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APRIL 2008

The official publication of the National Auctioneers Association



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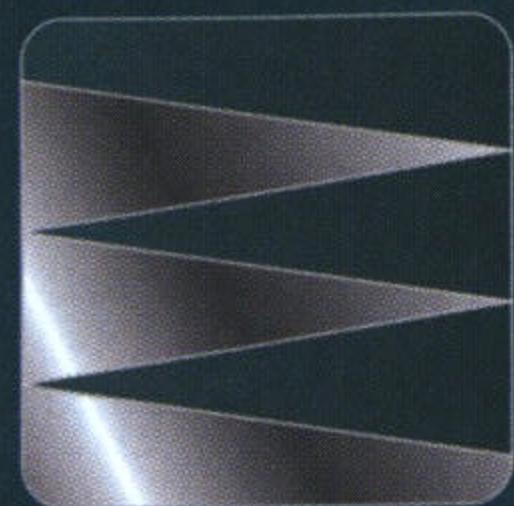
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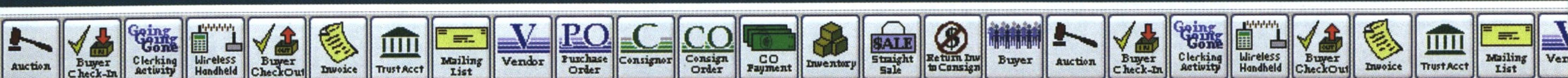
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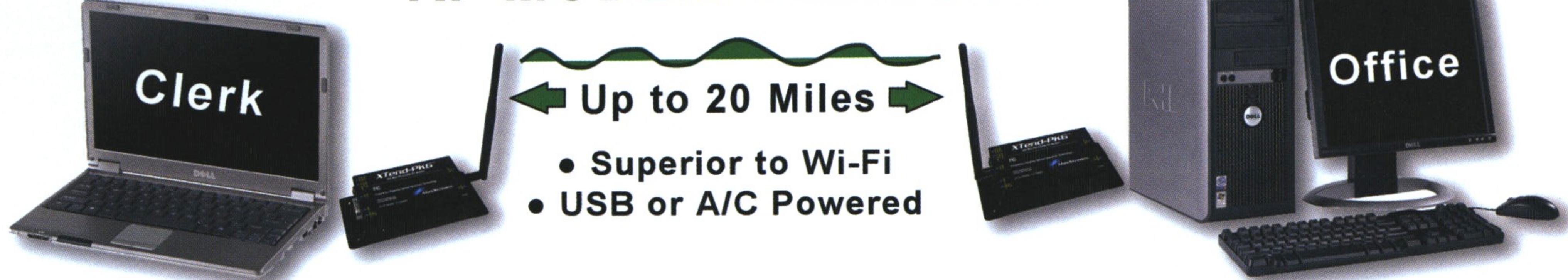
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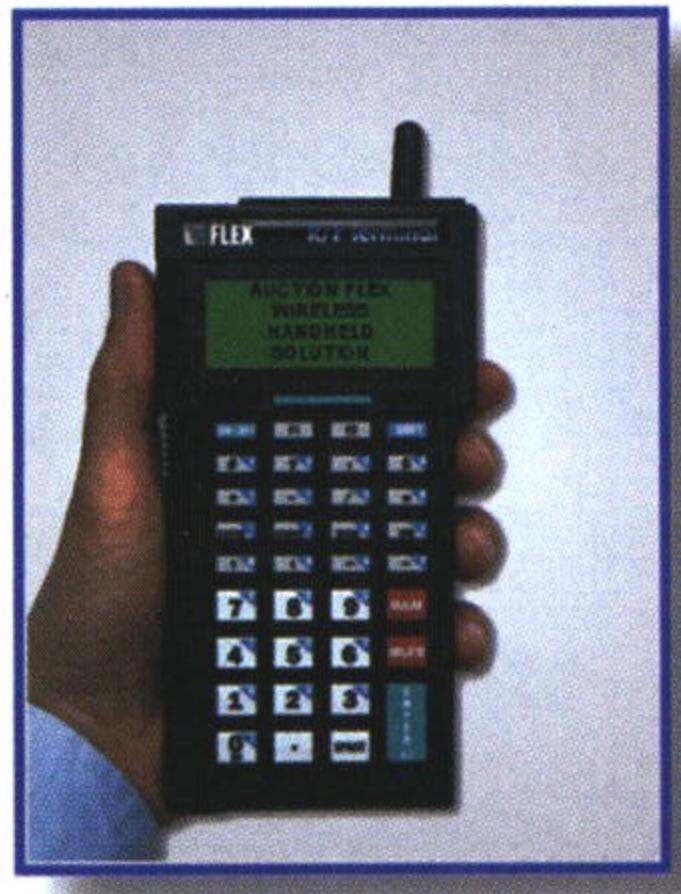
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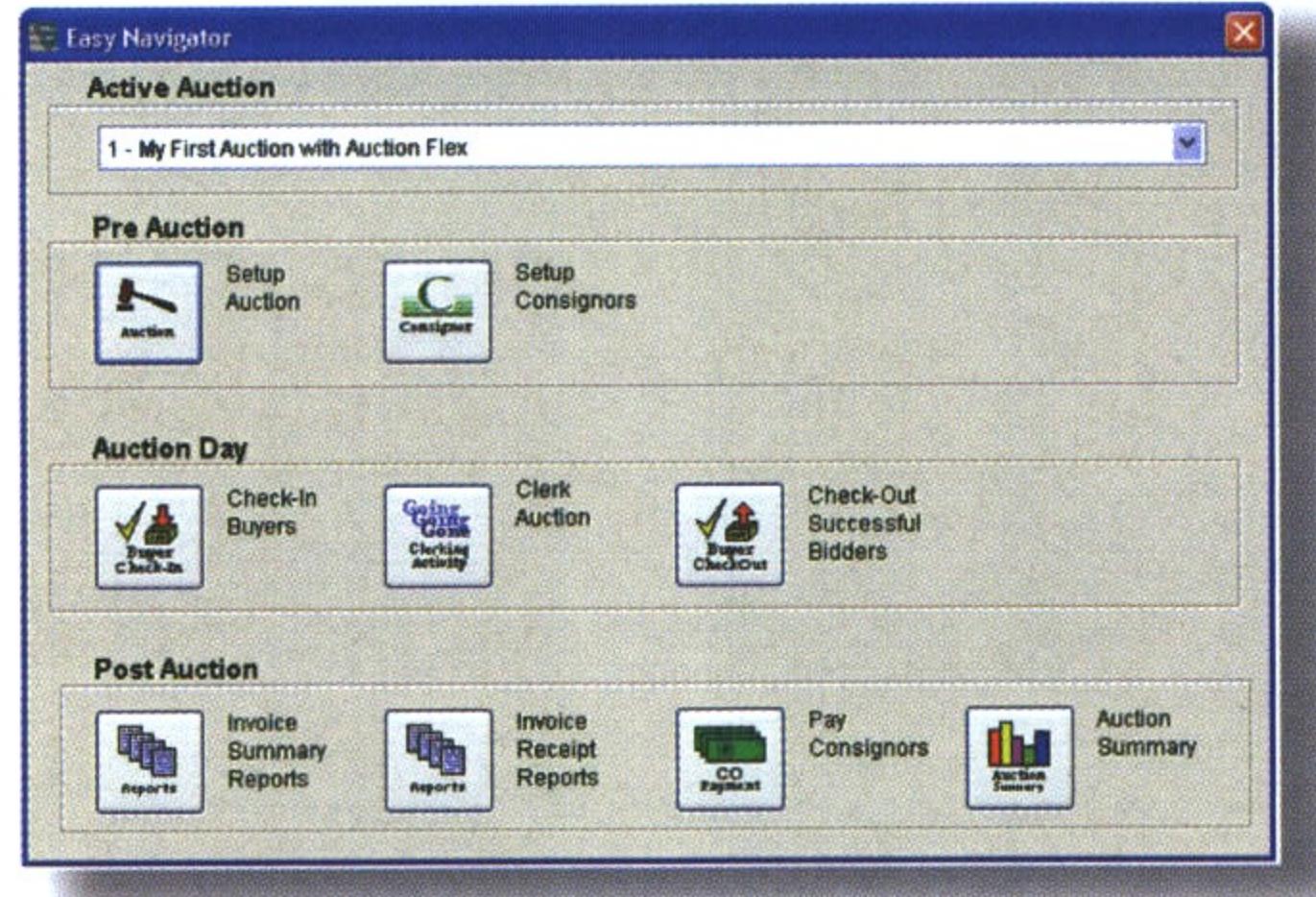
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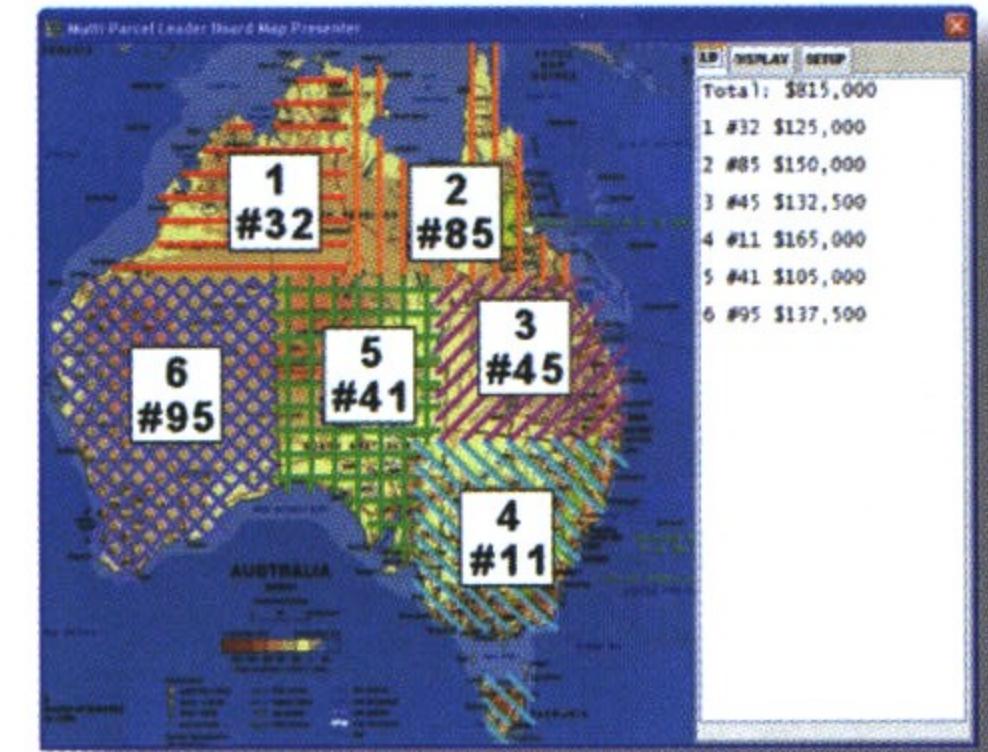
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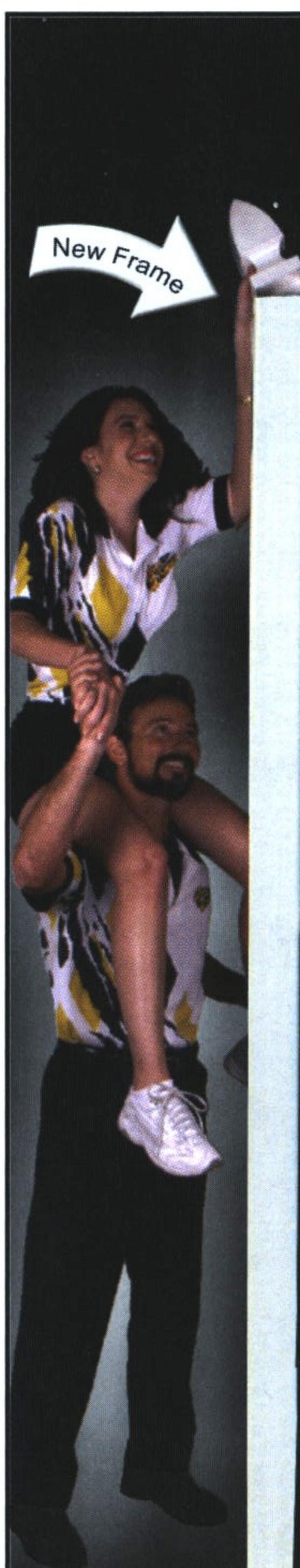


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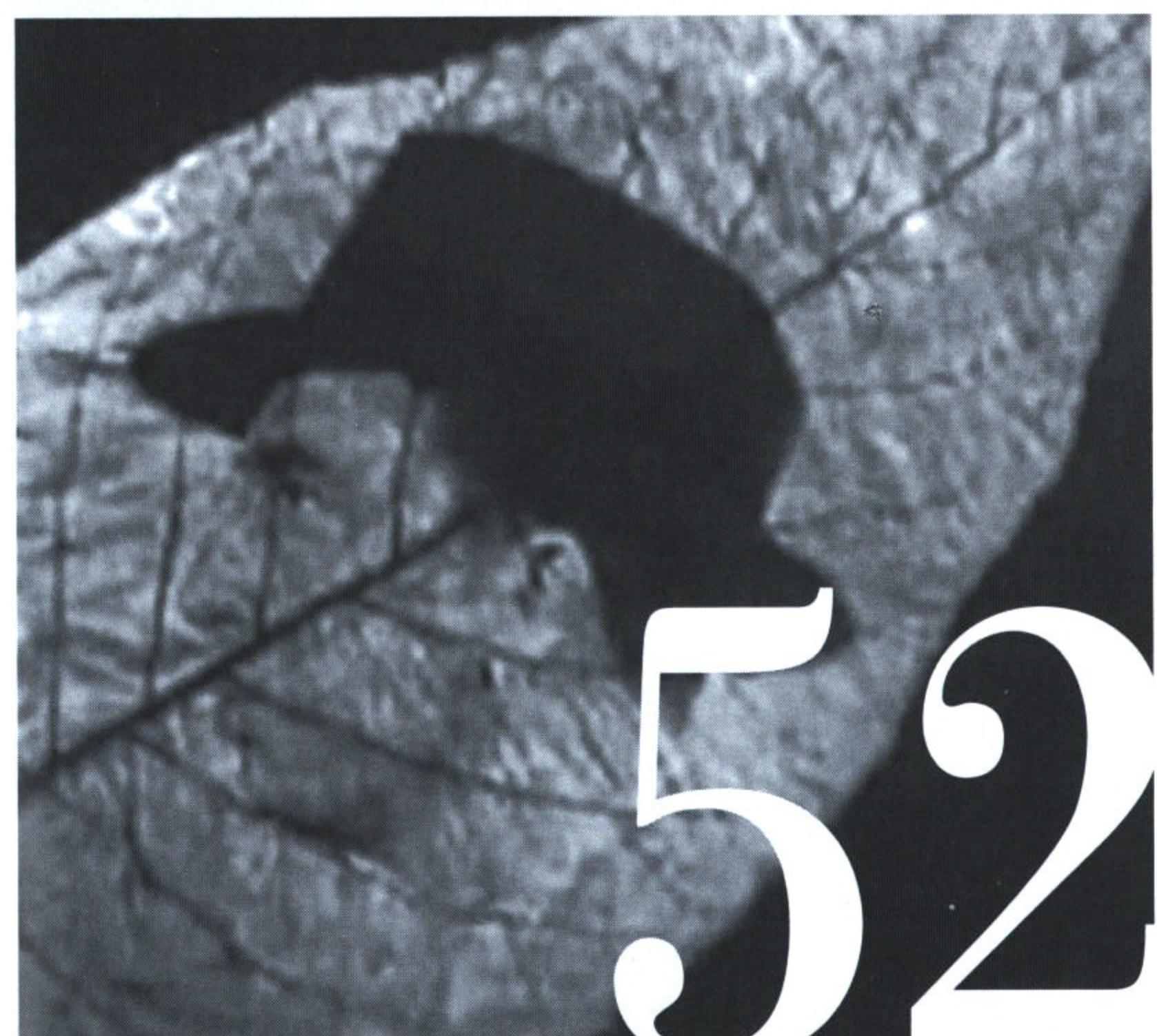
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On the cover

Many items that sellers want sold at auction pose dangers and special challenges for Auctioneers and their staffs. These so-called "Red Flag" items should raise concerns as soon as you learn about them. These items can be especially tricky, complicated, or even illegal to sell.

Cover design by Leanna Sisson

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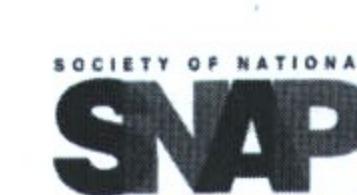


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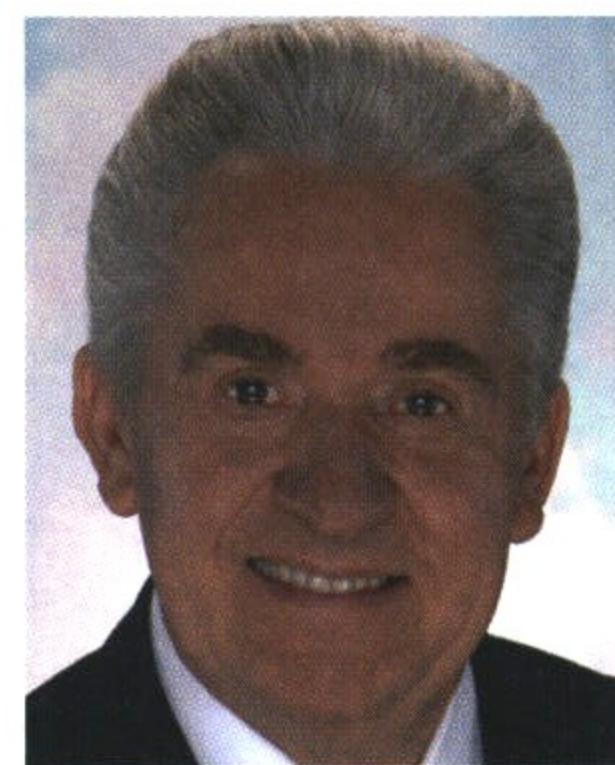
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Essential Vision

Structuring the business model for the long haul



By Thomas L. Williams, CAI
NAA President

that suffered or are suffering from short-term vision. Long-term business vision is essential, not optional. Compare the business giants K-Mart and Wal-Mart; their business models were almost identical. I think the key to their success, or lack thereof, was their long-term vision.

Businesses succeed only when they add more value to the marketplace than they take away. Sellers have many options for disposing of their goods. The vendor that can deliver the greatest net to the seller will prove successful for the long pull. When a new entrepreneur enters the marketplace delivering better net results for the client, your business model is doomed. Your alternative will be to shut down or reinvent your approach to meet the competition.

Structuring our businesses and charges in a manner that will be sustainable for the long pull is our most critical business decision. The main street of America is littered with businesses

Your ability to become more efficient and hence more competitive in your auction delivery systems from marketing to day-of-sale activities is crucial. Price does dictate success when the client is paying the price. Wal-Mart delivered similar goods for less than the competition. I'm not telling you to cut commissions; I'm telling you to be aware that competition will be coming from every direction, putting pressure on pricing structures. Those that ignore change and its affect will wake up finding the train has left the station and they are not on it.

A seller's cost of doing business is easily calculated. It is the gross sales minus all charges, which gives them the net taken to the bank. It is not complicated. Is that cost reasonable? Would you like to write the same check to have similar services performed for you? These are simple questions that must have a resounding "yes" for you to have long-range success. When the answer is "no" you are on a dangerous non-sustainable path. Think of

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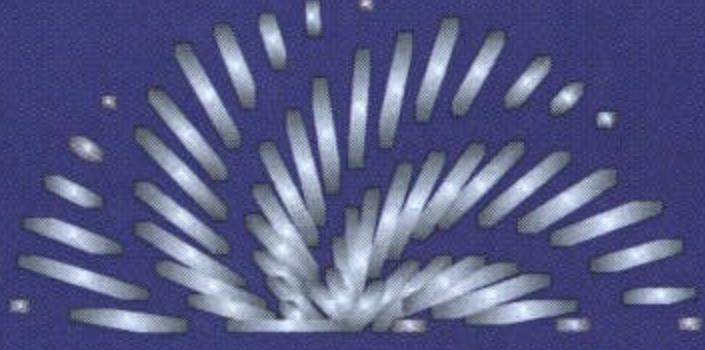
the major corporations that lost sight of this simple principle that are either closed today or in trouble. Some of the business giants of our day fall in this group. The fact that you want or need more money isn't a factor for the seller.

Possibly the greatest pitfall for an auction entrepreneur is the windfall sale where everything seemed easy and very profitable. However, careful examination of the situation points to elements of extreme good luck that led to the huge success. This example is very much like the first-time gambler that hits the jackpot. It looks easy, and bolstered with false confidence, the player loses it all back and then some. The normal expected factors usually operating in the marketplace might have taken a day off in this rare instance. When normal expected market conditions prevail, happy often turns to sad.

When viewed with hindsight the current fad or majority idea can prove off course. Look at the big three American automakers. Did they follow the wrong path? It appears so. Were they sure they were right? Of course. Our industry is undergoing change by the minute.

*"No one has the ideal roadmap for you.
Only you know your ideal path."*

► continued on 63



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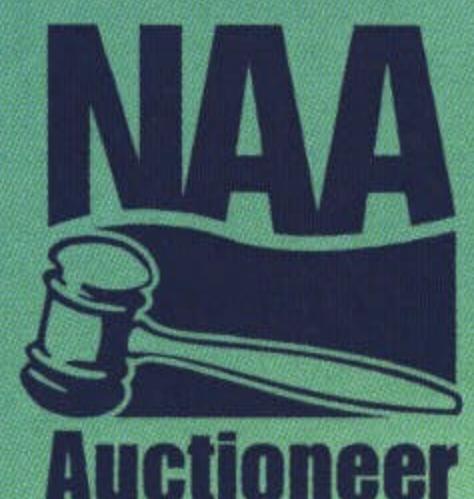
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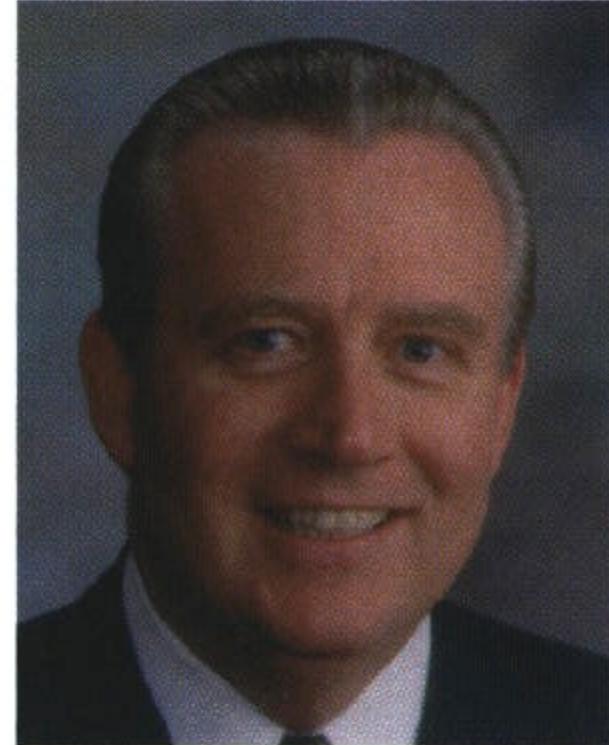
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Good Questions

What have you changed your mind about? Why?



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lished in 1988 as an outgrowth of a group
known as The Reality Club. Its informal
membership includes some of the most
interesting minds in the world. Edge
began the last week in December, 1996 as
an email to about 50 people. In 2006,
Edge, which celebrates "the third culture,"
had more than five million individual
users' sessions.

The mandate of Edge Foundation is to promote inquiry into and
discussion of the intellectual, philosophical, artistic, and literary
issues, as well as to work for the intellectual and social
achievement of society.

THE EDGE ANNUAL QUESTION FOR 2008: **WHAT HAVE YOU CHANGED YOUR MIND ABOUT? WHY?**

When thinking changes your mind, that's philosophy.

When God changes your mind, that's faith.

When facts change your mind, that's science.

Science is based on evidence. What happens when the data
changes? How have scientific findings or arguments changed your
mind?



THE EDGE ANNUAL QUESTION FOR 2007: **WHAT ARE YOU OPTIMISTIC ABOUT? WHY?**

As an activity, as a state of mind, science is fundamentally
optimistic. Science figures out how things work and thus can
make them work better. Much of the news is either good news or
news that can be made good, thanks to ever deepening knowledge
and ever more efficient and powerful tools and techniques.
Science, on its frontiers, poses more and ever better questions.

This website has become one of my favorites (www.edge.org) and
I would strongly urge you to take a look at some of the really
insightful responses to the questions posed. It really provides great
insight and proactive thinking and ideas.

And spend a few minutes thinking about (and answering) the
questions yourself!



Opportunity of a lifetime

Career section is new member benefit



Ashley Herman is NAA's managing director of member programs

The section features small advertisements by auction companies seeking employees, and ads from individuals seeking work in the auction industry. Matching companies with the right auction staffers can, indeed, become the opportunity of a lifetime for the individual and the company.

NAA has helped with job connections in varied ways over the last several years, including on the discussion forum on NAA's website and in occasional advertisements placed throughout the magazine, but never in recent years has there been one highly-visible page in the magazine dedicated to this purpose. Until now. See page 78 of this issue.

I urge you to participate in this new service if you are seeking workers or seeking a job for yourself. This new page is not restricted to only Auctioneers. It has separate categories also for Clerks/Cashiers, Ringmen, Other, "Available for Hire", and Auction Schools.

Here are details for how to place your ad:

* The deadline for NAA to receive your ad is 5 p.m. on May 5 to be listed in the

A new section called "Auction Career Opportunities" debuts in this issue of *Auctioneer* magazine and will become, I believe, one of the premier benefits to NAA members ever offered.

The section features



June 1 issue. This will be the section's regular deadline: ads must be received on the 5th day of each month, for the ad to run in the following month's issue.

* Send to NAA the exact wording you desire in your ad. The limit is 300 characters (a character is a letter or word, but not counting spaces in between). This is about 50 words maximum.

* The price is \$150 for a 1/16 page ad in *Auctioneer* (This is the only size available). Your purchase of the magazine ad space includes a free listing on NAA's website Career section for 30 days (the same period the ad runs in the magazine). NAA does not offer career ads on the website only.

* Ads will be text format only. No graphics, no company logos, no ready-made ads can be accepted for this special section. No special formatting

requests are available. These will be simple uniform text ads.

- * Auction schools that are currently running display ads in the magazine will get a free listing under the Auction Schools section on the Career Opportunities page in the months they run their display advertisements.
- * Career ads will not be included in the advertiser index of the magazine.

Ads can be submitted by email, fax or mail. Send your text for the ad to NAA's Sr. Manager Corporate Sales Wendy Dellinger at advertising@auctioneers.org, or fax to her at (913) 894-5281, or mail to her at NAA, 8880 Ballantine, Overland Park, KS. 66214.

Tell her exact wording you want (to the limits mentioned above) and which months you want the ad to run.

Join NAA in making this new section a great success.



NAA
NATIONAL
AUCTIONEERS
ASSOCIATION
plus
INSURANCE

NEW!!! E&O Insurance and Licensing Bonds

NAA's new comprehensive E&O Insurance Program is the first of its kind that will cover all your auctioneering business, including real estate auctions.

This new program is not only unique in its coverage and offering, but it is extremely affordable and attractive.

Additional higher limits with equally-attractive and affordable pricing is available to those members requiring greater coverage. The three options listed should fulfill the requirements of the vast majority of members.

Now there is absolutely no reason why NAA members do not carry E & O Insurance!

E & O Insurance Program

Per Incident or Aggregate	Self-Insured Retention	Premium
\$25,000/\$50,000	\$2,000	\$115.00
\$50,000/\$100,000	\$2,000	\$150.00
\$100,000/\$200,000	\$2,000	\$200.00

Licensing Bond Program

State	Bond Requirement	Term	Premium
California	\$20,000	1 year	\$150.00
Washington	\$25,000	1 year	\$187.50
Ohio	\$25,000	1 year	\$187.50
Ohio	\$50,000	1 year	\$375.00

START SAVING MONEY TODAY!

For pricing information visit,
www.auctioneers.org and click on
NAA Insurance Plus!

Bryce's Story

Six-year old Bryce reminds us all of the importance of St. Jude Children's Research Hospital



Chris Longly is NAA's
Public Affairs Manager

On Saturday, April 19, 2008, Auctioneers across the nation will celebrate a day dedicated to their age-old profession and take time away from their hectic schedules to give back to the communities they live and work in, and to show their appreciation by volunteering their services to charity.

Many NAA members will embrace this

special occasion and dedicate themselves to helping raise donations for St. Jude Children's Research Hospital, a cause that until recently I had never fully appreciated, nor comprehended the magnitude of its importance. A recent email and the recollection of a smile of a certain six-year old boy changed it all for me.

As many members are aware, each year the NAA and the International Auctioneer Championship winners host the annual St. Jude Toy Auction. It is an exciting event, filled with fun and joy as patients are given a brief respite from their day-to-day treatments of chemotherapy, radiation and other treatments to participate in an auction where every patient wins a toy. While it is only for a short period of time, the toys, donated by the NAA, provide each patient with a fun and entertaining distraction that is much earned and deserved.

The Toy Auction a few months ago was my first experience both as a visitor of a children's hospital, as well as being exposed to children facing some of the harshest and most painful diseases. However, when I reflect on the faces I saw in the audience that day, I do not recall expressions of sadness or pain, but rather faces full of life, energy and happiness. One particular patient drew the attention of every NAA member present

that day. Bryce was the first child to show up at the auction that morning. Dragging his mother down the auditorium hallway by her hand, Bryce eagerly took his seat front and center. His eyes were lit up with excitement and his little feet kicked with impatience as he waited for the start of the auction. Bid paddle in hand, the little boy pointed out to his mother the toys lined up before him. He was determined to win and take home a Lego toy set that had caught his attention and interest.

As the bidding began, Bryce sat quietly in his seat as patients began bidding on dolls, Gameboys, and board games. He knew his time would soon come when his toy would come up for bid. When the toy was brought forward, the six-year old boy who had lost his hair from chemo treatments raised his bid paddle to the sky, stretching as far as his little arms could reach so that the Auctioneer would know he was there. IAC Women's champion Denise Shearin, knowing Bryce's passionate interest in the particular toy, scanned the audience for final bids, but she knew Bryce would spend every cent of his play money to win the prize. And he did buy it. Sold! Bryce raced from his seat, grabbing the box with his toy which was half his size and rushed to his mother to show her his prize. Together the two smiled and laughed as they opened the box to see the toy. With a smile from ear to ear, Bryce graciously thanked Denise and Christie King for his wonderful new toy. A sweet and thoughtful thank you, from a little boy

► continued on page 53

The NAA Auction PAC would like to recognize the following members for their generous support!

James R. Kiko - Canton, OH

Rob Friedman - Irvin, CA

Martin Higgenbotham, CAI - Lakeland, FL

Pete E. Richardson - Willards, MD

Fred Burow - Great Falls, MT

Dave Webb - Stillwell, KS

Randy Wells, CAI, AARE, BAS, GPPA, CES - Post Falls, ID

Linda Staples, CAI, AARE - Richmond, VA

John W. Stone III, CES - Nellysford, VA

James Glines - Santa Maria, CA

Frank Trunzo, CAI - Plant City, FL

Working together

Working couples must understand their strengths and weaknesses



Auctioneer Terri Walker, BAS and her husband Lance Walker, CAI, BAS, CES operate Walker Auctions of Memphis, TN.

allows many couples to spend time at work with one another, as well as an opportunity for parents to work with their children.

With all this working together it is important to understand each individual's strengths and weaknesses. It is also important that each individual accepts their strengths as well as their weaknesses. This does not mean that we let the head of the household determine which is which.

