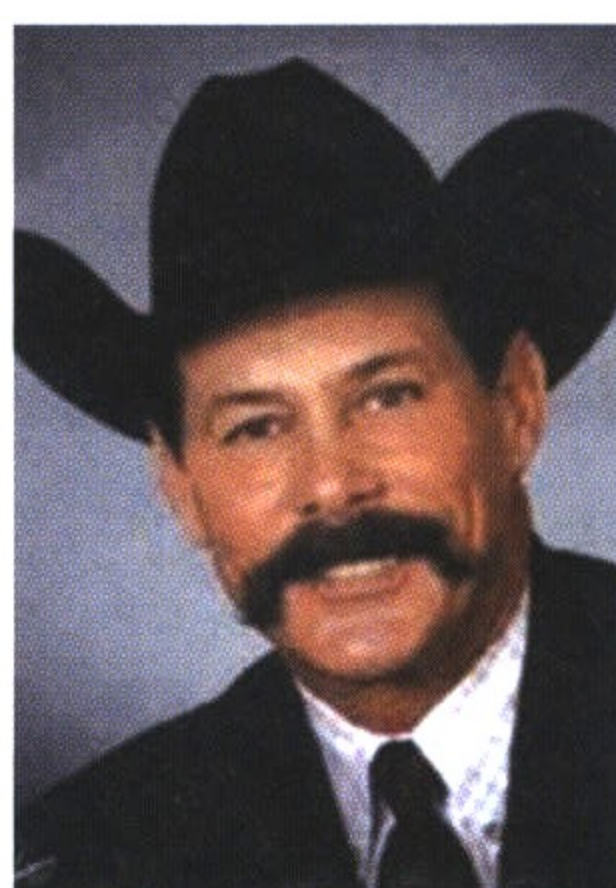
North Carolina winter convention features education, champions

The Auctioneers Association of North Carolina held its winter convention in Greensboro, NC January 16-18. In addition to three real estate continuing education seminars, there were five seminars for Auctioneers who do not require real estate CEs. NAA Director Lancer Walker, CAI, BAS, CES conducted two of the seminars.

The association's bid calling contest had 15 contestants. B. Mark Rogers, CAI, AARE, of Mt. Airy, NC was named North Carolina Grand Champion Auctioneer. Ben Farrell, of Chapel Hill, was reserve champion. Ivan Broadwell, of Clover, was runner up. Two Auctioneers were also inducted into the association's Hall of Fame: Joel Isley, of Reidsville, and Betty O'Neal, of Norwood. Betty joined her husband, Bill, to become the first husband and wife members of the Hall of Fame.



Betty O'Neal, Hall of Fame inductee



Jim Isley, Hall of Fame inductee



North Carolina bid call winners are from left, Reserve Champion Ben Farrell; Grand Champion B. Mark Rogers, CAI, AARE; Runner-up Ivan Broadwell.



Three generations of one family attended the North Carolina event. From left, R. Bracky Rogers, CAI, CES; B. Mark Rogers, CAI, AARE, and Dustin Rogers.

State Auctioneer association upcoming events

MARCH

2-6: California State Auctioneers Association cruise, Long Beach, CA

15: Indiana Auctioneers Association spring district 3 meeting, West Lafayette, IN

15-16: New York State Auctioneers Association, spring seminar, site to be determined.

APRIL

28: California State Auctioneers Assoc., legislative day, Sacramento, CA.

MAY

No events reported to NAA.

JUNE

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

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

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

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

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

To be listed here, email your state association events to steve@auctioneers.org.

2009-10 NAA Committee Volunteer Interest Form

TO VOLUNTEER FOR A NAA COMMITTEE:

- ✓ Complete **ALL** sections and submit directly to NAA
- ✓ By fax to 913/894-5281 **-OR-** mail to: Hannes Combest, CAE, Chief Executive Officer
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	Bylaws			
	Other:			

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NAA's 60th International Auctioneers Conference and Show is a must-attend event for auction industry professionals



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We know it can be tough during these uncertain economic times, so we've come up with several reasons why you **MUST** travel to Kansas City to attend this year's NAA Conference and Show to be held July 13-18 in Overland Park, KS, a suburb of greater Kansas City.

Did you know that Kansas City is one of five international "Destinations to Watch in 2009," according to SmarterTravel.com? The popular travel website recently unveiled to *USA Today* its top picks for travel in 2009, and Kansas City was the only place in the United States to make the list.

"Our top picks for destinations to watch in 2009 are bursting with up-and-coming, you've-gotta-see-this attitude," the web site reported. "Not only are these destinations on the rise, but each offers good value to travelers looking to vacation affordably in the coming year."

Not only is KC a great destination, but NAA's annual International Auctioneers Conference and Show has long been considered the "most important event of the year" among auction industry leaders. Join more than a thousand other auction professionals for five days of outstanding networking opportunities, educational programs, and the latest in auction technology and services. Participants will

have the opportunity to select from over 45 designation and educational seminars that range from addressing the economy and negotiations, to contracts and marketing strategies. Most importantly, attendance at Conference and Show allows you to build strong relationships and to

network with other auction professionals.

Gain a competitive edge in this struggling economy by attending Conference and Show. Benefits include:

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- Learn marketing strategies.
- Publicize your presence through press releases for local and/or national media.
- Learn to use auction industry research to market your business.
- Develop solid business relationships with your fellow members.
- Network and build business partnerships

Invest in your Future: Educational seminars you just can't afford to miss include:

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- How to Grow Your Business
- Great Debate
- Bid Calling Workshop
- Qualify for Government Contracts
- Commercial Real Estate
- Using Morpace Study to Seal the Deal

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- Business Liquidations
- Building Brand Awareness

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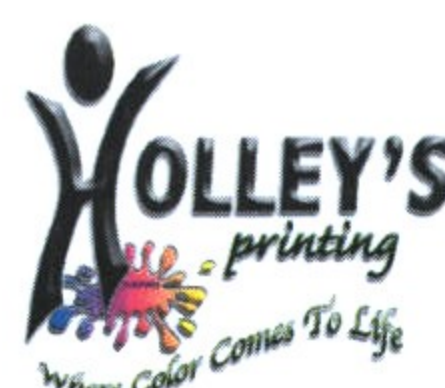


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New sponsorship auction!

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The auction method of marketing has moved to NAA! This year, companies will be vying for sponsorships using the very method of marketing the NAA members specialize in.

According to NAA President Randy Wells, CAI, AARE, BAS, CES, GPPA, the board of directors began to discuss the concept last year as new items for sponsorships were being discussed. "We didn't have a fair way of determining who should get first 'dibs' on sponsoring an item," Wells said. "Then it hit us that we were forgetting what we knew best – auctions."

