

Auctioneer

SEPTEMBER 2002

The official publication of the National Auctioneers Association



2002 IAC
winners
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and William L.
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President's Award
winners Larry McCool
and Forrest Mendenhall



2002 Hall of Fame
inductees Robin
Marshall,
D. L. Booker and
Byron Dilgard



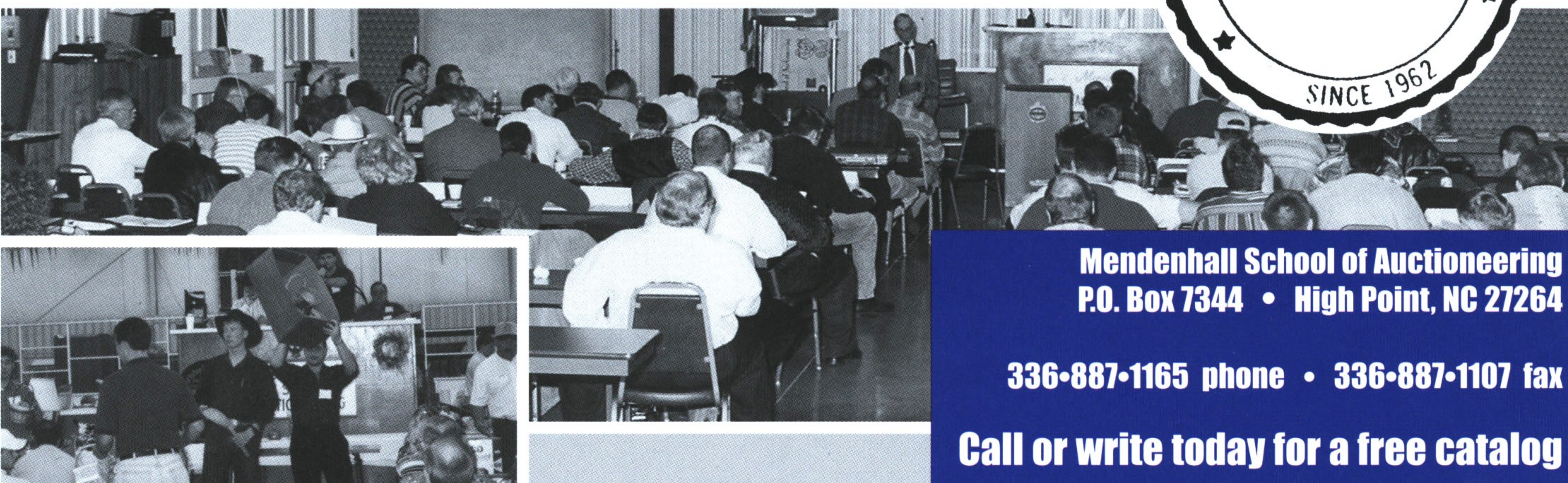
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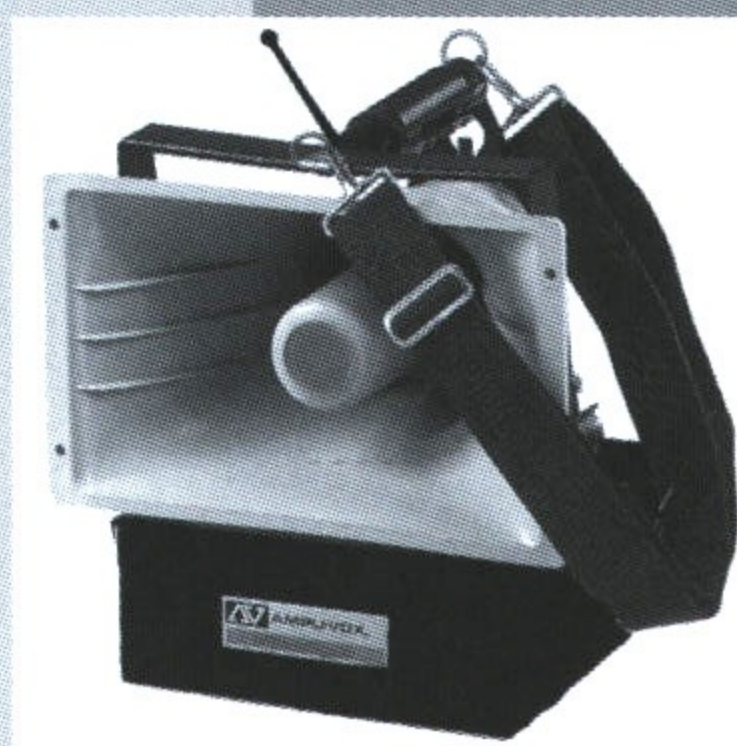