As individuals we know what we enjoy doing and what we are successful at doing. Use this to determine the role you should play in your company. I once heard that "Understanding is knowing what to do; wisdom is knowing what to do next; virtue is actually doing it."

None of this can be accomplished until we realize what we should do and by understanding what we do well gives us the key to our first step.

All men have limitations as well as special talents. Trying to find your special talent sometimes is more challenging than you may think. One of the problems in finding our special strengths is spending too much time trying to do an activity that is not in our strength area. Steve Donitrecz once said "Most people feel

they don't have time because by habit they are doing the wrong thing".

Lance and I have not only been partners in marriage, we work together daily. The auction business allows

many couples to spend time at work with one another, as well as an opportunity for parents to work with their children. With all this working together it is important to understand each individual's strengths and weaknesses. It is also important that each individual accepts their strengths as well as their weaknesses. This does not mean that we let the head of the household determine which is which. As individuals we know what we enjoy doing and what we are successful at doing. Use this to determine the role you should play in your company. I once heard that "Understanding is knowing what to do; wisdom is knowing what to do next; virtue is actually doing it."

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they don't have time because by habit they are doing the wrong thing".

Not only have we developed a habit of doing the wrong thing but we are usually frustrated in doing that wrong thing. By focusing on our special talents we would be happier and more productive.

I love working with people and being in the center of activity. Lance knows it is not safe to keep me in the office. By being in the office daily I would find time to have conversations on the phone and visit with other office workers, or plan a party for the end of the week. Therefore no work would get done by me. He, however, can stay focused on the task at hand. We both know certain business activities will get accomplished by me and others by him.

I have more of the 'Tigger' mentality and I often refer to Lance as 'Eeyore'.

Tigger is busy and having fun; Eeyore is often complaining about what may go wrong, but

is staying focused on what needs to get

accomplished. Eeyore does get things done by the end of the day and Tigger had a great day and hopefully has gotten something accomplished.

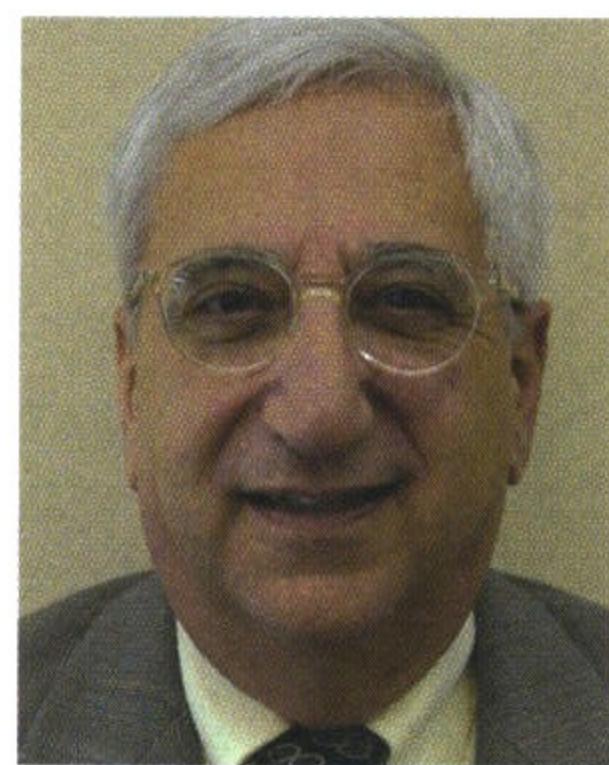
Zig Ziglar said: "Success is one thing you can't pay for. You buy it on the installment plan and make payments every day."

When I think of this quote, I can't help but realize that I need to enjoy my day-to-day installments as I climb that ladder to success. By first realizing my strengths and focusing on them, I can enjoy the climb and the benefits of success.

Trying to find your special talent sometimes is more challenging than you may think.

A season to grow

Full slate of April classes available to NAA members



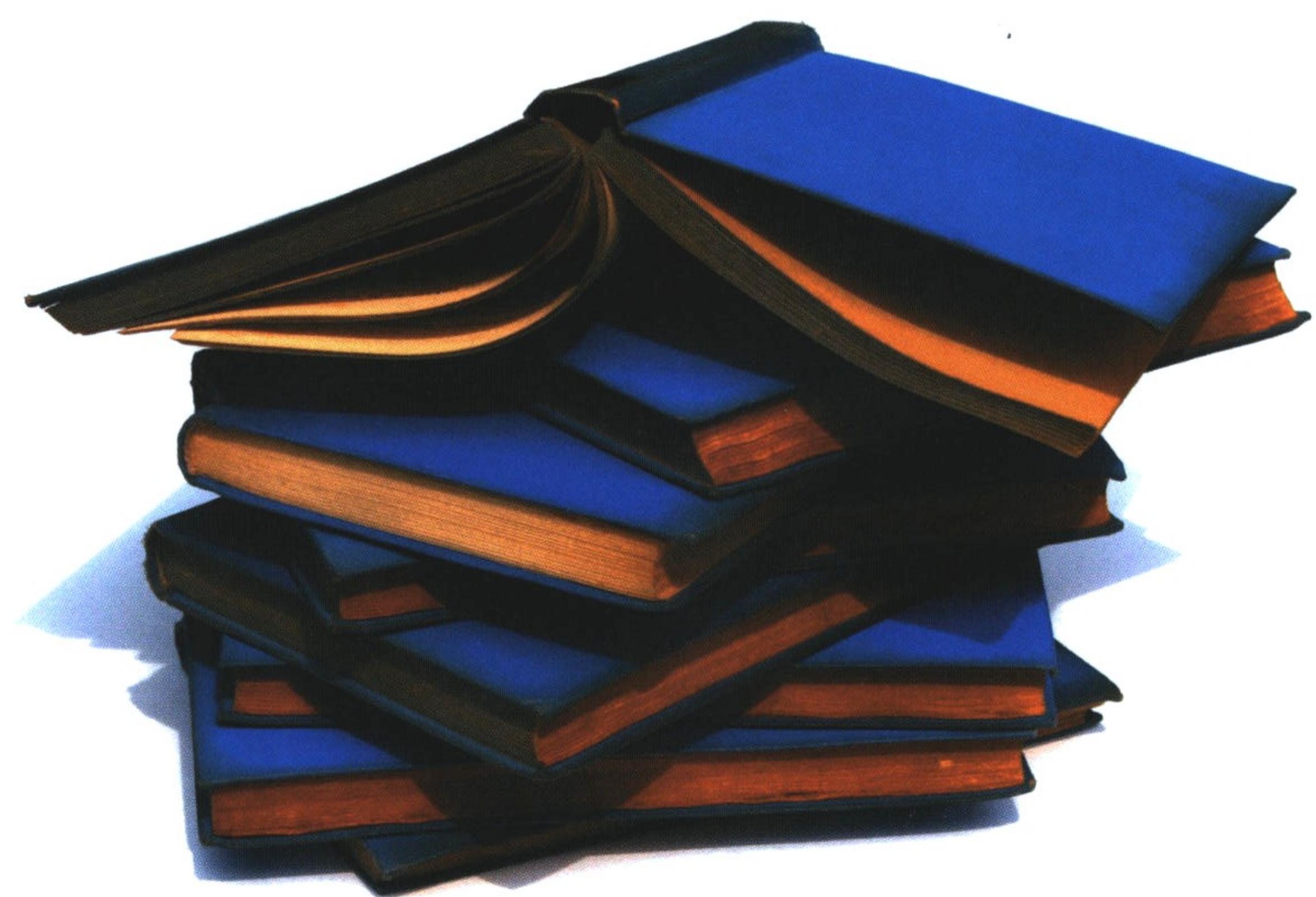
Dr. Harlan Rimmerman
Director of Education

to help you continue your growth process.

The first class being offered is the charter class of our newest designation – ATS – Auction Technology Specialist. The dates are April 13-16 and the class will be held at the NAA Headquarters building in Overland Park, KS. This four-day course will teach you about today's technology and how to use it to improve your business. Major topics include lead generation and prospecting, digital photography and video, image hosting, types of auctions and their technology needs, enterprise integration and building an online community.

A pre-requisite of the class is to take the two free online courses: The Internet and the World Wide Web, and Digital Lifestyles. These free courses are offered to any member, but must be completed before attending the ATS classes. The courses can be found on the NAA website under Education. Completed certificates need to be presented with your class regis-

April is the first full month of spring, a time when flowers and trees start their growth process. April is also a month when the NAA Education Institute is offering a number of classes



tration which can also be found online.

After completing the four-day live course, you will be required to have two online auctions -- one static and one live -- and submit a report. Once approved, you will be awarded the ATS designation.

Immediately following the ATS course, we will be offering AARE – Accredited Auctioneer of Real Estate, GPPA – Graduate Personal Property Appraiser, The Appraiser As Expert Witness and USPAP – Uniform Standards of Professional Appraisal Practice. All of these courses will be held from April 19-24 at Gaithersburg,

MD, right outside of Washington D.C.

The AARE class will be held for six consecutive days: AARE 100 from April 19-20, AARE 200 from April 21-22 and AARE 300 from April 23-24. The GPPA class will be held from April 19-22. The 22nd is the last day of the GPPA class, which is also the Appraiser As Expert Witness Class. This class completes GPPA or can be taken as a standalone. The USPAP class will be held April 23-24.

Both the AARE and GPPA designations require a report to be turned in after the completion of the classes. AARE and GPPA also have an annual designation fee of \$50. each.

For further information, please go to www.auctioneers.org/education or call the Education Institute office at (913) 541-8084, extension 19 or 28.

If you want to learn to become an appraiser, now is the time.

Our company utilizes Proxibid for two very important reasons: A-1 customer service and ongoing research and development (R&D). In today's Internet world you have to stay on top of changes in the market and Proxibid is always on the cutting edge of R&D... and the customer service we receive is second-to-none. That says a lot in the high paced world of Internet auctions!

Darron Meares, MBA, GPPA-M, Meares Auction Group

With all of the other online Internet auction companies out there, my decision to use Proxibid came from personal experience with your company. It was outstanding. I never received such great service from anyone is a very long time. Your professional approach to the needs of your clients is something rarely seen in the business world. The Proxibid team has proven to me to be driven by the sheer desire to help. There has never been a time when I could not reach someone at Proxibid and my questions were always answered whether it be late at night, on the weekend or early in the day. I highly recommend your company to anyone that is serious about the online selling business. Thank to you to the staff at Proxibid for all that you have done, and continue to do, for myself and my company. I will continue to promote your company to anyone I can. Please feel free to pass on my name and phone number to anyone who may have a question about Proxibid and the online method of doing business.

Kevin L. Holt, Holt & Associates, LLC Auctioneers

Proxibid has been all we hoped for. As a result our clients love it, our bids have dramatically increased (by some 200%) and more and more collectors are logging in at every auction..."

Stuart Holbrook, President, Theriault's

We, too, would like to express our thanks to you for the wonderful service that you provide to us. Your customer service department is always pleasant, helpful and the utmost professional. Our account manager, Pat, has become an additional member of our team. He is always helping us with more effective and efficient ways to do business. We have realized an additional 40% gross revenue when we conduct Proxibid live auctions vs. a traditional auction. We look forward to a long and prosperous business relationship with Proxibid.

Ken and Bonnie Jackson, The Auction Marketplace

We at J. J. Kane Auctioneers recognize the Internet as a critical piece of the auction industry. J.J. Kane has chosen to partner with Proxibid as our preferred provider of live auction webcasts. Proxibid offers the best service and support in the industry along with a professional staff that is dedicated to making every online event successful. Their commitment to using the most up-to-date technologies has helped us reach a broader audience, in-turn helping our auction business to grow.

Steve Anderson, JJ Kane Auctioneers

Whether we are auctioning real estate or personal property, Proxibid's expertise in live online bidding has proven to be invaluable to our business. Proxibid is a true partner in bringing our auctions to the Internet, from providing customer service and support to our bidders to providing marketing assistance, we know we can count on Proxibid to ensure the best possible online experience in the industry.

Rich Ranft, Auctioneer, United Country Beloit Auctioneers

The professional auction companies today recognize the global nature of asset marketing. Successful firms provide global marketing services to their clients. We at Comly Auctioneers expect our Internet auction platform and marketing team to provide immediate responses to both ourselves and our online customer base.

Proxibid is that company and has exceeded our expectations. Proxibid personalizes their relationship with our office staff and assigns one account manager that learns and understands the needs of our company. They recognize that they are an extension of our firm every time we work together. They continually provide unparalleled support and service. Proxibid is correct when they state "we have the best human capital and resources available."

Stephen E. Comly, President, Comly Auctioneers & Appraisers

I'm excitedly looking forward to our being able to post all of our auto auctions and other specialty events on Proxibid.

OJ Pratt, Pacific Auction Companies

I would like to take this opportunity to say thank you for assistance with our auction on March 13th, 2007. You made everything from setting up the account, to uploading the catalogue, to the pre-sale jitters/doubt, and the confusion of sale day with a new process flow very easily and smoothly. The online portion of our auction was very new to our company as well as to a great majority of our customer base. It provided us with much greater exposure to customers we could never have hoped to reach any other way. Although we had a few people who had trouble getting through the process, most were easily resolved over the phone. Judging by the amazing number of catalogue views we experienced, your site is well utilized worldwide. Again, thank you, Stephanie, Angie, and Proxibid for your assistance and professionalism which helped to make our sale the success that it was.

Chris Becker, Service Manager, Elmira Farm Service - Mount Forest

Proxibid provides superior customer service and support. The Company's professionalism and expertise in the auction industry cannot be matched. With Proxibid, I can rest assured that all aspects of my auction, from catalog creation to bidders who need help logging on, will be handled by a true professional.

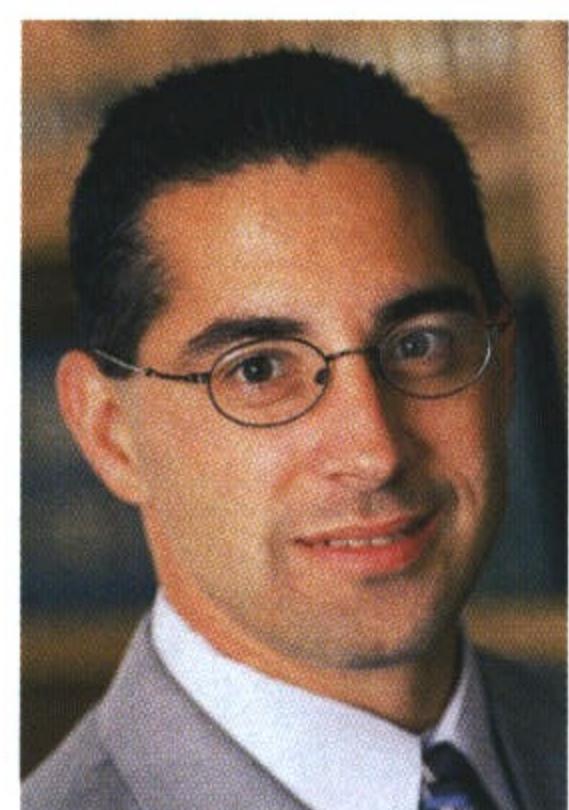
Scott Hall, Hall's Auction Company

Proxibid would like to thank our 1000+ participating auctioneers for making 2007 our best year ever! We will now raise our glasses and make a toast to celebrate our auctioneers and the art of auctioneering. Wishing you all the very best this National Auctioneers Day, April 19, 2008.

The Proxibid Team

Specialty Auctions

Is an Auctioneer considered an art dealer?



Kurt R. Bachman

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

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

We're a small traveling auction company with a higher proportion of art than other items. We have consigned pieces from various quarters including artists themselves, some dealers and pieces we've picked up from estates. We also usually have a small quantity of furniture and home accessories, and often, a small showcase with new, used, and/or estate jewelry.

We don't know a whole lot about art and don't regard ourselves as art dealers. If we pickup art from an estate, it doesn't usually come with a certificate. According to the law in most states an art dealer has to provide a full Certificate of Authenticity; it appears that to state the medium and origin of the signature is not sufficient, most states require an art dealer to provide dates, edition dates, and considerably more information than we have available to us.

1. As auctioneers, are we regarded as art dealers?

2. How does one go about authenticating a piece of art without running up the costs (on a piece that Christies is probably not interested in). We realize that we probably should request full certificates from anyone consigning art, but this isn't always possible. We would appreciate any clarification you could provide.

Sue Milchman
Chatsworth, CA

ANSWER: Whether an Auctioneer selling art is considered an "art dealer" will depend on which state the Auctioneer is selling art. Several states have enacted laws that expressly define "art dealer". States such as Illinois, Massachusetts and Ohio, have adopted a relatively universal definition of the term "art dealer". In those states, the term "art dealer" is defined as "a person engaged in the business of selling works of art, other than a person exclusively engaged in the business of selling goods at public auction."

This language removes Auctioneers from

the definition of art dealer, unless the Auctioneer sells his or her own works of art as well. However, other states, such as Texas, define an art dealer as a person in the business of selling works of art. Yet other states, such as Florida, specifically include Auctioneers in their definition of an art dealer. In Florida, the term art dealer includes an auctioneer who sells works of art, rare maps, rare documents, or rare prints at public auction as well as the auctioneer's consignor or principal.

Finally, some jurisdictions have not adopted a definition for art dealer. Since the definition of an art dealer varies from state to state, whether the Auctioneer is an art dealer will depend on where the sale is taking place and the applicable law. It is advisable to contact an attorney licensed to practice in the state where the auction will occur to clarify whether an Auctioneer selling art would be considered an "art dealer."

Authenticating a work of art is a technical process usually conducted by an expert. Because art authentication is such a highly specialized profession, it can be expensive with hourly rates exceeding several hundred dollars and daily rates in the thousands of dollars. If a seller engages an Auctioneer to auction works of art, the authentication expense should be discussed and disclosed with the seller.

The seller will generally inform the Auctioneer whether he or she believes a painting is an original. If the seller is confident that a painting is an original, he or she can warrant that fact to the Auctioneer and may be willing to provide a warranty at the auction. If the seller is uncertain, obtaining a Certificate of Authenticity will provide a conclusive

answer and help the seller establish the reserve price.

Since the seller benefits from the Certificate, he or she should be responsible for the expenses associated with authenticating. The last thing an Auctioneer wants to do is incur the expense of authenticating a work of art only to discover that the cost of authenticating exceeds the value.

If the seller is not willing to pay for the costs of authenticating the work or warrant the items authenticity, the Auctioneer should be skeptical about the seller's claim that the artwork is original. In this situation, an Auctioneer should be cautious in how he or she describes an art work. Auctioneers should be careful not to create an unintentional warranty and should include a disclaimer in the bidder's registration.

WAS THIS AN ETHICAL PRACTICE?

I had an auction and I asked a good Auctioneer friend to serve as ringman. We had only one item to sell: real estate. When the top bidder bid his highest price (less than \$50,000), I took a break and talked to my seller. During this time, my ring man talked to the top bidder.

The ringman coached the high bidder with the idea that if he would bid \$2,500 more than his last top bid that he would automatically get the property once I resumed the auction. My ringman told me what he had promised and said that the top bidder was ready to top his high bid by the \$2,500.

I thought this strange because someone else might be ready to make the next increment in bidding, which would out-bid the that top bidder. I called for the next increment and nobody, including the top bidder, said anything. I looked at the top bidder and asked him if he wanted to top his bid and he said, "Yes". He raised his own bid with no competition from anyone else. I called two more times for another bid and this top bidder obviously had the high bid. I declared the auction sold. My question is: Is this ethical to tell someone bidding that if they offer a certain bid, they will automatically get the property?

In this case it all seemed to work out. The top bidder never questioned this practice.

Dave Lash
Rockville, IN

ANSWER: Telling a bidder at an auction that raising his or her bid a certain increment will result with him or her being the successful bidder is not a smart or ethical practice. Although things worked out in this instance, this question raises some issues that should be addressed.

During a brief break in the bidding at the auction, a ringman approached the high bidder and informed him that if he increased his bid by \$2,500.00, then he would "automatically" get the property. It does not appear the ring man communicated with the Auctioneer or the seller in order to obtain the necessary authorization to make such a representation. Thus, the ring man probably did not have the authority to make such a representation.

What would have happened had someone else bid on the property after the bidder increased his bid \$2,500? The bidder would have been very upset. The bidder would think that the ring man lied to him or her, because the bidder increased the bid but was not the purchaser of the property. The Auctioneer's fiduciary duty to the seller requires that he or she make the effort to get the highest price. No one knows whether another individual may bid on the property. The ring man's statement would create unreasonable expectations for the bidder.

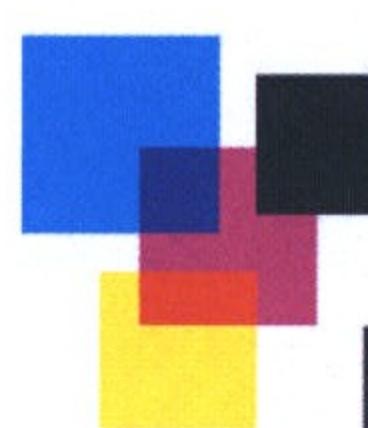
Where a bidder is informed that he or she will automatically get the subject property by increasing his or her bid by a certain amount, and the bidder is not the ultimate purchaser, he or she may sue the Auctioneer, seller and ring man for misrepresentation and fraud. If the ringman is an employee of the Auctioneer, the ring man's statement to the bidder could have bound the seller to sell the property. (In addition, the bidder could argue that the Auctioneer ratified the ring man's statement by continuing with the sale after being informed of the discussion. The better approach may have been to discuss the issue with the high bidder immediately and clarify it.) If the ring man is an independent contractor, the Auctioneer may not be liable for the ring man's statement. The ringman, however, may be held responsible for his or her own statement.

► continued on page 23



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Welcome Aboard

Full time Executive Director hired



Carol Jorgenson

The National Auctioneers Foundation Board of Trustees is pleased to welcome Carol Jorgenson as NAF's new Executive Director.

Carol graduated summa cum laude from Northeastern State University in Tahlequah, OK, where she earned a bachelor's degree in finance. As a recent transplant from Tulsa, OK to the Kansas City area, she joins the NAF team with an extensive background in both association and foundation management.

Carol began her association management career in 1989 with The National Association of Legal Secretaries. She continued to expand her association management skills and knowledge as a staff member of the American Association of Petroleum Geologists before returning to NALS as their foundation's Executive Director.

As the NAF Executive Director, and only

full-time employee, Carol's responsibilities encompass the administration and management of all NAF projects, programs, initiatives and events. She will serve as the primary member contact for NAF, maintain all donor and recognition records, manage all accounting functions, arrange Board meetings and assist with planning special foundation events.

In addition she will work closely with the NAF Board on issues such as Board development, training, strategic planning and budget preparation. She will prepare timely and accurate reports and will provide knowledgeable review and analysis of monthly financial statements. Carol will also act as staff liaison to each of the NAF committees.

She will perpetuate the momentum of the Investing in our Future funding initiative by monitoring and encouraging pledge fulfillment and managing fund distribution. She, along with the board, is committed to ensuring the continued financial health and well being of the foundation by actively supporting all other foundation fundraising campaigns and contribution opportunities; and will peruse and investigate other sources and

means of generating revenue for foundation funded programs and services.

As the National Auctioneers Foundation continues its transformation toward becoming a major funding mechanism for NAA programs, we look forward to the exciting progress and changes ahead. We are confident that Carol's experience and expertise will help us uphold the NAF Mission to provide funding to advance and enrich the auction community. And we are committed to achieving the NAF Vision to support and perpetuate the auction method of marketing by funding research, education and public relations.

Please join me in welcoming Carol to our extensive auction community. Be sure to stop by the NAF booth (with your checkbook in hand) at the 2008 Conference and Show in Nashville, TN to meet and welcome Carol in person.



Terry Dunning, CAI, GPPA
NAF President

An Open Letter to NAA members regarding International Ringman Contest

From: Marty Higgenbotham, CAI, National Auctioneers Foundation Trustee

Dear Fellow Auctioneers:

As we all prepare to attend and make reservations for the 59th International Auctioneers Conference and Show in Nashville, TN this July, I have been checking the list of things I am working on for the big event. I have volunteered to help the National Auctioneers Foundation raise advertising donations for the International Ringman Contest, to be held on Wednesday evening. These are donations of advertising space that are sold during this contest.

This is perhaps the easiest thing that any of us can do. We simply ask the people who we purchase our business advertising from, to invest a few inches of advertising for our industry and profession, to benefit the National Auctioneers Foundation. Not only will it give the donor some very good visibility for their business, but we are giving them an opportunity to be part of a nationally-recognized contest.

Please get your advertising secured as soon as possible as we need to have it solidified by no later than June 1, so we can catalogue it for the contest.

If you need any help from me, don't hesitate to contact me directly (marty@higgenbotham.com or cell phone 863-640-6890) or contact the National Auctioneers Foundation new Executive Director Carol Jorgenson at the NAA Headquarters (cjorgenson@auctioneers.org or 913-541-8084 ext. 17)

Thank you for your help with this important fundraising project!



Marty Higgenbotham, CAI
NAF Trustee

◀ continued from page 21

IS BUYER'S PREMIUM A COMMISSION WITHOUT REPRESENTATION?

Regarding the Buyer's Premium at real estate auctions: Some people say the buyer is paying a "premium" in the form of a percentage or "commission", and they are not being represented by an agent. Some say that if this is fully disclosed, it is perfectly legal. Is it? Has this ever been challenged by a disgruntled buyer, and if so, what precedent was set by it?

Trish Hoglander
Lake Forest, CA

ANSWER: The use of a buyer's premium, in and of itself, does not require representation of the bidder by an agent. People pay premiums without representation everyday in business. Essentially, a buyer's premium is a fee paid by the buyer for the privilege of submitting the successful bid at an auction. In the context of a real estate auction, the successful bidder is paying a premium in addition to the actual bid price. The use of the buyer's premium in the auction setting shifts the obligation to pay the Auctioneer's fees from the seller to the buyer.

The buyer's premium is usually a term negotiated between the seller and the Auctioneer and is part of the auction contract. When the buyer's premium is

used, the Auctioneer must disclose it in his or her advertisements, sale bills and announcements. It is also recommended that Auctioneers provide disclosure of the buyer's premium in the bidder's registration agreement. In some states, an Auctioneer's failure to properly disclose the use of a buyer's premium can result in disciplinary action.

Sellers should realize that bidders at auctions with a buyer's premium may factor the buyer's premium into their bid price. For example, if an Auctioneer is conducting an auction with a 10% buyer's premium, and the value of a parcel of property being sold is \$100,000.00, and the successful bidder submits a bid of \$100,000.00, then the bidder will need to bring \$110,000.00 to the closing. In other words, the buyer paid \$10,000.00 more than the property was worth. In some circumstances, in auctions with buyer's premiums, the buyer may not submit a bid for the value of the property because of the premium.

In those situations, bidders may already factor in the 10% buyer's premium into their actual bid price. In the example above, a bidder at an auction with a buyer's premium may only bid \$90,000 because the bidder realizes that he/she will have an additional \$9,000 added to their actual bid price. If bidders are factoring in the buyer's premium, the actual bid price plus the buyer's premium will be close to the actual value of the property.

The disclosure of the buyer's premium will give the

bidders an opportunity to consider how much they are willing to pay for a parcel of real estate. The distinction between the buyer's premium and the traditional commission is who is responsible for payment. At an auction with a buyer's premium, the successful bidder pays for all or part of the Auctioneer's commission and the buyer will need to bring additional cash to the closing in order to pay this obligation. At an auction without a buyer's premium, the seller will pay the agreed upon commission to the Auctioneer in the traditional manner.

The use of a buyer's premium is a generally accepted practice. Even though the high bidder may be paying for the Auctioneer's commission, the Auctioneer represents the seller. (The Auctioneer cannot represent the bidder at the same time, because it would create a conflict of interest.) If a bidder desires to be represented during an auction with a buyer's premium, they can engage the services of another Auctioneer, broker, or attorney to represent them during the submission of their bid.

The fact that the successful bidder is not represented in the sale does not appear to be a basis to invalidate his or her bid. Unless the Auctioneer fails to properly disclose the buyer's premium, the successful bidder is responsible for paying the premium as a term of registering and submitting bids at the auction.

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

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President's Chat

How can you convince a seller to accept a bid lower than they desire?

One of the questions posed NAA President Thomas Williams, CAI, in his March "Online Chat with the President" was "How can you convince a seller to accept a bid lower than he desires, in an auction subject to seller confirmation?"

Williams said the key is that "This discussion needs to be at the very beginning of your dealing with the client. You have to explain that a seller must have reasonable expectations, and that the auction method only gives a true reflection of the marketplace at one point in time. The price is driven entirely by the product. The product may be very popular, average, or below-average popularity... Also, tell the seller that the longer he holds the property, the more expensive it is for him. Every 30 days the seller's costs go up 1.5 percent. So if it's a house he has a \$100,000 offer on today, he will have to add 1.5 percent on that price next month to stay even with the price offer he has today."

Q: PLEASE UPDATE US ON THE SEARCH FOR A NEW CHIEF EXECUTIVE OFFICER, SINCE BOB SHIVELY WILL BE LEAVING IN AUGUST.

A: The NAA board's executive committee received 65 applicants for the job. The quality of applicants exceeded our wildest expectations. We narrowed the field to 12 and then to four. These final four will be interviewed in person when the board meets in Seattle, WA April 20-22. Also attending that meeting with the president of the National Auctioneers Foundation and the president of the Auxiliary to the NAA. Now we'll just have to figure out which of the four is the best of the best.

Q: WHAT IS THIS PARTNERSHIP BETWEEN NAA AND USA TODAY?

A: *USA Today* has a new section each Friday called "Auction Mart" that features ads for real estate auctions. This gives the entire auction world a tremendous amount of exposure. The banner at the top of this section has the NAA name and our website and the www.auctionmls.com website. This will drive many people to the MLS site. And, it doesn't cost you anything to post on that website. The website is a tremendous opportunity also. It will develop a worldwide audience for Auctioneers and our potential buyers.

Q: HOW ARE PLANS SHAPING UP FOR CONFERENCE AND SHOW TO BE HELD IN NASHVILLE, TN THIS JULY?

A: Very well. The registrations and hotel reservations are coming in well. The educational opportunities are great and there will be a variety of tours. I will also mention that Memphis, TN is not far from Nashville, and I encourage our people to visit St. Jude Children's Research Hospital in Nashville. The hospital is the official charity of NAA and going there to tour the buildings is a life-changing experience.

You can easily listen to all the questions and answers discussed in past

President's Chats by visiting www.auctioneers.org. Go to Members Only section, log in with your ID and password, then look in middle-right area of page for "Member News" section and click on date of the "President's Chat Archives" you wish to hear.

To join the next President's Chat, all NAA members with email addresses will receive an email, early in the day of the chat, with instructions on how to log in. In the middle of that email message is a live link called "Click here at 6:45 p.m. to join the chat"...." link and it takes you directly into the chat. You would then need to hit the "join" button and enter your first and last name and e-mail address. You will also have to download software prior to the link so you can view the streaming video.

An easy method is also to listen by telephone, but persons listening by telephone cannot pose questions due to technological limitations. To listen by telephone, call 1-303-928-3281. When the automated voice answers, it will say "Welcome to Conference Depot. Enter the room number of the conference you wish to join." Then punch in 5418085 and the pound sign.



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IRC

International Ringman Championship recognizes the important role of ringmen



Carrie Stricker is director of Conference and Show for the NAA

them for a job well done.

With overwhelming response from its debut in 2007, the International Ringman Championship (IRC) will be back for a second year at the 59th International Auctioneers Conference and Show.

The IRC will take place in conjunction with the National Auctioneers Foundation Benefit Auction on Wednesday, July 9, at the Renaissance Nashville Hotel. The top ringman will be awarded a \$5,000 cash prize, a championship trophy, and championship ring sponsored by the Professional Ringmen's Institute.

Ringman contestants will be judged on their professionalism, performance, and interaction with the crowd and the Auctioneer. The contest entry deadline is May 30, 2008, at 5 p.m. (central time).