The Technology Committee, chaired this year by Darron Meares, CAI, BAS, MPPA, assumed the responsibility of ensuring that the auction was developed. Meares said that a subcommittee was formed to identify the best process. Staff prepared a list of possible items to be sponsored and the minimum bids needed to cover the costs. Companies or individuals who sponsored an item last year were allowed to retain that sponsorship if they so chose.

In order to ensure that the auction doesn't leave anyone out, the auction will



begin with sealed bids (see list on these pages for items included in the auction). The top three bidders will then be notified on March 18, items will be auctioned in 30-minute increments (see below for the complete schedule).

President Wells hopes that a live auction component will be included in the IAC Parade of Champions to sell sponsorship opportunities for the 2010 Conference and Show to be held in Greensboro, NC. "I would like to see NAA live what we profess," he said. "The auction method of marketing really does set the market value. Using it for sponsorships seems like a

natural."

To participate in the sealed bid process, potential sponsors are asked to send their bid for a specific item to sponsorshipauction@auctioneers.org by 12:00 noon Central Time on March 18. An individual email must be sent for each individual item. And because the top three bidders will be notified on March 18, it will be important to make sure to include a contact number on each email.

The terms of the auction are listed below. For more information, contact Wendy Dellinger at 913-541-8084 ext. 20 or wdellinger@auctioneers.org

*Email your bid to:
sponsorshipauction@auctioneers.org
no later than March 18, 2009*



Wednesday, March 18, 2009 open to the top three bidders:

- 1:30 p.m. – T-shirt sponsorship
- 2:00 p.m. – Briefcase sponsorship
- 2:30 p.m. – Hotel Key Cards
- 3:00 p.m. – Badge Holders
- 3:30 p.m. – Trade Show Lounges
- 4:00 p.m. – Briefcase Inserts
- 4:30 p.m. – Tradeshow Entertainment

Thursday, March 19, 2009

- 1:30 p.m. – Wii World
- 2:00 p.m. – IAC Buffet Dinner
- 2:30 p.m. – IRC Dessert
- 3:00 p.m. – Conference and Show Program
- 3:30 p.m. – Seminar Reference Guides
- 4:00 p.m. – CAI Reception

INVENTORY

- T-Shirts – (Quantity printed 1,500) Cream/off-white with brown NAA 60th logo on the back and brown sponsor logo on the left chest area. Starting Bid \$7,125
- Briefcases – (Quantity printed 1,500) Black with blue NAA 60th logo and sponsor logo on one side. Starting Bid \$7,700
- Hotel key cards – (Quantity printed 1,000) NAA will design with one color 60th logo and sponsor logo. Key cards are for the headquarters hotel only, Sheraton Overland Park. Starting Bid \$1,875
- Badge holders – (Quantity printed 1,500) Black with one color 60th logo and sponsor logo. Starting Bid \$3,000
- Trade show lounges (2) - Starting Bid \$7,500
- Briefcase inserts - Starting Bid \$5,000
- Trade show entertainment – Starting Bid \$2,000
- Wii World (4)- Starting Bid \$1,500
- IAC Buffet Dinner - Starting Bid \$20,000
- IRC dessert - Starting Bid \$10,000
- Conference and Show Program - Starting Bid \$6,250
- Seminar Reference Guides - Starting Bid \$14,000
- CAI Reception - Starting Bid \$3,000

Note: NAA reserves the right to approve any logo design.

TERMS:

The terms of the sale are payment in full by March 25, 2009 at 5:00 p.m. Central Standard Time. Sponsorships will be subject to the right of first refusal for the 2010 Conference and Show. All sponsorships must be renewed for the 2010 show no later than

June 30, 2009. If you would like to bid on different sponsorship for 2010 you will have to attend the IAC Finals competition in Overland Park, KS on Friday, July 17, 2009 and bid at the live auction. All sponsorships not renewed by the June 30 deadline will be put into inventory for sale at this event.

All logo merchandise available for sponsorship will be in one color only. NAA has already chosen the merchandise and the vendor. NAA will accept requests on colors for the logos but the final decision will be made by NAA. The NAA 60th Anniversary logo will appear along with all sponsor logos.

Sponsorship items that do not offer logo merchandise will receive onsite event signage. All sponsorships will receive recognition in *Auctioneer* magazine, on the NAA Conference and Show website, and in the Conference and Show Program. Also included will be sponsorship ribbons to wear at the conference and the opportunity to write a 250-word Partnership Profile that will be published in an upcoming issue of *Auctioneer*. The Partnership Profile is written by you, expressing what you want the members to know about your company.



NAA Director and Auctioneer Monte Lowderman, of Williams and Williams Marketing Services, Inc., explains the bidding process to prospective bidders at a real estate auction Dec. 18, 2008 in Hillside, NJ. As the housing market slows and homes in foreclosure spike, people who have to sell quickly or lenders that need to unload foreclosures are turning to auctions. (Associated Press photo)



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The North Georgia School of Auctioneering's class of January 2009 included Rosina Seydel, Travis Lamar Jarvis, Jim Enix, Charle' Castro, Butch Hon, Lee Womack "Trey", Keith Cook, Thomas Robbins, Joe Burchfield, Allen Floyd, Tim Hill, King Loran Randall, Gina Miele, Kathy Estes Prince. The school was established in 1994 and has locations in Rome and Atlanta, GA. The school is approved for the pre-license course and for conduction education seminars in Georgia, Alabama, Mississippi, Arkansas, Louisiana, Tennessee, North Carolina and South Carolina. (Photo courtesy of instructor Robin Huff.)

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Crying an Auction

“Out Crier” was early term for Auctioneer and has a detailed history



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

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

The “Out-Cry” auction has existed long before Auctioneers were known as “Knights of the Hammer,” “Hustlers” or “Colonels.” The