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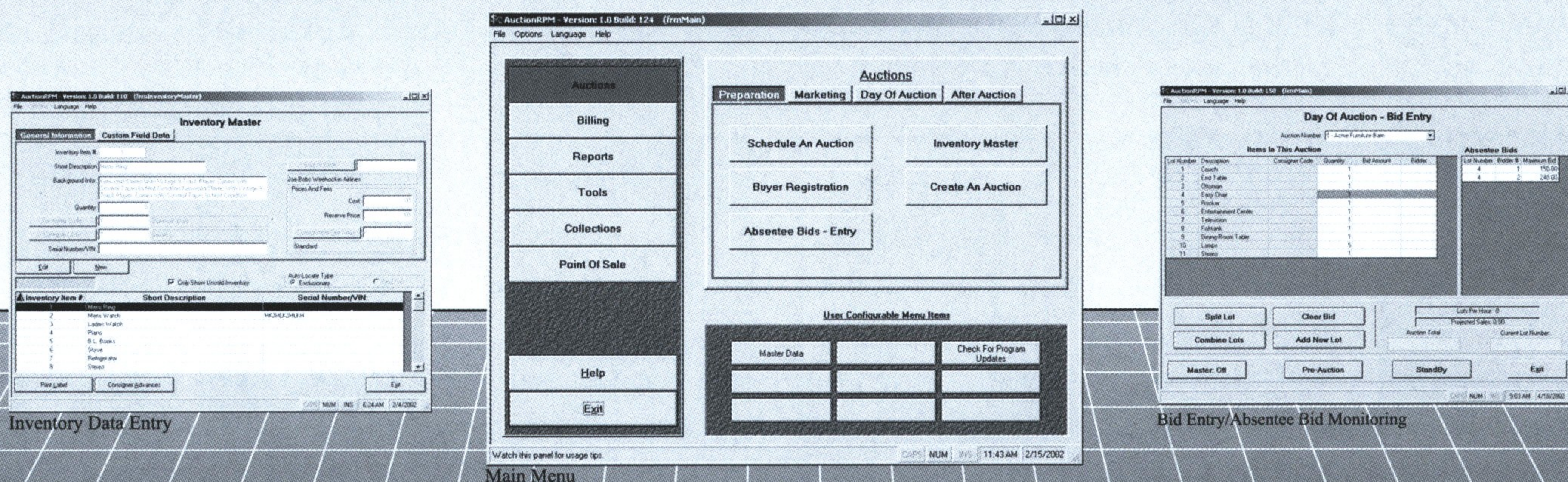
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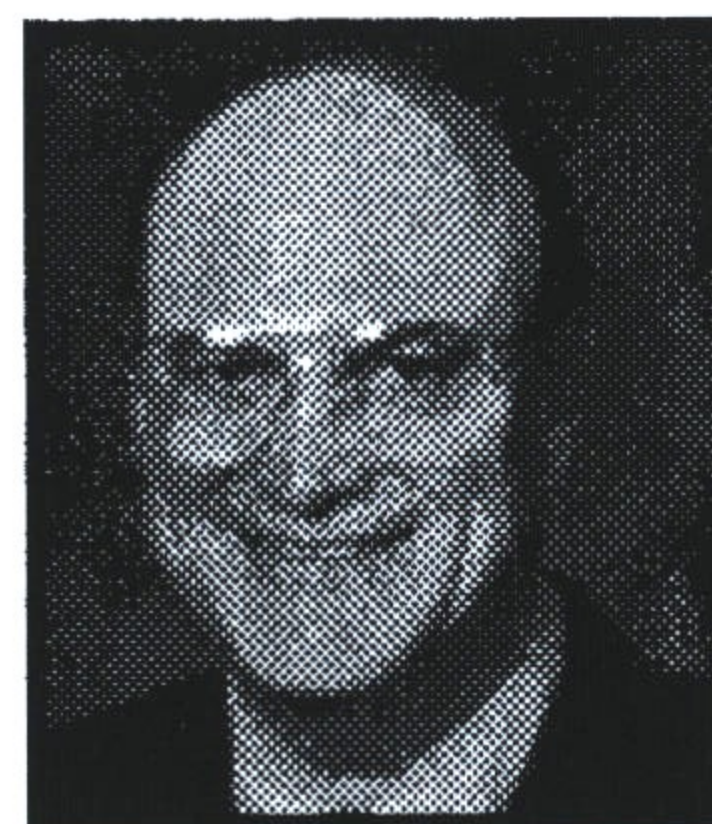
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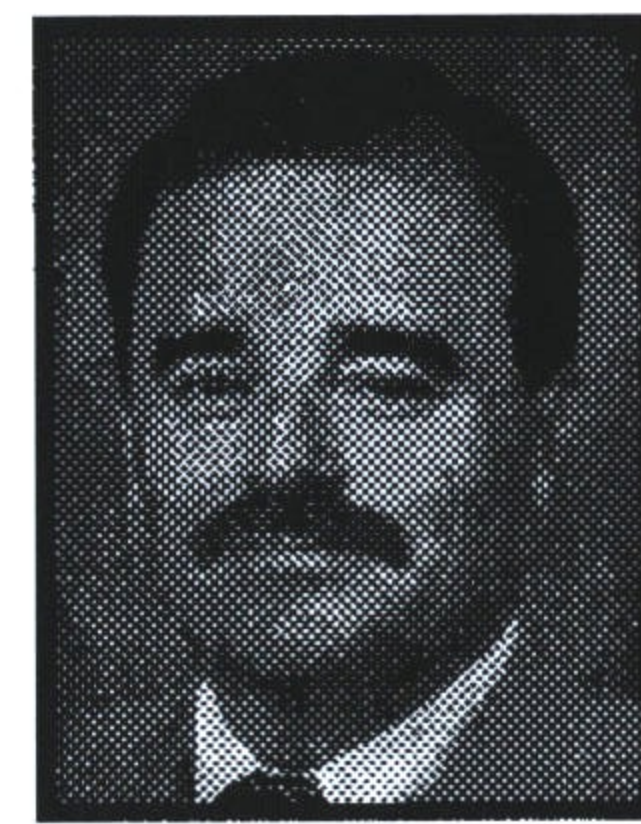
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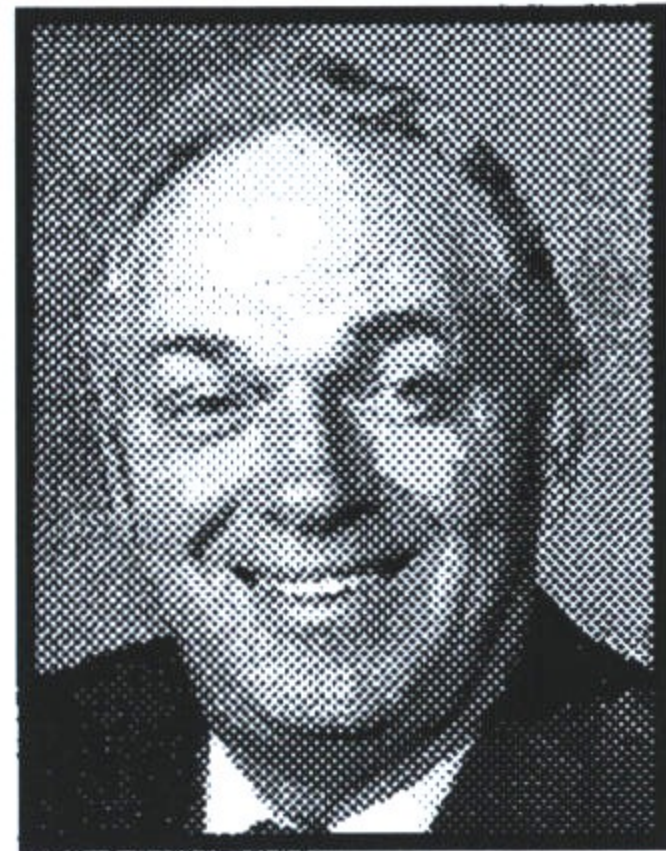
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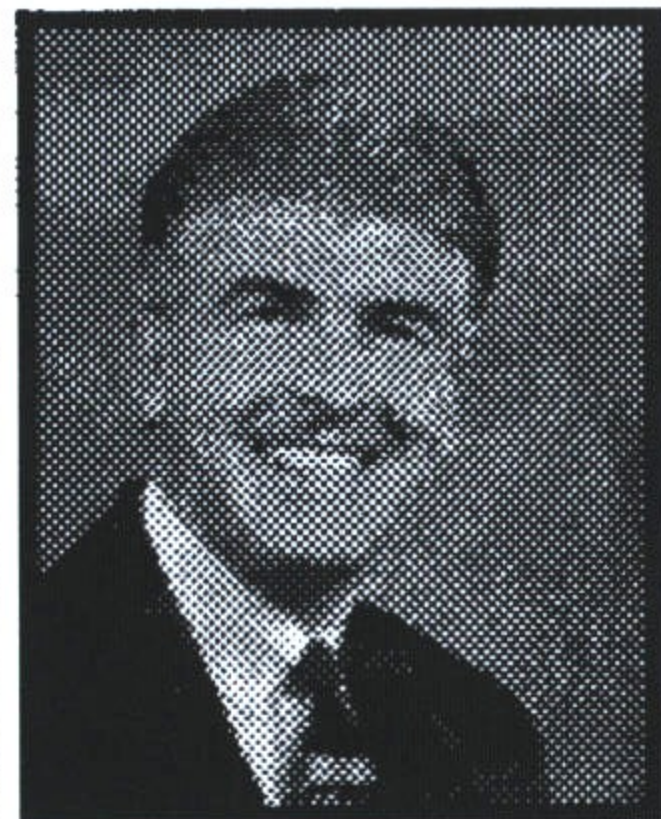
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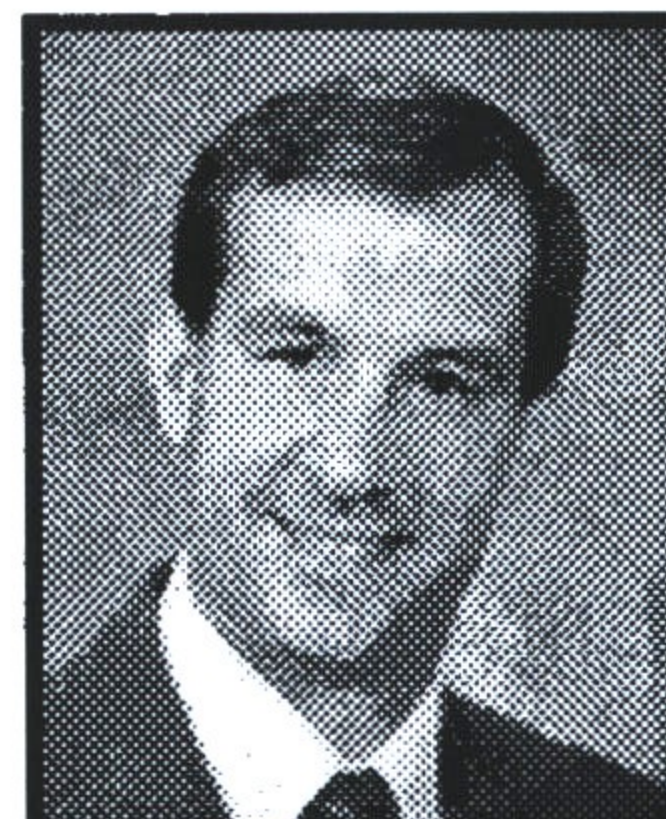