Ringmen play a vital role and have significant impact on the success of an auction. The National Auctioneers Association is excited to recognize their efforts and reward



Angie Meier is the 2007 IRC champion.

To support the National Auctioneers Foundation (NAF), we encourage all Conference and Show attendees to donate an auction item to the International Ringman Championship. All proceeds from the event go directly to the NAF. A

succinct amount of time will be available for the select few who still enjoy selling their own auction item during the benefit auction portion of the evening, directly following the IRC contest.

The IRC Contestant entry form and the NAF Benefit Auction donation form are available on NAA's Conference and Show website at www.auctioneers.org/conference2008 and can also be accessed by using the new Fax on Demand option. Simply call (619) 491-2944, enter your information, and the forms will be faxed directly to you.

*The IRC will take place on
Wednesday, July 9, at the
Renaissance Nashville Hotel*

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Talking the Talk

From TV news anchor to Auctioneer, Bill Menish tackles a new profession

Story reprinted with permission from Ranch and Coast magazine

Betty Bottor bought some butter but she said this butter's bitter. If I put this bitter butter in my batter it will make my batter bitter. So she bought a bit of better butter, put it in her bitter batter, made her bitter batter better. So it's better Betty Bottor bought a bit of better butter.

Bill Menish's face brightens with impish delight as he delivers these lines without skipping a beat. Sitting in front of a crackling fireplace in the living room of his Poway home, near San Diego, CA. The morning news anchor for NBC 7/39 finishes the tongue-twister with a satisfied grin.

"Betty Bottor" is just one of the alliterated chants that Menish practiced during his time at auctioneering school. He also learned how to work the audience, always keep his cool on stage, and bring in the big bids.

He wasn't honing the auctioneer's craft as part of another memorable story for the morning news. On February 29, Menish left his position at NBC to pursue a new career as a professional auctioneer, a significant leap on a most appropriate day.

Getting into auctioneering was a happy accident, says Menish. "I'd been emceeing for ten years. When I was a reporter, nobody cared, but as soon as I became an anchor, people wanted me to



Bill Menish

emcee their events. Eventually somebody said, 'Hey, will you also be our auctioneer?'"

Menish grew up in the Midwest, going to auto auctions with his dad, so he knew what auctioneers sounded like: fast and smooth-talking. When the first nonprofit asked him to lend his charisma and oratory skills behind the auctioneer's podium, he warned that he wasn't very good. But he kept at it, and organizations kept asking him back.

Three years ago, Menish auctioneered Scripps Cancer Center's Scripps Spinoff with an Orange County auctioneer named Chuck Dreyer. The two helped bump the fundraiser's yield from \$750,000 to \$1.3 million. Dreyer told Menish he'd missed his true calling, but Menish — still passionate about his longtime career in journalism — took it as a compliment and little more.

Then, as fate would have it, the National Auctioneers Association held its convention in San Diego this past summer. Menish called them up to express his interest and they encouraged him to come on by.

The auctioneers at the convention, says Menish, "were the nicest, most giving and caring and embracing and card-handing-out people that I've ever met in my life, even more so than television news!"

From there, Menish did things in reverse order, signing up for an intensive course in benefit auctioneering before receiving any general training.

"I was the only one in there who couldn't talk fast," he recalls. "But I learned so much about how I could benefit nonprofits during this three-day session. I walked out of there convinced that Chuck Dreyer was right: I either had a dual calling or I had missed my calling. Because I knew that I wanted to do this."

Menish completed satellite courses through the Worldwide Auctioneering College — a school known for turning out champion auctioneers. Now that he had solid skills, it was time to make a tough decision.

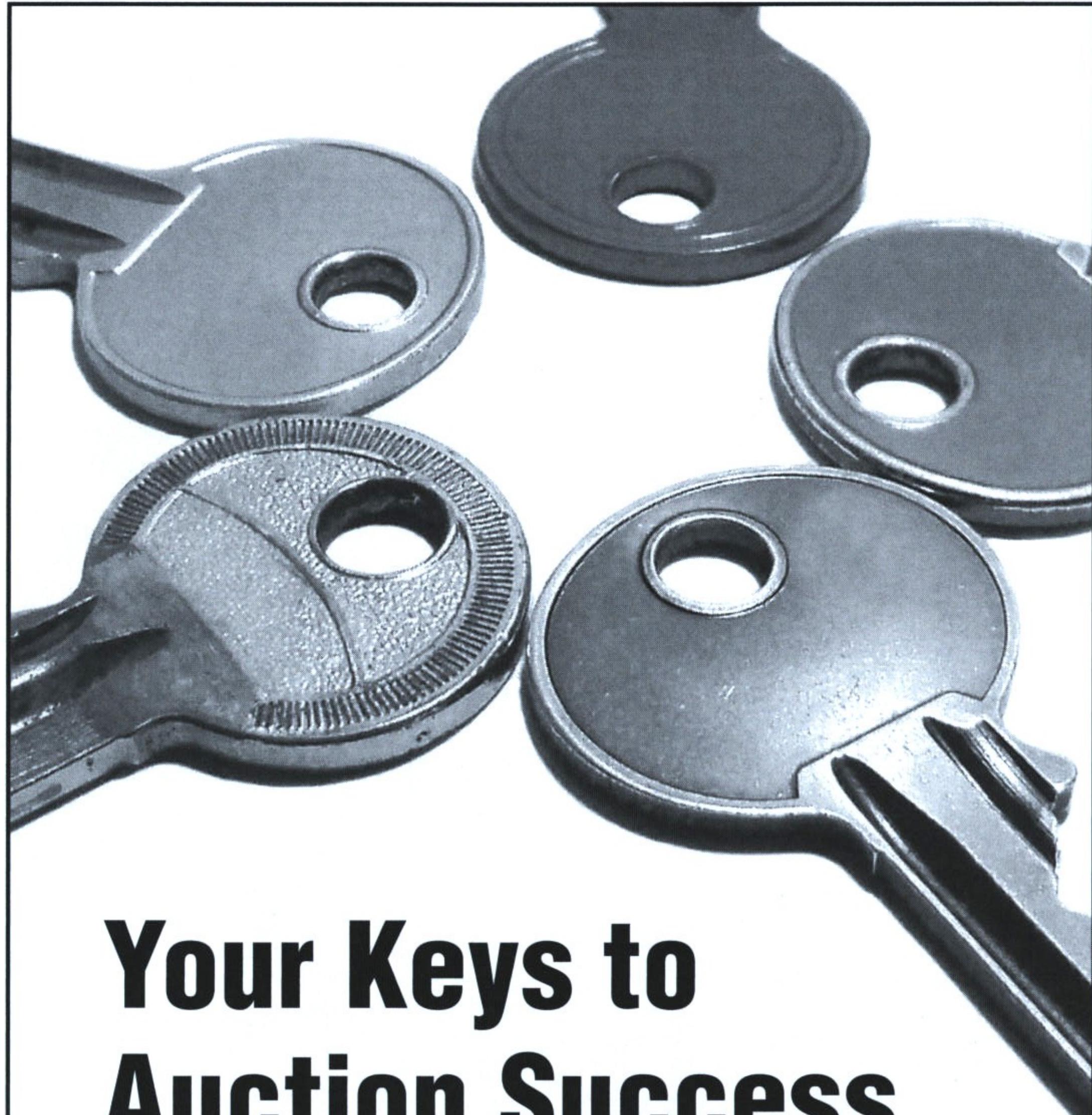
As a journalist, Menish couldn't take paid auctioneering jobs because it would represent a conflict of interest. But as a morning anchor at a major station, a career pinnacle in local broadcast news, he didn't have much room to grow professionally without leaving San Diego, where he and his family — wife Dorothy and daughters Kylie and Madison — are happily settled. (Menish also took into account the fact that for years he's been waking up every morning at 2:30 a.m.)

He decided to pursue his missed calling.

Menish since has launched his own auctioneering firm, employing freelance auctioneers when there's more demand than he can meet on his own. He's also working closely with his wife, who runs a video production company, to create innovative presentations for fundraisers. For example, he recently auctioned off a ride behind the rear steering wheel of a fire truck, and to generate interest showed a video of a woman whooping with glee as she turned the wheel on a gleaming red rig.

It all adds up to big dollars for worthy organizations, and for Menish — a tongue-twisting heckuva good time.

Story by AnnaMaria Stephens, photo by Kristy Ann Mann.



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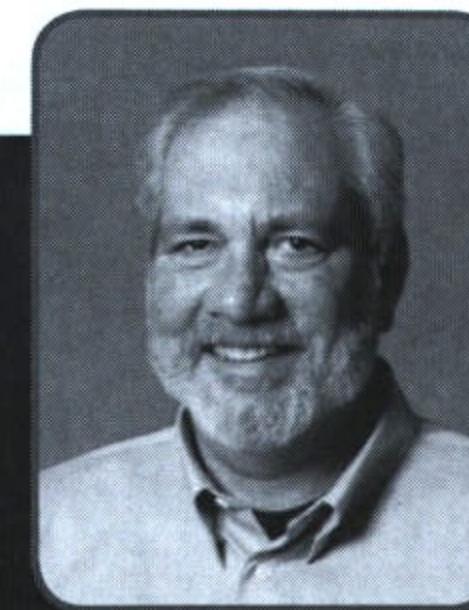
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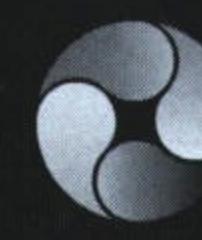
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Waving the RED FLAG

Some auction items pose special dangers for Auctioneers and support staffs

Story by editor Steve Baska

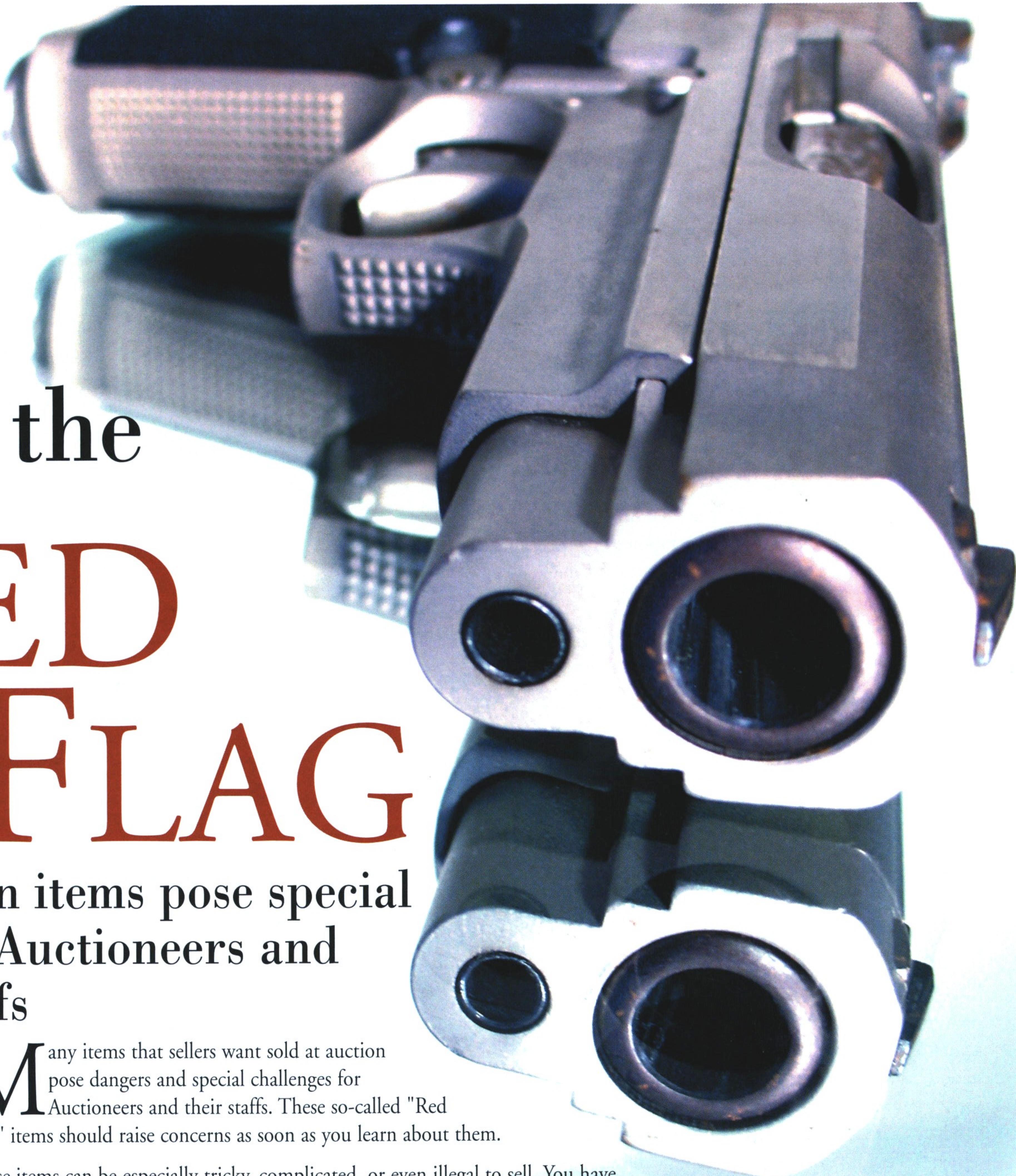
Many items that sellers want sold at auction pose dangers and special challenges for Auctioneers and their staffs. These so-called "Red Flag" items should raise concerns as soon as you learn about them.

These items can be especially tricky, complicated, or even illegal to sell. You have to consider special state or federal laws that apply, ethical situations and conflicts among the parties involved, and even the impact on your reputation (for example, you may be the target of negative press coverage for selling Nazi or Klu Klux Klan items in your community).

To find out which items ring warning bells for Auctioneers, NAA send an email blast to all members asking for their input. This story shares their replies with you. We asked for comments on items for all types of auctions, except real estate. That includes estate and consignment auctions, art and antiques, autos, benefit auctions, coin, commercial and industrial equipment auctions and others.

Our email said examples can include: ivory, endangered animal species (e.g. bald eagles), military medals (regulated by Federal law), pharmaceuticals, firearms and ammunition, specific types of artwork, personal items such as love letters or boudoir photos that may embarrass family members in an estate auction, and more.

This story is not intended to provide a full explanation of how to handle the auctioning of dangerous items in every state. Law often varies by state and by federal agency. Always consult experts in your state. This story gives NAA member feedback, intended as a guide for your own research. Letters are edited for space and readability.



Stuffed birds and animals

Where I live, in Kentucky, it is illegal to sell a mounted/stuffed bird/fowl. I also wonder about old mounts from early 1900s of legally taken animals on the endangered (or extinct) species list.

However, I see mounted birds (pheasants and quails) offered for sale through magazines and other trade publications. I know some persons who have a mounted red-tail hawk, a screech owl and a great-horned owl that are old mounts, "pre-ban". I would like to know what the rights are to own or sell or even give-away.

I could see the following scenario: A person might put his in will an order to liquidate his estate solely to his children, and his children "by invitation" are the only persons permitted to bid. Said person may have been quite a hunter or may have raised fighting roosters (if in a state permitting such) or award winning chickens or ducks, parrot/parakeet, etc., and had such mounted. Several of the children might want to "purchase" a prize mount.

In this event: Can a private auction be conducted of these mounted/stuffed birds/fowl? Could they be sold in Kentucky (as is non-public auction)? Can they be sold period? What if the auction were conducted in a state that permitted the sale of stuffed/mounted birds/fowl. Could an heir from Kentucky purchase and bring "home"?

Craig A. Stanfield
Kentucky

Many people are unaware that most migratory waterfowl mounts are illegal to sell. So a seemingly harmless mount of a goose is illegal to sell.

We once sold two early 1900s Rhino heads which were legal to sell as long as they were not transported across the state line by the buyer.

OJ Pratt
Pacific Auction Companies

FOR MORE INFORMATION:

Talk to an attorney or bar association in your state for specific laws. Call your state legislature and ask for the appropriate legal agency.

Also Lianne McLeod, DVM advises regarding laws of selling exotic pets, "Do not rely on information you find on the Internet, as sometimes information is out of date or incomplete, and local laws (e.g. city by-laws) may supersede wider (e.g. state, provincial, federal) laws.

Providing advice in this area gets very difficult because of the lack of consistency in laws... Some states have strict laws over exotic pets; some have none. The next level to check is federal (country wide). In the US a United States Department of Agriculture (USDA) license might be required so contact the nearest USDA office," she advises on www.about.com.

Liquor: license needed?

Perhaps the most common red flag item we see at estate sales is liquor. When selling liquor at any auction, I have often heard that the Auctioneer was selling the cabinet, and the contents were being given to the buyer of the cabinet. I do not know if this is okay, but this seems to be the way it is handled often.

Neal VanDeRee
AuctionMag@aol.com
Venice, FL

We do not sell any bottles (even collector's bottles) if they have liquor in them. Watch out for old bottles that have homemade wines etc. in them. The Feds don't let you sell any liquor, even homemade wine is not allowed to be sold without a liquor license. If the seller does not want to dump out the liquor, we do not sell the bottles. Most of the time the seller will have already opened the bottle and they will allow us to dump the contents and sell the bottles.

James L. Johnston
Madison, MO

FOR MORE INFORMATION:

In the Auction Law magazine sent to you with last month's issue of Auctioneer, attorney Kurt Bachman writes that "First state and federal law may require that an Auctioneer be licensed or have a permit to sell alcohol or liquor. Whether a license is required usually depends on whether an Auctioneer is simply conducting an estate auction or regularly engaged in the business of selling beers, wines, distilled spirits, or other alcoholic beverages. The federal agencies involved in enforcing federal laws are the Bureau of Alcohol, Tobacco, Firearms and Explosives (AFT) and the Alcohol and Tobacco Tax Bureau (TTB)."

He adds that "Before an Auctioneer sells any decanters filled with original liquor, he or she should generally disclaim the quality of the contents. Even with seal intact, the liquor may not be of the quality the bidders expect." To see the full text of Bachman's column about liquor, see page 112 of the Auction Law magazine you received.

Another resource is to contact your state Alcohol Beverage Control Board, a division of your state government, for most current laws in your state.

► continued



Computers: What's on the hard drive?

If the computer is functioning, then that means that it still has its hard drive. What is on that hard drive? Could it be personal information belonging to the owner/seller or in a business liquidation auction perhaps personal information belonging to that business' customers or clients. Even if that hard drive is "wiped clean", which can be expensive if done by a computer technician, can information still be recovered by a skilled technician? But then if the hard drive is removed, the computer will not function and it will sell for considerably less.

*Joe Gribbins
Auctioneer/Broker
Louisville, KY*

Computers with questionable or personal content on hard drives is a red flag. It is always best to advise the client to remove the hard drive, as merely removing the files is not a complete solution.

*Robert Mayo, CAI
Kansas City, MO*

Vehicles: auto broker's license may be needed

The sale of titled vehicles/vessels/ORVs are red flags. We were notified from the state of Michigan (each state may be different) that we needed a Class D Auto Brokers License if we were selling more than four vehicles within a 12 month period....note that I didn't say calendar year, because in the small print of the Secretary of State it is stated that it's a 12 month period from when you sell your first vehicle.

It's a long process to get your Class D License and can take up to six months. As of 1992 all ORV's in the state of Michigan are titled and are to be sold with the title, it gets a little tricky when they come from other states ie: Illinois, Indiana etc. where they are not required to be titled.

This item is a very BIG Red Flag for our auction company, and should be for any Michigan Auction company that sells vehicles. The first thing with being a class D broker and taking in cars on consignment, is making sure that the person selling the titled item is the same person on the title, if they don't have a title or the title is in someone else's name it must be taken care of prior to the sale. NO application for title can be

excepted, because ALL titled Items must be sold with the title and the person that is buying the item get's a copy of the title before the auction house can process it. Once you are a Class D Broker you are required by law to do all the paper work processing from the customer through the Secretary of State.

All of these things in combination can pose a danger to any auction company. If you are selling more than four vehicles in your calendar year without a license and the state finds out, they will come down on the owner of the auction house with fines and penalties. If you are a Broker you subject yourself to customers being able to file complaints and the state coming in to follow-up (even if they are unfounded). If there is an auction company like us, we are a smaller auction company, we had to set up a whole new department to handle the title and registration department.

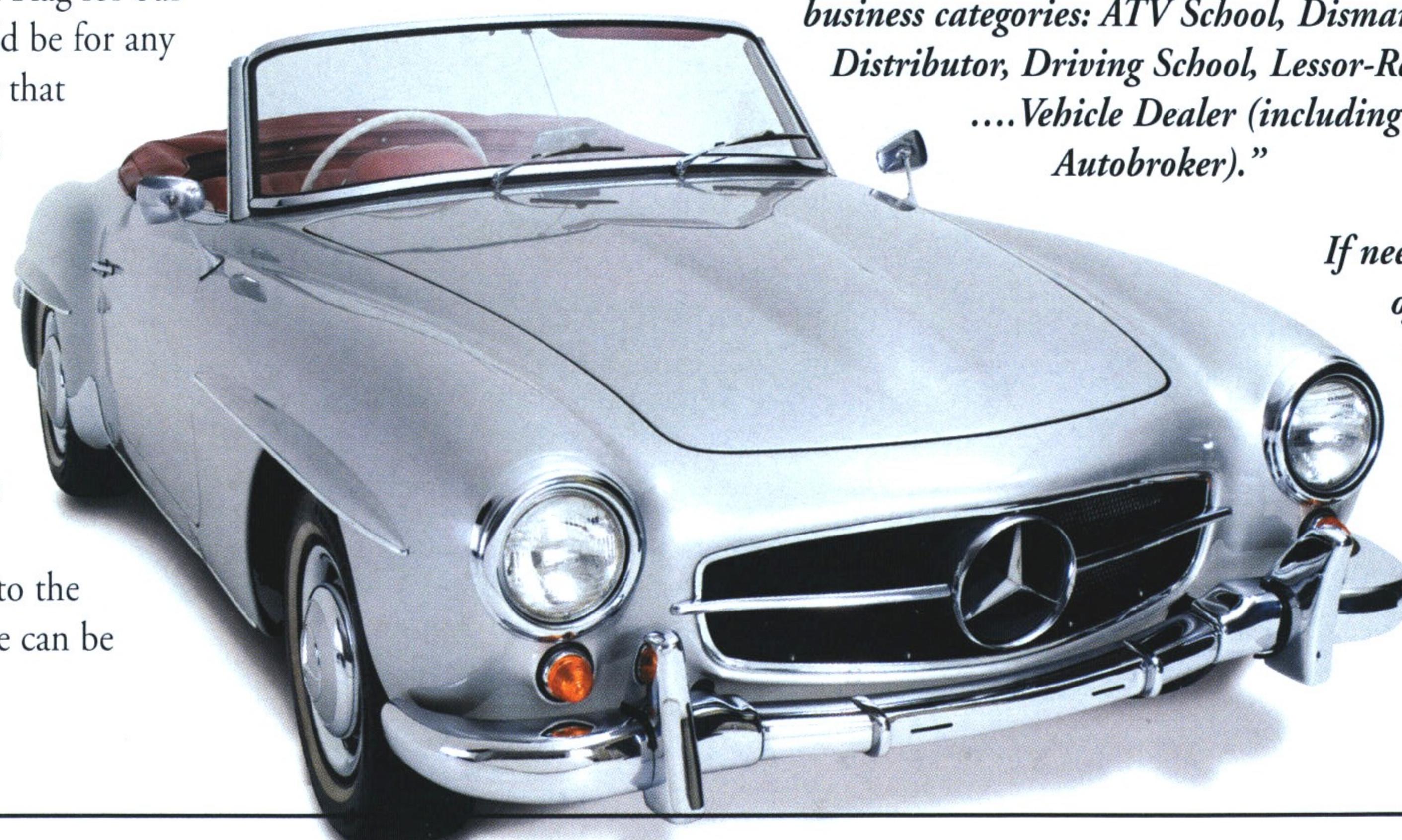
My personal advice for selling these items is make sure you have your license. Also, find someone knowledgeable in the title or registration department. Call the state, they offer classes to dealers on a regular basis and they have great information. Start early on applying for your license since it does take some time for everything to come together.

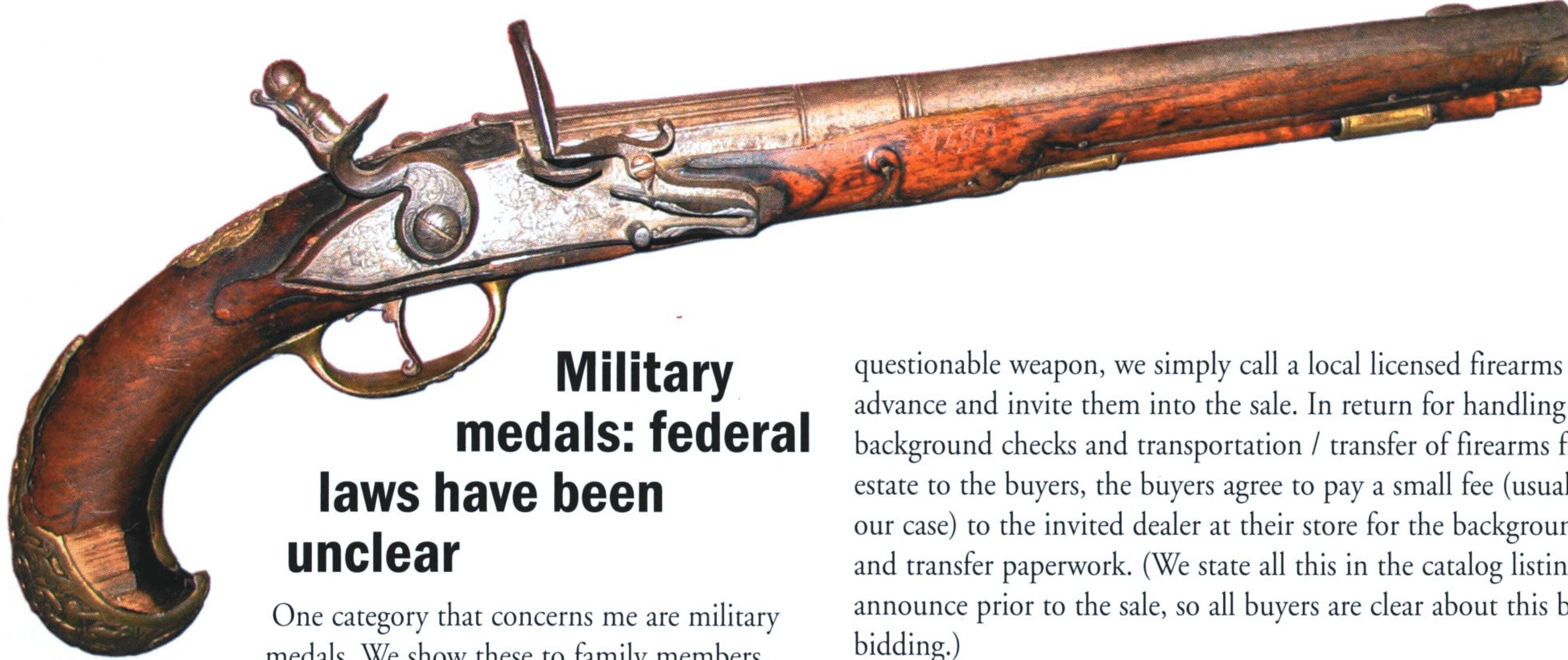
*Nadea Lhamon
Wayne Bancroft Auction Service
Buckley, MI*

FOR MORE INFORMATION:

Contact your state's Department of Motor Vehicle website and go to the occupational license section. The California State government's DMV site says, for instance, "Welcome to the DMV Online Occupational License Information System. Changes to Occupational Licensing information are updated daily This system offers information for these business categories: ATV School, Dismantler, Distributor, Driving School, Lessor-Retailer,Vehicle Dealer (including Autobroker)."

If needed, call the DMV office to clarify if you need a state licence, or also ask an attorney.





Military medals: federal laws have been unclear

One category that concerns me are military medals. We show these to family members,

owners or executors before they are put up for public auction. Most auctioneers that handle estates and normal household auctions find these items put away in trunks, dresser drawers and various other places. We have a lot of military memorabilia collectors in our area and many of these items are worth a considerable amount of money.

Are we supposed to destroy them, turn them over the governmental authorities or just how do we handle them. If proper disclosure of the discovery of these items is given to the sellers and permission is given from to sell those items, why is it illegal to sell them? What type of penalties can be given to auction companies than unknowingly sell these items? We need some type of guidelines and other information to keep us out of trouble.

Jim Folger
Williamsfield, IL

BACKGROUND:

The April 2007 Auctioneer Magazine featured a story from Antique Week that said "A new federal law designed to preserve the integrity of war medals and decorations has created chaos within the collecting field of militaria. Auction house owners are confused by the law also, causing some to cancel auctions.

Many collectors, dealers and historians believe the Stolen Valor Act, signed in to law on Dec. 21, makes it illegal to sell, purchase or even advertise any military decoration or medal....Congressional lawmakers tried to craft a law to stop imposters from posing as military veterans and heroes, including when imposter wear uniforms and medals they purchase. But the language in the law is unclear, and some top collectors and dealers are not taking any chances on selling medals."

For the latest information and interpretation of laws affecting military medals, contact an attorney in your area who can research federal and state laws in your region.

Firearms

Some Auctioneers and/or state associations suggest we can auction for an estate without an ATF (Fed Bureau of Alcohol, Tobacco, and Firearms) License, some say we can't. We've found a very simple solution that eliminates the question entirely. For any estate auction in which we have any short guns, more than one or two long guns, or any other

questionable weapon, we simply call a local licensed firearms dealer in advance and invite them into the sale. In return for handling background checks and transportation / transfer of firearms from the estate to the buyers, the buyers agree to pay a small fee (usually \$25 in our case) to the invited dealer at their store for the background checks and transfer paperwork. (We state all this in the catalog listing, and announce prior to the sale, so all buyers are clear about this before bidding.)

A dealer is usually happy to participate because: they love looking at guns, the added exposure for their name, and the added in-store business when the buyers come to pick up their purchases. In my opinion this has never adversely affected bidding, as just like a buyer's premium, it's all part of the fun of attending an auction and getting to name your own purchase price.

David Staples, CAI-CES-ISA
Licensed VA & NC Auctioneer

A red flag for us here in Pennsylvania is dealing with estate firearms that are not considered antique (after 1898). While we are a licensed FFL holder, in our state there are two issues that pose a danger to our licensing.

The first is that while we as auctioneers need to be licensed to sell firearms on our premises and, of course, complete all associated required federal and state paperwork; however, if the auction is onsite then the Auctioneer is not responsible for making sure the paperwork is completed, and no license is required. This creates confusion for all members of the auction community, and frustration for those of us who do have a facility and must make sure that we complete everything to the letter of the law.

The second issue related to firearms happens when they come from an estate and perhaps a bank trust officer or attorney is the executor. If the firearm is not sold (perhaps it hasn't met a reserve) then paperwork must be completed before the gun is released back to the estate. Yet, the trust officer or attorney is not the actual owner nor do they desire to take possession of the gun, but legally the firearm cannot be released without paperwork. In each case, we make sure that we thoroughly explain the legality of selling firearms. We have also tried to educate our clientele about buying and selling firearms. We have ended up using this as a marketing tool.

Heather Fowler
Gateway Gallery Auction

The one thing that should be carefully considered selling at auction would be firearms. We have a federal firearms license, so it is not a problem for us. We are always sure where they come from because this is a small town.

Ralph E McClernan

► continued

Firearms license, or a Permit to Carry to purchase shotguns or long rifles, just handguns. We do require the buyer to provide one of those to purchase any firearm. We run into some, but not much resistance to this policy.

Byron L. Menke
Treynor, IA

FOR MORE INFORMATION:

Consult the Auction Law magazine sent to you with last month's issue of Auctioneer. In this special issue, see pages 67-68 for legal columns about firearms' licensing and laws. In those columns, attorney Kurt Bachman writes "Sales of firearms is a particularly complex area of auction law, primarily due to the high level of governmental control." A question is addressed to him asking that "If an Auctioneer only occasionally offers firearms at a consignment auction, does he need to have a federal firearms license?" (A situation faced by many Auctioneers).