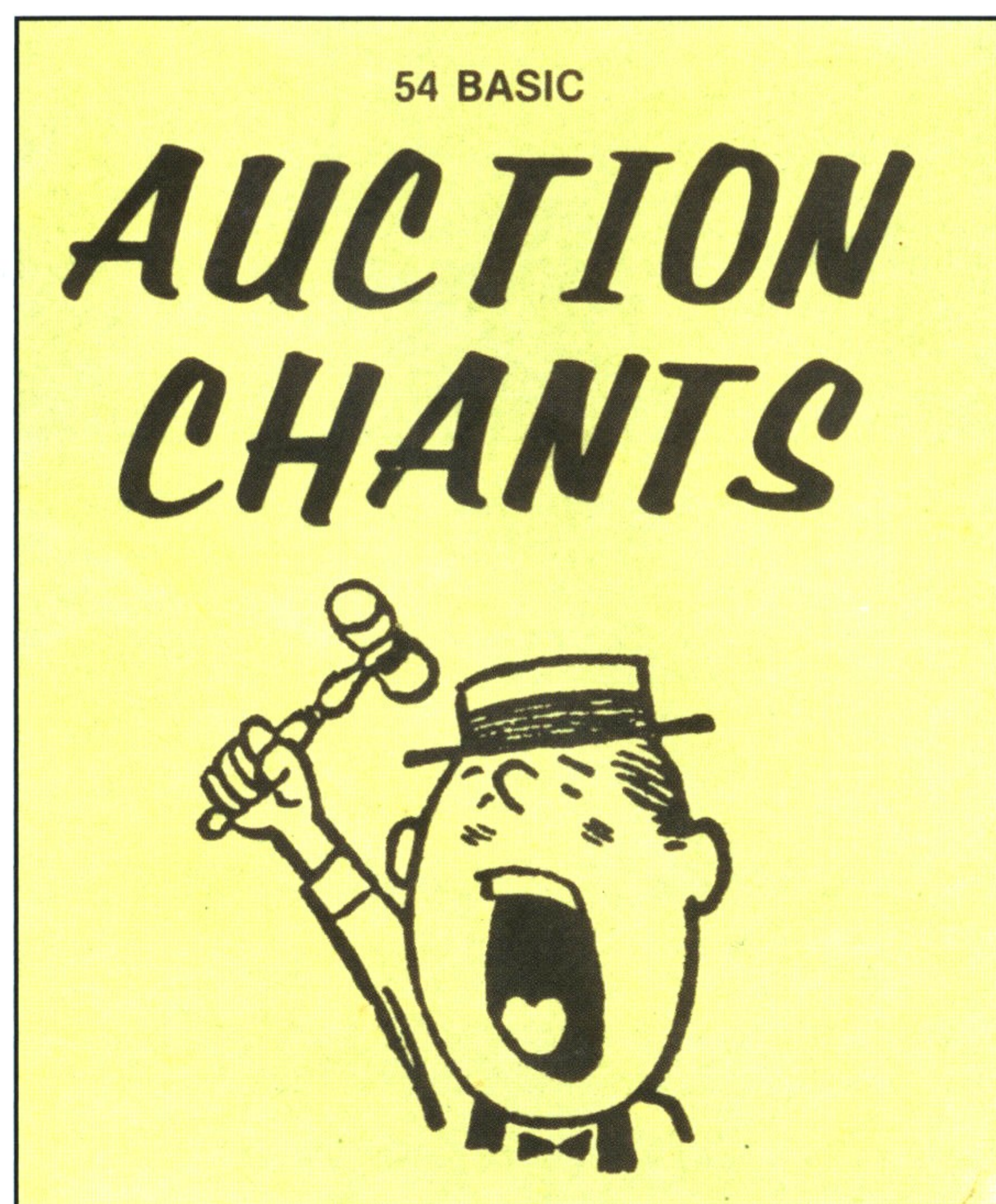
term “crying” a sale followed shortly after the time when Roman soldiers thrust spears into the ground to signal the start of auctions for the dispersal of the spoils of war.

An early term for an Auctioneer was an “Out Crier.” To understand the origin of the Out Crier, we need to review his predecessor, the “Town Crier.” It is believed that the first Town Criers were the Spartan runners in the early Greek Empire. This position evolved as Europe developed. As England colonized the world, the position of the Town Crier spread with it. Before the general populace could read, Town Criers brought the news to them, and served as spokesmen for the King. Town

Criers were protected by law. “Don’t shoot the messenger” was a very real command; anything that was done to a Town Crier was deemed to be done to the king and was therefore a treasonable offence.

In addition to reading royal proclamations and local bylaws, the Crier prevailed on market days, sometimes involved in the sale of damaged goods. It was Christmas in 1798, when the Chester Canal Co. sold some sugar damaged in their packet boat and this was to be advertised by the “bellman.” (Town Crier)

The similarities of both the Town Crier and the Out Crier are most evident. The

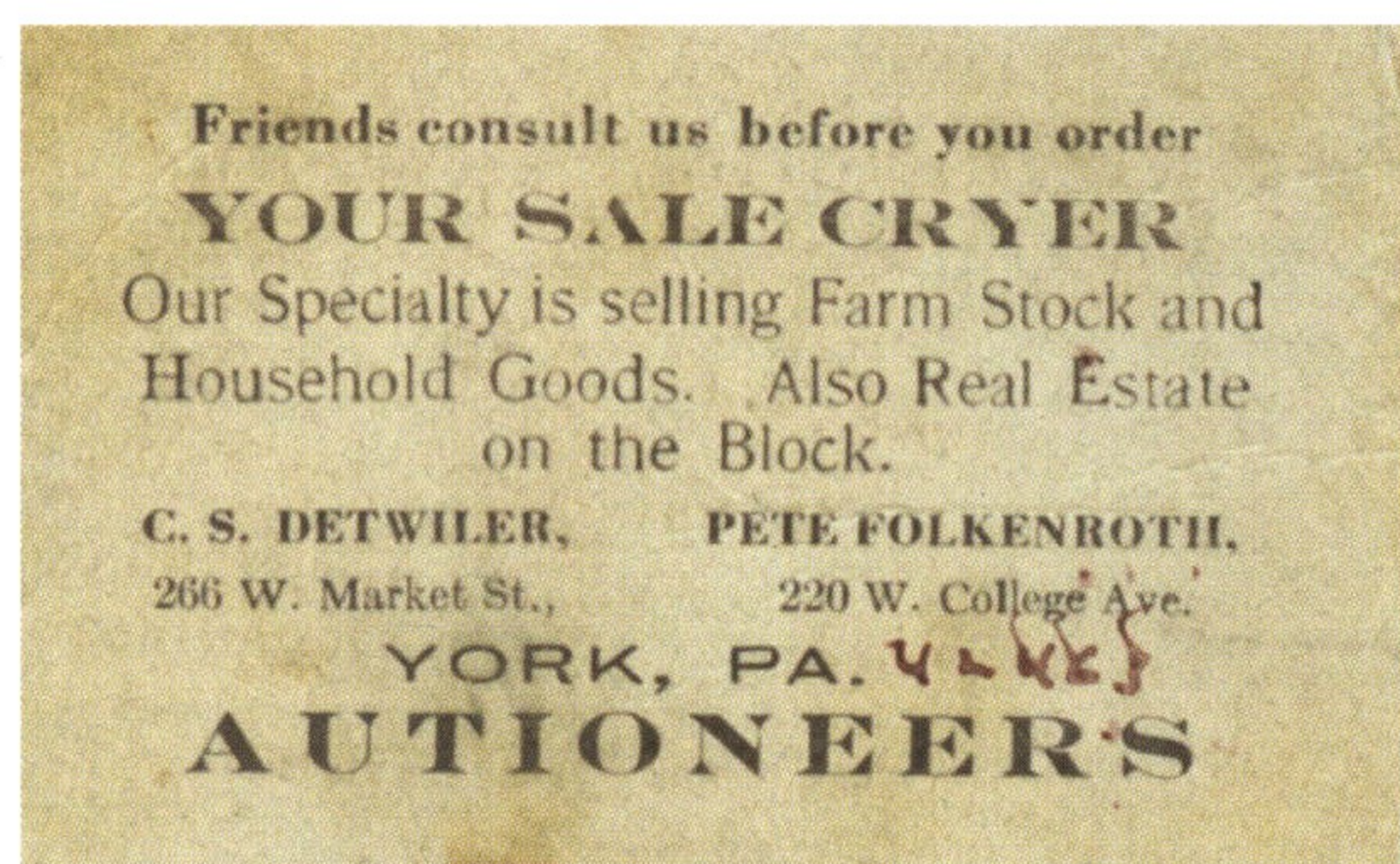


Chants promotion booklet cover

I credit the tobacco Auctioneers for being the first group to truly combine speed, rhythm and clarity to quickly disperse their commodity to professional buyers in a wholesale market.