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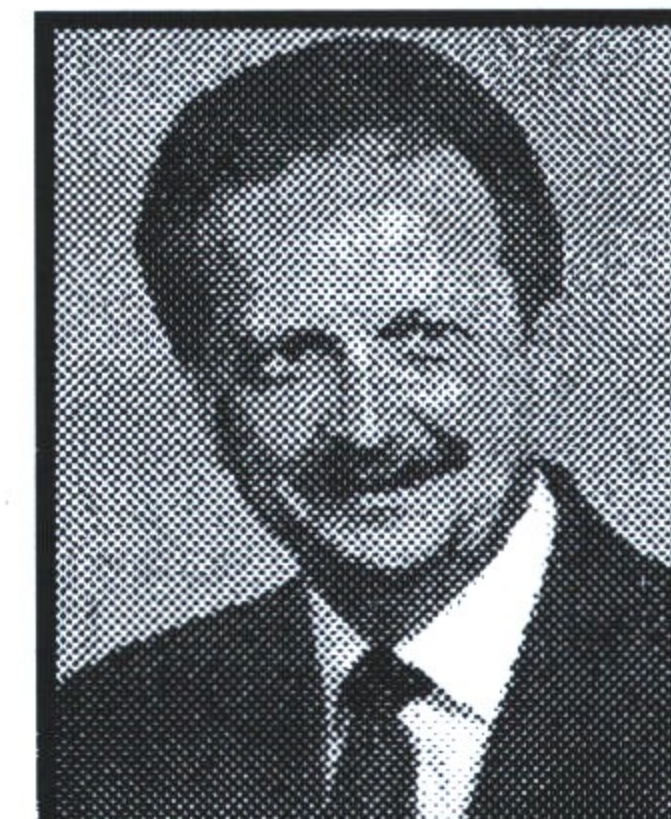
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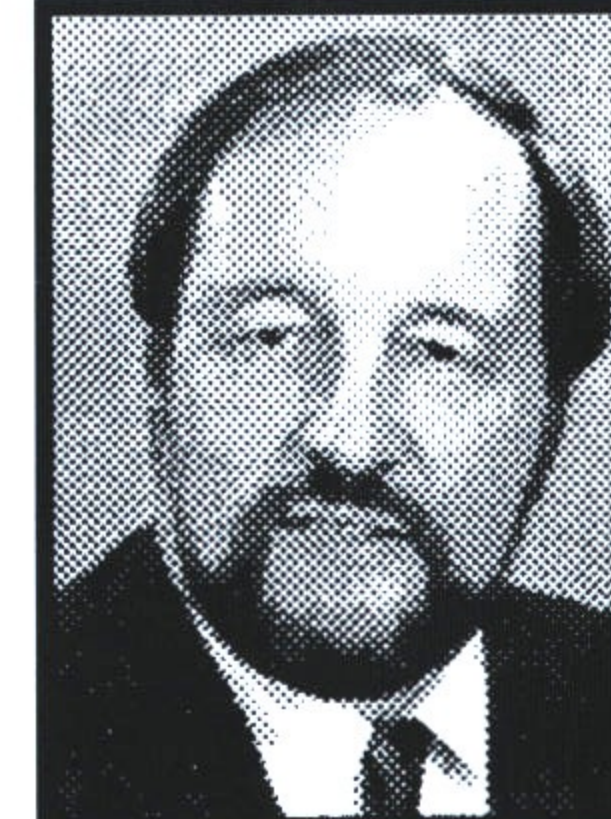
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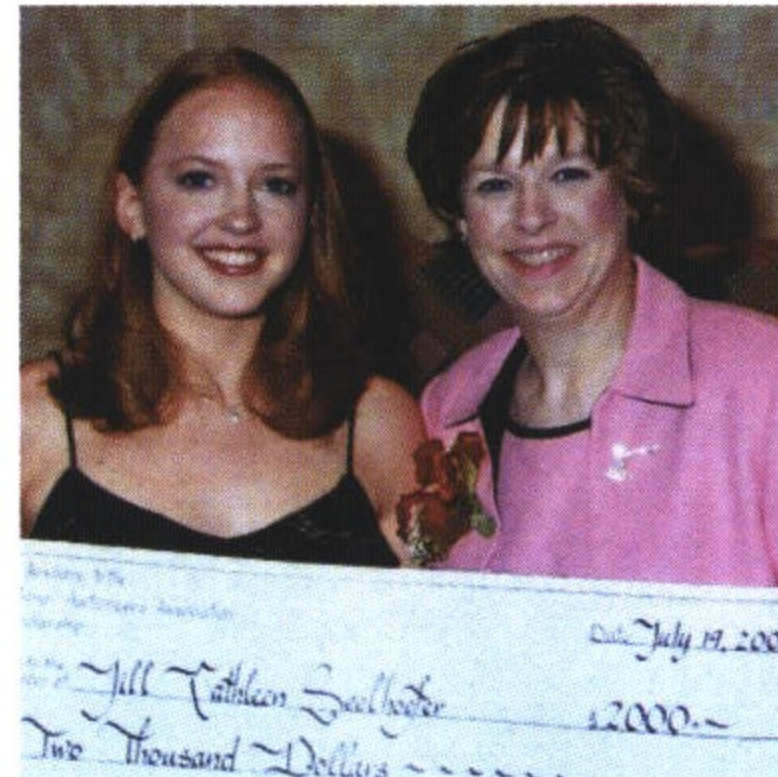
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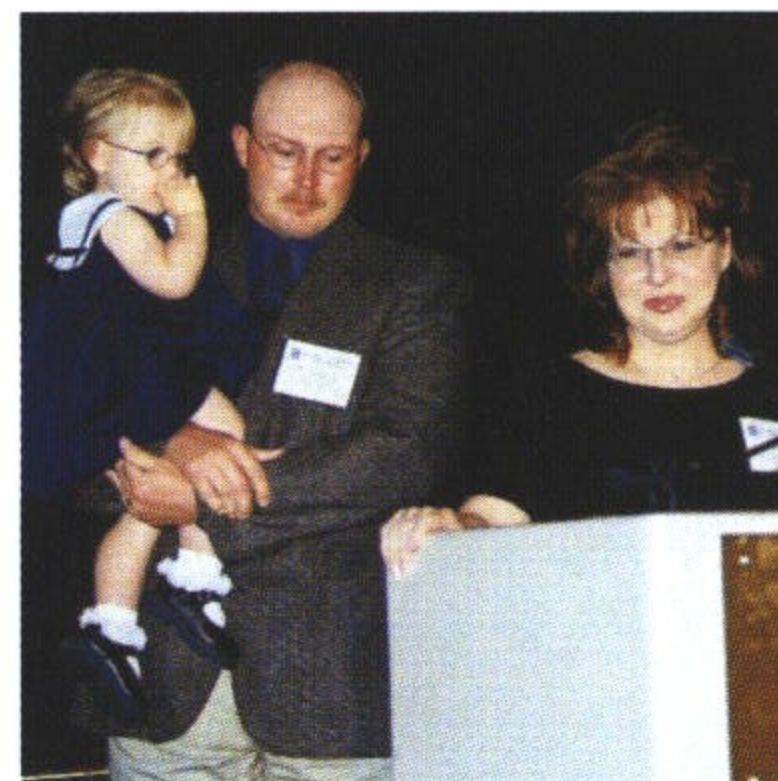
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**Complete coverage of
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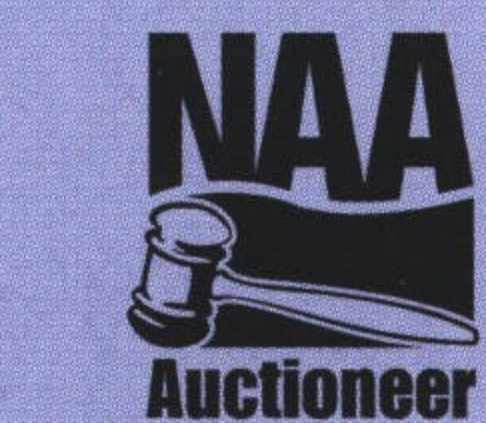
On this month's cover:

NAA's 2002 Conference and Show in Orlando, Fla. broke many records for types of attendance at an NAA annual conference, and many awards were given for outstanding contributions to the association, its Auxiliary and the industry. Among them were the people featured on the cover of this month's magazine. An exciting International Auctioneer Championship culminated with William Sheridan and Jill Doherty winning their divisions. Hall of Fame inductees were Robin Marshall, Byron Dilgard and D.L. Booker. President's Award of Distinction honorees were Larry McCool and Forrest Mendenhall. Auxiliary Hall of Fame inductees were Pat Kiko and Pat Zettlemoyer.

For more coverage on the Conference, look at the section beginning on page 26. With 1,752 attendees and 82 exhibitors, the event was the largest event for auctioneers in the world. A record 74 non-members and 221 first-time attendee members also took advantage of the increased number of seminars, the trade show, networking, IAC, fun auctions and other events that made the week in Orlando special.



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Conference and Show was excellent

Dear CEO Bob Shively,

What a great Conference & Show NAA just had in July. We really enjoyed ourselves. The organization for the classes, banquets and auctions were well planned. We are a small auction company and got into the auction business late in life. We owe what knowledge we have acquired to the NAA. My husband Bob and I have, in turn, been able to make our niche in this exciting business.

Bob & Claueda Barks
Jackson, MO

Dear CEO Bob Shively,

Thank You, Bob. I appreciate being able to count on the prompt response of you and your staff. I feel it has made a great difference in the way the NAA is running. I heard many good comments at Conference & Show.

NAA Director Sue Doyle, CAI, ISA
Pleasant Valley, NY

Dear Executive Assistant Joyce Noll,

It certainly was a pleasure to meet you in person in Orlando at the NAA Conference and Show. You were so helpful to an old country boy that doesn't travel much and especially to large conferences like that. I was so impressed and had such a good time that I sure am planning on going next year, if at all possible. I'm sure you know that it is people like you and your staff that make people like me want to come back along with all of the knowledge and information that is available.

Jim Folger
Williamsfield, IL

Dear NAA Membership Director Wendy Stewart Chaffin,

It was nice it was to meet you at the conference, and to thank you for convincing me that I needed to renew my NAA membership. By attending the Cconference I realized that NAA membership DOES offer more than a magazine, even if much of what else is offered does not apply to me (insurance, etc. supplied by company from which I retired).

I have never felt so good at a conference of strangers and after a few days it seemed that nobody was a stranger any longer. After struggling alone as a "one man company" for a few years I now feel like I'm a part of something much larger again with friends and peers who are ready and willing to help when they can. Please pass along to the appropriate people that the plan to offer "free" conference attendance to new or renewed members was a GREAT idea for maintaining membership. Yes, I'll renew again next year and am already making plans to see you in San Antonio...if not in New Orleans. Thanks again.

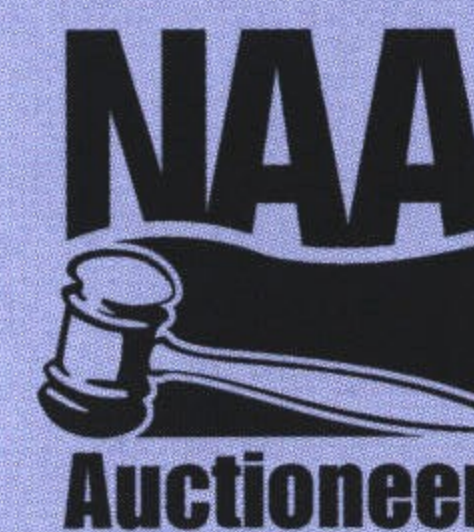
Robert Foster
Baton Rouge, LA

Commendations for auctioneer

Dear NAA magazine,

I am writing to tell you about an excellent experience I had with one of your member auctioneers. I recently bid on some items in an auction conducted by auctioneer Lyn Liechty of Adrian, Michigan. From the beginning he was extremely helpful, honest, and efficient. I have frankly never run across an auctioneer who has been more helpful. The entire bidding experience from beginning to end was a pleasure and I can only hope that other members of your society can provide a similar service. Just thought you should know.