Bachman answers that a key component considered in whether you need a license is if you take "possession" of the firearms in your auction. He answers that "Even if you do not take physical possession of the firearms, you may be found to have some type of constructive possession. You should contact an attorney licensed in (your state) to discuss your obligations under all applicable federal and state laws before selling any type of firearms. In order to protect yourself, you should obtain a federal firearms license or engage the services of a licensed dealer to ensure compliance with the law and to complete the transaction."

Auctioneers should also be aware that they can contact their regional office of the Alcohol, Tobacco and Firearms for information. A list of the offices is available at www.atf.gov.

Family photos, memorabilia, pornography



As the prior auctioneer for the State of California, County of Sacramento - Public Administrator's Office. I can recall one particular auction of a warehoused estate that I was selling. Our team was very diligent about previewing and taking inventory of boxed lots that frequently contained unique family memorabilia. At this particular auction I recall pulling the

boxed lot off the podium when it was brought to my attention that such items existed in that box. Immediately following the auction, a woman came to me in tears and related how her uncle had the only know

familial images of her family... the ones we pulled off the block. She, being quite poor, was able to reclaim these items from the County and keep them where they belonged: in the family's possession.

Nicholas Varzos
Exclusively Auctions, Inc

Adult magazines are a red flag. Although they sell well, and I have sold boxes of Playboy magazines to a local priest at auction, we did have a complaint once about a box of vintage Playboy magazines from an online bidder. We no longer offer those items online. And, the box is still in one of our safes. You might also mention adult videos. We have sold out many video stores, but these adult videos did not pose a problem. We sold the adult videos in a separate ring.

Joe Soderholm

SUGGESTED SOLUTION:

"Personal items and photos are always turned over to family members or executors for their permission to sell them. Some of these items do have some pretty good value," said Auctioneer Jim Folger, of Williamsfield, IL.

Chemicals

Chemicals, such as herbicides, pesticides and insecticides that we run into with farm auctions are red flags. Our new policy is, because we don't have a pesticide or applicator's license, we won't sell these bulk quantity items. However, these items can be purchased at the local hardware, Wal-Mart, HomeDepot, or Menards in small quantities for home and garden use, so we are concerned about whether or not those small quantities are allowed.



Byron L. Menke
Treynor, IA

FOR MORE INFORMATION:

Contact your state's Department of Health Services or look for a section on its website that reads "chemical laws," or "rules and regulations." The Texas Department of Health Services website, for example, says that "A person may not sell an abusable volatile chemical at retail unless the person or the person's employer holds, at the time of the sale, a volatile chemical sales permit for the location of the sale... To be eligible for the issuance or renewal of a volatile chemical sales permit, a person must (1) hold a sales tax permit that has been issued to the person; (2) complete and return to the department an application as required by the department; and (3) pay to the department the application fee.

Another resource is your state auctioneer licensing board, a division of your state government.



Nazi and KKK items

I, like most auctioneers, am asked from time to time to sell sensitive items that may stir passions. Ku Klux Klan memorabilia and Nazi military collectibles are two items that fall into this category, and which have presented me with several decisions to make.

As a former history teacher, I believe these kinds of items belong in public auctions and should not simply be relegated to museums. I often announce that such pieces must be viewed in their historical context, and are not being displayed and sold to "glorify the cause", but rather to educate – and help us remember. Both KKK and Nazi memorabilia strike sensitive nerves, but I believe those ignorant of history are condemned to repeat it! Stuff squirreled away in a museum for academia often doesn't have the impact for discussion of items displayed in a public forum like an auction.

Jack Hamblin
Pennsylvania

Nazi memorabilia and black memorabilia or collectibles items can be offensive to many people and it is important to represent them in their proper historical context.

Robert Mayo, CAI
Kansas City, MO

Items at benefit auctions

At charity/benefit auctions it is quite common to see lovely baskets of wine and cheese being offered. In New Hampshire you need a permit to sell alcoholic beverages. There is also the danger of an underage winning bidder. I warn my clients to get a permit for selling alcohol and check the ID of the winner before handing over the basket. My advise is caution and be aware of local laws.

Richard Berman
Nashua, NH

At a charity auction, many organizations would like to offer a cute and cuddly puppy. At least in the State of Texas (and maybe several other places) it is illegal to sell a dog or any animal unless the owner of the building/establishment gives their personal approval. In other words, if you are doing a charity ball at the Hilton, the owner of the Hilton (not the manager or the charity organization) must OK the sale

beforehand. Other possible problems with offering animals is the concern about who will purchase the animal and many animal groups have a problem with this. If you are doing an auction at the school or church etc., best to have someone personally responsible for the animal that will check up on the family and the pup for several months afterwards...

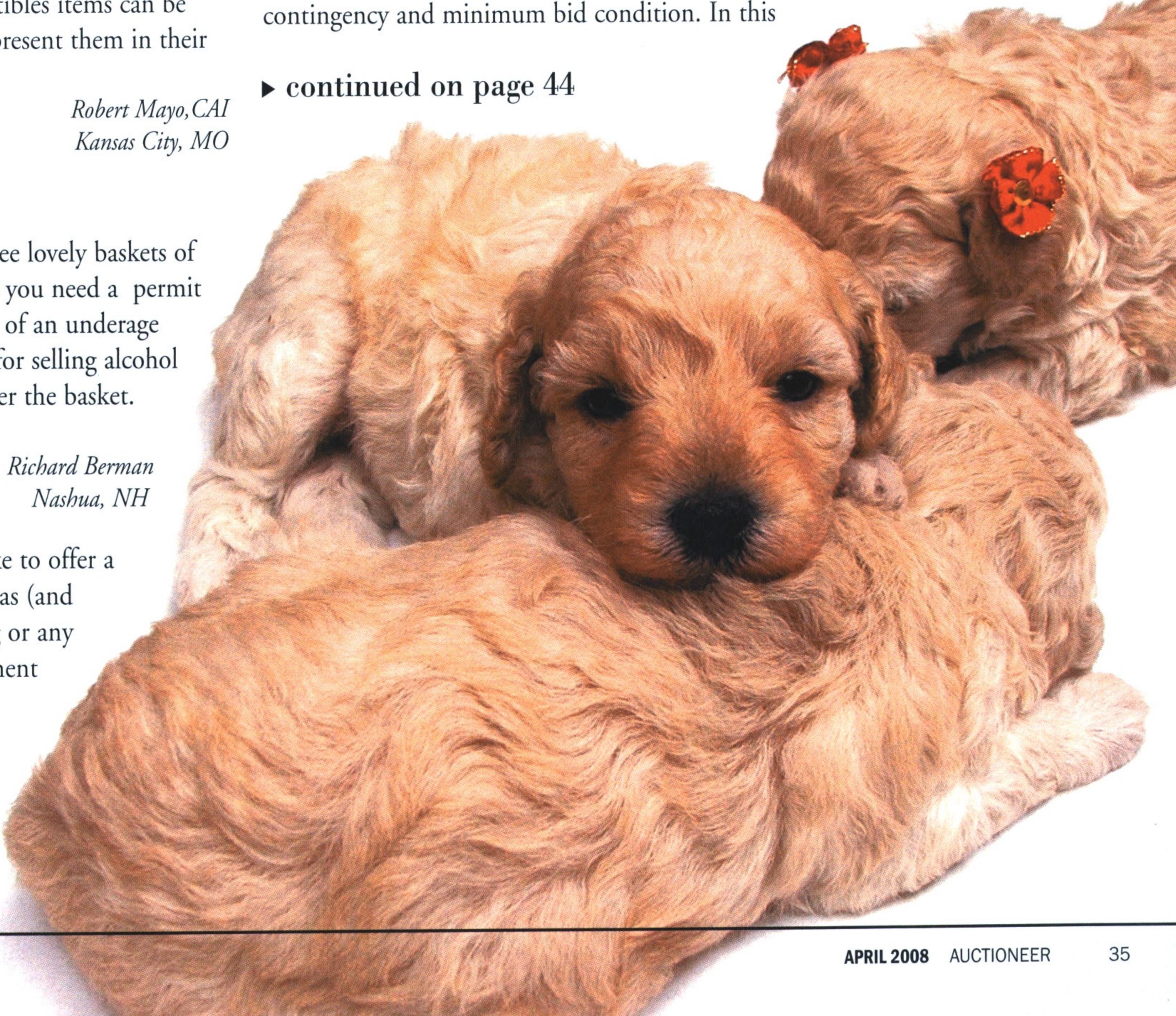
Linda Welsh, AARE, BAS, CES, GPPA,
Linda Welsh Auction & Realty Group

A big concern at benefit auctions is puppies! Have the bidders been pre-qualified? How? Have they had the pet in their home for a test week already? Are they current or former pet owners? How drunk is the bidder? What procedures are in place to check on the pet post-auction? What procedures are in place to remove the pet from an inappropriate buyer? How much will the pet be handled-often excessively-the night of auction? Not to mention the ethical questions of selling a pet from a breeder when millions of pets are euthanized, or the possible negative publicity or even picketing by the local Humane Society. I know other auctioneers who think adding a puppy to a charity auction is great, but to me it says RED FLAG! Fur coats have some similar concerns: how the animal pelt was obtained, (bred to die for fashion?), outside chance of protest or negative publicity, and inappropriateness for the crowd (try selling a full-length mink in Florida!)

Jenelle Taylor

A benefit auction red flag is when an organization presents items to be sold in the live auction that are "donated" with a wholesale contingency and minimum bid condition. In this

► continued on page 44



NAA News

Stay in touch with the latest news from NAA Headquarters

PUBLICATIONS

New live auction book by NAA available at 40% discount

A new book that became available in bookstores nationwide April 7 gives detailed information for buyers and sellers on how to succeed at auction. *The Complete Idiot's Guide To Live Auctions*, written by the National Auctioneers Association, explains in simple terms the auction procedures, bidding strategies, types of auctions and other details that auction attendees, buyers and sellers want to know to be successful.

NAA members can purchase the book at a 40 percent discount off the \$16.95 retail price by ordering from the publisher's website at www.idiotsguide.com. When ordering ("adding your cart," on the website), the prompts will direct you to enter your special members-only code. At that point enter NAA40 to get your 40% discount. NAA expects many members will want to buy multiple copies to have available for the public in auction company offices and other sites.

The book is also available in all major bookstores, on Amazon.com and other outlets, but the 40% discount is only available on the Idiot's Guide website. The book is another in the highly-successful series Idiot's guides that explains business

and personal topics in step-by-step manner so beginners can understand and so veterans can learn updated information.

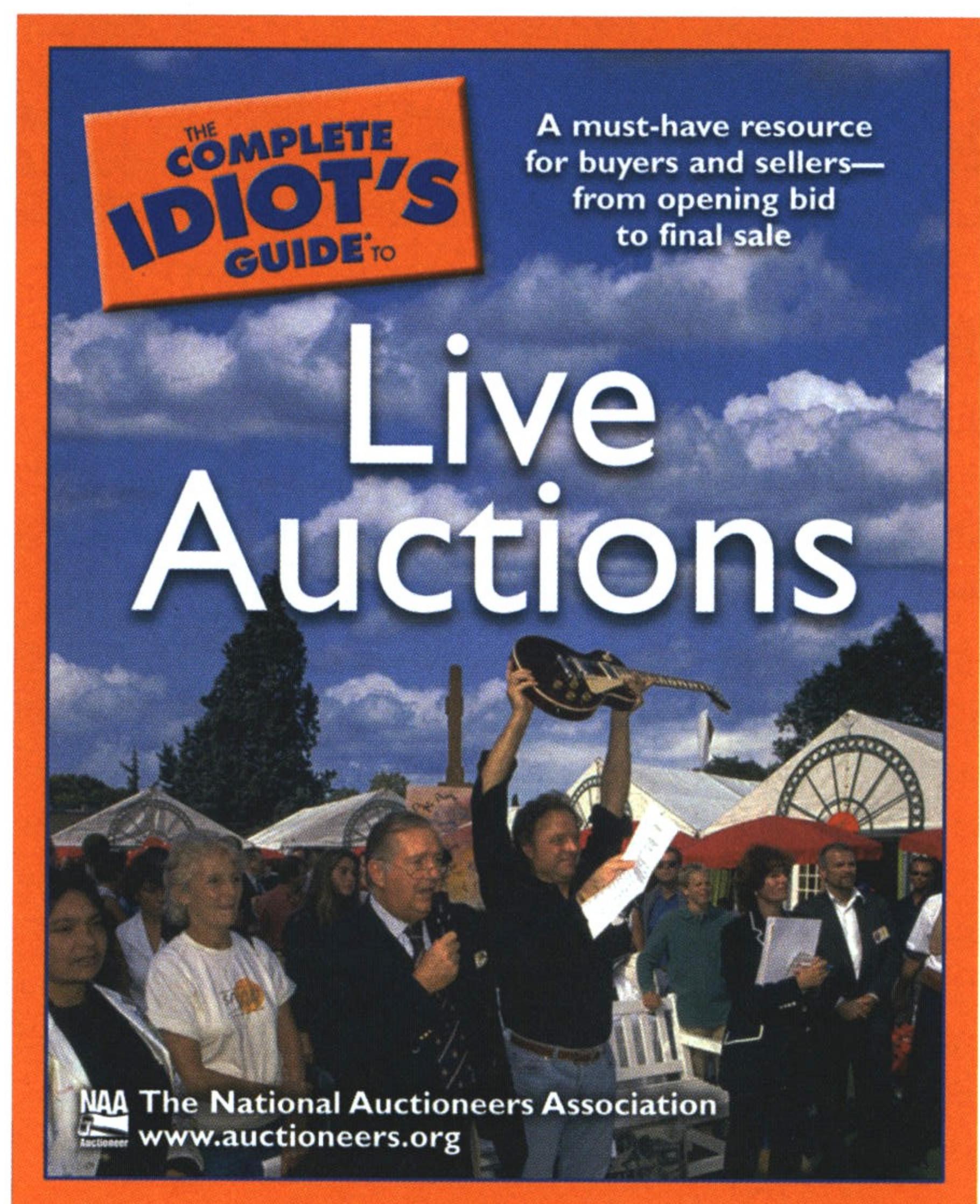
The book includes stories and advice from many NAA members. The text was reviewed by a committee of veteran NAA members before publication.

Then book contains insider stories from Auctioneers on how auction work. The 3000-page book has 22 chapters. Chapter 1 tells how live auctions differ from other sales and what draws bidders to auctions. Chapter 2 tells the myths and misconceptions that still exist about auctions, such as "All auctioneers talk fast." Chapter 3 explains the roles of Auctioneers, ringmen, clerks, bidders and all people at auctions. Chapter 4 describes the auction settings, from an auction house and barn to outside locations. Chapter 5 explains how to find auctions and decide to attend, including details on catalogs and previews.

Chapter 6 explains how live auctions work, from registering at the door to understanding the Terms and Conditions, to bidding and final checkout and item pickup. Chapter 7, highlights technology at live auctions today, including big video screens, live Internet broadcasts, and live

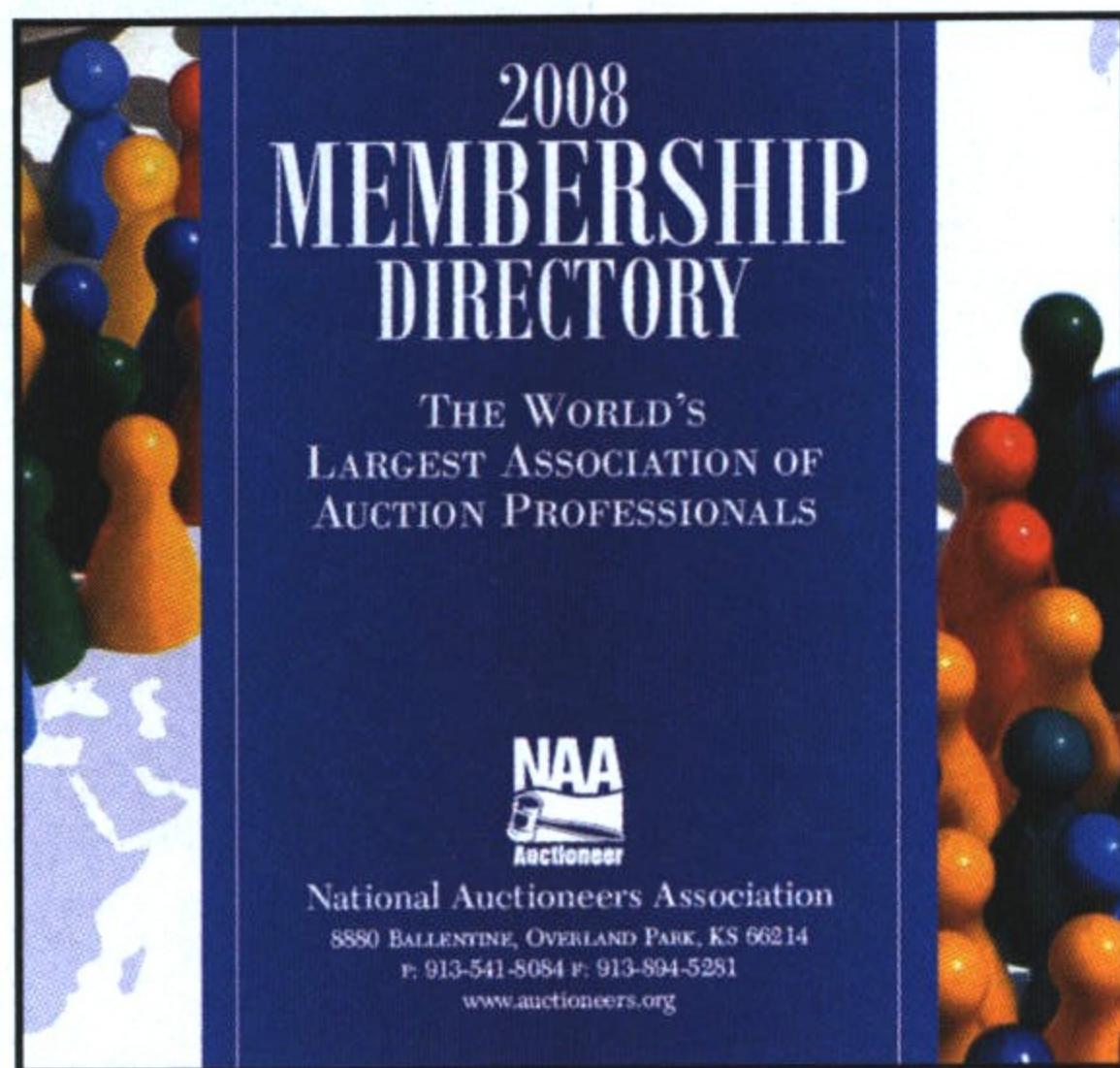
cameras at auto auctions. Many auction enthusiasts will turn right to chapter 8 of the book to find out how to bid. This chapter explains the several types of live bids, how to be sure of the quantity you are bidding on, house rules of bidding, the strategies of bidding, how to read your competition, how bid in synch with the ringman and Auctioneer, and how to determine how much you should bid.

Part two describes how to buy successfully at each major type of auction (art and Antiques, Personal Property, Estate, Real Estate, charity, Automobile auctions, farm and livestock auctions. Part three tells how sellers can be successful, from evaluating an auctioneer to singing a contract and following through auction day. The book also includes a glossary of auction terms, resources (organizations, websites, publications) and sample forms (bidder registration card, consignment form).



The Complete Idiot's Guide to Live Auctions

MEMBERSHIP

2008 Membership Directory also available on NAA website

The 2008 NAA Membership Directory

The 2008 NAA Annual Membership Directory is bagged with this issue of Auctioneer magazine, but members should also know that the most current version of this directory can also be found on www.auctioneers.org.

All contact information in the printed directly was current as of February 4, when the data was sent to the printer to allow adequate

time for all preparation, printing and proofreading. Members who have changed their contact information after Feb. 4 will see that reflected in the directory listings on the NAA website.

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

To change your information online, log on to www.auctioneers.org. Go to the Members Only section and fill in user name and password. If you do not have a user name and password be sure and click on the link that reads, "If you are a NEW member, a FIRST TIME user OR you do not have a username/password, please sign up here." Once you are in, you will go to edit your membership information.

We encourage and appreciate your feedback in helping to make next year's Membership Directory even better.

BOARD OF DIRECTORS

Results of NAA board meeting

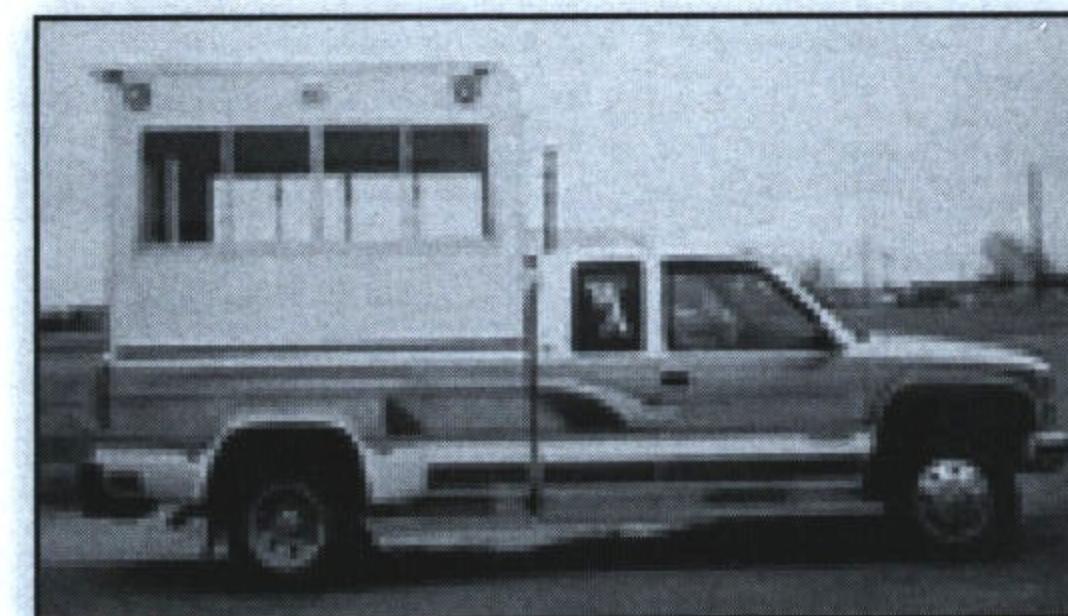
Results of motions that are voted upon at NAA's Board of Directors' meetings are published to keep the membership informed of issues of importance. The following two motions were voted upon at the January 23 special board of directors meeting.

Approval of restructuring and repositioning of NAA for the future.

► continued on page 40

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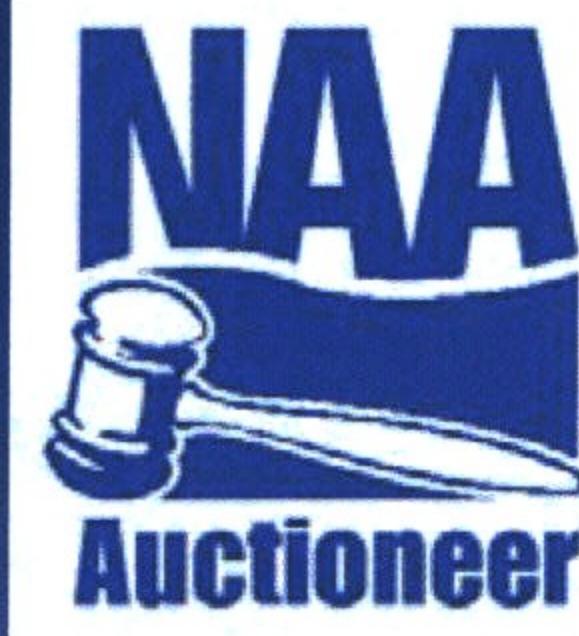
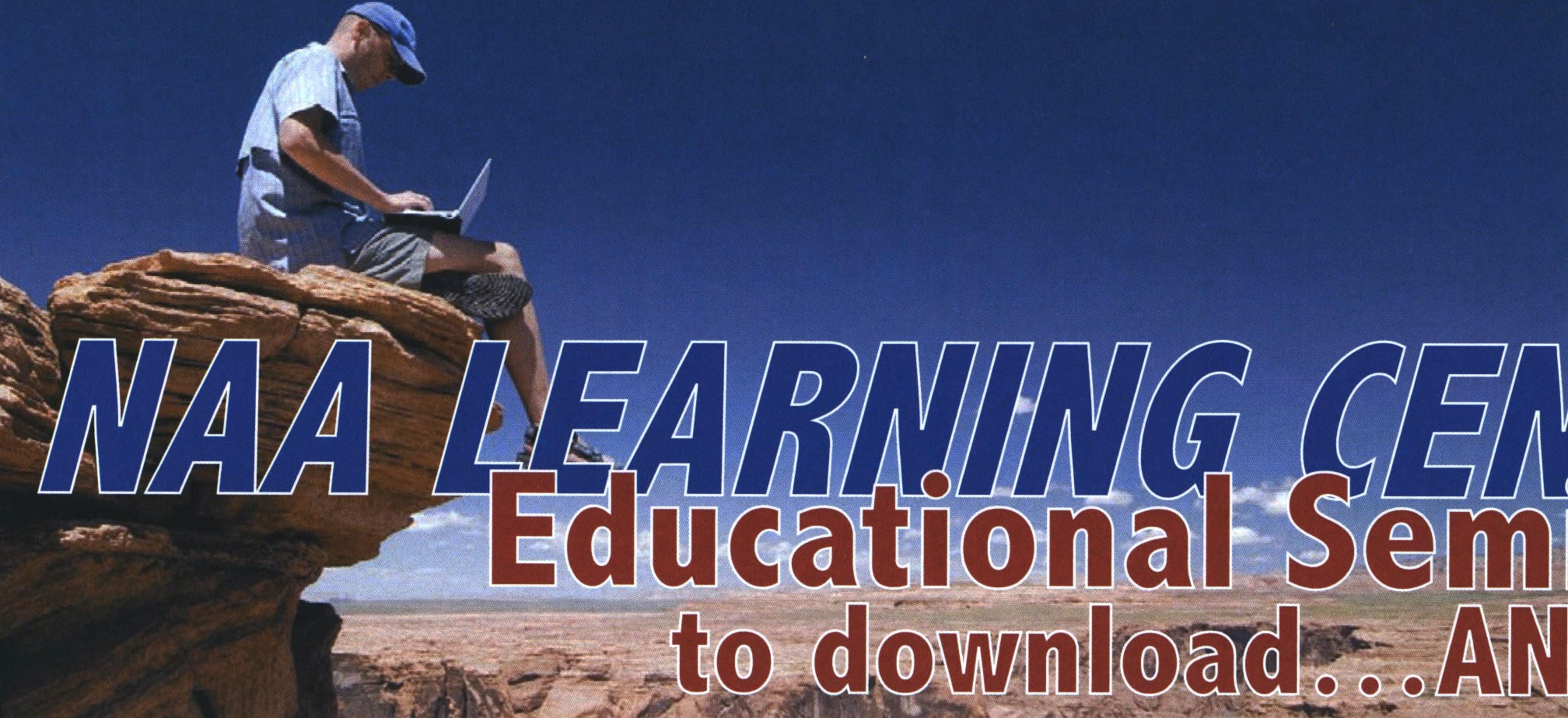
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Think of what you're saving... The cost of new education alone can be over \$500, add in travel and hotel expenses and the costs can be significant.

The NAA Learning Center has packaged these educational opportunities along with the real estate seminars and other valuable educational offerings into one program, **valued at over \$1,000!**

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Basics of Commercial Real Estate
Ethics, Professionalism, and Legal Issues for Real Estate Auctioneers
Working with Sellers
Working with Traditional Bankers
Overview – Real Estate Auction Technology
Tools for Successful Auctions
Successful 21st Century Real Estate Auction Marketing
Legal Issues
Marketing
Types of Auction Properties I, II, III
Environmental Issues

CHICAGO REAL ESTATE SEMINAR

The Ever Changing World of Real Estate Auctions
Churches, Jails and Goldmines
Residential Sales
Qualifying Prospects – Selling your Service/Walking Away
Real Estate Auction Proposal Basics
Promotion and Sale of Commercial Real Estate
Bankruptcies and Foreclosures
Growing your Business

ANTIQUES & COLLECTABLES AND APPRAISALS

Furniture Recognition
Appraisals

BENEFIT AUCTIONS

Setting Up and Getting Benefit Auctions 2006 and 2007
Pump Up your Benefit Auction Profit!

BID CALLING

The Care of your Voice
Vocal Techniques for the Dynamic Auctioneer
Learn From the Champions – IAC
Winners talk about Bid Calling

BUSINESS

Valuing Your Business
Getting Started in the Auction Business 2007
Advanced 1031
Selling the Auction
Environmental Issues 2007
Bring in More Business with POWER Growth Strategies
Auction Day Customer Service
Are You Making Money
Working with Bankers

How to Create an Auction Summary Report for the Seller
The Seven Irrefutable Rules of Business Growth
The 10 "Ts" of Customer Acquisition and Retention
The Future of Opportunity: A 20/20 Vision of the Auctioneering Industry
eBay – Friend or Foe?

Great Ideas for Retired (or Close) Auctioneers
Records and Trust Accounts
NAF Session – Understanding Seller Styles
General Session 2006

CLERKING/CASHIERING

Cashiering Tricks and Tips

DESIGNATION SEMINARS

CAI Special Session with Dick Ruhe
Using the GPPA Template and the GE Asset Manager Program

GOVERNMENT RELATIONS

Government Relations

INDUSTRY FORUMS/DISCUSSIONS

Conversations with Dick Ruhe
Online Panel and Roundtable Discussion
Great Ideas Forum
Auction Houses-Panel Discussion

LEADERSHIP

Leadership Institute – Commanding Leadership in Times of Change
Leadership Institute – Off-the-Chart Leadership Results
2007 Opening Session – Keynote Presentation: Leadership in a Time of Great Change

LEGAL

Tips and Strategies to Avoid Legal Claims
The Auctioneer's Bible – Article 2 of The Uniform Commercial Code
Ethics 2006 and 2007
Federal Laws Pertaining to Auctions
Federal Regulations Pertaining to the Auction Business Approved for Texas Law Credit

LICENSING

Licensing Made Easier 2006 and 2007
Regular NALLOA Meeting 2006

MARKETING

The Best Affordable Technology and Marketing 2007
2007 State of the Industry Breakfast/Forum and Speaker: The Importance of the Hispanic Market, Today and Manana
Relating, Not Translating: How to Market to US Latinos

Advertising

The Best Affordable Technology and Marketing 2006

PERSONAL & PROFESSIONAL DEVELOPMENT

Staying Positive in a Negative World
Human Relations and Stress Stand Out

REAL ESTATE

Real Estate Auctions in South Africa
Changing Real Estate Markets
Pitfalls Real Estate Auctioneers Must Know and Avoid
Predictable Questions asked by Real Estate Sellers and Buyers
Real Estate Auctions – A 21st Century Vision
Mock Multi Parcel Auction Auctions in South Africa
Ten Questions All Real Estate Auctioneers will be Asked to Answer
Selling Farm Land
Introduction to Multiple Tract Estate Auctions
The Condo Boom – Pre-Construction Auctions

RINGMAN TRAINING

Ringman Training Seminar

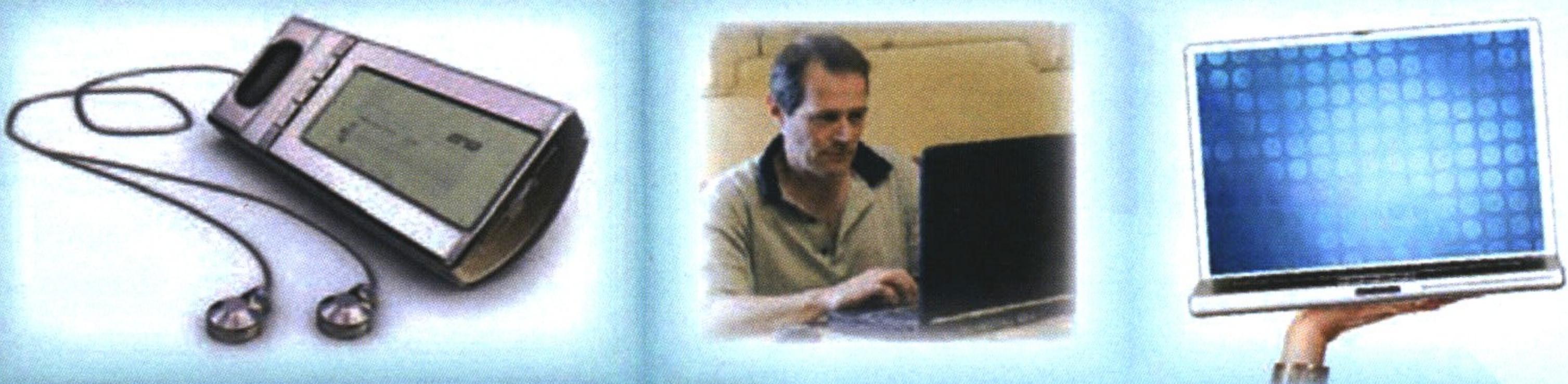
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NAA Education Institute, 8880 Ballentine,
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The NAA Education Institute has now made available valuable yearly scheduled and conference and show educational seminars and the International Auctioneers Championships (IAC), to download to your computer, MP3 Player or iPod®. Additionally, you will be able to hear any of this year's conference and show, July 16-21, 2007, educational seminars soon after the session has been completed. Two of the conference and show sessions for 2006 and two for 2007 will have video. As an added bonus, select PowerPoint Presentations and handouts are available to download at your leisure.