bell was a very important tool for both the Town Crier and the Out Crier to obtain the attention of the people and to gather a crowd. Most early auctions were conducted in central locations such as the town square, central coffee houses and inns. Posting announcements, broadsides and handbills were the trade mark of both Criers. A powerful voice directed to a primarily illiterate assemblage was an attribute of both. The primary difference between the two Criers was the fact that the Auctioneer was not an official court or government position. However, it seems to me that the Auctioneers learned to copy much of what the Town Crier did in an effort to add importance and professionalism to their sales events.

The addition of the “auction hammer” or



Some auction cryer business cards spelled "crier" differently.

gavel to the use of the bell, added formality and a sense of finality to every auction transaction. Hanging a red flag above the central location of the auction also provided the image of an official event. Even the Auctioneers apparel was meant to elevate his position a notch above the common folk and give the illusion of importance. It is still true today that many auctions contain functions once used by the Town Crier. A court-ordered foreclosure auction sale may be conducted in the lobby of a municipal building with official public readings rendered in a clear loud voice prior to conducting the sale.

As the Out Crier evolved to be known as an Auctioneer, "crying" techniques changed. Auctioneers transitioned to "bid

calling" and perhaps a more rhythmic and refined "chant" depending on their specialized markets of employment. The 18th century Auctioneers of pictures, paintings and books were very knowledgeable salesmen who very quickly described the positive attributes of what they were offering in their specialized fields to a primarily "dealer based" crowd. The country peddler Auctioneer who purchased his goods at a rapid fire wholesale auction on the docks of an American city would bid call from his wagon at a much slower pace to his retail customers. He would take time to explain the fine attributes of his imported goods, get the highest price and distribute as much as possible to the crowd at that price.

Auctioneers of timber, standing grass, livestock and animal furs would sell very quickly to their educated buyers in a wholesale market. However, they were no match for speed in comparison to the Auctioneers selling perishable goods in a daily wholesale market. The Auctioneers who were selling fresh fish, fruits and vegetables daily had to sell extremely fast and disperse the goods fast enough to get to a secondary market to be distributed to consumers by late morning on the same

day.

So who is responsible for today's rapid fire "dealer" market chant? It can't be the automobile Auctioneers, as their very first multi-vehicle dealer style auction wasn't until 1938. However, the automobile Auctioneers and livestock Auctioneers certainly have developed fantastic bid calling chants. I would credit the tobacco Auctioneers for being the first group to truly combine speed, rhythm and clarity to quickly disperse their commodity to professional buyers in a wholesale market. These knowledgeable Auctioneers were responsible for properly allocating the pallets of tobacco leaves to the small group of professional buyers as they walked and sold in the warehouses of the American South. Eventually, the tobacco Auctioneer's rhythmic chants were used in radio marketing to millions of Americans by the American Tobacco Company (founded 1896) ending with "Sold American."

Crying any auction to the general public will warrant a slower bid calling style, with perhaps more explanation of the items being sold. This is true of real estate, benefit or fundraising auctions, the sale of antiques and collectibles, as well as specialized commercial equipment. Regardless of what an Auctioneer is selling, it is perhaps one of the few instances where "crying" is joyful.

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

NAA Member News

Bryan Knox named to Alabama state board



Bryan Knox

Bryan Knox, of Gardendale, AL, principal Auctioneer for Amerisouth Auctions, has been named to the Alabama State Board of Auctioneers by Alabama Governor Bob Riley. He is one of eight members of the board. Every four years the governor conducts a statewide search for an Auctioneer who stands out in the areas of ethics, professionalism, experience and dedication.

"I was truly flattered by this offer and am grateful for this wonderful opportunity," Knox said of his appointment.

Through the years, along with his responsibilities at Amerisouth, Knox has been giving back to the auction industry he loves in many ways. He serves as an instructor at Nashville Auction School, teaching to help others launch their successful careers. He also serves on the board of directors of the Alabama Auctioneers Association, working to improve auction law and to educate the public as to the benefits of selling their assets using the auction method of marketing. Knox was the 2007 Men's Division International Auctioneer Champion.

Ben Anderson named Emerald Coast Realtor of the Year, Destin Chapter



Ben Anderson, CAI, AARE

Auctioneer Ben Anderson, CAI, AARE, of Anderson Auctions, Inc, of Destin, FL, was recently named Realtor of the Year for the Destin chapter of Emerald Coast Association of Realtors for 2008.

He has served on numerous committees of the Emerald Coast Association of Realtors, including a term as president in 2005. On the state level in 2006 he served as District Vice President of the Florida Association of Realtors and is a current member of the board of directors. He is also currently serving as a director for the National Association of Realtors.

He also works with a broad range of charitable organizations, and has consistently volunteered the services of the Anderson Auction team of professionals to raise much needed funds for numerous noteworthy high-profile causes.

Livestock Auctioneer is honored

Auctioneer C.K. "Sonny" Booth, of Miami, OK, was honored recently by The

Livestock Marketeers, an informal fraternity of livestock fieldmen, Auctioneers, sale managers and related livestock business leaders, during their 44th Annual Banquet in conjunction with the National Western Stock Show in Denver, CO. The Livestock Marketeers was started in 1965 to make annual awards to stimulate younger members of the industry to succeed in their chosen profession.

He and several others were "roasted" by their friends and colleagues at this event, hosted by American Live Stock, Geneva, IL. Master of ceremonies was J. Neil Orth, executive vice president of the American-International Charolais Association.

Booth attended Oklahoma State University and was a member of the livestock judging team, as well as the Block and Bridle club and Alpha Gamma Rho fraternity. The OSU team won the National Western Stock Show competition in 1963, with Booth claiming High Individual honors. He's been an Auctioneer for nearly 40 years, working with all breeds of cattle and horses. Booth has served as Auctioneer for more than 4,000 livestock sales, and travels 200 days a year selling purebred livestock. For the past several years, he's also been affiliated with Williams & Williams Auction Co., Tulsa, OK, specializing in premier farm and ranch properties.