Douglas Arbittier
MD



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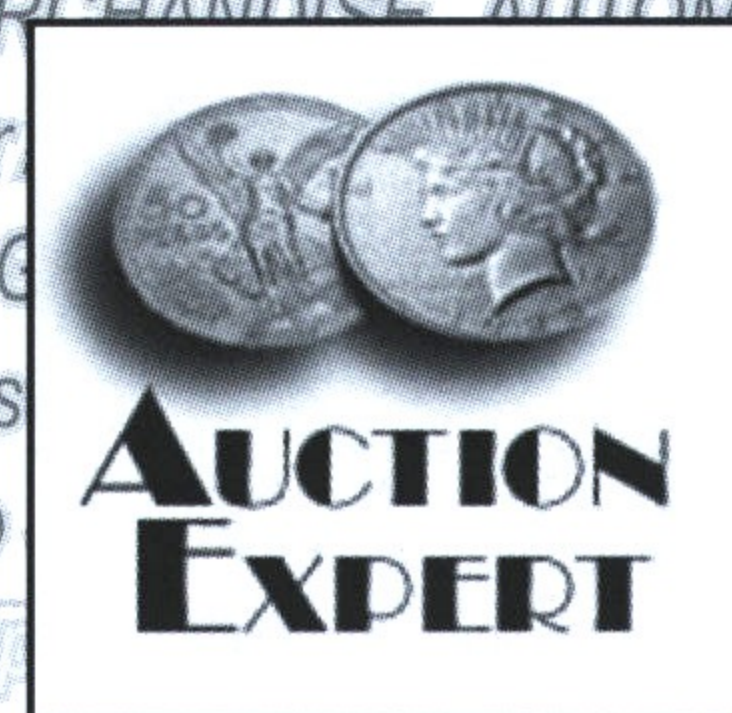
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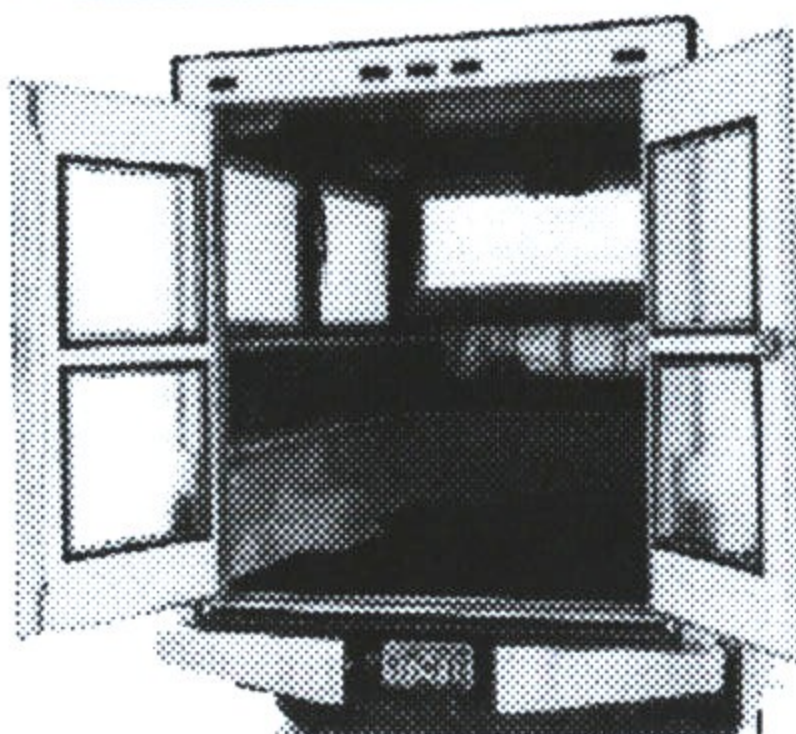
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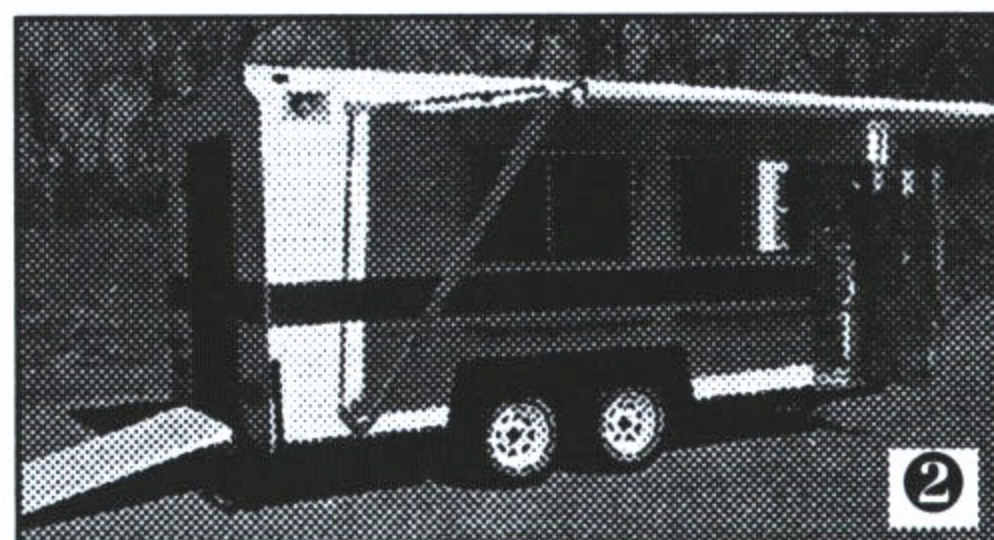
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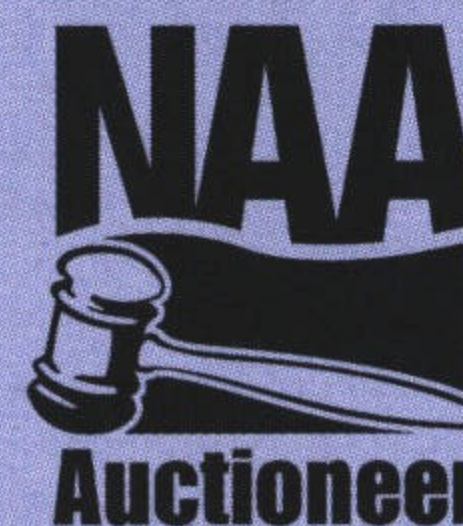
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joyce@auctioneers.org

Accountant/Administrative Services Manager
Angela K. Hammrich (ext. 12)
angela@auctioneers.org

Accountant (part-time)
Carol Bond (ext. 26)
carol@auctioneers.org

Communications
Auctioneer Magazine Editor
Steve Baska (ext. 18)
steve@auctioneers.org

Associate Editor/Graphic Designer
Ryan Putnam (ext. 30)
ryan@auctioneers.org

Public Relations
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Web Editor
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A Conference and Show to remember

BY LARRY THEURER, CAI, GPPA
NAA PRESIDENT

By now, I am confident that you're aware NAA's Conference and Show in Orlando, Florida in July was an outstanding success and set many new records. Not only did we have a record high 1,752 attendees from all over the world - including Australia, England, The Netherlands, South Africa and Canada, to name a few - but, more importantly, NAA had a record 158 first-time attendees. The annual growth of this event will be directly related to the number of first-time attendees. We all know, as history indicates, that once a member attends and experiences their first Conference and Show, they will continue to participate in this "must attend" event every year thereafter.

These first timers, during a jammed-packed welcoming luncheon held in their honor, expressed how helpful and enjoyable the conference seminars were to them and how these events helped the first timers gain new insights and information to build their businesses. These new attendees also expressed the benefits and ease of meeting other auctioneers in informal settings and the sharing of both knowledge and information that in most professions and businesses are "trade secrets."

In fact, one first-timer, who is just starting in the auction business and had not yet conducted an auction, got his first auction commitment from a client he met through a contact at Conference and Show. This new auctioneer made the deal in halls of the hotel, in between attending seminars. He was ecstatic, and he said making that deal alone made the trip to Conference worth the effort. That's an example of how NAA members help each other. If you know of someone in another area of the county who needs an auctioneer, refer him to an NAA member in that area! That favor may come back to you in the future.

In Orlando, the stage was set for these Conference accomplishments - one of the greatest venues; cost-effective packages for attendees, more quality educational offerings by NAA than ever before and a state association (Florida) that welcomed NAA and its members with open arms.

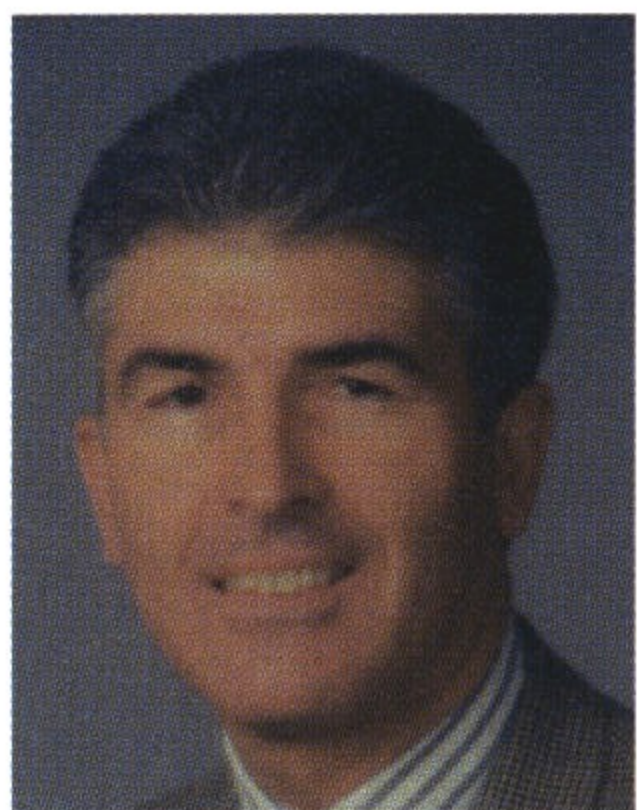
The Florida Auctioneers Association and its members did an outstanding job in supporting NAA and making everything come off without a hitch. The Welcoming Party on Tuesday evening was exciting and fun and will be long remembered. And, of course, a special thanks to Don Shearer, CAI, GPPA, our Convention Chair. Only those that have held this position in the past can truly understand the work and involvement that is required. Don made it truly a magical experience-it must be his Disney background!

I also cannot overstated the importance of the general networking that went on at Conference and Show. From breakfast discussions to late night talks, auctioneers connected with each other one-on-one and in small groups as they traded business advice and, yes, emotional support to fellow business owners in our profession. Making these connections makes us more savvy and keeps up our spirits all year long! We truly are like a family.

And now it is time to begin planning for our next Conference and Show in San Antonio, Texas, July 7-12, 2003. NAA will again be planning increased educational and networking opportunities for attendees. While in Florida, members were already talking about how good the Conference in San Antonio will be with the famous attractions of the Alamo and RiverWalk so close to the convention site.