Enrolling makes access to educational opportunities easy and gives you the control you need. As a subscriber you can share the education with co-workers, watch or listen when you want, and earn as many CE credits as you need for one annual fee.

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

► **Sessions Currently Available:**

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

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CARD HOLDER'S NAME (PLEASE PRINT) _____

CARD HOLDER'S SIGNATURE: _____



► continued from page 37

(1) MOTION: The NAA Executive Committee will work with the Education Institute Trustees with the principle of developing a Board of Directors consisting of the current NAA Board of Directors and the Education Institute Trustees to be elected by the membership and where all staff report to one CEO.

Proposed by Rob Whitsit. Motion passed unanimously.

(2) MOTION

The NAA Executive Committee is given full authority to move forward in contracting with an executive search firm to begin identification of a replacement for our current CEO.

Proposed by William L. Head, CAI, AARE, BAS, CES. Motion passed unanimously.

(Details on the status of the CEO search are described in the President's Chat story on page 25.)

MEMBERS IN THE NEWS

Megan McCurdy

Auctioneer Megan McCurdy, of Wichita, KS was featured in WomenFocus magazine recently. The story explained that she works in the family business, McCurdy Auction Service, founded by her dad Lonny. She says it surprises most people that she is an auctioneer in a male dominated field. "I don't usually hear



Megan McCurdy is featured in WomenFocus magazine.

people vocalize that I wasn't what they were expecting, but I can usually feel it," she said in the story. "I think age factors in on the expectations as well. Most people don't come to a real estate auction thinking they are going to have a 24-year-old lady sell them a house."

McCurdy said that "Most people have never heard a female Auctioneer, so they find it fascinating. I even have some benefit (organizations) that ask specifically for me because I am a female. I have been asked to do auctions for women's organizations such as the American Business Women's Association and the National Ovarian Cancer Coalition."

McCurdy said she did not intend to go in to the family business until she was in college and was working in the family auction business' office and realized she enjoyed the business and did want that to end. So she obtained her real estate license in 2005 and attended auction school.

**Livestock farmers feel sting of rising hay prices**

BY TERESA BJORK

As prices for corn and soybeans have soared to historic highs over the last 18 months, Iowa hay prices have followed the same upward trend, creating both winners and losers in farm country.

Auctioneer Bob Humpal said

business last month had never been better for his auction in Fort Atkinson, with calls coming in from buyers as far away as Tennessee and Georgia looking for good quality hay.

"We keep getting more and more customers and more hay coming in. When the (hay) price is good, you get a lot of hay coming in," Humpal said.

Meanwhile, dairy farmers Bill and Debbie Dohmen of Waukon

are

struggling with higher production costs as prices for the hay to feed their cows have doubled from year-earlier levels.

"You can find hay, but

are going to have to pay for it's in pretty high demand,"

Humpal said.

►► PAGE 2

Bob Humpal's hay auction is featured.

MEMBERS IN THE NEWS
Bob Humpal

Owner of the Fort Atkinson (Iowa) hay auction, Bob Humpal, was featured in a front page story of the *Spokane* newspaper recently with a photo showing him conducting the hay auction. Humpal says limited hay supplies have brought interest from buyers in Tennessee and Georgia.

"We keep getting more and more customers and more hay coming in," he said in the

story. "When the hay price is good, you get a lot of hay coming in. Iowa hay prices have continued upward, just as corn and soybean prices have over the last 18 months. Humpal said prices for small, square bales of high quality hay climbed as high as \$250 per ton in December, up about \$100 a ton from a year earlier. Weather and high-priced corn are driving factors.

High hay prices have become a burden for horse owners, especially those on a fixed income. The story also said that it is unlikely that farmers will increase their hay acreage in 2008 even with the growing demand and higher prices. Prices for hay seed have risen nearly 50 percent from last year, further discouraging an increase in acres planted.

AUCTION CAREERS**Don't miss the new Career Section on page 78**

A new section called "Auction Career Opportunities" debuts this month in the magazine on page 78, and on the NAA website, with job ads from companies seeking employees and from individuals seeking jobs. The deadline for the NAA to receive advertisements is 5:00 p.m. CST on the 5th day of each month for advertisements to appear in the coming month's edition. Categories include: Auctioneers, Clerks/Cashiers, Ringmen, Other, Available for Hire, and Auction Schools.

To submit advertisements:

*Send the NAA the exact wording you desire in your advertisement. Advertisements are limited to 300 characters (a character is a letter or word and does not include spacing). Generally this is approximately 50 words.

* The price is \$150 for a 1/16 page advertisement (only size available). Your purchase of the magazine advertisement space includes a free listing on NAA's Career website section for 30 days.

* NAA does not offer website only career advertisements.

* Ads will be text format only. No graphics,

company logos, or ready-made advertisements will be accepted for this new section. The advertisements will be simple, uniform text advertisements.

* Auction schools that are currently running display ads in the magazine will get a free listing under the Auction Schools section on the Auction Career Opportunities page in the months they run their display advertisements.

* Career advertisements will not be recognized in the advertiser index

Advertisements can be submitted by e-mail, fax, or mail to Wendy Dellinger, NAA Senior Manager - Corporate Sales at advertising@auctioneers.org, or send faxes to (913) 894-5281. Text can be mailed to Wendy at 8880 Ballentine, Overland Park, KS 66214. Please include specific instructions including the months which you wish to place your advertisement.

AUCTION BLOG

Wall Street Journal starts auction blog, NAA members can submit info on luxury homes

The *Wall Street Journal* and the NAA recently partnered to start a blog highlighting million dollar homes being auctioned. The blog (a commentary style article) appears on www.wsj.com and features million dollar homes up for auction or sold at auction since November 15, 2007.

NAA members with upcoming million dollar residential real estate auctions, or recently held successful auctions are encouraged to notify the NAA for consideration of the *Wall Street Journal* blog. The *Wall Street Journal* developed the blog to market to their general readers. An average WSJ subscriber has an average household net worth of \$2,489,200 and average investments of \$2,004,600.

This is a wonderful opportunity for members to capture the attention of prospective bidders at "no cost" to sellers on a global scale.

To be considered for the *Wall Street Journal* blog, send the following information to wsjauctions@auctioneers.org.

- *High-Quality Photos (Maximum of three photos)
- *Property Details (i.e. bedrooms, bathrooms, etc.)
- *Location
- *Auction Date
- *Interesting Information About the Property
- *Auction Company Information (including website)
- *Property Website

MLS

Auction MLS website is growing

NAA recently launched a multiple listing service (MLS) designed specifically for real estate auctions. As consumer interest in auctions grows, consumers are turning to auctions to buy and sell real estate. The newly launched website, www.naarealestateauctions.com, provides consumers with up-to-date information on real estate auctions taking place in their area.

► continued on page 57



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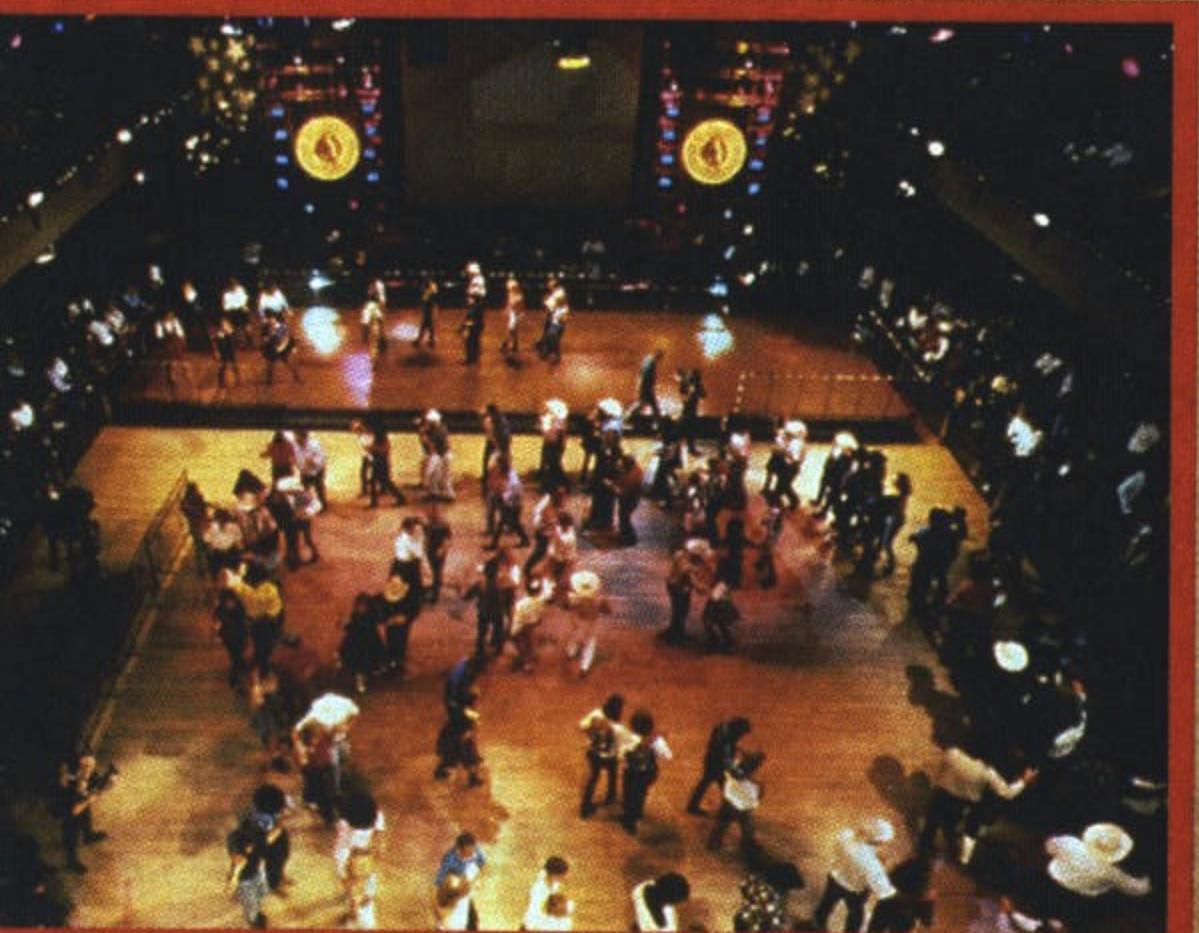
Nashville

MUSIC CITY



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FOR MORE INFORMATION ON MUSIC CITY EVENTS & ATTRA

TOP 10 THINGS YOU CAN ONLY DO IN NASHVILLE

1 HEAR THE MUSIC WHERE MUSIC LIVES

— We're proud of the title "Music City"— nowhere else can you hear such diverse sounds as Americana, country, rockabilly, jazz, blues, classical, gospel and rock 'n' roll. Every honky tonk and club showcases a different songwriter waiting for the next big break.

2 HIT THE HALL —

Visit the Country Music Hall of Fame and Museum. Choose from over 100 top hits and burn your own CD. Music prevails in Music City! You will see permanent and changing exhibits devoted to musical legends featuring original costumes, instruments, interactive exhibits, etc.

3 RIDE THE ROW —

Visit historic RCA Studio B by taking a trolley tour of Music Row to the famous recording studio where Elvis recorded over 200 songs. Roy Orbison, Dolly Parton, Eddy Arnold and many more recorded classic hits here. Not surprisingly, the heartbeat of Music City is driven by music—from country to classical.

4 VISIT THE HOME OF THE GREEK GODS —

In Nashville's Centennial Park, you'll find the world's only full-scale reproduction of the Parthenon in Athens, Greece. The Parthenon houses an art gallery and museum as well as Athena Parthenos—at almost 42 feet in height, it's the tallest indoor sculpture in the Western world.

5 TAKE IN A SONGWRITERS-IN-THE-ROUND SHOW —

It's simple. It's classic. It's uniquely Nashville. In a city of working musicians and songwriters there's no better way to hear the music. Typically called a "writers night," several singer/songwriters sit on stage accompanied only by a microphone, a guitar and their immense talent. These shows can be found in small, intimate clubs like the famed Bluebird Café.

6 KICK UP YOUR BOOTS —

At the Wildhorse Saloon, they serve up country that kicks! Take a break from line dancing to enjoy the famous Bar-B-Q. Daily lessons are free for those adventurous enough to scoot onto the dance floor. Country's brightest stars often perform here, too.

7 VISIT THE RYMAN AUDITORIUM —

Sure, it's the "Mother Church of Country Music," but artists such as Jon Bon Jovi and Tony Bennett regularly perform on its legendary stage. The world's greatest stars have performed at the Ryman, from Caruso to Cash. Record your own classic song at the Ryman Recording Studio and take a daytime tour. The Ryman is open daily from 9 a.m. until 4 p.m.

8 TAKE A TIMELESS JOURNEY —

The stars of the Grand Ole Opry perform every Friday and Saturday night. With over 80 years under its belt, the Opry shows no signs of slowing down. It's the world's longest-running broadcast and features today's top stars along with country music legends.

9 SALUTE —

Three U.S. Presidents called Tennessee home—Andrew Jackson, James K. Polk and Andrew Johnson. You can revisit the past at The Hermitage, Home of President Andrew Jackson. Polk is buried on the grounds of the historic State Capitol building in downtown Nashville.

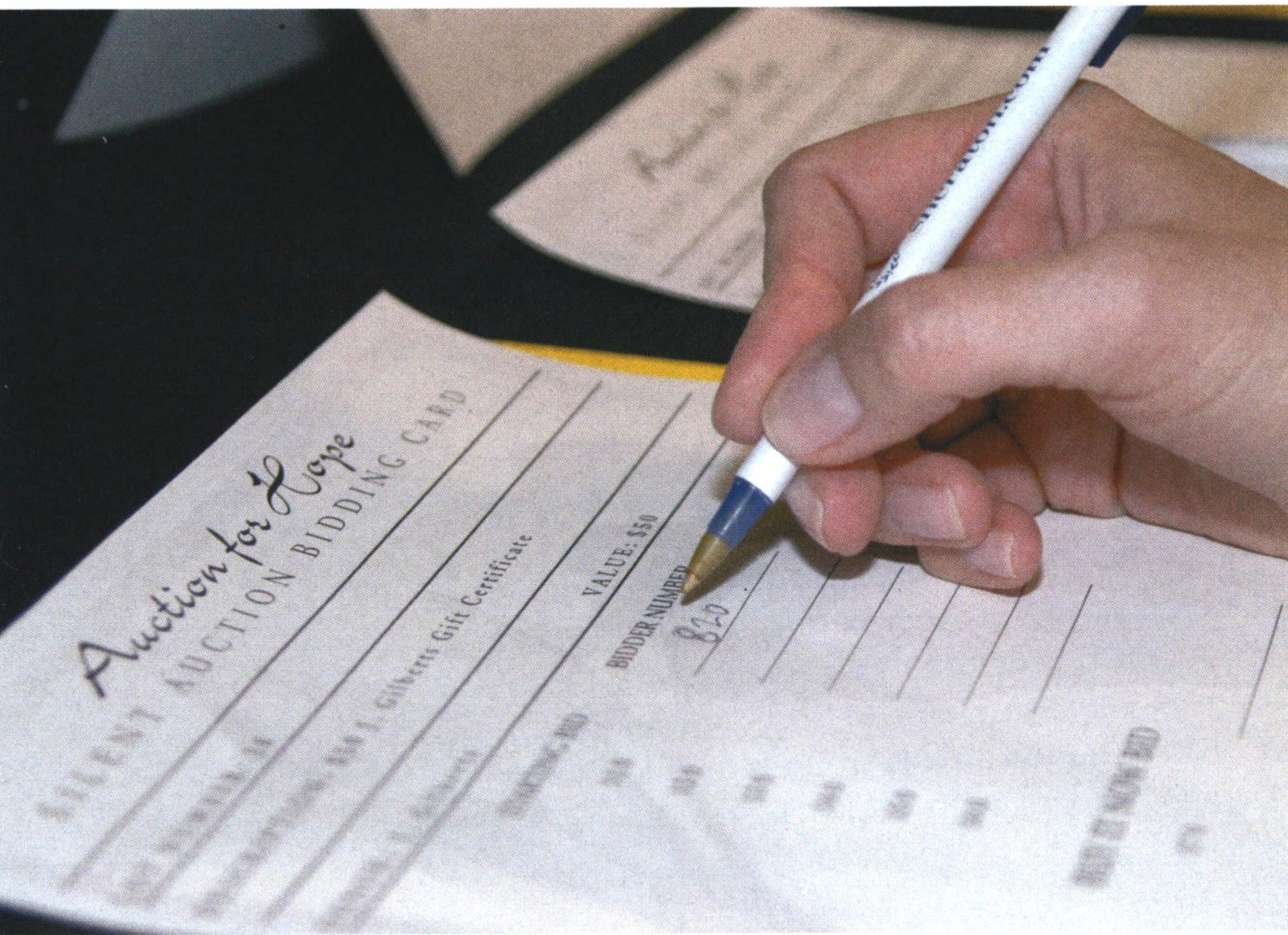
10 VISIT HONKY TONK HIGHWAY

Tootsie's Orchid Lounge, Legends Corner, Second Fiddle, The Stage, Bluegrass Inn and Robert's Western World are all experts at serving up cool longnecks and hot country music. You never know who you'll see in these Lower Broadway clubs in the shadow of the Ryman. Willie Nelson, Kris Kristofferson, Roger Miller, Terri Clark, BR5-49 and countless others all began their careers on Honky Tonk Highway.



► continued on page 44

arrangement the "donor" agrees to give the item with a condition that the organization can give the item with a condition that the organization can keep any amount over a wholesale or set price. This arrangement usually shows up with organizations who wanted to have a luxury/high end item in the Live Auction but no potential donor to gift the item 100%. Dealers or agents usually offer Auto, Boat, ATV's, Art, Jewelry, Sports Memorabilia, Vacations, etc. Example: A boat dealer "donates" a boat valued at \$25,000 and the arrangement is that the organization can keep anything over the bid amount of \$15,000. The dealer is listed in the catalog as the donor but the boat is really on loan until it sells. If the boat sells then the organization pays the boat dealer \$15,000. If the boat does not meet the \$15,000 minimum bid then it can be returned to the dealer.



Why exactly does it pose a danger? Using the example of the boat: The bidder's high bid amount is \$20,000 and he thinks 100% is going to the organization that he supports, when in all actuality he only donated \$5,000. Supporters become agitated and feel deceived when they find out that the boat dealer was not actually a donor as listed in the catalog, but actually a "consignor". The bidder's motivation was to give to the organization's mission and \$15,000 left the room.

For whatever reason, what happens if the high bidder wants to return the boat and the dealer has already been paid the \$15,000? The organization may have to pay for extras such as the delivery/pickup expenses. If any damage occurs while the organization is in possession they can be held liable.

What is your advice for selling this item? The committee needs to evaluate the pros and cons of accepting this kind of arrangement. Is full disclosure in the best interest of the organization and the audience's motivation to give? If possible find an underwriter for the item and list them as the donor with 100% of the bid going to the organization. Give the boat dealer exposure at the event in front of all the organizations prime supporters in exchange for their arrangement.

If underwriting is not possible, disclose the arrangement in the catalog while giving the dealer acknowledgement for their support. With the item description include: "Any bid over the amount of \$15,000 will be donated to the XYZ Organization". Discourage "shill bidding" or appointing a "designated bidder" from the committee.

Ask the boat dealer to have a promotion on their location advertising the support for and relationship between them and the organization. A percentage of any boat sold during the promotion time will be gifted to the organization. In exchange for the promotion, exposure is given at the auction event in front of all the organizations prime supporters.

To avoid complications and misunderstandings the organization should document the arrangement in contractual terms so both parties know their responsibilities. How to handle warranties, service contracts, and any other add on items or post-sale expenses must be discussed. The organization should consult a legal and tax professionals for specifics details, and know their state licensing laws as well.

Auctioneers should have a contract written specifically for benefit auctions. Protocol for items with minimum bids, reserves, consignment terms or wholesale contingency's should be included.

*JillMarie Wiles, CAI, BAS
Beneficial Auction Services*

Full disclosure to the audience about consignment items in a benefit auction is critical because guests at a benefit auction assume 100% of their bids go to the organization. This is such a strong assumption that some bidders are surprised to learn that some of the auction item's revenue has to be used to pay for the food, the band or other expenses not covered by the admissions revenue plus underwriting revenue.

There are, however, consignment items that are right for a benefit auction. If the consignment price is low when compared to the retail value of the item, and if there is full disclosure that some of the top bid amount will be paid out to the supplier of the item, then this item could be very good for the benefit auction. Let's take for example the cruise line that provides a \$4,000 seven day cruise to the benefit auction and asks to be paid \$700 if the cruise sells at the benefit auction. There is plenty of room between the payout amount of \$700 and the retail value of \$4,000 for the item to sell at the benefit auction and make good money for the organization. There are several items like that available to benefit auctions. My firm has a list of about 200 items like that. But JillMarie is right. You have to offer the item subject to a reserve price (to be sure the top bid amount exceeds the payout amount) and, again, the disclosure that some of the top bid amount will be paid out for the item is important.

Another item to be very careful about is a professional services item that is very personal. One time a group I was working with insisted the group had a great item for their benefit auction and the group wanted to offer it as a surprise at the auction. I should have known better. In the middle of the live auction, they handed me a card for the surprise item: \$5,000 worth of psychiatric care! Of course, had I offered that item as is, there would have been no takers, so I said, "How many people know someone who needs this item?" Several hands went up and I was able to sell the item! On the other hand, I have sold a \$5,000 complete set of orthodontic services for over value.

Another item to watch for is an items that requires the buyer to pay more money to claim or use the item. Example: the contribution of a portion of a residential real estate commission. But here's one I do like: a \$2,500 discount on the purchase of any vehicle on the car dealer's lot.

Kip Toner
Seattle, WA

Lists of varied items

Some of the major red flag items that come to mind are items with no clear ownership (i.e.; Divorce cases, Partnership splits, Third party sales, etc...), collections of unusual items where the owner is still emotionally attached. Native American artifacts and State of Federal artifacts/antiquities. (Protected Birds of Prey Feathers, excavated artifacts, etc...), firearms, especially fully automatic, and reloading supplies such as gun powder.

Anything with potentially hazardous materials. (Fluid in tanks or barrels, Asbestos, molds, etc...)

Roger Stockwell
roger@primetimeauctions.com

Jewelry and coins are red flag items. Those items are small and easily stolen. Also, selling any items that may be stolen would compromise your good name and reputation. The auction business is based on trust and honesty. If that is compromised it is hard to repair, right or not.



My advice on selling any of these items is to document who it was bought from and have them sign saying that they own it and have the right to sell it. We always get a copy of their driver's license with a picture of the item and have them sign. It is hard to know who the bad guys are. They seem to be smarter than the good guys!

I have always stayed on the safe side of the fence by telling a customer "I'll sell everything except those items." Sometimes this doesn't sit well with the seller, but "When in doubt, leave it out." If the customer says okay, then sell everything but the red flag items. After the sale is over we can alert your company so you may put out an alert to all other Auctioneers and contact the NAA so they can put out an even larger alert. Screen your sellers.

Ralph E McClernan
cackel01@bellsouth.net

Police evidence items have also proved to be interesting in our business. We once received a delivery from a local police department only to find the drugs crystal meth and crack cocaine in one of the boxes! We called them and they came and picked it up but would I have been a drug dealer if I had sold the items?

OJ Pratt
Pacific Auction Companies

I never sell a U.S. flag or family Bibles. Maybe it is just an ethical thing with me.

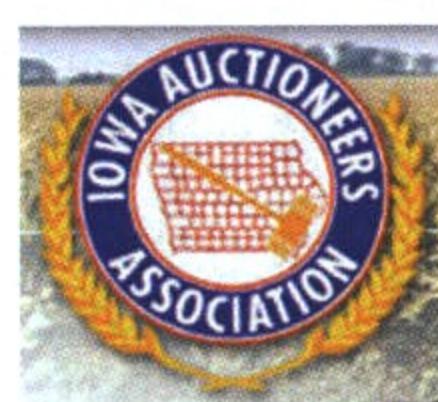
Cookie Lockhart
Steamboat Springs, CO

State Association News

State news from coast to coast

IOWA

Iowa Auctioneers Association elects new officers



The Iowa Auctioneers Association met Feb 1-3 in Des Moines and elected Bob Humpal, President, Carl Jackson as president-elect, and Darrell Cannon as vice president. Guest speakers were Brian Rigby, William Sheridan and Herb Burns. Larry Seaas was inducted in to the Hall of Fame. Twenty bid calling contestants advanced to the Iowa State Fair contestants finals, to be held August 12, from among 30 contestants.

NORTH CAROLINA

North Carolina elects officers at convention



The Auctioneers Association of North Carolina held its annual convention in January in Greensboro, NC with about 163 people attending. Newly elected officers include Chairman of the Board Betty O'Neal, President Bryan Blinson, President-elect Gary Boyd, Vice President Jesse Meeks, and directors Dale Folk and Walter House.

Ivan Broadwell was inducted in to the Hall of Fame. AANC members were awarded with advertising contest plaques. Dustin Rogers was named bid calling champion. Ivan Broadwell received second place, and John Loy, Jr received third place out of 13 contestants.

MISSISSIPPI

Larry Sims named Mississippi's bid calling champion

Larry Sims was named bid calling champion of the Mississippi Auctioneers Association during its convention in January in Jackson, MS. Justin Edens was named rookie bid calling champion. Twenty-six people attended the convention, which featured a fun auction that raised \$740.

Inducted in the Hall of fame were Kline Ozborne, Meadow, Perry and Champ Sellers. Newly elected officers include President Benny Taylor and Vice President Kelly Hogue.

MINNESOTA

Minnesota association names bid calling champion



The Minnesota Auctioneers Association held its annual convention in January with about 180 people attending events in Minneapolis, MN. Jolene Kokela Veo was named bid calling champion. Paul McCartan was reserve champion. Ashley Hyan was rookie champion.

Newly elected officers include President Joey Raney, Vice President John Schultz, and directors Paul Witte, Kevin Hiller and Samantha Ediger Johnson. A real estate seminar was presented by Marty Higgenbotham.. Emily Burt was inducted in to the Auxiliary Hall of Fame. Herb Weber and Frank Imholt were inducted in the MSAA Hall of Fame.

KENTUCKY

Kentucky meeting a success



Kentucky Auctioneers Association meeting features fast talkers, big hats and friends. By DeLanna Johnson

Editor's note: DeLanna Johnson is daughter of Auctioneer Hayden Johnson. Reprinted with permission from the *Lebanon, KY Enterprise* newspaper.

Auction: a publicly held sale at which property or goods are sold to the highest bidder. The earliest auctions recorded were the Babylonian wedding auctions in 500 B.C. Annually, women were sold for the purpose of marriage. Today, auctions are a part of the American way of life. They fill the buying and selling needs of thousands of people. Organizations like the Kentucky Auctioneers Association (KAA), were formed to fill and support the needs of the individual Auctioneers. The KAA has been around since 1957. Every February, Kentucky's Auctioneers and their families come together for an annual business meeting, continuing education and fellowship. Seminars about risk management, using technology for multi-track auctions and Computers 101 are offered.

A local Auctioneer representing The Lancaster Agency, Tom Brahm, enjoyed himself at the convention. "It was very interesting, very educating and I had a lot of fun," he said. "I will be returning for the convention next year and hope to win the bid calling contest!" After a day of seminars, everyone joins together for a dinner and the annual bid calling contest and fun auction. This year was the 51st Annual KAA convention. After the dinner is what they call a bid-calling contest. There's a junior division, which includes the apprentice

auctioneers who must work under a licensed auctioneer. For example, Brahm competed in the junior division as an apprentice of Hayden Johnson representing The Lancaster Agency. Then the licensed Auctioneers compete in the senior division for the title of champion of bid callers. Johnson is a licensed auctioneer however he could not compete in the senior division because Johnson is a on the KAA board of directors. After the contest the auctioneers participate in the fun auction to raise money for St. Jude and the KAA.

Tommy Williams, the president of the National Auctioneers Association, traveled from Tulsa, OK, to attend the KAA convention in Bowling Green. Williams is an advocate of Auctioneers and auctioneering. "The main reason anyone would want to go to an auction is its just plain fun," Williams said. "They go to hear the Auctioneer, to buy items and to socialize with others."

Williams has been interested in auctions since he was a child. "I went to auctions as a boy, when I was 11 years old," he said. "I knew exactly that I was going to be an auctioneer." Williams got his license when he was 16 and has been in the auction business since 1963. He sold cattle and livestock full-time, but now sells real estate as well. He's also full of advice for upcoming auctioneers.

"My best advice would have to be go and find the most successful Auctioneer in your area and work under him. Let him mentor you to success," Williams said. On Sunday of the convention, more seminars and classes are given. Everyone usually takes a trip to an area attraction. This year the association traveled to the National Corvette Museum. After the trip, everyone goes back to the hotel and gets ready for the Sunday night banquet. During the banquet a dinner is served, awards and scholarships are presented and the new board members and the new president are sworn in. After the banquet is dismissed there is one more seminar on Monday and the convention is over.

From wedding auctions to cattle auctions, in some way all the Auctioneers can come together and participate and do what they do best. The fast talkers of Kentucky help make an extremely huge market possible and help change lives in some ways.

"I'm proud to be a member of the Premier Association of Professional Auctioneers of Kentucky and to serve on the board of directors," Johnson said. "I'm also proud to promote the auction method of marketing."