"Sonny Booth has been good for the business," said Mark Smith of Grassroots Genetics & Consulting, who opened the roasting of Booth. "He's always positive,

never negative, and his incredible sense of fairness is amazing." The Booth family includes his wife, Mary, and three daughters: Kym, Kelli and Rachel.

New team members added to Kurt Johnson Auctioneering



Bob Hughes

Kurt Johnson Auctioneering Inc, of White Bear Lake, MN has added Jennifer Sexton, BAS and Bob Hughes to the company's team. Sexton has years of auction experience selling antiques, personal property and real estate, and she is a bilingual Auctioneer. (A photo of Sexton is on page 12, where she is named as a CAI scholarship award winner). Bob Hughes specializes in benefit auctions.

Inland Real Estate Auctions, Inc. adds Donovan Meade to the company

OAK BROOK, IL – Inland Real Estate Auctions, Inc. has added to its team of experienced industry professionals. Donovan Meade, a ten-year veteran of the real estate sales and finance industry, will join the company's lender-based business development division.

Meade has over a decade of experience in the sale and financing of residential, commercial and industrial properties, as well as property management, bank work-outs and foreclosures. He joins Inland after serving as a real estate consultant, senior mortgage consultant and business development manager for KB Real Estate Investment & Mortgage, Inc. in Los Angeles. At KB Real Estate, Meade managed all transaction sales, product development, regulatory compliance and marketing strategies. He previously worked in real estate finance for Fidelity Trust & Mortgage, Inc. and Wells Fargo Home Mortgage, Inc.

"Donovan's wealth of real estate sales experience and his fluency in real estate finance will make him a valuable addition to Inland," said Paul Rogers, senior vice president and managing broker of Inland Real Estate Auctions. "His expertise will be vital this year as we see increased business from sellers looking to quickly capture value from their property in a volatile economy."

Inland Real Estate Auctions, Inc. is a leading provider of accelerated marketing and auction services. As part of The Inland Real Estate Group of Companies, Inc., a full-service national real estate company, Inland Real Estate Auctions, Inc. brings unique depth, experience and resources to the real estate auction industry, with real estate marketing and auction professionals who have more than 60 years of combined experience in the formulation and execution of auction programs for all classifications of real estate.

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PO Box 6, Auburn, IN 46706 Dennis Kruse, President

Using the right ringmen

I'm sold on using professional ringmen at fundraisers



By Kurt Johnson, BAS

Col. Kurt Johnson, BAS, is a fundraising specialist and is an instructor at Worldwide College of Auctioneering. You can email him

at KurtJohnsonAuctioneering@att.net. Or try the conventional methods: (phone) 651-407-9922, (fax) 651-762-1214, or write 1385 Brandlwood Road, White Bear Lake, MN 55110. His web site is KurtJohnsonAuctioneering.com.

It was right in front of me all the time. I know other professional fundraising Auctioneers do it. I was told in the BAS training (Benefit Auction Specialist) about it. Auctioneers I respect told me I should do it. I still could not see the light. It took my 16-year-old daughter, an impressed client and an upcoming auction venue nightmare to get it through my thick head.

What am I talking about? The use of professional ringmen during benefit auctions. This is where I give permission to all of my friends out there to send me an email with comments about how slow I am! But for the rest of you, let me explain

my path to light.

The use of professional ringmen is nothing new to our industry. In fact, as with all Auctioneers, your bid spotters (ringmen) can make or break your event. I have great admiration for all of the individuals who have taken this art form to a new level. But in our area, the use of professional ringmen at fundraisers was not frequently done.

Early in my fundraising career I did try using a professional ringmen at a couple of events with very mixed results. Various Auctioneers attended my events and worked the floor for me. The feedback I got back from my clients included concerns about the aggressive nature of the bid spotters, the distraction they created and on one occasion the Auctioneer on the floor wanting to put on such a show it distracted from the items we were selling.

After these experiences I decided to stick with what worked. What worked was using volunteer spotters from the organization. I would have a brief training seminar before each auction for the spotters and away we went. This worked most of the time. At each auction I usually had one or two in the group that did their jobs. However, every once in a while the entire group was a dud. This is when the light started opening my eyes.

It was an event with 650 attendees in your typical hotel ballroom. The auction was going along fairly well but the bid spotters were not doing a very good job, save one. My 16-year-old daughter, Hannah, was working that night for me. She has been following me to auctions for years and over the last few years she has started to work as my bid spotter—first for fun; now for fun and money!

She was working one of the far corners of

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the ballroom. All of a sudden she was loudly calling out bids she spotted and pointed them out kitty corner from her. The volunteer bid spotters were completely missing bids in their areas. The bidders were a long way away and she was giving me hand signals directing my attention to pick up the bidders. She did this not once but several times.

While this was a "proud father moment," it became a proud business owner moment after the auction. Not only was my current client happy with the auction, but I had a long-time client in the room who was a guest at this event come up to me after the auction. She wanted to know who the bid spotter was. I told her it was my daughter and she went on and on about what a difference she made.

This same client booked a new auction venue in town and she wanted me to come take a look at the space because of her concerns regarding auction sightlines. The day I walked into the room my heart sank. The venue was an old style nightclub with large pillars, alcoves, and had several layers of balconies. I looked at my client and said we need professional ringmen at this event. She agreed.

We brought in three ringmen (Hannah included), but also worked with the organization's bid spotters. As I watched the auction unfold in front of me I saw as the volunteers picked up the easy bids. More importantly I saw our professionals picking up the more subtle bids, the bids on the upper levels and I saw them quietly encourage bidders to bid again. I was hooked.

What was the difference between my first experience using professional ringmen? This time, in addition to my daughter, I used two of our auction associates who were experienced with fundraising auctions. Before the event we discussed the style in which they should conduct themselves. We agreed that they would not get into anyone's face, they would not try and put on a show that would distract from the auction and we agreed they needed to work with, and be respectful of, the volunteer bid spotters. It worked.

We are now offering professional ringmen as an additional add-on service to our auction business. Will all of our clients use them? No, and for many events they are not really needed. But if they are needed a client can decide whether they want professional ringmen from our company at their event for an additional cost.

I guess an old dog can learn a new trick.

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- Complete this form, then MAIL with check or money order to **NAA Membership**
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1 PLEASE CHECK ONE. Membership in NAA is open to individuals, not companies.