These plans, in such good cities and for good Conference events, give NAA members something to look forward for many months. So begin planning for San Antonio.

Larry Theurer



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Three issues to address with NAA membership regarding annual Conference and Show

During the recent Conference and Show in Orlando, Fla. three issues arose that I felt would be appropriate to formally address to the membership.

Hotel rates

The first is regarding the hotel rates that NAA secures for conference sites. As many of you know, NAA contracts for the Conference and Show at least five years in advance of the event. This means, in the most recent situation, that NAA initiated contracts for the 2002 event in 1997.

In order to guarantee a reasonable and acceptable rate for NAA members, NAA negotiates the future rate based on the current rate structure and projected increases by the hotel. In most situations, this works to the advantage of both NAA and the membership. Sometimes if a hotel has "unsold" room nights available during a major convention, they might offer those rooms at a lower rate than the convention rate just to fill the hotel.

In addition, NAA this year effected by the September 11 terrorism tragedy. The travel industry and hotels have struggled with the near term drop off and have lowered existing rates. NAA attempted to renegotiate its contracts with these hotels, but the hotels had no incentive to agree to a reduction since we had a legally binding contract and were obligated for the rooms guaranteed whether they were occupied by NAA members or not. NAA did meet its guarantee for Orlando and did not receive any financial penalties.

NAA must book future sites in this manner and obligate its attendees in order to receive the necessary meeting space requirements. Also, I want you to understand

and be assured that neither NAA nor NAA Travel "add on" fees to the rates.

I do not believe that future hotel rates will be an issue at future venues. There is always a possibility that someone may get a better rate. It's kind of like the airlines and the different levels of pricing for seats; They have a few super-saver seats and then it goes up from there.

Please be assured that NAA is doing everything it can to benefit the mem-

ber and reduce the overall costs associated with Conference and Show.

Automated phone system

The second issue is that several members commented about the Board of

"Many of the decisions your Board made this past year were not easy, but were needed to maintain financial responsibility."



OCTOBER 2 – 5, 2002

*To be held in conjunction with the
Auctioneers Association of Canada (AAofC) Annual Convention*

Best Western Hospitality Inn Hotel

135 Southland Dr. SE (corner Southland Dr. & Macleod Trail),
Calgary, Alberta Canada

For room reservations call the hotel direct

PHONE: 1 (877) 278-5050, FAX: 1 (403) 278-5050

Room rate: \$60.00 US, \$95.00 Cdn.

WEDNESDAY, OCTOBER 2

Noon – 6 PM Registration
5 – 8 PM Welcome Reception

THURSDAY, OCTOBER 3

8 – 10 AM Registration
8:30 AM Welcome by Barrie Jung – President of AAofC and Larry Theurer, CAI, GPPA - NAA President
8:45 – 10 AM Legal Issues for the Auctioneer *Presenter: Andrew Camman LL.B.*
8:45 – 10 AM How to Build a Winning Auction Proposal *Presenter: Joe R. Wilson, CAI*
10 – 10:30 AM Coffee Break and Trade Show Exhibits
10:30 – Noon Legal Issues for the Auctioneer (cont.) *Presenter: Andrew Camman LL.B.*
10:30 – Noon How to Build a Winning Auction Proposal (cont.) *Presenter: Joe R. Wilson, CAI*
10:30 – Noon Am I from Mars and Everyone Else from Venus? *Presenter: Barbara Richards, ICCA*
Noon – 1 PM Lunch and Trade Show Exhibits
1 – 2:30 PM Servicing Your Clients through Technology *Presenter: Scott Musser*
1 – 2:30 PM Personal Property Appraisals as Primary
and Secondary Sources of Income *Presenter: Larry A. McCool*
1 – 2:30 PM Working Outside Your Country and Canadian / US Border Issues *Presenter: Kevin Zemp LL.B.*
2:30 – 2:45 PM Coffee Break and Trade Show Exhibits
2:45 – 4:15 PM Servicing Your Clients through Technology (cont.) *Presenter: Scott Musser*
2:45 – 4:15 PM Marketing the Unusual *Presenter: Norm Moore.*
2:45 – 4:15 PM Body Language - Two Way Communication *Presenter: William Kurtz, CAI*
4:30 PM Bus Leaves for Heritage Park. Conducted tour up to 6:00 PM
6:00 PM BBQ Supper and FUN AUCTION in the tent at Heritage Park.

FRIDAY, OCTOBER 4

7:30 – 8:30 AM Breakfast Roundtable Discussions “Good Ideas”
8:30 – 10 AM Getting Started in the Real Estate Business *Presenter: William Kurtz, CAI.*
8:30 – 10 AM Effective Marketing *Presenter: Gordon Elliott*
10 – 10:30 AM Coffee Break and Trade Show Exhibits
10:30 – Noon Wellness in the New Millennium *Presenter: Kelly Minisofer*
10:30 – Noon Magic Formula of Compelling Marketing Communication *Presenter: Larry Mersereau*
Noon – 1 PM Lunch
1 – 2:30 PM Mediation and Arbitration – The ONLY way to Go *Presenter: Lou Faber, LL.B.*
1 – 2:30 PM Eye Catching Visual Techniques for Marketing Sizzle *Presenter: Larry Mersereau*
1:30 – 2:30 PM AAofC Directors Meeting
2:30 – 3 PM Coffee Break and Trade Show Exhibits
3 – 4:30 PM Designing Direct Mail Pieces with WOW *Presenter: Larry Mersereau*
3 – 4:30 PM AAofC AGM - Nominations and Elections – Frank Hall, Past President
5:00 PM Free Evening

SATURDAY, OCTOBER 5

7:30 – 8:30 AM Breakfast Roundtable Discussions (Good Ideas)
8:30 – 10 AM How to Start Your Own Web Site *Presenter: Shaun McMickle*
9 – Noon Antique Road Show (at competition auction site)
10 – 10:30 AM Coffee Break and Trade Show Exhibits
10:30 – Noon Making Your Web Site Work for You *Presenter: Shaun McMickle*
10:30 – Noon Bid Calling Techniques (at competition auction site) .. *Presenters: AAofC Past and Present Winners*
Noon Contestants pre-competition meeting for All Round World Championship
(at competition auction site)
1 – 5 PM All Round World Championship Auction Contest (at competition auction site)
6 – Midnight President’s Banquet, Awards, and Entertainment

FALL SEMINAR

Legal Issues for the Auctioneer

Andrew Camman LL.B.
Polishuk, Camman, and Steel, Attorneys at Law, London, Ontario

You will learn legalities concerning contractual issues and labor management for your auction firm. This seminar is also a study section for the Canadian auctioneers enrolled in the Institute of Certified Canadian Auctioneers (ICCA)

Andrew, a senior partner in his law firm, practices labour and employment law, civil and personal injury litigation. He is a member of the Canadian and Middlesex Bar Associations, Advocates Society, and the Ontario and American Trial Lawyers Associations. Andrew is a regular instructor for the AAofC's ICCA Course. Additionally, he has lectured at the Law Society of Upper Canada, the University of Toronto, and the University of London, Ontario. Presently, he is enrolled in the Masters of Law program at Osgoode Hall.

How to Build a Winning Auction Proposal

Joe R. Wilson, CAI
Wilson Auctioneers, Inc., Hot Springs, AR
In the words of Joe R. Wilson, the National Auctioneers Association 2001-02 President, "A client may interview several auctioneers and forget most of what each one said. However, if your business presents the client a well-written proposal you become the most likely candidate to receive the sale because most auctioneers do not write proposals." In this three-hour workshop you will receive hands-on practice in how to write a "winning" proposal that will earn you the business.