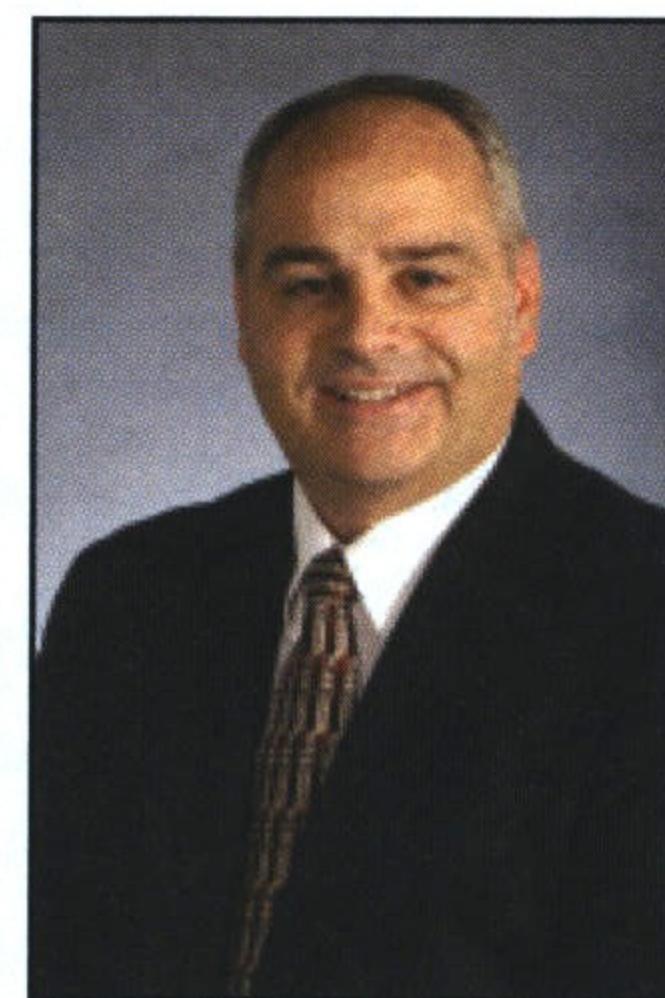
Send in your state association news for publication in this section

NAA urges state association leaders to send news of your group's activities to Auctioneer magazine for publication in this section dedicated to state associations. More than just your convention news is welcomed. If you have a new program, successful seminars, members in need, partnerships with other associations, concerns about license laws in your state, or any other auction-related news, please send it by email or mail to NAA. Email to steve@auctioneers.org, or send to Editor Steve Baska at 8880 Ballentine, Overland Park, KS 66214. Photos are also welcome. As much will be printed as space allows.

NAA values state associations highly and has a page on the NAA website dedicated to state association information. To view this, go to www.auctioneers.org, and on the home page click on the link at bottom left that says "Affiliated organizations," then on the next page click on link at bottom that says "State Association Information."

SHAWN TERREL CAI, AARE

CANDIDATE FOR NAA BOARD OF DIRECTORS



- Devoted husband and father
- Professional Auctioneer for over 13 years
- Vice President of United Country® Auction Services, Kansas City, MO
- Past President and Director of the Oklahoma State Auctioneers Association
- Active Member of the National Auctioneers Association
- Active Member of the Oklahoma State Auctioneers Association
- 2007 Oklahoma State Champion Auctioneer
- Texas Auction Academy Instructor, Dallas, TX
- Over 20 years service as an Instructor with the Oklahoma Army National Guard

It is my goal to leverage my experiences, professional skills and abilities to better promote the auction industry and to advance the causes of the National Auctioneers Association and its members.
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A time of loss

Bereavement etiquette in the workplace

By Colleen A. Rickenbacher, CMP, CSEP, CPC

When an employee has a death in the family, it can impact the workplace and is sometimes hard to know how to comfort the co-worker. People generally send a sympathy card or flowers to a funeral, but others feel uncomfortable seeing this person and knowing what to say or do.

Susan unexpectedly lost her husband after he suffered a heart attack. He left behind his wife of 27 years and three grown children. As a colleague, friend or neighbor, what can you do in this situation to express your own grief and sympathy? How do you help Susan and her family? If you were in the same situation, what would you do?

CARDS AND DONATIONS

- * Depending on your relationship with the family, at the very least, you should send a sympathy card as soon as possible. Write a brief note telling what Sam meant to you. A short personal remembrance, or even a funny story or a time together will help the family treasure your friendship and possibly even help them smile during this difficult situation.
- * Identify yourself on the card and always include a legible return address. This will help if the family would like to send you a thank you card or note. Susan will appreciate your card but may have no idea who you are or what your relationship is to Sam or the family.
- * Even if time has passed and you are just hearing of the passing of Sam, you should still contact the family or send a card. If more than four to six months have passed, send a "thinking of you" card instead of a sympathy card.

FLOWERS, FOOD AND GIFTS

- * Flowers: Do you send them, if so, what kind? Are there any alternatives? Flowers are beautiful but can also be very sad. Fresh flowers die within three to seven days and a lot of people relate those back to the death of their loved one. Also, they need to tend to them or they will die even sooner. Consider potted plants instead. Potted plants can live a much longer life and provide a good memory to the recipient.
- * There are also blankets or tapestries available in some areas, with artwork of an angel or religious scene. These make not only beautiful presents, but can be displayed at the funeral home or church on an easel, to be taken home by the family later. These throws can serve as a beautiful reminder of the loved one. Check with your florist for these blankets or tapestries.
- * Masses or flowers for the church, money given to the church or other organizations or charities, and money given to the family is always

► continued on page 62

Specialty auctions highlight Auction Network's April coverage

Jets skis, boats, furniture, farm equipment, video game items, farm toys and toy trains are featured

Specialty auctions of jets skis and boats, furniture, farm equipment, video game items, farm toys and collectible toy trains are featured on broadcasts this month on the Auction Network at www.auction-network.com.

The jetski and boat auction at Newcom Auctions in Wichita, KS is one of the largest in the country, and is held weekly. While at this company, Auction Network reporters will also film an Auction Royalty interview with NAA Hall of Fame member Rex Newcom that will air.

See the list of April programming below for additional auctions. An unusual new feature will be coverage of the ins and outs of becoming a professional ringman, in filming that occurred at the Professional Ringman's Institute in Springfield, MO with founder Brian Rigby. See ringman students learn how to catch bids, use hand signals and more.

Auction Network is an entertainment platform where buyers meet

sellers and those on the sidelines are mesmerized and entertained. Unlike static shopping channels, Auction Network's programming is colorful, active and interactive--the first 24/7 programmed network dedicated to all things auction.

The Network provides evergreen, live auction and interactive programming 24/7 via an Internet-delivered "television" channel that includes both a full-time, real-time feed of set-schedule programming as well as additional content on demand, and consumer interfaces with auctions and auction companies allowing them to become aware of

auctions around the world and to buy online, on location or via mobile devices. The interactive environment allows users to watch others bid live or join live auction bidding interactively wherever they are.

Auction Network has a team of strong executives with significant entertainment and television experience in the auction industry. The network's executive team includes CEO and Founder, Pam McKissick; General Manager, Fontana Fitzwilson; Vice President of Business Development, Toby DeWeese; Vice President of Operations, Doug Turner; and Scott Withers, VP Programming.

Auction Network Schedule: April 2008

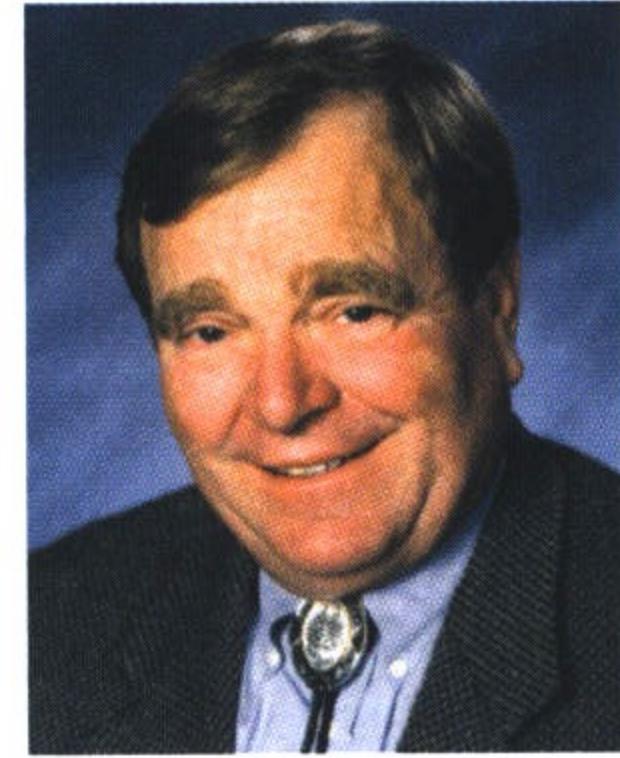
Date	Auction	Auction Company
April 13	Jetski and boat auction	Newcom Auctions
April 13	Furniture liquidation auction	Ayers Auction April
April 13	Outback Farm equipment auction	Musser Bros.
April 20	Video game auction	Super Auctions
April 20	Ringman school	Prof. Ringman Instit.
April 20	Profile of Rex Newcom	Newcom Auctions
April 27	Farm Toy and Truck auction	Aumann Auctions
April 27	Collectible Toy Train auction	Stout Auctions
April 27	Profile of Stephen Schofield	Centennial Auctions



Cartoon idea by Stephen Karbelk, CAI, AARE / Cartoon illustration by Bob Bliss

Milestones

Richard T. Kiko, Sr. celebrates 50 years of auctioneering



Richard T. Kiko, Sr.

and Stockholder of Richard T. Kiko Agency, Inc., Realtors and sits on the board of Russ Kiko Associates, Inc., Auctioneer, where he is also a stockholder.

Richard was born and raised in Stark County. He grew up working with his father and brothers on their 238-acre dairy farm and at auctions. In 1958 Richard obtained his auctioneering license from the State of Ohio. Richard has been a licensed real estate agent since 1961 and in 1969 started Richard T. Kiko Agency, Inc., which is the sister company to Russ Kiko Associates Inc., allowing the companies to be pioneers in real estate at auction. Richard has dedicated his career to marketing real estate and personal property at absolute auction.

Giving back to the community has always been a priority. Richard has been a Canton Rotarian, a member and past Director of the Stark County Board of Realtors, a member and Director of the East Central Ohio Pilots Association, a President and Director of the Ohio Auctioneers

Association, a director of the National Auctioneers Association and has been affiliated with many other clubs and organizations over the past 50 years. Richard has been inducted into the Halls of Fame of the Ohio Auctioneers Association and the National Auctioneers Association, and was granted the Emeritus Member status from the Stark County Board of Realtors.

Richard and his wife, Patricia, of 44 years are the parents of eight children, grandparents of 17, and great-grandparents of one. Six of Richard's children currently work side by side with their father on a daily basis and are carrying on the proud tradition started by their grandfather. When asked about Richard, his son Richard T. Kiko, Jr. stated, "He is truly devoted to helping people achieve their goals in Northeast Ohio and around the country. Many have experienced his generosity as an interested buyer or seller and know he (Richard, Sr.) is always willing to offer an appropriate story or



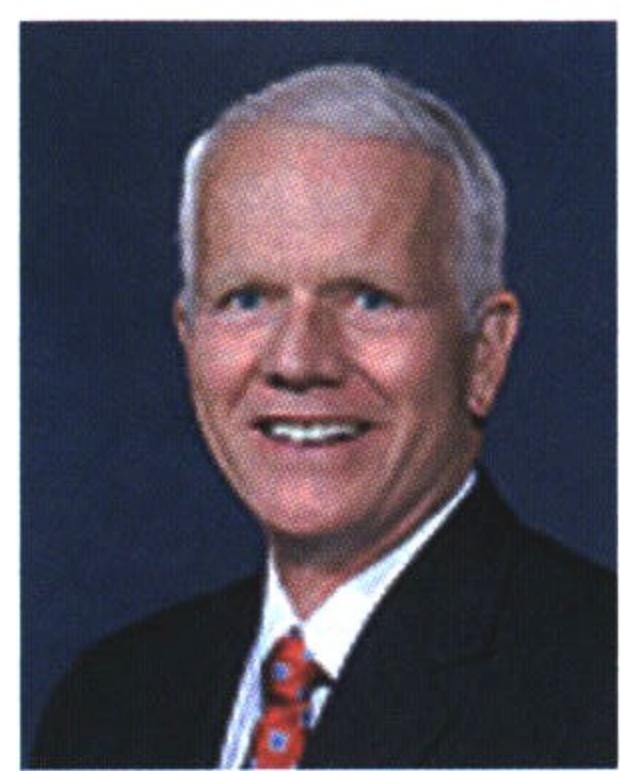
Richard T. Kiko, Sr., right, and son Peter catch bids at an auction.

experience as advice or guidance. His wisdom and passion are matched by few and admired by many."

When not on the auction block or out selling real estate Richard enjoys spending time with his wife, collecting antique cars, fishing, and especially flying his vintage Cessna 182 from the airstrip on his farm where he has lived and raised his family for over 39 years.

40 years in business for Nicholls group

Nicholls Auction Marketing Group, of Fredericksburg, VA, is celebrating 40 years in business this year



Charles Nicholls

"My father, Charles Nicholls, started our firm in 1968 after graduating from Reisch Auction School (now World Wide College of Auctioneering) in Mason City, IA," John Nicholls said. "He and my Mom, Jean, worked side by side selling anything and everything as he built up his reputation for honesty, ethics, and hard work. I can remember many nights doing my homework in a strange house (that we would be selling on Saturday) while my parents washed dishes and polished furniture in

the next room. In fact, my sister was almost born at an auction, with my mother's water breaking just as we were finishing the final check out tabulations. She was a trooper and got home in time to change clothes and get to the hospital just in time."

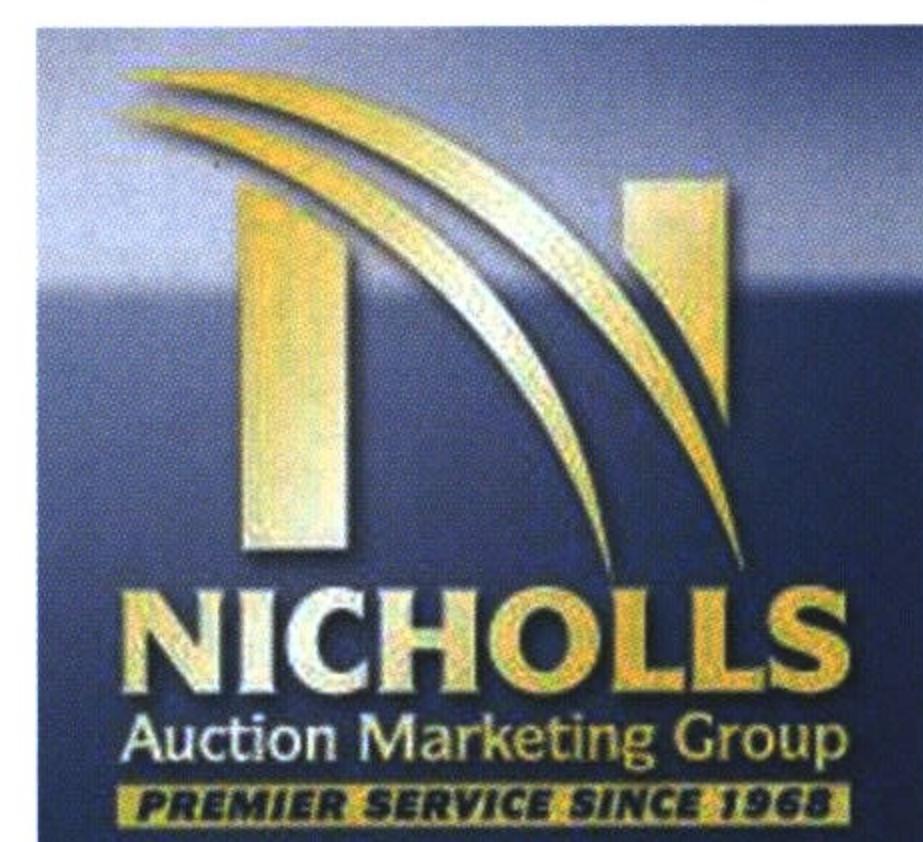
Many years and fond memories have passed since those days for the family. "Our company has evolved into an accelerated marketing specializing in

real estate and equipment. Over the last twenty years we have adopted all of the latest technology that it takes to make you successful and competitive in the fast paced multi-million dollar market of today. I came into the business full time in 1990 after finishing graduate school, and took over the presidency of the company last year. Our firm has been blessed beyond measure since our humble beginnings in 1968, and I feel extremely fortunate to have the privilege to have had a phenomenal template to build upon. We have a world class

auction team, and without them our success would not be possible."

John Nicholls oversees all day to day operations of the company. He is a graduate of Bob Jones University in Greenville, SC, with a BA in Psychology and a MS in Personnel Services. In 1990, John graduated from the World Wide College of Auctioneering in Mason City, Iowa. John currently conducts over 250 auctions per year for Fortune 500 companies and is a licensed realtor. John is the 1990 Virginia Auctioneers Association Rookie of the Year, 1994 Virginia State Champion Auctioneer, 2003 Virginia Auctioneer of the Year, 2003 World Automobile Auctioneer Champion (Nashville, TN), and 2006-07 NAA Men's Division Champion of the International Auctioneer's Championship (Orlando, FL).

John represented the auction profession on the TODAY Show, at the National Association of Realtors Convention, at St. Jude's Children's Research Hospital, several state associations, multiple news publications, and on a real estate auction consulting trip to South Africa. He is also one of the Auctioneers at the prestigious Barrett-Jackson Collector Car Auction. These multi-million dollar auctions are held twice a year in Scottsdale, AZ, and West Palm Beach, FL. His company's website is at www.nicholls-auction.com.



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Sold American!

Tobacco Auctioneer Speed Riggs was known nationwide for 30 years

By Lynn M. Ward, Curator,
National AuctioneersMuseum



Speed Riggs

In late 1937, the president of the American Tobacco Company, George Washington Hill, Jr., was looking for a new advertising twist for their leading brand of cigarettes "Lucky Strike." He was attracted to the sound of the tobacco

Auctioneer and considered using it in his advertising campaign. He had heard of a young tobacco Auctioneer in North Carolina who was supposed to the best and especially the best sounding.

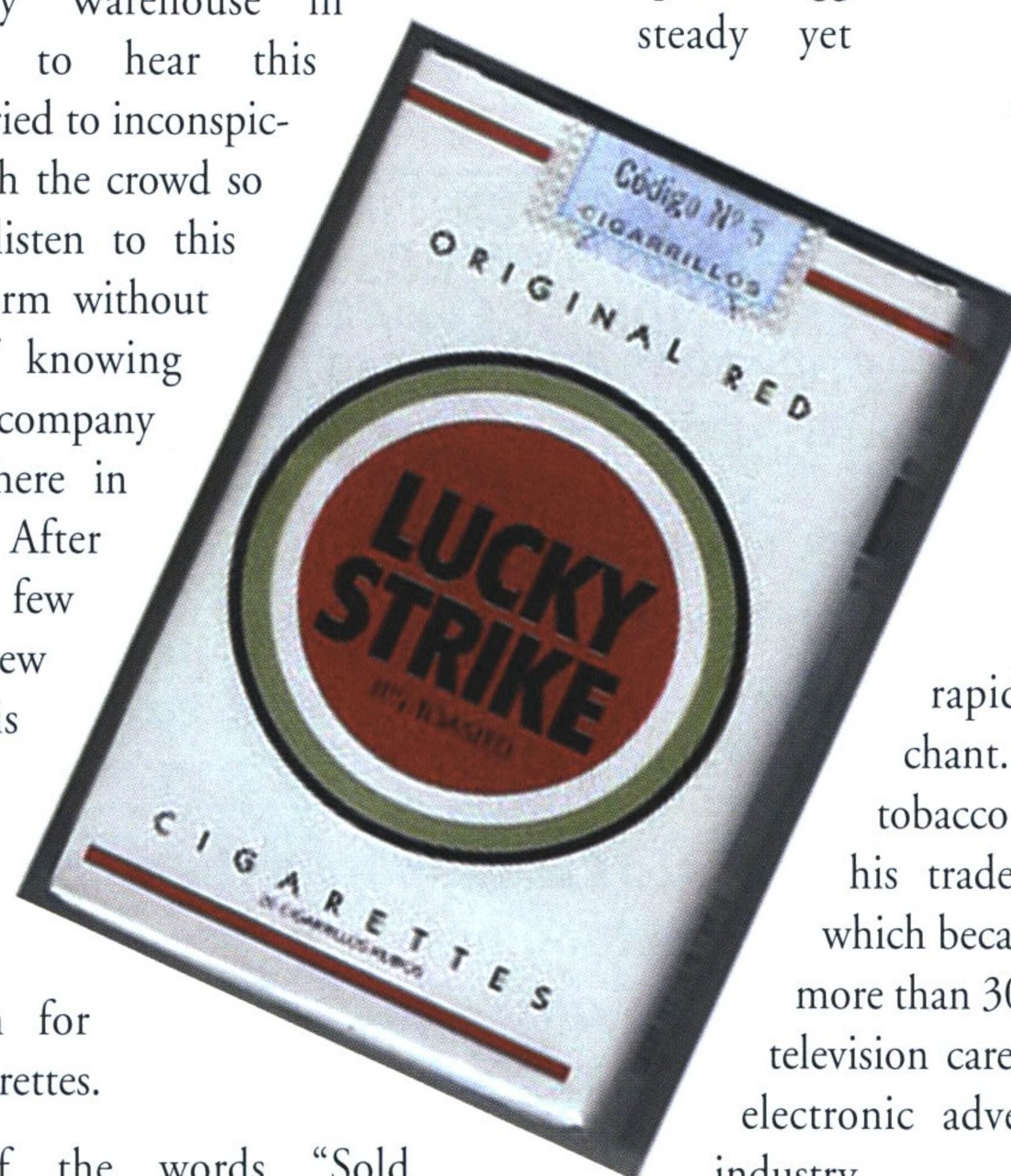
Hill chartered a train from New York to the Liberty Warehouse in Durham, NC to hear this Auctioneer. He tried to inconspicuously blend with the crowd so that he might listen to this Auctioneer perform without the pressure of knowing that a tobacco company president was there in the warehouse. After listening just a few minutes, Hill knew that this Auctioneer's chant would be part of a brilliant advertising campaign for Lucky Strike cigarettes.

The sound of the words "Sold American!" was the way many people came to know tobacco Auctioneer L.A. "Speed" Riggs from Durham, NC after he signed a 20-year renewable contract to become "The Voice of Lucky Strike" for the American Tobacco Company. The son of a tobacco and produce farmer, Speed frequently went to tobacco auctions

and heard the Auctioneers at work. At age 18, with only a sixth-grade education, he reportedly became the world's youngest tobacco Auctioneer. He earned the nickname "Speed," as his quick, rhythmic chant helped him sell piles of tobacco quicker than his colleagues.

His chant on the radio show "Your Lucky Strike Hit Parade," which debuted on December 28th, 1937, introduced the tobacco Auctioneer to a nationwide audience. For many people in the United States, this was their first introduction to the tobacco trade, a way of life not well known outside of the Flue-Cured and Burley belts. "Speed" Riggs was immensely popular with his steady yet

"He always ended his tobacco Auctioneer's chant with his trademark 'Sold American!'"



rapid hypnotic monotone chant. He would always end his tobacco Auctioneer's chant with his trademark "Sold American!," which became a household phrase for more than 30 years. His radio and early television career ended with the ban of electronic advertising for the tobacco industry.

Lucky Strike also used auction paintings and auctioneers in advertising in popular magazines like Life and Better Homes & Gardens in the 1930s and 40s. Some of the Auctioneers featured were Dewey Huffine, Billie Branch, and Earl Forbes.



Above: Lucky Strike classic advertisement



Left: Riggs on opening shot of Lucky Strike commercial

Below: Lucky Strike cigarette box

The National Auctioneers Museum is collecting historical documents, advertising, recordings, and photos of tobacco Auctioneers and tobacco auctions. Please help us collect this fascinating part of auction history.

Visit the National Auctioneers Museum's booth during the 59th International Auctioneers Conference and Show in Nashville, TN this July to listen to L.A. "Speed" Riggs and other great tobacco Auctioneers. This year the museum has put together a packet of Tobacco Auctioneer material of videos, recordings, and photograph reproductions from the museum for you to purchase. The packets cost \$100 and there are a limited number of 100 available. The packet will first be available during the Conference and Show and afterwards by mail order.

◀ continued from page 38

who would normally be found playing outside, wrestling with his brother, or joining his father on hunts, but instead was indoors, fighting Wilms disease which had invaded his body.

Looking back at that day and recalling the faces of children in that packed auditorium, we who were there cannot forget Bryce's face. We all believed in him that he was a fighter and would eventually make it home safe and sound. Unfortunately, the cancer that he had fought in the past but had returned and had spread. At the age of six years old, Bryce's small body could no longer keep up the fight. He passed away on Valentines Day, February 14, 2008.

While there are many sad stories such as Bryce's, there are countless stories of hope, healing and recovery. It is with this knowledge and the lasting impression of my meeting with Bryce that has left on me impassioned to help carry the torch for St. Jude Children's Research Hospital. I hope it will impassion others and encourage them to join and support this important cause. St. Jude is an amazing charity that truly saves lives. Not only a world leader in cancer research, St. Jude is a hospital with an open-door and more

importantly an open-heart. No child is denied treatment. No parent is asked to pay what they cannot afford. St. Jude is a hospital that embodies the famous words of its founder, Danny Thomas, "No child should die in the dawn of life."

NAA and St. Jude developed the "Auction for Hope" program in 2007 to provide members with easy access to the tools and resources necessary to help them raise donations to continue their ground breaking work. Members who register their events on the Auction for Hope website will receive a kit including templates for donation solicitation letters, thank you letters, press releases and additional material on St. Jude and its partnership with the NAA. St. Jude will also include with the kit special bid paddles made specifically for NAA auctions as well as a popular auction item, St. Jude ties.

Please join the cause and visit www.auctionforhope.org and sign-up to host a St. Jude Auction event in your community. Help tell Bryce's story, the story of children in your community who have won and lost the battle with cancer, and help make a difference in the life of a child.

Congratulations to the top St. Jude Fundraisers (June 2007 – March 2008)

The following list was compiled by those donations submitted to the NAA. Please note that donations to St. Jude must be sent to the NAA so that members receive credit for the individual fundraising. The NAA would like to thank its members who have helped raise donations for St. Jude. Your support and assistance is greatly appreciated.

Top Auction Companies (Over \$700 in donations raised)

United Country Massart Auctioneers Inc.
Hudson & Marshall of Texas, Inc.
J.P. King Auction Company
Danny E. Ratcliff Auction & Realty, LLC
T & S Auction Service
United Country Auction Services
United Country Riverbend USA LLC
Maxey Auction Services
Wild Rose Auction & Realty Company Inc.
Kramer & Kramer Inc.
Wears Auctioneering Inc.
Robert H. Campbell and Associates LLC

Green Bay, WI	\$4,761.00
Dallas, TX	\$2,275.00
Gadsden, AL	\$2,050.00
Athens, TN	\$2,000.00
Chillicothe, OH	\$1,425.75
Kansas City, MO	\$1,137.50
Alderson, WV	\$1,034.00
Fredericksburg, VA	\$1,000.00
Wild Rose, WI	\$950.00
Eaton, OH	\$900.00
Solon, IA	\$800.00
Annapolis, MD	\$735.00

Top 3 Auction Schools

\$36,773.00
\$4,561.25
\$1,922.50

Mendenhall School of Auctioneering
Texas Auction Academy
World Wide College of Auctioneering

Top 3 State Associations

Michigan State Auctioneers Association
Colorado Auctioneers Association
Kansas Auctioneers Association

\$10,425.54
\$1,162.75
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Keeping financial and personal records safe

Are your financial records and personal information safe from hurricanes, floods, fires and other possible disasters?



By Douglas Charney

Think about all the things you could lose in something as common as a house

fire: Your tax returns, your passport, your birth certificate, your computer, your check book, your bank statements, your credit cards, your insurance paperwork, and even your cash. But without all these things, how will pay your bills, buy food and clothing, or even rebuild your finances and your life?

While no one wants to believe that disaster will happen to them, your odds are actually higher than you think. According to the National Safety Council, the average person has a 1 in 1,167 chance of being involved in a fire, and a 1 in 3,421 chance of being involved in some sort of natural disaster, such as an earthquake, flood, hurricane, etc. Therefore, if you've always believed that something bad will never happen to you, it's time to think again.

So how do you protect your personal and financial information from natural disasters, home fires, or even terrorist attacks? The answer is by disaster-proofing your personal finances before a disaster strikes. Here are 10 sure-fire ways to keep your financial and personal information safe.

1. PURCHASE A HOME SAFE

Every household needs a home safe that can withstand temperatures up to 1700 degrees.

Keep the safe bolted to the floor in your basement or on the ground floor level so it doesn't fall through the floor during a fire or get carried off by burglars.

2. OPEN A SAFETY DEPOSIT BOX AT AN OUT-OF-TOWN BANK

Many people who have a safety deposit box simply use one at their local neighborhood bank. A better approach is to use a bank that's out-of-town.

This way if a disaster strikes that affects your entire town or city, such as a flood, your safety deposit box has a lower chance of being affected by the same disaster. Since many banks offer free or reduced fees on safety deposit boxes for their current customers, you can use the same bank that holds your accounts, just a different out-of-town branch.

3. CREATE A FINANCIAL DISASTER KIT

Gather all the documents you keep in your home safe, wallet, and safety deposit box and make two photocopies of everything. Include all the account numbers of your credit cards, bank accounts, retirement accounts, insurance policies, and brokerage accounts. Also include any work-related items, such as pay stubs and employee benefit information. Keep one copy of these

papers in your home safe, and keep the other copy in your safety deposit box. By having this information in multiple safe places, you can have quick access to it no matter what happens.

4. HAVE AN EMERGENCY CASH FUND

Save at least three months' worth of income for emergencies. Realize that you don't have to save this amount of money overnight. It will take some time for you to accumulate three months' worth of income. Start small, with perhaps \$50 a week, and build the account slowly. Should a disaster happen before you have a full three months' worth of income saved, remember that some money is better than no money. Make sure you have quick access to these funds via an ATM or debit card, or with checks that are separate from your regular checking account. Keep this ATM card or check book in your financial disaster kit.

5. KEEP CASH OR TRAVELER'S CHECKS ON HAND

Many people no longer keep cash in their wallet or in their home because of debit and credit cards, which they view as safer. However, should a disaster strike that wipes out electricity and closes the banks, how will you purchase basic necessities? At the very least, have \$100 per person in your

household available as cash or in the form of traveler's checks. Keep this money in your home safe. This way you have some immediate funds to hold you over until the power is back on or the banks reopen.

6. HAVE AN EMERGENCY CREDIT CARD

Keep one credit card account empty and save it just for emergency use. Get the bank to issue two credit cards for this account, one in your name and one in your spouse's name or another family member. Keep one card in your home safe and the other in your safety deposit box. Do not store this card in your wallet. If you do, you may be tempted to use it and won't have the credit available should you need it during a disaster.

7. BACK-UP YOUR COMPUTER REGULARLY

Since many people claim that they store their entire life on their computer, make sure you back-up your computer every day. You have a number of options for data back-up. Some people prefer to use a CD, USB data stick, or tape drive. In this case, you have to remember to keep the back-up with you or in a safe place. Another option is to use one of the many Internet-based data back-up systems that are available for a monthly fee. This way you don't have to physically store anything or remember to grab any files. They're all waiting for you online should you ever need them. Whatever back-up method you choose, practice restoring your back-up so you know what to do should the need arise.

8. MAKE AN INVENTORY OF YOUR HOME FURNISHINGS AND VALUABLES

This inventory should be in photo or video format. Keep a physical copy of the photos or videos, put a copy on your computer's hard drive, and keep a back-up copy on CD or DVD and store it either in your home safe or in your safety deposit box. Include copies of purchase receipts for large items, such as televisions, computers, expensive jewelry or artwork, and furniture suites.

9. REVIEW YOUR INSURANCE POLICIES

Pull out your home and auto insurance policies and see if they need any updating. Make sure that your replacement values for your home or cars are not too low. This is also a good time to consider purchasing disability insurance, which will protect you and enable you to generate income should you become disabled during a disaster.

10. BACK-UP YOUR BACK-UPS

Make a copy of all your financial records, documents, deeds, and your financial disaster kit. Then send this packet of information to a trusted relative or friend who lives in another part of the country. Instruct this person to keep your packet in a safe place, such as a home safe or safety deposit box. This is your final layer of protection, as even if a disaster affects a large geographic area, your information is still safe somewhere else in the country.

Peace of Mind During Stressful Times

While these 10 steps may seem extreme, consider how "stuck" you'd feel if you lost everything and had no proof of your assets, no access to your insurance paperwork, and no money for immediate needs. Realize that protecting your personal and financial information is one the smartest things you can do to prepare for the unexpected.