STANDARD MEMBERSHIP TYPES

<input type="checkbox"/> AFFILIATE	Individuals who are not Auctioneers, but who are involved in auction or auction-related business with the purpose to provide good and services to Auctioneers and the public.	\$500
<input type="checkbox"/> ASSOCIATE	Employees of Active Members who are not Auctioneers. Auction-related professionals representing the real estate, finance and legal industries should apply for Associate membership.	\$225
<input type="checkbox"/> VIRTUAL	Virtual member is an active auctioneer receiving all correspondence through on-line and electronic formats.	\$225
<input type="checkbox"/> LIFE		\$5,000 (\$1,000 every 5 months)
<input type="checkbox"/> REGULAR	An active Auctioneer that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision.	<input type="checkbox"/> \$300 (1 year) <input type="checkbox"/> \$535 (2 year) <input type="checkbox"/> \$725 (3 year)
<input type="checkbox"/> RETIRED	Any active member who is 65 years or older and conducts 12 or fewer auctions per year.	\$175

RELATIONSHIP-BASED MEMBERSHIP TYPES

<input type="checkbox"/> MEMBER + SPOUSE	An Active member and his/her spouse, significant other, or partner that subscribes to the NAA Code of Ethics and embraces the NAA Mission and Vision.	\$450
<input type="checkbox"/> SUPPORT TEAM	Auction Support Staff (such as clerks, cashiers and ringmen) of an active NAA member.	\$125

OPTIONAL FEES

<input type="checkbox"/> AUXILIARY MEMBERSHIP	Any person who has reached the age of 18 shall be entitled to join the Auxiliary upon recommendation of any current NAA member or NAA Auxiliary member.	\$25
<input type="checkbox"/> NAF	A voluntary donation to further support the National Auctioneers Foundation.	\$50
<input type="checkbox"/> PAC	The Auction PAC is the political giving arm of the NAA. Contributions to the Auction PAC must be made separate from membership dues. Only personal checks and checks from LLCs are accepted. Incorporated businesses are prohibited by law from contributing to the Auction PAC.	

TOTAL AMOUNT DUE

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2 MEMBERSHIP INFORMATION

First Name	Middle	Last
Nickname		
Company Name		
Address		
City	State	Zip
Phone	Fax	
E-mail		
Web Address		

3 PERSONAL INFORMATION

- ☐ Check here if you think you have been an NAA member before or are a member of your state association.

- ☐ Male ☐ Female

Number of years in the auction profession	Year of birth
Spouse's Name	
Name of auction school attended if applicable	
Referred by or your sponsor (optional)	
List State Association memberships	

4 PERSONAL INFORMATION

- ☐ Check Enclosed (U.S. dollars drawn on U.S. Bank) ☐ Credit
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- ☐ AMEX ☐ MC ☐ VISA ☐ DISCOVER

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5 AUCTION SPECIALTIES

It is recommended that you indicate your specialties. This information is available on the NAA Web site where the public is able to do a search by specialty. You may choose UP TO FIVE.

- | | |
|---|---|
| <input type="checkbox"/> Antiques & Collectibles | <input type="checkbox"/> Industrial & Manufacturing |
| <input type="checkbox"/> Appraisal | <input type="checkbox"/> Intellectual Property |
| <input type="checkbox"/> Art & Galleries | <input type="checkbox"/> Laboratory & Pharmaceutical |
| <input type="checkbox"/> Automobiles & Transportation | <input type="checkbox"/> Liquidation & Asset Recovery |
| <input type="checkbox"/> Benefit & Charity | <input type="checkbox"/> Logging & Forestry |
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Face your obstacles

South Carolina Auctioneer makes his way in business despite a stutter

*Reprinted with permission of
Greenville, SC Journal
By April M. Silvaggio*

Jake Ohlinger of Greenville, SC knows exactly when he fell in love with that melodic banter. It was in Iowa where he grew up. His father, a farmer, would take his son along to the livestock auction.

"I won't ever forget this one Auctioneer in particular, Jim Schaben," Ohlinger said, as he told the story recently during a break at the South Carolina Auctioneers Association convention. "He could lay it out there and bring it back in."

From the time Ohlinger was about seven, he knew that's what he wanted to do, but there was a problem. He had a severe stutter. "Everyone wanted to help: my mom, dad, brothers, sisters, aunts and grandmother. I had all the help I wanted, but it wasn't the right kind of help."

So for years he quietly kept to himself, but his likeable personality wouldn't stay hidden, and in high school he was elected president of his senior class. He knew what he needed to do. After graduating, he enrolled at the University of Iowa, where he underwent intensive speech therapy while earning a degree as a speech pathologist. With his degree in hand, he began working in the public school system with children who faced the same challenges he battled as a child. As his confidence grew, Ohlinger moved into the business arena and spent 28 years with Proctor & Gamble Co. in food and pharmaceutical manufacturing.

When the facility where he worked ceased operations in the late 1990s, he faced new opportunities to reach for his childhood dream. Years in the business world had empowered him and he decided to enroll at the Southeastern School of

Auctioneering in Greenville. That was 10 years ago.

"I became certified by the state to stutter, professionally," he said. He has since returned to the same auction house in Dunlop, IA where he was smitten as a boy to orchestrate the sale of cattle for local farmers, many of whom he went to school with as a child. Today he has done a variety of auctions from San Francisco to



Jake Ohlinger conducts benefit and real estate auctions. (Photo by April Silvaggio.)

auctioneering," he said. He has the kind of charisma that makes folks want to bid \$2 for a \$1 bill. Often he's asked if, like country music singer Mel Tillis, his stuttering subsides while he is working. He says no.

"Different parts of the brain control different items," he said. "When you sing, you know the words and the melody. When you speak, you are always searching for the words, the ideas. That is the difference."

His quick wit often pulls the audience into a stuttering joke before they know it. "I'm a member of the National Stuttering Association," he said. "Our convention was scheduled to last

"You have to face your obstacles. If you don't face them, they will continue to be obstacles," said Jake Ohlinger.

New York City dealing with everything from benefit items to estates. His biggest sale to date involved the \$1,025,000 sale of a home.

Hearing him work, it is often difficult to detect the stutter at all. It is camouflaged by his steady rhythm with some phrases that flow and roll. His chant begins "Who'll give a dollar. One dollar bid, now two, now two, will you give me two?"

"Clarity, I have learned, is number one in

three days, but it took four." His challenge to others on dealing with challenges is simple. "You have to face your obstacles," he said. "If you don't face them, they will continue to be obstacles."

Auctioneer Jake Ohlinger can be reached at 2jake@ohlinger.com.