- Learn components of a great proposal
 - Using a case study, work with a team to develop a proposal
 - Teams will present proposals to the session participants. Participants will vote on which team won the business
- Joe R. Wilson, CAI is a second-generation auctioneer and has been in the professional auction business since 1961. His firm, Wilson Auctioneers, Inc. conducts about 125 auctions annually and since 1961 has literally sold hundreds of millions of dollars worth of farmland and other assets at public auction. The firm also conducts a variety of benefit auctions for charities such as St. Jude Children's Research Hospital. Joe is the NAA 2001-02 president and is past president of the Arkansas Auctioneers Association. In 1989, Gov. Bill Clinton appointed Wilson to the Arkansas Auctioneers License Law Commission. He was re-appointed to that body for a five-year term in 1992 and again in 1999, and has served as Chairman of the Board. Additionally, he has served as president of the National Auctioneer License Law Officials Association*

Am I from Mars and Everyone Else from Venus?

Barbara Richards, ICCA
A Touch of Class Auctioneers and Appraisal Services, Barrie, ON

Why doesn't that person understand me? Am I the only one who thinks this way? Why does he behave so aloof? Have you ever asked questions like these when interacting with a family member, co-worker, customer, or consignor? In this interactive, hands on, fun workshop designed for auctioneers, employees and family members you will discover how to improve your interpersonal relationships as you understand that there are four distinct behavior styles. Each style has a predictable pattern of conduct and emotions and a unique ways of thinking, feeling and acting. You will:

- Discover your own behavior style and why you

communicate and act as you do

- Understand the styles of others in your relationship circle
- Learn to appreciate the special needs and values of other persons
- Discover how to adapt your behavior to another's style so you can communicate more effectively.

Barbara is a certified Behavior Styles Workshop presenter. Her reputation for providing educational workshops with humor, energy and enthusiasm that result in significant positive changes in peoples' lives has been earned through years of presentation experience in the corporate, service, and small business sectors. She has twice won the Auctioneers Association of Canada World Champion -Women's Auctioneer award. Additionally, she is a charter graduate of the ICCA and a past president of the AAofC.

Servicing Your Client through Technology

Scott Musser
Musser Bros. Auctioneers, Kennewick, WA
In this three-hour in depth seminar your presenter will share existing technologies that will enable you to service your auctioneering business clients with efficiency and ease. You will examine video auctions, desktop publishing, desktop video, presentations, and also touch on some technologies that are on the leading edge.

Scott Musser is managing partner and chief technology officer of Musser Bros. Auctioneers. Located in Kennewick, Washington the second-generation family firm specializes in agribusiness and commercial auctions. The firm conducts about 100 sales per year and maintains offices in the four northwestern states of Wyoming, Montana, Washington and Idaho. Founded in 1956 by Robert and Lillian Musser, the firm has evolved into the largest agricultural auction company in the northwest. Scott also serves as chief auctioneer and US coordinator for URO Auctions, based in Drumore, North Ireland. In this capacity, Musser conducts approximately eight large industrial auctions per year in Europe. At the 2001 NAA Conference and Show in Boise, ID Musser not only was elected to the NAA Board of Directors, but he also won the International Auctioneer Championship, Men's Division. He is the 2002 President of the Washington Auctioneers Association and has served on their Board of Directors for five years.

Personal Property Appraisals as Primary and Secondary Sources of Income

Larry A. McCool
McCool and Associates, Madison, MS
Adding personal property appraisal skill to your auction service offers many benefits including additional auction business, additional income, filling a void needed by some of your current clients, flexible scheduling and utilizing non-productive time. In this workshop you will learn more about this saleable commodity including the mechanics of the appraising business, ethics, business contacts, client lists, research and information development, as well as how to get started and where to get education and certification.

Larry A. McCool is a first-generation auctioneer. With many more than 1,800 auctions and 25 years of experience, McCool has built his auction firm into one of the most respected and successful firms in the southern United States. McCool specializes in on-site auctions including real estate, fine arts, antiques, personal collections, commercial, business, industrial and asset recovery. He was elected president of the

Mississippi Auctioneers Association for successive terms in 1993, 1994, and 9995. He was appointed by the Mississippi governor to serve on his state's first License Law Commission and was elected and served as chairman of the Mississippi Auctioneers Commission for three successive terms. Larry was elected Vice President of the NAA at the 2001 Conference and Show in Boise, ID. He attended the University of Mississippi and Mississippi College and holds a Bachelor of Science degree.

Working Outside Your Country and Canadian / US Border Issues

Kevin Zemp, LL.B.
Bennett Jones LLP, Calgary AB
You will learn of the USA and Canadian laws regarding cross border entry and exchange of auctioneers and staff to perform clerical, computer, and ring person duties. Learn:

- Canada's Human Resource Development regulations and their relationship to the Immigration laws.
- Green Card requirements of both countries and an explanation of why we are so regulated
- Licensing requirements of Canada, the provinces, the USA, and the US states
- Canada's laws and regulations for the Goods and Services Tax and the Provincial Sales Tax

Kevin Zemp is a partner in Bennett Jones LLP, a leading North American legal firm. He is in charge of the firm's Immigration Department dealing exclusively with cross border issues. Zemp is licensed in Canada and the USA and serves as the National Executive of the Canadian Bar Association dealing with cross border matters.

Marketing the Unusual

Norm Moore
Moore's Auction Ltd., Alder Flats, Alberta
Drawing on over a decade of experiences in auctioning elk and bison, your presenter will provide a blueprint you can follow to develop a solid business selling any product that that others circumvent. You will learn the joys and pitfalls of walking the road less traveled to auction the unusual.

Norm Moore's family firm has conducted sales of elk and/or bison (buffalo) in most Canadian Provinces, several states of the U.S. as well as in New Zealand. Their specialized livestock centre in Alberta is rated by others to be the "Cadillac of the Industry" drawing buyers and sellers from across North America. Norm has received many tokens of recognition including Distinguished Service Award-Alberta Auctioneers Assoc., Member of the Year Award-North American Elk Breeders Assoc., Myrt Lenton Memorial Award-Canadian Bison Assoc. He was Chairman of the International Bison Conference in 2000 which hosted 1300 delegates from around the world, and is Past President of Auctioneers Association of Alberta.

Body Language – Two Way Communication

William B. Kurtz, CIA
Kurtz Auction and Realty Co., Owensboro, Kentucky
To the public the auctioneer is like an actor on-stage. It's not only your words and the way you say them, but also it's how you act, move, and carry yourself that will attract and hold your audience's attention and build your credibility. After attending this unique session you will be able to read and exhibit body language to your advantage. Discover:

Directors' decision to eliminate the telephone receptionist position at NAA Headquarters in favor of an automated phone system. While this did result in annual savings of \$30,000, it was not the only reason for the change.

When we had the NAA telephone receptionist, the receptionist was only able to answer about one-third (33 percent) of the incoming calls while the remainder went to the automated system. Quite frankly, as you have experienced in your own business, to have a person to simply answer the telephone and transfer the caller is not cost-effective, especially given the limited number of calls that were actually being directly answered.

Along with this change comes the commitment from NAA staff to return your call promptly, should it be necessary to leave a voice mail message, generally within the same business day.

Life Membership cost

Finally, some members expressed interest in securing an NAA Life Membership for the prior investment cost of \$2,000, and have asked to do so since NAA did not give an advance notice of the change.

For some reason, when NAA changed its dues investment structure in 2000 it failed to increase the Life Membership portion. Then, as was published in Auctioneer, the NAA Board of Directors increased the investment to \$3,000 during the special January 2002 meeting.

The Board of Directors actually discussed the possibility of offering a window of opportunity for members to purchase a Life Membership under the \$2,000 structure and decided not to do so due to the cost of servicing a member.

It actually costs NAA more than \$200 per member to service that member annually and to extend the offer would not make financial sense for the association in the long run. As such, the Board has decided not to offer a grace period for the \$2,000 membership fee.

Many of the decisions your Board made this past year were not easy, but were needed to maintain financial responsibility. I encourage you, as always, to contact me directly at any time to further discuss these questions or any others that you might have.

The Board wants to ensure that you are fully informed and to answer any concerns or issues that are on your mind.

Treasurer Steve Lewis can be reached at 606-784-4168, or email him at sdlew@mis.net.