Author Douglas Charney, a Senior Vice President-Investments with Wachovia Securities in Harrisburg, PA. Wachovia Securities, LLC, Member NYSE & SIPC, is a separate nonbank affiliate of Wachovia Corporation. ©2007 Wachovia Securities, LLC..

J.J. Dower, CAI, AARE For NAA Director



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- CAI & AARE Certified
- NAA Life Member
- Auctioneer & Broker for 22 years
- Partner, Hack Ayers Auction & Real Estate
- Marknet Alliance Member
- TAA Past President & Hall of Fame Member
- Married for 23 years with 2 daughters
- Regular Conference & Show Attendee

I would like to take this opportunity to invite you to my home state of Tennessee for the NAA Conference & Show.

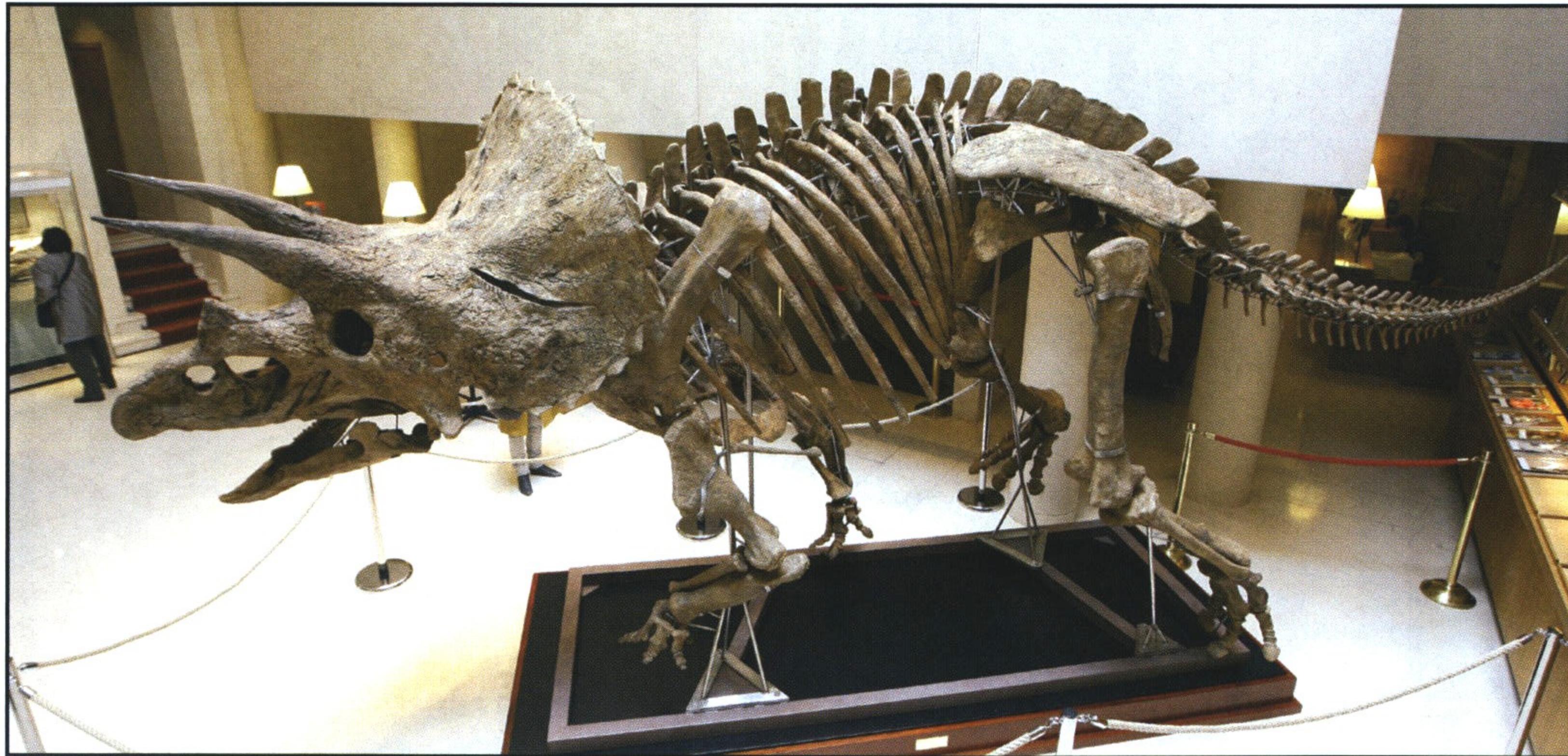
Bidders surround a Loan Max car at the Bryan Buchanan Auto Auction in Montvale, VA, Feb. 21. The auction runs through about 100 car title loan repossession each month. (AP Photo/Steve Helber)



This image above, provided by Heritage Auction Galleries shows a 1794 large cent. About the size of a modern quarter-dollar, this 1794-dated penny with tiny stars engraved around the back rim was sold for \$632,500 by Heritage Auction Galleries of Dallas, TX Feb. 15. Owned by Burbank, CA aerospace industry executive, Walter J. Husak, it was part of a \$10.7 million auction of 300 of his early American pennies. (AP Photo/Heritage Auction Galleries)



Chicago Cubs hall-of-famer Ernie Banks, center, tours the trading floors of the CBOE, March 3, 2008, in Chicago. (AP Photo/Chicago Board Options Exchange, Brian Kersey)



A triceratops skeleton is displayed at Christies auction house in Paris, March 7. The four-legged triceratops, which dates back between 65 and 67 million years, measures 7.5 metres in length and bears a large bony frill and three horns is expected to fetch \$736,000 dollars at the April 16th Christie's auction. (AP Photo/Remy de la Mauviniere)

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Consumers can utilize the website to view residential, commercial, agricultural, and time share real estate scheduled to be sold at auction. "The creation of the NAA Real Estate Auction MLS provides consumers with a convenient approach to researching upcoming auctions," said NAA president Tommy Williams, CAI.

In addition to traditional marketing campaigns promoting upcoming auctions, Auctioneers and their clients now have the ability to market their sale to a larger audience of prospective bidders. Residential real estate auction is the fastest growing segment of the auction industry. Between 2003 and 2006, gross revenue of residential real estate sold at auction increased 39%.

MEMBERSHIP

A reminder, for spouses and auction staffs

NAA reminds its members that two new membership classifications were added recently: one is called "Regular Member and Spouse" and the other is called "Auction Support Team." These new categories were added to recognize the highly valuable role that spouses and auction staff play in the auction industry, and NAA wishes to bring them in to a more active role in NAA and to serve them better.

The "Member and Spouse" classification is for an active Auctioneer and his/her spouse, significant other or partner that subscribes to the NAA Code of Ethics and embraces its mission and vision. The cost is proposed to be \$450 per year. The current cost for a regular active Auctioneer is \$300, so for an additional \$150 the spouse can be added as a member with voting rights on association issues. The spouse will be a full member, recognizing their contributions to the auction business, and be able to get all NAA member discounted rates. Also, \$25 of the \$450 fee will go to the NAA Auxiliary.

The "Auction Support Team" classification is for auction support staff of an active NAA member. This includes clerks, cashiers and ringmen. The proposed cost of this membership is \$125 per year. Persons joining under this classification will be a non-voting member who receives a quarterly newsletter, to begin in July 2008, that will have informative stories specifically about auction staff issues. These members will not receive other NAA publications, but will be able to purchase NAA services and products at member prices, and will be provided an annual webinar at no charge. This Internet seminar will focus on information or training for auction staff.

OBITUARIES

Frank Speal, Jr.

HILLIARD, FL - Veteran Florida Auctioneer and antique dealer Frank Speal, Jr., 65, of Frank's Antiques died February 17 and Baptist Medical Center in Jacksonville, FL. Born in Latrobe, PA, Speal moved to Hilliard, Florida in his teens in the 1950s.

After graduating from high school he traveled the East Coast as far north as Brimfield searching for interesting knives and advertising material to sell in flea markets. On one of his trips he met Barbara Woods of Daytona Beach and invited her back to Hilliard. She and Speal were married in 1972 and opened their retail antiques business in Hilliard in 1973.

While maintaining his retail business, Speal began his auction career in 1977, enrolling in the Mendenhall Scholl of Auctioneering in High Point, NC. He eventually built his own auction facility in Hilliard and conducted regular events there, usually on the first Sunday of every month as well as in North Carolina.

Speal was recognized as an expert in country store merchandise and antique advertising material, especially petroliana, bringing a pleasant mix of fresh merchandise, good fun and honesty to the business.

He is survived by his wife Barbara Ann Speal, daughters Hether McMannes and Kellie Heinemann, son Steven Speal; and two grandchildren Sarah Tripp and Kevin Boyhan.

Visitation was Tuesday, February 19 in the chapel of Callahan Funeral Home. Mass of Christian burial was held Wednesday, February 20 at Our Lady of Consolation with Fr. Ralph Besendorfer officiating. Internment was in Oakwood Cemetery in Hilliard. Arrangements by Callahan Funeral Home, Inc. Ellis L. McAninch.k Jr. L.F.D.

Robert McWhirter

Auctioneer Robert McWhirter, of Baxter, Iowa died recently. He was an Auctioneer and machinery dealer. He owned and operated B and M Auction, Chariton Farm Machinery Auction, and McWhirter Implement. He was a member of the Newton Elks Lodge, and the Auctioneer associations of Iowa, Wisconsin and California. Memorials are welcome to the Hospice of Jasper County or the Baxter School Playground Fund.

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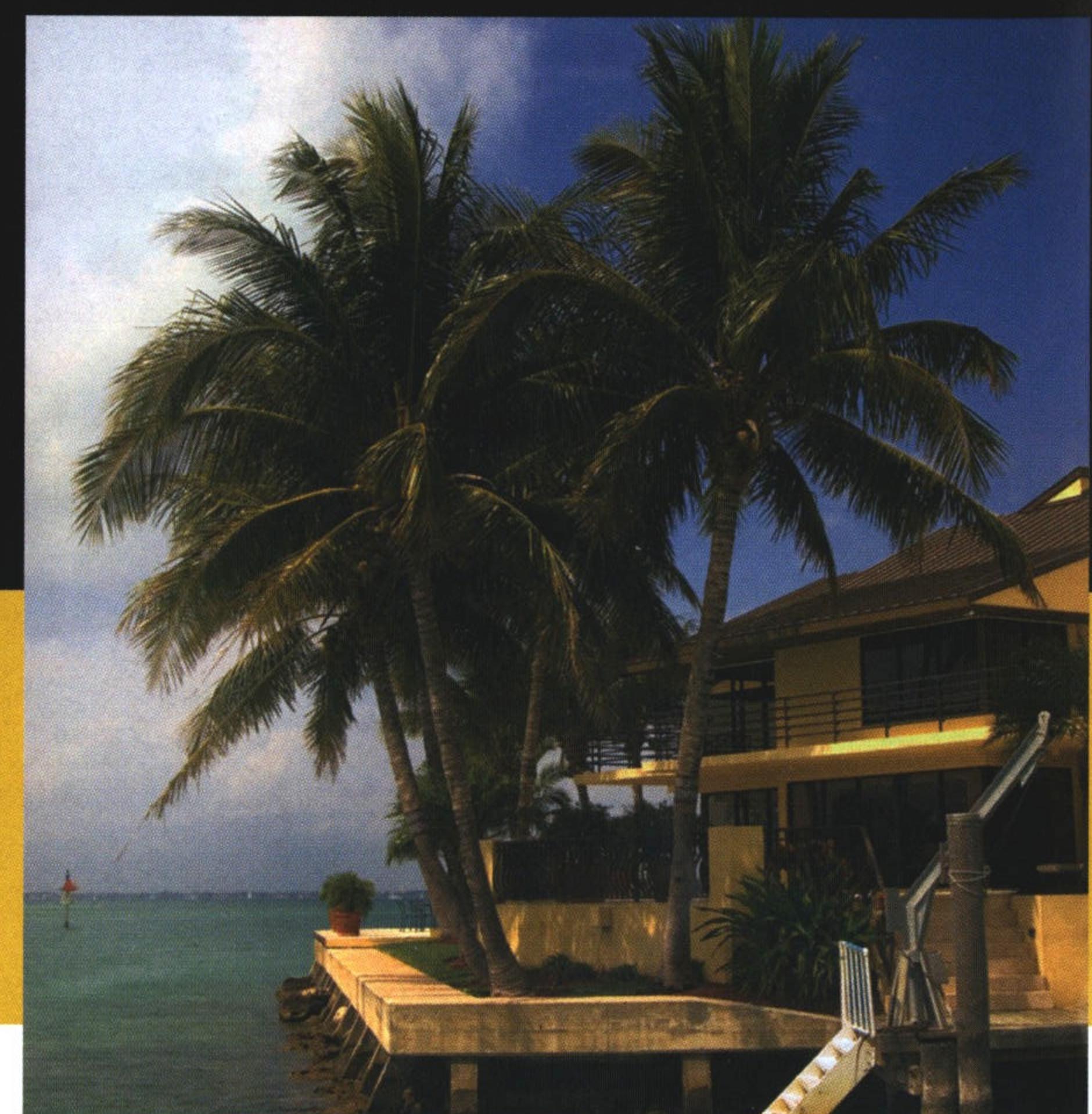
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Five ways to make change take hold

Leading sustainable change requires leaders who care, followers who believe and a commitment from both to persevere.

By Gary Bradt

It's easy to talk about changes in personal lives or business or government, but actually making change happen is not. How many times have we seen politicians from mayor to President run on a platform of change only to be stymied by the forces of the status quo once in office? In organizations, new leaders promising change arrive with great fanfare and panache. Speeches are made and initiatives begun, only to inevitably fade into impotent obscurity when those leaders move on and the status quo returns. At least until the next leader arrives touting the New Big Idea, when the cycle repeats.

In truth, driving sustainable change requires persistence, skill and hard work. Armed with a strategy and an understanding of what it takes to make change stick, you can be successful. Below are five things you need to know and do to lead sustainable change.

1. Address resistance before it occurs. It's predictable: The people asking you to lead them through change will be the very ones who will fight and resist you every step of the way, so challenge them before you start. Ask them to predict where the strongest

pockets of resistance will most likely lie, and what they'll do to help you overcome those challenges. Let them know you'll likely need to make unpopular decisions, whether it's letting people go or shutting down a plant, or ending a legacy product or service.

Gauge their reactions, and ask how they'll specifically support you when resistance hits. If you don't like or don't trust the answers you hear,

change anything, but rather to inspire those who can: the receptionist who greets your customers; the sales support staff who handles their complaints; the engineer who designs the products, and the salespeople who interact with the customers who use them; they are the true agents of change. It's your job to show them why they should. You do this by continually sharing and reinforcing an uplifting message and vision of a

“In truth, driving sustainable changes requires persistence, skill and hard work. Armed with a strategy and an understanding of what it takes to make change stick, you can be successful”

reconsider accepting the position, or at least go into it with your eyes wide open, knowing better the challenges that lie ahead.

2. Leaders don't change organizations, people do. Your job isn't to personally

future that's worth waiting for, and worth fighting for. People will make ongoing sacrifices to effect sustainable change; if they can see the reward is worth the effort. It's your primary job to make that connection for them.

3. Stay close to your friends. Stay closer to your enemies. Abraham Lincoln populated his cabinet with political enemies. He knew that it was easier to influence his detractors from close range than to deal with their potshots from afar. Similarly, when Franklin D. Roosevelt was preparing the United States for war, he invited the input and participation of business leaders who loathed him and despised his policies. He knew that without their sacrifice and support, America could never produce the weapons and means necessary to defeat her enemies. Therefore, invite everyone to participate in the change process. Failing this, resistance generated by your strongest detractors will gradually erode any positive effects you may otherwise achieve.
4. Get comfortable with being uncomfortable. The old saying "Better the devil you know than the devil you don't" is both cogent and wise. Even if circumstances are less than ideal, many people are slow to change for fear of the unknown. Just like the soreness that a first trip back to the gym will predictably produce, so too will change produce some doubts and discomfort at first. Therefore it's important to normalize these feelings.

[Predicting they will occur will help people interpret them as a sign of progress when they do. Finally, reassure your followers that, just like muscles eventually adapt and get stronger in response to increased loads, so too will people gradually become stronger and more comfortable as they adapt to the newness of change.

5. Be honest, especially with yourself. It's easy to articulate changes you'd like to see happen (personally losing ten pounds, say, or gaining ten percent market share on the professional side) but change comes at a price: it requires time, effort and often, sacrifice. Many change efforts fail because the leaders were never one hundred percent committed to them in the first place; or, if they were, they did not get others fully on board (per our first four points above). Therefore it's vital that you truly believe in and want the change you're about to lead. It can't just be something that seems like a good idea, or worse, the latest trend everyone else is embracing. Begin by taking a look in the mirror: if you don't passionately want to make this change happen, no one else will either.

A final word: Leading sustainable change requires leaders who care, followers who believe, and a commitment from both to persevere; for if your cause is great, so too the rewards.

*Author Dr. Gary Bradt is a prominent speaker and writer on change and leadership. His book, *The Ring in the Rubble: Dig Through Change and Find Your Next Golden Opportunity* was published by McGraw-Hill in 2007. You can reach him at BradtLeadership@Triad.rr.com or visit www.GaryBradt.com.*

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appreciated and easy to do. The funeral home is always a good starting point for direction on what the family might like or need. They are generally informed of all of the family's wishes. Ask the director for help, as this makes it easier and less stressful on the family to have to explain or provide the details.

- * Food for the family: Yes, but spread it out. Too many times the family receives so much food initially that they have to give it away or throw it away. Consider providing food that they can freeze or provide them with dinner at a later point. Usually as time passes, it is easier for the family to talk with you and even remember times you spent together.
- * Do not rush the family. If they don't want to change their voicemail that still has Sam leaving the message, let them decide when they are ready. If they don't want to come to dinner with you, then just wait. There does reach a time they do need to start moving on with their life, but initially it is best to give them their space. If they need or want you, they will call. Periodic checking with them to come by for a visit or offering to help is great, but don't take it personally if they refuse. Everyone has their own time and way of handling their loss.

HANDLING A PERSONAL LOSS

- * Consult your funeral home director for help and assistance. The shock of your loss may make it difficult, to say the least, when it comes to organizing and preparing for this situation. The funeral home will be able to help you with any of your immediate and ongoing concerns.
- * If you are trying to establish charitable funds or a trust fund, they can easily be created by calling your bank or the charitable recipient (American Heart Association, Ronald McDonald House, etc.). Ask the organization for immediate notification of the person/company and their donation. This will enable you to send a thank you note to them as soon as possible. Your funeral home director can also be of assistance in setting up these funds.
- * The need to write thank you notes may be the last thing on your mind after a loss. It can be a daunting task, but also a therapeutic one. Thank you notes should be sent for all items that money was spent by the sender, including any monetary contributions or donations, charitable gifts, flowers, masses, church services or meals.
- * Thank you cards can be obtained from the funeral home and generally include a nicely printed message inside. These are great, but always add a handwritten note in addition to the pre-printed message. Then sign your name and reference from the "Family of Sam Jones."
- * When you are ready to return to your work and people ask how you are doing you can share as little or as much as you like. Know your tolerance level and how far you can go without emotion taking over your conversation. You can even tell them that you would rather wait a little longer. They will understand.
- * Don't confuse concern with being nosy. Some people truly want to help and the only way they know is to call, e-mail or send you notes. Appreciate their gestures.

Author Colleen A. Rickenbacher is a business etiquette expert and author of "Be on Your Best Business Behavior," and the forthcoming, "Be on Your Best Cultural Behavior." She helps clients stand out by improving manners, image and communication skills. For information on her speaking, training or books, visit: www.colleenrickenbacher.com or call 214-341-1677.

► PRESIDENT, continued from page 10

Auction venues and practices that held promise yesterday disappear today. The good news is that for every door that closes, two will open. Best of all, you get to choose the door that fits you, where your passion and expertise exists.

The Auctioneers in for the long haul know their business and the product they handle. They know current market trends and all the factors that affect product value. They don't survive on hype; rather it is the professionalism that can be delivered each and every time that sets them apart.

Successful auction businesses are not measured by the last commission check. That is only one of many factors, and is well down the list. Number one, by far, will be a successful report card from the client. Every service was delivered as expected and on time. The charges seemed fair, appropriate and, most importantly, exactly as understood on listing day. No surprises, such as the client saying "You told me I would incur no cost. I see a charge to the buyer. I'm sure that had affect on my net."

Your clients and consumers will be your judge and jury. Research shows fun is the number one reason people attend auctions. Are your auctions fun? Are you keeping your sellers and buyers needs uppermost in your decision making process? Negative thoughts destroy us, positive ones uplift us. Be sure your auctions generate positive karma.

The greatest opportunity offered by the auction profession is the ability to chart one's own course, to pursue our dreams as individual entrepreneurs. No one has the ideal road map for you. Only you know your ideal path. The ability to chart your course and control your destiny highlights the uniqueness of every auction marketer. You are the decision maker and your ultimate success rests solely on your decisions.

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Success Stories

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

FINE ART AUCTION

West Palm Beach Fine Art and Antiques sale sells 25% online

WEST PALM BEACH, FL - A Vero Beach estate provided plenty of action for the 555 registered bidders who participated in the February 25 sale at Auction Gallery of the Palm Beaches in West Palm Beach, FL. The sale attracted an unusually high amount of online activity through LiveAuctioneers.com because of the quality and volume of the inventory according to auction owner Brian Kogan. The 100 inhouse registered bidders were joined by 455 who signed up though LiveAuctioneers.com along with 80 phone and absentee bidders. Overall, 25 percent of the 372 lot inventory was won by online bidders.

Art led the way to the top lot in the form of an oil on canvas board, 16 by 20 inches, from American painter Guy Carleton Wiggins (1883-1962). His Impressionist painting of an urban snow scene entitled "Fifth Ave" sold to a local collector in the room for \$28,080 including the buyer's premium (est \$20,000/\$30,000). Following close behind was an original painting in acrylic and ink by Joan Miro (Spanish 1893-1983) which was included in the book "MIRO LITHOGRAPHS II," preface by Raymond Gueneau, Leon Amiel publisher, New York 1975. The signed work and the copy of the book sold in the room for \$24,750. A 17.5-inch diameter disk, bronze with verdigris patina, signed by Alexander Archipenko (American 1881-1964) featuring Russian peasant figures was a protest work inscribed with a Ukrainian poem referring to Stalin. Estimated at \$10,000/\$15,000,



This pair of George III walnut Iris Chippendale chairs in good condition doubled their \$6,000/\$8,000 estimate by bringing \$16,380.

it sold on the floor for \$23,400.

Other works of art included an oil on canvas in the manner of Jean Marc Nattier (French 1685-1766). "Mother and Child with Dog" was a 49 1/4 by 38in 19th century painting in a gilded frame. Estimated at \$2,000/\$3,000, it closed at \$8,482 and a Spanish School oil on canvas, "Portrait of an Officer," circa 1800, estimated at \$1,000-\$1,500, it was hammered down to an Internet bidder for \$6,710.

Both period and reproduction furniture was strong. A set of four walnut George III Irish Chippendale chairs had some old restorations but generally were in very good condition. They found a new home with a floor bidder for \$16,380 (est \$6,000/\$8,000). Need a table for those chairs? Along came a George III mahogany triple pedestal dining table with a

satinwood crossbanded top, oval ends and vase shape standards raised on downswung reeded legs ending in brass caps and castors, circa 1800. The 89in by 41in table with two 20 3/4in extension leaves closed at \$8,190 (est \$4,000/\$6,000). A George III style mahogany tall case clock, American circa 1880 with a movement stamped twice "Walter Durfee, Providence R.I.," a hood with broken pediment and a dial signed by Henry A. Turner & Co, Boston, estimated at \$5,000/\$8,000, sold for \$9,360.

Louis XVI 20th century reproductions were popular. A French Louis XVI style bureau plat with gilt bronze mounts and frieze brought \$2,808, well above the \$1,200/\$1,600 estimate. A French Louis XVI chest, circa 1900, with four long drawers raised on short circular legs sold for \$2,574 (est \$500/\$700) and a French Louis XVI gilt bronze mounted mahogany

game table, circa 1910, 44½ by 25¼in, went for \$2,223 (est \$800/\$1,200). Fancy lighting was in heavy demand. A pair of Empire style gilt and patinated bronze figural six light candelabra, French 19th century, each cast as a semi-nude Grecian female holding aloft a vase issuing candle arms, 39¾in high, raised on a gilt marble mounted plinth, estimated at \$3,000/\$5,000, had extremely heavy phone bidding but sold in the room for \$11,700. A rare pair of George III cut glass two light sconces, English circa 1775, with a provenance from Shreve, Crump & Low of Boston, roared over the estimate of \$500/\$800 to close at \$4,914. For more information about the gallery, visit the website at <http://www.agopb.com>. The Gallery is located at 1609 South Dixie Hwy, Suite 5, West Palm Beach, Florida 33401.

BENEFIT AUCTION

Auctioneer donates service to Washington high school

Auctioneer J.R Wikane recently donated his time and auction skills to conduct an auction at Mount Rainier Lutheran High, in Tacoma, WA to benefit kids unable to buy choir robes and sports equipment. Wikane, of JR Wikane Enterprises, Inc. raised over \$44,000 (with a total item value of only \$15,000).

"The money has had a huge impact on the lives of our kids. We now have beautiful choir robes and sports uniforms for all our kids. JR is a wonderful example of a gifted Auctioneer truly dedicated to serving his local community," said , Karla Benedetti, Mount Rainier Lutheran High School.

INTERNATIONAL

Bonham's breaks three world records at Middle East Auction

DUBAI, UNITED ARAB EMIRATES - Bonhams, the UK-headquartered international fine art auction house established since 1793, broke three world records at its inaugural Middle East art auction in Dubai, United Arab Emirates. The auction achieved total sales of over \$13 million, almost three times the expected result, with 94 percent of lots sold.

The auction witnessed the first Middle East artist to achieve an auction sale of over \$1 million with Iranian Farhad Moshiri's Swarovski crystals and glitter on canvas 'Eshgh' (Love), a sale which also wrote Moshiri into record books as the highest achieving Iranian artist at auction.

Breaking the world record for an auctioned Pakistani work of art, Gulgee's 'Polo Player' sold for \$336,000 – more than four times the reserve.

"This is an unbelievable result for our first auction in this market, and proves beyond doubt that the United Arab Emirates is an emerging

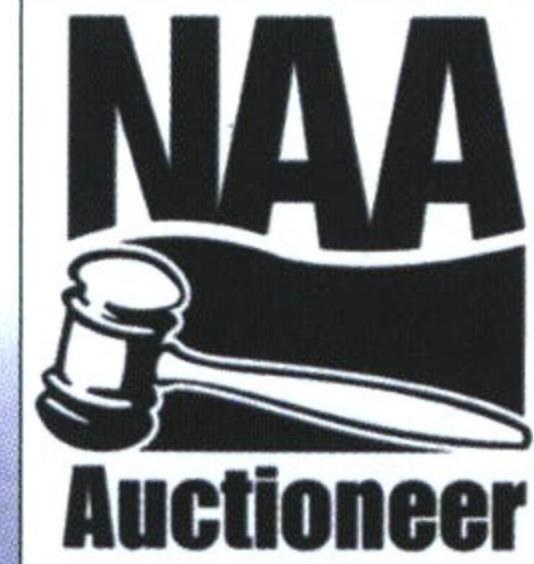
commercial hub for modern contemporary art from the region," said Matthew Girling, Bonhams; Chief Executive Europe & Middle East.

"We're firmly committed to the region and Bonhams is now here to stay. We feel this is definitely the start of something big. With the support of our partners, the Al Tajir family, we now look forward to further building our business in the Middle East."