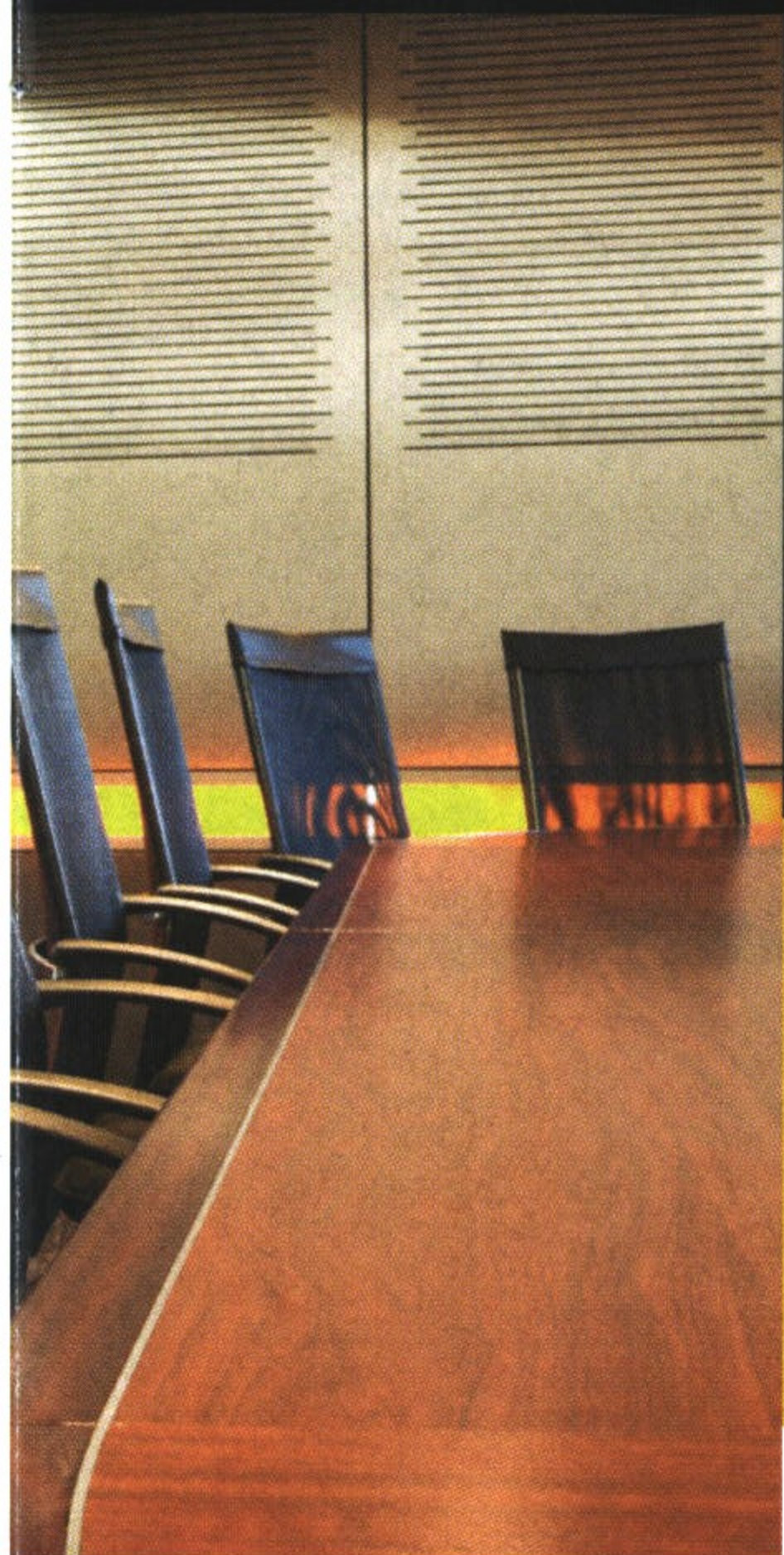
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Auctioneer and constable

Texan Forres Meadows finds auction skills help in his second job of law enforcement

By Steve Baska, editor

Forres Meadows, CAI, BAS, of Boerne, TX has no problem providing security at his own auctions. As an Auctioneer and a constable for his country, his skills overlap as he keeps a busy schedule and is well-known in his community.

Constables are peace officers primarily charged with serving official summons in civil cases for courts and providing security for court judges, but they also are called to work traffic accidents and dangerous offender situations. Meadows, an NAA member since 1989, says his auctioneering skills come in very handy in his law enforcement work.

"As Auctioneers, we are skilled at thinking fast and making quick split-second decisions. This skill can be a matter of life and death in law enforcement," he said. "When called to a disturbance or dealing with a difficult offender on the side of a road, people skills are very important. Also, since living in my community for over 20 years, I have come to know or be

known by many. This helps when I arrive at a scene because I am a familiar face, not just a cop."

Meadows explained the details of his unusual second job recently to *Auctioneer*.



Forres Meadows and wife, Laurie Kneupper-Meadows.

People recognize me as a constable at my auctions. I am usually the only one with a gun and a microphone.

Do people at auctions recognize you as a constable? Can you provide your own auction security and arrests?

Answer: Yes, people recognize me as a constable at my auctions. I am usually the only one with a gun and microphone. Being involved in my community for over 20 years helps with recognition for both of my professions. Usually wearing a firearm exposed while calling an auction deters any bad actions. But I can also make arrests if an offense is committed in my presence. I have actually had one occurrence where an individual was arrested with outstanding warrants (after the auction).

How long have you been a constable and why did you start it?

Answer: I have always had admiration for law enforcement and went to law enforcement academy on the weekends. While still in the academy I ran for office and was elected as Kendall County Constable, precinct 3. I was elected into office in November of 1998. My first run at public office and I had two opponents. I defeated them with about a 67 percent margin!

My skills as an Auctioneer and my marketing techniques helped my campaign as well as being involved prior for almost 10 years as an Auctioneer helping local clubs and organizations including the Chamber of Commerce, Rural Volunteer Fire Department fundraisers, as well as conducting estate auctions and business liquidation auctions. Having the support of my wife really helps with both also as schedules get pretty tough sometimes.

What are the pros and cons of being a constable?

Answer: The pro of being a constable is dealing with people. I enjoy people and trying to help them, just as we do as Auctioneers, helping people in difficult situations. The con of being a constable is the chances of being killed in the line of duty. Another con is the phone calls at 2 a.m. to go make a death call or work at a major accident scene. That can make for a really long next day! As an Auctioneer, you normally do not get shot at!

What is your auction specialty, how long have you been in business?

Answer: I specialize in estates and city/county surplus and benefits and galas. I have been a professional Auctioneer since 1989. I joined the NAA and the Texas Auctioneers Association in 1989. In 1993, I went to CAI and graduated in 1995. In 1994, I won the West Texas Champion Auctioneer's contest and have won numerous advertising and marketing Awards in the Texas Auctioneers Association. In 2008, I also obtained my BAS designation and I have served three years on the board of directors for the Texas Auctioneers Association.



Forres Meadows being sworn in to office for his fourth term earlier this year.

In 2003 we conducted our first online-only auction with great success. In 2008, I designed and developed our own online auction platform and web site. Last year we did two live public auctions and about 60 Internet-only auctions.

Our customers like the online venue better because it fits their schedule better. They can see the items and place a maximum bid and go on about their daily business. This has really expanded our auction market also, as we have people viewing our website from all across the United States and have had people from 34 countries view our items as well. With today's technology, the world is now your audience, not just the customers who take the time to drive to your auction.