Bonhams' Top Ten items in this auction:

- 1-- \$1,048,000 -- Farhad Moshiri (Iran, b.1963) Eshgh (Love)
- 2--\$504,000 -- Charles Hossein Zenderoudi (Iran, b.1937) Untitled
- 3--\$480,000 -- Parviz Tanavoli (Iran, b.1937) Poet and the Bird
- 4--\$456,000 -- Francis Newton Souza (India, b.1924-2002) The Elder
- 5--\$408,000 -- Ahmed Moustafa (Egypt, b. 1943) The Transcendental Mansions of the Moon
- 6--\$360,000 -- Ahmed Moustafa (Egypt, b.1943) The Attributes of Divine Perfection
- 7--\$336,000 -- Gulgee (Pakistan, b.1926-2007) Polo Player
- 8--\$336,000 -- Jewad Selim (Iraq, b.1919-1961) Young Man and his Wife
- 9--\$336,000 -- Charles Hossein Zenderoudi (Iran, b.1937) Untitled
- 10--\$336,000 -- Mohammed Ehsai (Iran, b. 1939) Zekre Allah

► continued on page 79



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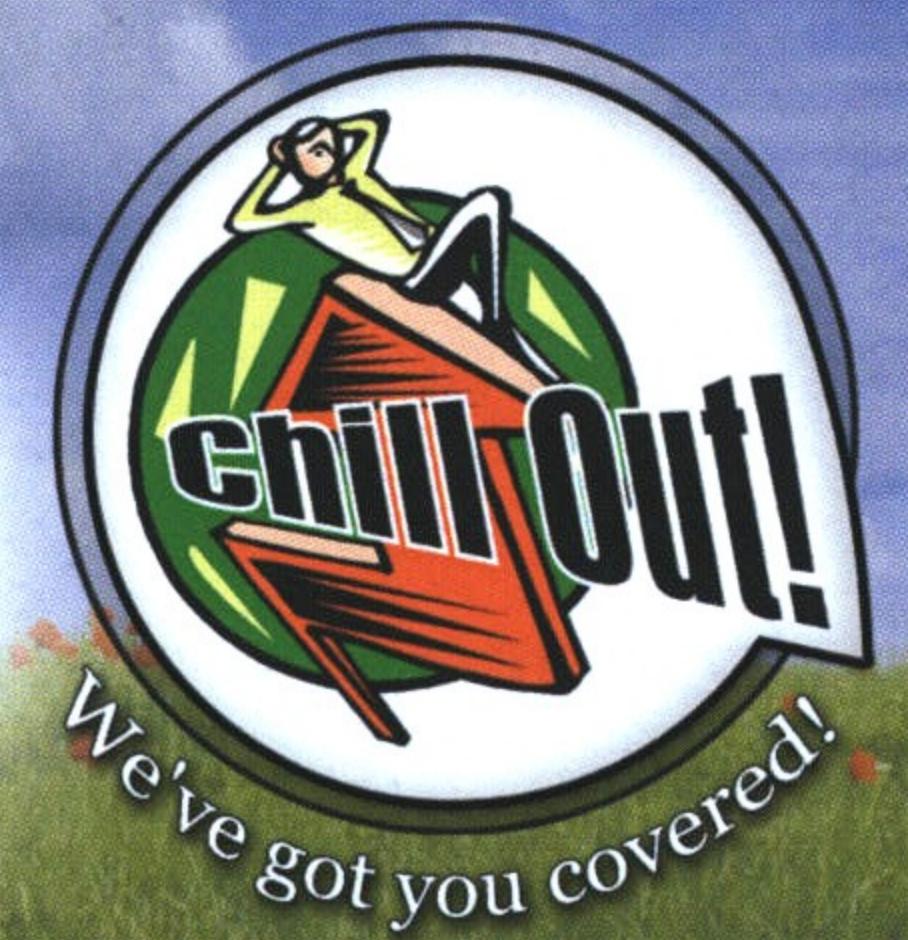
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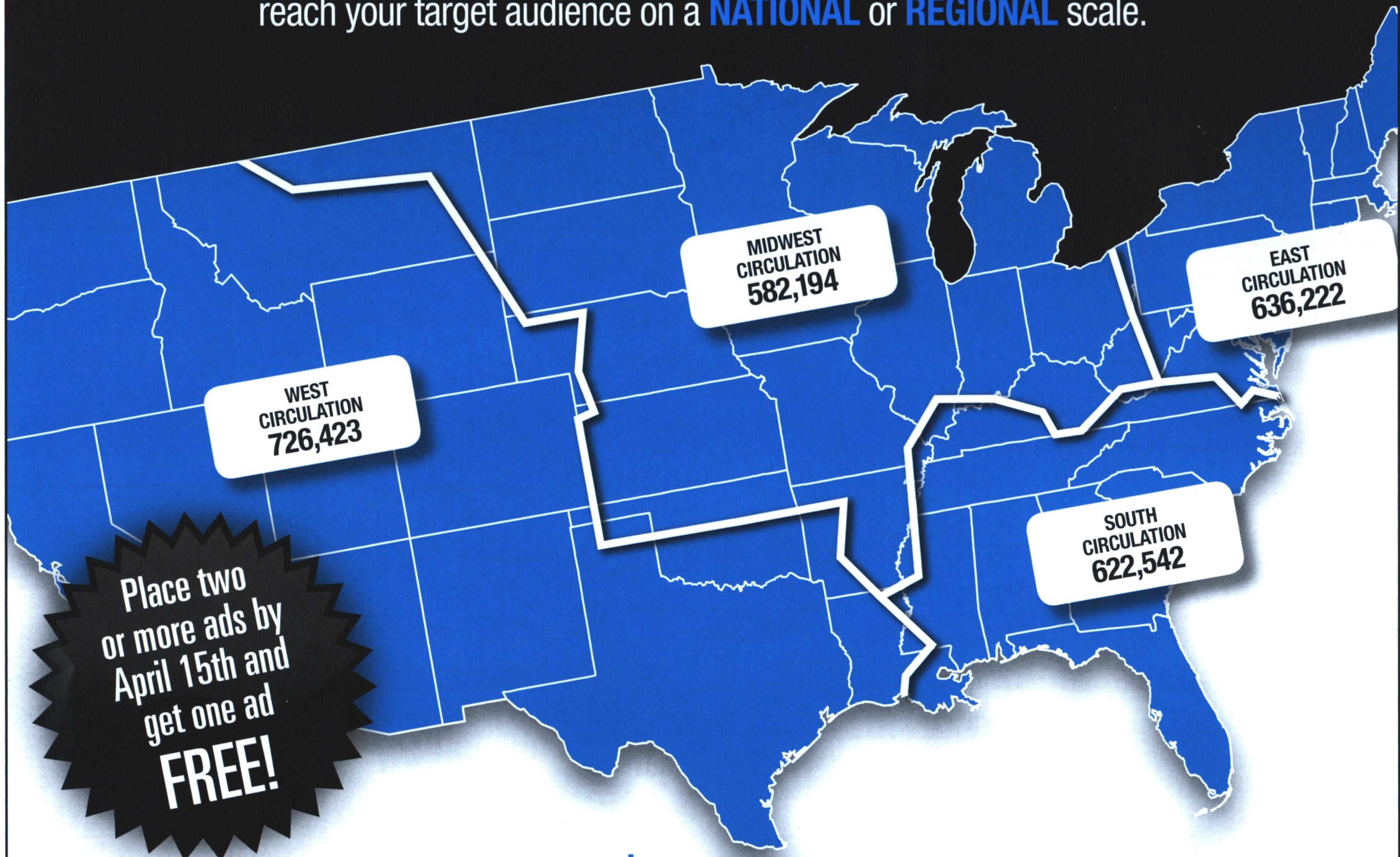


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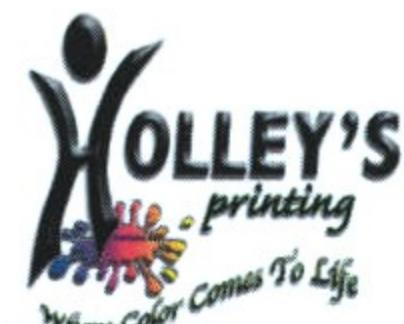
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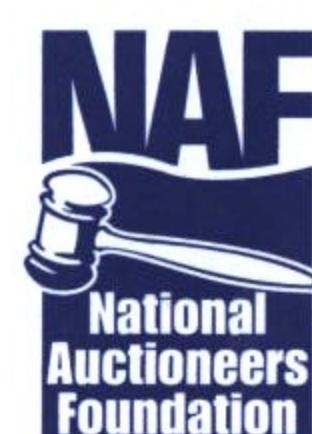
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Auction, music and NASCAR

Charity auction in Nashville raises over \$250,000

Auctioneer Dustin Rogers, of Mt. Airy, NC recently conducted a charity auction in Nashville, TN at the 2008 Sprint Sound & Speed Presented by SunTrust festival, raising \$250,000 for the Victory Junction Gang Camp and the Country Music Hall of Fame. The festival brings together fans of country music and NASCAR racing for autograph sessions, concerts and the charity auction.

"We felt the auction was a huge success. Their goal for the auction was \$150,000, but we did well over it!" Rogers said. "Some of the high selling lots were Kevin Harvick's #29 Race car from last season, which sold for \$80,000 plus donations from several celebrities and corporations to total \$150,000! Richard Petty's cowboy hat sold for \$12,500, Big Kenny from Big & Rich's motorcycle sold for \$24,000 and a guitar signed by Willie Nelson, Merle Haggard and Ray Price sold for \$17,000."

Many of the Rogers family and crew from Rogers Realty & Auction worked the auction. Some of the celebrity attendees were: From country music, Bucky Covington, Craig Morgan, Danielle Peck, Jason Michael Carroll, Josh Gracin, Josh Turner, Julie Roberts, Trace Adkins, and more. From Nascar: Aric Almirola, Brad Coleman, Clint Bowyer, David Stremme, Jamie McMurray, Dave Blaney, Kyle Petty, Richard Petty, Max Angelelli, Michael Waltrip, Reed Sorenson, Ryan Newman. Others were Richard Childress of Richard Childress Racing, Ray Evernham of Gillett Evernham Motorsports, Hollywood Yates aka Wolf on American Gladiators, Earl Bentz founder of Triton Boats, George Flanigen of Deaton Flanigen Productions.

This was the third year the festival was held to bring together stars of country music and NASCAR. It included a concert extravaganza headlined by Grammy-winning recording artist Alan Jackson, with special guests Taylor Swift and Jason Michael Carroll, and other top country music performers at Nashville's Sommet Center.

Fans of country music and racing had two blockbuster events on Saturday, Jan. 12 in the Sommet Center: the annual Backstage Garage Pass festivities, where they got up-close-and-personal with NASCAR and country music stars for autographs, story-telling and question-answer sessions, and the concert at 8 p.m. headlined by Jackson and special guests Swift and Carroll.

Among the NASCAR celebrities were Richard Petty (seven-time NASCAR Cup Series champion and the winningest driver in series history), Kyle Petty (third-generation NASCAR competitor, eight-time winner and founder of the Victory Junction Gang Camp along with his wife, Patty), Darrell Waltrip (three-time NASCAR Cup Series champion, third-winningest driver in series history, and current member of the NASCAR broadcast team on the FOX network), Ryan Newman (nicknamed "Rocketman" for his penchant for winning pole positions with regularity as driver of the No. 12 Alltel Dodge for Penske Racing; 12-time Cup Series winner) and Jamie McMurray (current driver of the No. 26 Crown Royal Ford for Roush Fenway Racing, won July's Pepsi 400 at Daytona).

The first two Sprint Sound & Speed Presented by SunTrust events drew an estimated 25,000 fans and raised more than \$500,000 for its designated charities, Victory Junction Gang Camp and the Country Music Hall of Fame and Museum.



From left are Deidre Rogers, race driver Kyle Petty, Dustin Rogers, Reed Sorenson and Craig Morgan.

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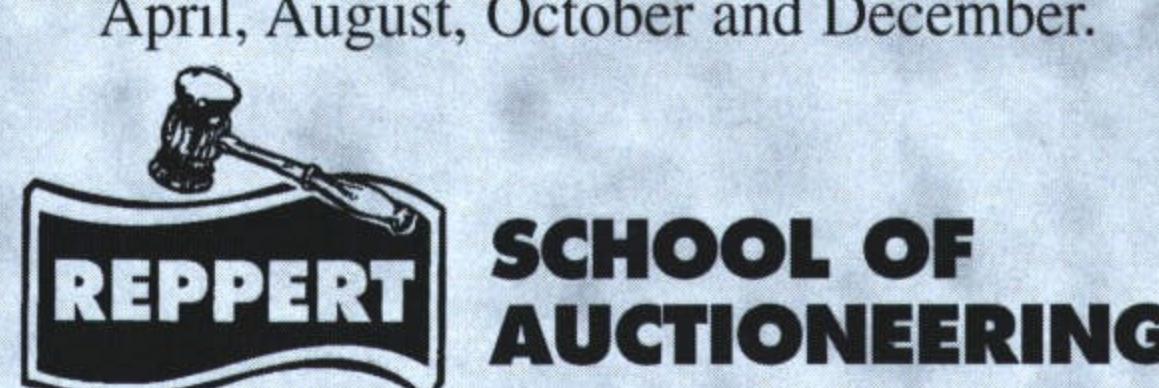


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Top: Presenter Loretta is ready with the next item, working closely with Auctioneer Tim Cousineau of Blue Star Auction of Wixom, MI. When Cousineau announces the current item sold, there is no delay in the presenter moving to the next item. All the presenters wore similar blue shirts.

Bottom: Auctioneer Bill Stanton presents a rifle during an auction. Bill started Stanton Auction over 50 years ago. He shows how to safely present firearms by a firm grip, pointed away, and the features easily seen by the bidders. Under the Stanton hat, he has a smile that shows he is enjoying the auction too.

Perfect presentations

Seven sins of auction item presenters

By John Brodt

Working closely with Auctioneers are the presenters, who not only bring items to the auction block and hold them up for clear viewing, but they also often hand the item to the winning bidder.

Presenters have their own personalities: some are all business and some have tremendous humor. Auctioneers should pay attention to all aspects of their presenters, who represent the auction company to the crowd.

Let's begin with something that should be obvious, but is sometimes not: bathe and be presentable to a crowd. One auction house I have visited had

two of the presenters were so bad in these areas that I had commented to my girlfriend that one must have just been under his truck changing the oil before he arrived at the auction house. She didn't think either one had taken a bath for the last week. There is such a simple solution: Shower, find a bathtub or even skinny-dip in the nearest lake. Brush your teeth, comb your hair and put on clean clothes before heading to the auction.

Secondly, dress in an appropriate manner. Many presenters arrive ready to put in an honest day's work, but you cannot tell. They have worn flannel shirts with sleeves ripped off that really do not do much more than allow everybody to see them armpit to beltline when they lift something up.

Presenters will stand out much better when dressed in company logo ware. T-shirts, polo shirts, sweatshirts or windbreakers with the auction company name lets the bidders know exactly who is working the auction and who to ask for help instead of bothering the auctioneer or clerk. If logo clothing is not readily available, then at least be similar in the same color shirts, jackets or hats.

Thirdly, the presenter must know the plan of the Auctioneer and follow it. One time I saw that an Auctioneer had furniture to his right and two tables of great glassware, pottery and 'smalls' to his left. He announced he wanted two furniture items, then two smalls as the sale order. It lasted for two cycles, after that the small items were forgotten. All presenters brought up was the furniture. What do you think the bidders thought, especially those who had their eye on something on the smalls table?

I don't think that it is realized that bidders make plans around the order of sale. When the presenters are working a section of the auction that the bidder is not interested in, they will take a break, get something to eat or visit. When that table the bidder has been watching comes up in order, they will be there, hand on the bid card and their heart racing.

Fourth, be ready to present your item, think ahead. How does it look when it is a presenter's turn, and he has nothing in hand? Too many times I have seen the

presenter having to stop, scan the table, pick an item, read the lot info and then present to the bidders. This delay at auction creates dead time and kills the Auctioneer's motion, action and momentum.

Keep thinking an item or two ahead. At the best auctions the presenters know the order, know which presenter they follow and head for their next item as soon as they present the winner with the one in hand. Even on a two or three-man crew, looking that item or two ahead will find everything runs smoother and can be more relaxed.

Ever go to an auction and see the presenter show and announce the item, to the Auctioneer? One Auctioneer, with a big grin on his face, said "Show it to the bidders, they are the ones buying."

Fifth, raise that item up so people can see, and see clearly. Watch where your hands are, items presented to the bidders should not have a big hand in front blocking a clear view, get the hands to the back and sides. Have a clear area, don't let people crowd you, block others and walk it across the entire front. It certainly is okay to go into the audience and show an interested party, or meet half way and return to the front. Get that table in front of the Auctioneer cleared and out of the way so you avoid running into it or having to gyrate around it. Talk it up to the bidders, standing sideways if you have to so both the audience, auctioneer and the clerk clearly know what you have.

Sixth, do not pound on the items. One auction house I know had a presenter that had to slap or pound on everything. "We have an antique parlor table here" he would state and then 'BANG, BANG, BANG' on it with his hand. I often wondered if he would break something. Why did he do it? He thought it would bring more attention to the item and raise the bids.

Realistically, it told me that he had no respect for the item and it cannot be worth much based on the chance of breaking it, if he didn't break it just now. Don't pound on the items. Show respect for the consignor and the bidders by giving everybody a clear view and announce it in a voice that can be heard and understood.

Seventh, and certainly not the least, is to SMILE! I have taken many pictures with the item held high, maybe even on an elevated platform, giving the bidders a great view. However, the presenter looks bored as can be, or even worse, unhappy and like he would rather be doing something else. Save that look for when you are out of the spotlight. If the presenter looks like they don't care about the item, or the auction, how do you think the bidders will soon feel?

Put that smile on when the bidders see you. Dr. David Song, a plastic surgeon and assistant professor at the University of Chicago hospitals, reconstructs faces. Song believes that frowning takes more effort than smiling. It appears that smiling is easier and because people like the easy way, they smile more and the smile muscles are in better shape.

So, presenters, get ready for the auction, dress up, announce what you have, make sure everybody sees it, respect it and make your smile infectious. Because when the bidders catch your smile and are happy you know which way the bids will be heading and help make for one happy auctioneer and consignor.

Writer John Brodt has been an auction presenter and a close observer at auctions.



Presenter Greg Tuttle, from Lets Talk Auction, Mio, MI, has a big grin on his face with the two electric yard flower decorations as Auctioneer Donna Tuttle is calling the bids. The items may not bring much, but Greg gives them the same respect as every other item to cross the block.



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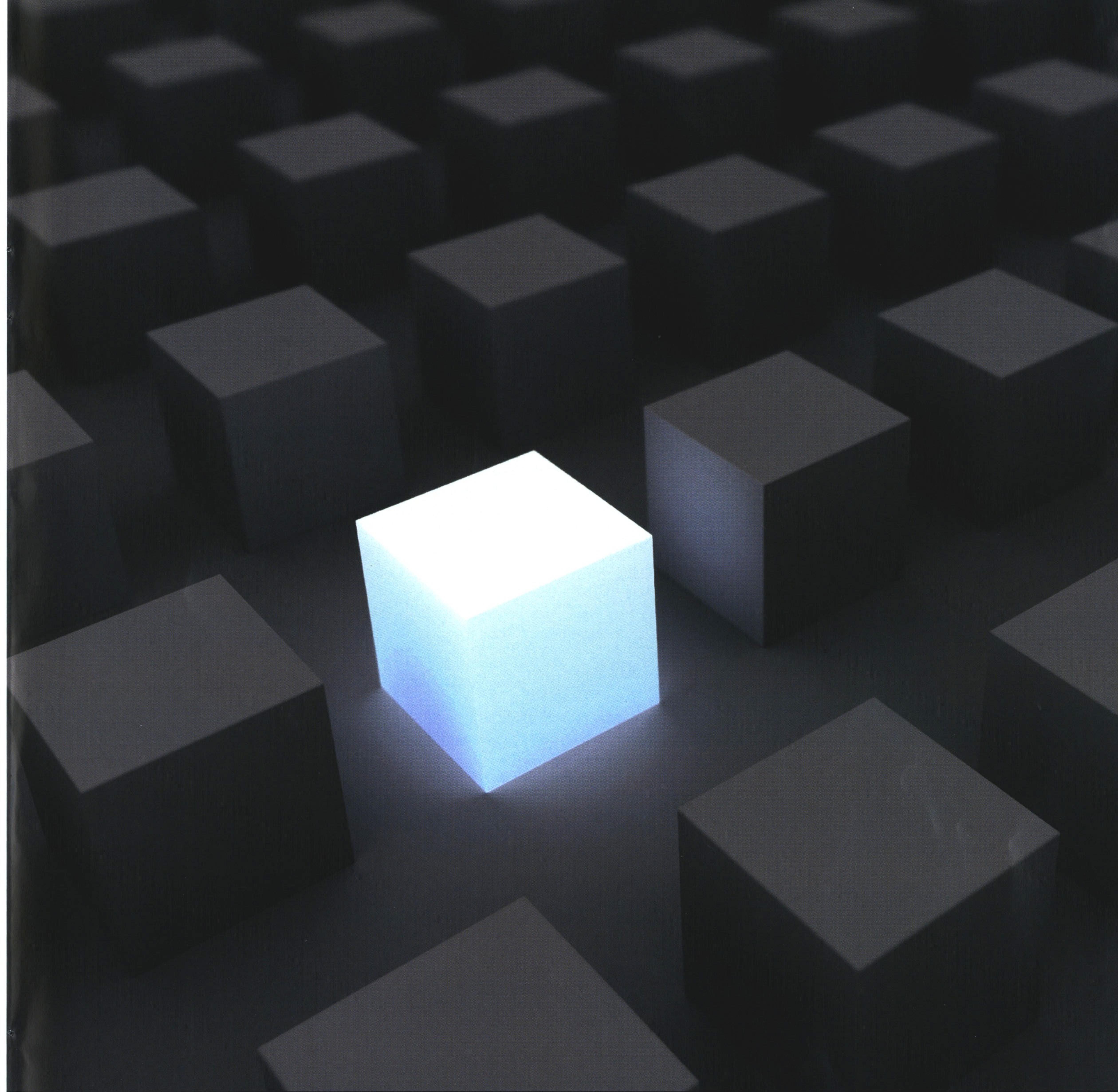


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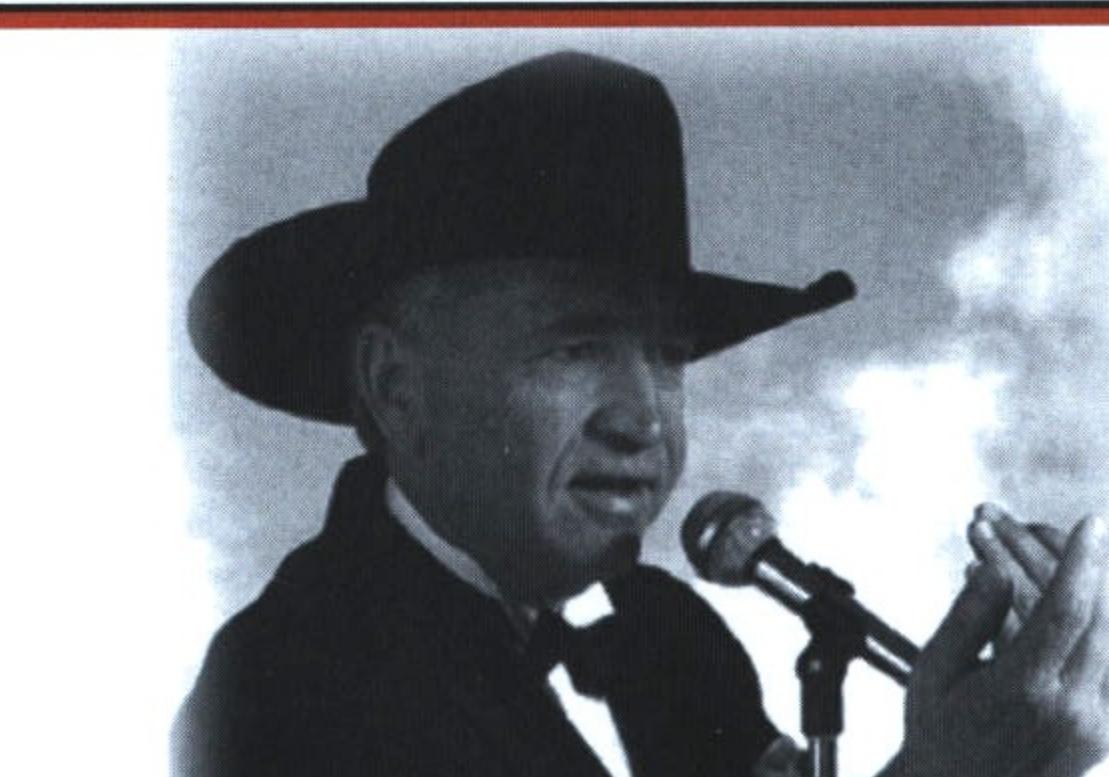
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Ritchie Bros. attracts global buyers, sets site record in Fort Worth

VANCOUVER - Ritchie Bros. Auctioneers (NYSE and TSX: RBA), the world's largest industrial auctioneer, demonstrated its strength in different geographic regions under varying market conditions last month by conducting multi-million dollar unreserved industrial auctions in Fort Worth, TX, and Dubai, United Arab Emirates. The unreserved public auction at the Company's permanent auction site in Fort Worth on March 5-7, 2008 generated \$57 million in gross auction proceeds - a new site record.

The unreserved auction at the Company's auction site in Dubai's Jebel Ali Free Zone on March 3 - 5 generated \$26 million in gross auction proceeds. The Ft. Worth auction attracted more than 3,100 registered bidders from 39 countries, including 47 U.S. states and 10 Canadian provinces - another new site record. Bidders from outside the United States purchased more than \$19 million of equipment (33 percent of the total gross auction proceeds). "We had a great sale, with strong prices across the board and a number of new Fort Worth site records," said David Hobbs, Ritchie Bros. Division Manager. "There has been a lot of talk about the economic challenges we're facing here in the U.S., but due to the fact that we reach a global audience of interested buyers, many from economies where demand for equipment is high, we can help our consignors sell their machines for better prices than they might achieve by selling locally."

The auction also set new internet bidding records for the Ritchie Bros. Fort Worth site, with a record number of e-bidders (more than 1,100) purchasing a record amount of equipment using the Company's real-time internet bidding service, rbauctionBid-Live - almost US\$14 million worth.

More than 600 people from 49 countries registered to bid in the unreserved Ritchie Bros. auction in Dubai, United Arab Emirates on March 3-5 - a record number of bidders for that site. The auction featured more than 1,800 transportation and industrial equipment items from over 230 consignors - another new site record - and generated more than \$26 million in gross auction proceeds. Over \$16 million of equipment - representing 60 percent of the total gross auction proceeds - was sold to out-of-country bidders.

"The auction went exceptionally well, with good returns on virtually every type of machine in the sale," said Steve Barritt, Ritchie Bros. Area Manager. "We sold equipment for a record number of consignors, and also attracted a record number of bidders to this auction. We had a great selection of used and unused equipment in the auction and the participation of a large international bidding audience, both on site and over the internet, helped us sell our consignors' equipment for global fair market value. It was a win-win situation for buyers and sellers."

Among the successful bidders who participated in the Dubai auction: an Internet bidder from Portugal who bought a Caterpillar 966G wheel loader for \$190,000; an onsite bidder from Singapore who purchased two wheel loaders and a motor grader; and an internet bidder from Papua New Guinea who purchased two 2006 motor graders.

Established in 1958, Ritchie Bros. is the world's largest auctioneer of industrial equipment, operating through over 110 locations in more than 25 countries around the world. The company sells, through unreserved public auctions, a broad range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, material handling, mining, forestry, petroleum, marine, real estate, and agricultural industries. The company maintains a web site at www.rbauction.com.

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A more specialized search engine



By John Peckham

TRICK#1 PEOPLE DETECTIVE EXTRAORDINAIRE

<HTTP://PIPL.COM/>

Have you ever done a people search on conventional search engines where you ended up feeling short changed? Maybe it's because you missed the good stuff you will find with a deep or "invisible" web search.

This great place searches that deep web with its huge repository of underlying content, such as documents in online databases that general-purpose web crawlers don't reach. This invisible web content is estimated to contain 500 times that of the surface web, yet has remained mostly untapped due to the limitations of traditional search engines.

This specialized search tool is designed to reach the higher-quality information including personal profiles, public records and other people-related documents that are stored in databases that are invisible to conventional search engines. Find out what they know about you. And yes -- it's on the house.

TRICK #2 SWITCH TASKS WITH EASE

<HTTP://WWW.NTWIND.COM/SOFTWARE/TASKSWITCHXP.HTML>

We're sure you know the old "Alt + Tab" trick to switch between tasks while computing. It's a handy tool, but is kind of like flying blind. Here's a mini-program that gives you advanced task management functions that pick up where the Windows Alt+Tab switcher leaves off.

This neat tool gives you a visual presentation of where you are while also enhancing your experience by displaying a thumbnail preview of the application that you are about to switch to. It also has a helpful management capability that allows you to quickly close or minimize applications and their groups.

GREAT PLACE #1 SEE THE WORLD YOUR WAY WITH VIRTUAL EARTH

<HTTP://MAPS.LIVE.COM>

Google got out in front with its stellar mapping programs but the competition is heating up with Microsoft's Virtual Earth. In addition to traditional mapping technology, this great place offers aerials, hybrid combinations (a combination of aerial and mapping), birds eye views (in a high resolution from a low altitude and at various angles, allowing property "fly-overs"), 3-D building views and, in beta, street level videos.

What's neat about this is the promise that, with Google and Microsoft competing in the mapping world, the beneficiaries will be those of us to whom there is great value and future promise in these programs.

GREAT PLACE #2 ENERGY SAVINGS FROM UNCLE SAM

HTTP://WWW.EERE.ENERGY.GOV/CONSUMER/YOUR_HOME/

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Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at www.REcyber.com/reintelligence/cybertips.htm. Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at bostonjack@earthlink.net. The Society's worldwide web office is open 24 hours a day at www.REcyber.com. Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at www.REcyber.com/reintelligence/cybertips.html. StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2008. RECS.

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NAA Membership and Meetings

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

PROGRAMS

Get Sold On St. Jude Kids

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

International Auctioneer Championship

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

International Junior Auctioneer Championship

The NAA's youngest Auctioneers compete in a bid calling contest in front of a live audience each July during the annual Conference and Show. Open to youth age 12 to 18, the IJAC Champion will win \$1000, a trophy and complimentary registration into the adult division of the International Auctioneer Championship once the winner meets the minimum age requirement for the IAC.

International Ringman Championship

Professional Ringman to be featured in NAA's Ringman Competition. Ringmen play a vital role and have significant impact on the success of an auction. NAA is eager to recognize their efforts and reward them for a job well done. A \$5,000 cash prize, a trophy and a ring, sponsored by the Professional Ringman's Institute, will go to the champion of the IRC. A promotional video will also be aired nationwide and feature the winner.

National Auctioneers Day

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

NAA Marketing Competition

NAA has developed a special awards program to recognize the creative efforts of Auctioneers. The award presentations take place during the annual Conference and Show in July. Entry forms, along with the rules and regulations are included on the Conference and Show website at www.auctioneers.org/conference2008.

President's Award of Distinction

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

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and GPPA-M. Visit www.auctioneers.org to learn more about NAA's business-boosting programs, or e-mail us: education@auctioneers.org. Phone: 913-541-8084 (extension 23 and 28).

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Discussion Forum

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

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The NAA Education Institute now has available valuable seminars and Conference and Show educational programs as well as the International Auctioneers Championships (IAC) to download to your computer, MP3 player, or iPod. The 2007 Conference and Show educational seminars are available. And, two of the sessions from 2006, and two from 2007, are available on video. By joining the NAA Learning Center for \$185 per year, you can download all of the sessions and receive CE credits. For details log on to www.auctioneers.org or call 913-541-8084, ext. 23, 28 or 15.

NAALive.com

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

Office Products and Supplies

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

Prescription Drug Program

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

State License Laws Guide

Guide covering principal requirements in each jurisdiction to assist members with questions on individual state requirements. Log on to the members only section of www.auctioneers.org for more information.

Travel Services

The lowest available member rates for travel—Guaranteed! NAA Travel handles all of the annual Conference and Show and Winter Seminar arrangements. This service is free and can be used for all your business or pleasure travel needs. Call NAA Travel at 877-363-9378.

PRODUCTS

Books

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

Membership Directory

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

Merchandise

NAA provides a great selection of apparel and miscellaneous promotional items that members can purchase at very attractive prices. Log on to www.auctioneers.org for available products or 866-305-7622.

Newsletter - Auction Advantage

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

Opportunity Kit

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

Buyers Guide

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

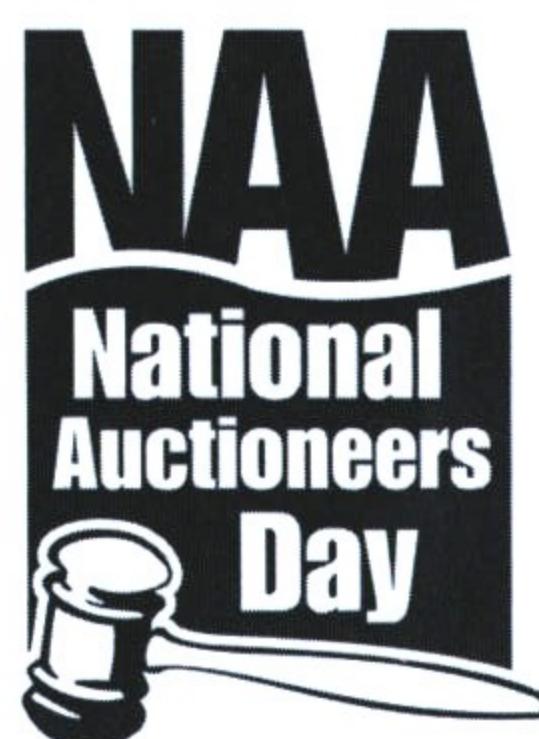
Customer Survey Card

NAA provides to you customer survey cards, which you can give to customers at your auction to get their feedback with 17 questions like "How did you learn about this auction?" The results can be used to improve your business. Send the cards to NAA and get a detailed report back. An order form can be downloaded from the NAA website, or call member services at 913-541-8084, ext. 15.



Public notices for a real estate auction are fixed to the window and front door of a townhouse in Alexandria, Va., Wednesday, March 12, 2008. (AP Photo/Haraz N. Ghanbari)

DON'T FORGET NATIONAL AUCTIONEERS DAY TO HELP ST. JUDE OR ANOTHER CHARITY!



NAA members worldwide will celebrate National Auctioneers Day Saturday, April 19, 2008 by holding benefit auctions, or selling individual items at their regular auctions, to help St. Jude Children's Research Hospital or other charities.

"National Auctioneers Day is when Auctioneers express their gratitude to the communities they serve by volunteering their services to charity," said NAA President and Bixby, OK Auctioneer Tommy Williams, CAI. "Whether it is hosting an Auction for Hope benefit auction for patients of St. Jude Children's Research Hospital, or helping a local charity or high school with its fundraising drive; National Auctioneers Day is a day when Auctioneers give back and give thanks."

NAA members are encouraged to promote their companies and the industry this month by sending news releases to media in your

area explaining about National Auctioneers Day and your help for charities in your area. The NAA website, www.auctioneers.org, has tips on dealing with the media, sample press releases and other resources. Click on Public Relations or Member Media Center.

NAA WANTS YOUR NEWS

Auctioneer magazine and its sister publication, *Auction World* newspaper, are your publications. NAA's publications department wants to get news and photographs of your successful auctions, as well as your letters and other feedback. Your news and photos can be featured in the Success Stories, Association News and other sections of our publications. The staff is usually able to print every news release and photo that is received. If you had special items that sold well, a benefit sale, a new method or product you tried that was successful, new members of your staff, or any other news you believe will promote your business and be of interest to NAA members, please send it by email or mail service to NAA. Email to steve@auctioneers.org, or send to Editor Steve Baska at 8880 Ballantine, Overland Park, KS. 66214.

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