Some of our benefit and gala auction clients have asked us to start doing their silent auction online with our website instead of doing it at the event. We have done several with great success (almost a 25 percent increase in the overall prices).

Later this year, we will be doing some benefit auctions with live Internet bidding also, which we built into our new software platform). Don't get me wrong, I love the excitement of a live auction, but I think it is my job as an Auctioneer to get the most for my client and right now the adaptation of Internet auctions is where our buyers are in my area.

Forres Meadows can be reached at forres@texasbid.com. His website is at www.constablemeadows.com.

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My wife and I are new members and also new Auctioneers. We attended the Virginia Auctioneers Association Convention in January where we met NAA President-elect Scott Musser, BAS, and we attended a seminar where he spoke. I later spoke to Scott about the NAA and picked up right away on his love for the auction industry, his professionalism and his commitment to his peers. My excellent instructor Bernie Pleasants (who passed away two weeks after my wife and I finished school in October 2008) told us to make sure we joined NAA too! I have made several calls to NAA since and the folks were very professional, supportive and extremely helpful. I joined for the networking, educational opportunities (I signed up right away for the Learning Center) and the wonderful forums. I look forward to a long association with both the VAA and NAA and hope to do my part and give back too one day soon, like Scott and Bernie!

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I joined for the education, networking and programs. I hope to come to NAA's annual Conference and Show this July. For the past 10 years, I have conducted liquidation of personal property in Michigan through estate sales and brokering through private sales. In the spring of 2008 we held our first auction at our newly-renovated auction house in Grosse Pointe Farms, MI. My clients had urged me to take the next step and open an auction house so she could now provide "top to bottom" service to clients. Now we not only take the best items for auction, but we also help liquidate the remaining residential contents and clean out the home.



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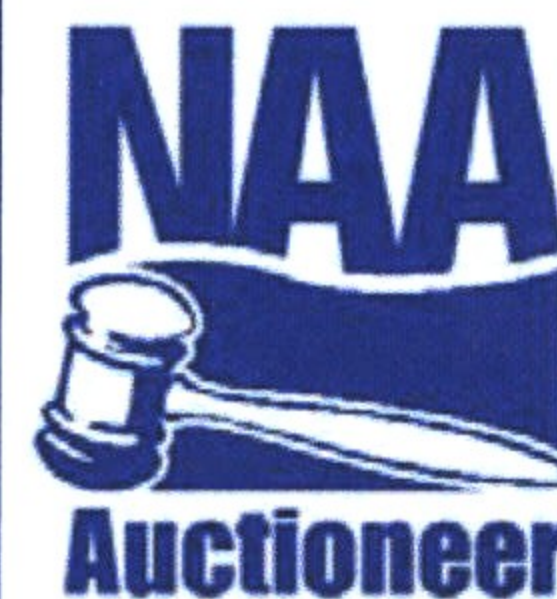
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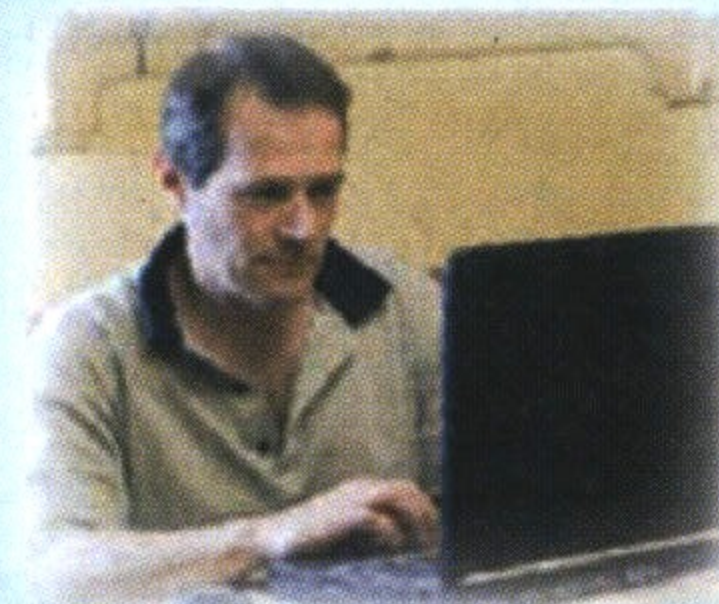
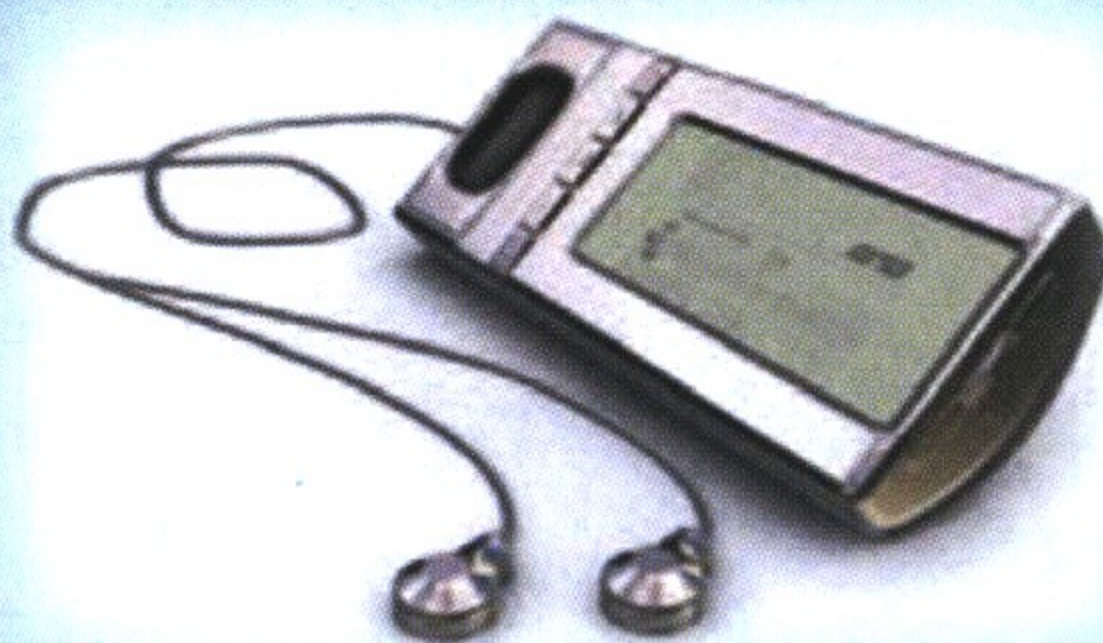
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Where's the catch? The telephone number everyone calls is a toll number (e.g. a long distance call). I've only had one person notice or care. Most people have unlimited long distance or pay less than 3 cents a minute, so it really isn't that much a cost. You can't beat the price, or the ease of use.

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