"Please be assured that NAA is doing everything it can to benefit the member and reduce the overall costs associated with Conference and Show."

Mark your calendars...

Pack your bags...

Don't miss...



The NAA 2002 Fall Seminar in Calgary, Alberta, Canada October 2-5, 2002

This year's fall seminar will be held in conjunction with the Auctioneers Association of Canada's annual convention

- Educational Seminars
 - Breakfast Roundtable Discussion Groups
 - Special Guest Speakers
 - Fun Auction & BBQ
 - All-Around World Competition Bid Calling
 - Great Local Interest Tours for Daily Excursions
- Just to name a few!!!

Plan to join your fellow Auctioneers in Canada for a Fall Seminar that should not be missed!

Auxiliary awards scholarships

By Jane Aumann

The Auxiliary to the National Auctioneers Association awarded two scholarships at the 53rd International Auctioneers Conference & Show in Orlando, Fla. The scholarships were presented to the recipients during the Auxiliary luncheon on Friday, July 19.

Each recipient received a check for \$2,000 to further her education. The 2002 scholarship program originally planned for two \$1,000 scholarships, but because of the generous donation of \$2,000 from the National Auctioneers Foundation, the Auxiliary was able to increase its scholarship money this year. The Auxiliary is grateful to the NAF for its support of this worthwhile program and assured NAF that its money went to two deserving candidates.

One of the 2002 Auxiliary Scholarship recipients was Cynthia M. Cole of Goodland, Kan. Cynthia will be a senior at Baylor University in Waco, Texas, this fall. She just completed a semester abroad at the University of Maastricht. Cynthia is majoring in Social Work and hopes to work with children and adolescents. One of her goals is to earn a masters degree in social work. She believes that hard work and dedication will help her reach her goals. Cynthia is the daughter of Charlene Cole and the late Curtis Cole.

The other 2002 Auxiliary scholarship recipient was Jill C. Seelhofer of Sullivan, Illinois. Jill will be a freshman at Eastern Illinois University in Charleston, Illinois. Jill has been accepted into the University Honors Program. She will major in biology with a pre-med emphasis and a minor in music. She explained "I firmly believe there is a connection between music and healing and hope that I may find a way to tie my fondest interests into a successful career and ultimately a rewarding life." Jill is the daughter of Leroy and Debbie Seelhofer and the granddaughter of Bill and Marge Gaule.

The Auxiliary Scholarship Program began in 1993. Since that time the Auxiliary has awarded \$33,220 in scholarship funds to 18 students. The funding for the Scholarship Program comes from half of the proceeds from the Auxiliary Fun Auction held each year during the Auxiliary luncheon. Funding for the program will also come from the sale of prints by Joani Mangold entitled "Unsung Heroes."

The 2003 Scholarship Program will award two \$2,000 scholarships. Applications will be mailed to Auxiliary members in early January. The deadline is March 1, 2003.

Jane Aumann and her husband, Kurt, operate Aumann Auctions of Nokomis, Ill., which conducts personal property and real estate auctions. The company has conducted about 3,500 auctions.



Above; Jane Aumann presents a \$2000 scholarship check to Jill Seelhofer of Sullivan, Ill. Jill will be a freshman at Eastern Illinois University.

Right; Cynthia M. Cole of Goodland, Kan. was the winner of a \$2000 scholarship from the NAA Auxiliary. Cynthia will be a senior at Baylor University





The word is out: NAA membership has significant value

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

It is extremely rewarding to be part of the largest NAA Conference and Show in the history of the association. It is also exciting to see the NAA membership finally surpass the 6,000 milestone to nearly 6,400 members. While both of these achievements are significant in themselves, the underlying reasons that we attained both of these accomplishments are even more important.

As I have said before, if the value is clear the decision is easy. The NAA Board of Directors has focused on developing a menu of membership programs and services that are unparalleled for most associations in today's world.

If an NAA member is not receiving at least \$500 in real savings for their \$150 membership investment, than they are simply not taking the time to take advantage of the programs and services offered by the association. There are a significant number of members today that are enjoying substantially more in savings than \$500, and you should be as well. The two new programs launched in July alone - Errors and Omissions Insurance and Free Web Site Design and Hosting - should save the average member more than \$1,000 annually. If you don't understand these programs or want to learn more on how to take advantage of them, please contact either the NAA membership department or myself.

Due to the fact that existing NAA members are realizing the true value offered by the association, and non-NAA members are seeing the value as well, the membership of NAA is growing. Even more importantly, current NAA members are spreading the word and encouraging other non-member auctioneers to join. NAA experienced more participation in membership recruitment this past year by the general membership than ever before in its history. This type of continued

participation and involvement by members will strengthen and grow NAA. That grassroots effort is critical to our continued success.

The growth of the Conference and Show is again due to the Board of Directors' focus on education. There is no doubt that the Orlando venue was very attractive and, as a matter of

fact, it is the number one meeting destination in the world today. However, without the strong educational programming, networking opportunities and tradeshow, we could not have set a record.

Education is the cornerstone of

NAA. As such, during the Pre-Conference Board of Directors meeting in Orlando, the Board approved the hiring of the Franklin Covey organization as NAA's educational consultant. This move signals an even greater opportunity to better understand the educational requirements of our members and provide an even higher level of educational programming.

With this commitment by the NAA Board of Directors to continue to increase membership value through new programs and services, and to strengthen the educational offerings provided by the association, both of these milestones of membership and Conference and Show attendance should continue to be broken year after year. After all, the word is out - NAA membership has significant value - SPREAD THE WORD!



SARA SCHOENLE
IS THE NATIONAL
AUCTIONEERS
FOUNDATION
ADMINISTRATOR

Keynote speaker, Hattie Bryant was a success at the 2002 International Conference & Show

The word "spectacular" cannot begin to describe this year's Conference & Show. Due to those who made donations to the National Auctioneers Foundation and to those who participated in the 2002 NAF Calendar project, the Foundation was able to, once again, co-sponsor the opening session speaker at the NAA Conference & Show in Orlando, Fla. Hattie Bryant, host of a nationwide weekly television show about small businesses, was a dynamic speaker who left you with plentiful ideas to implement into your business.

For the third year, the NAF calendar project was a success. There are a few remaining months of the NAF calendar available as well as individual dates. This is not only an opportunity to wish your loved ones a happy birthday or anniversary with a printed announcement on this calendar, or announce an auction or state convention to over 6,000 NAA members, but it is also an opportunity to help support the Foundation.

Because the Foundation is a 501 (C-3) organization, you are allowed to deduct the expense on your taxes. The new low cost for a half-day ad is \$100, a 50% savings from last year or you can purchase the whole day for \$200.

Call NAF at 1-888-541-8084, extension 17, to request an ad placement form, or visit our Web site at www.Foundation-NAA.org to fill out the order form located on the home page.

The final date to purchase your day ad, a month ad or the cover, is September 30th.

Just as a reminder, each member of the association will receive a calendar. I would like to thank all of you who participated in the 2003 NAF Calendar project.

The National Auctioneers Foundation's purposes are to preserve the past and enlighten the future through education.

If you didn't attend this year's Children's Auction, you missed the highlight of the whole conference. The kids that participated in the auction were absolutely remarkable.

They had an opportunity to auction off items that were donated, to be a bid assistant or be a ring person as you can see pictured in the photo



Pictured are: Ashley Malone, on stage; Clayton Becker, center; Issac Deffenbaugh, left. Also pictured are: Jill Doherty, the new 2002-2003 IAC champion and Mike Garner with the Florida Auctioneers Association.

with this column. There is no doubt many of these kids will be our auctioneers of the future. Each child also had his or her picture taken with our unexpected guest "Mickey Mouse." Because of the many participants, and the help from the Florida Auctioneers Association and from past IAC champions, the Children's Auction was a huge success. The auction brought in a total of \$2,867.50. The proceeds from this event will be used for children's activities at future conferences.

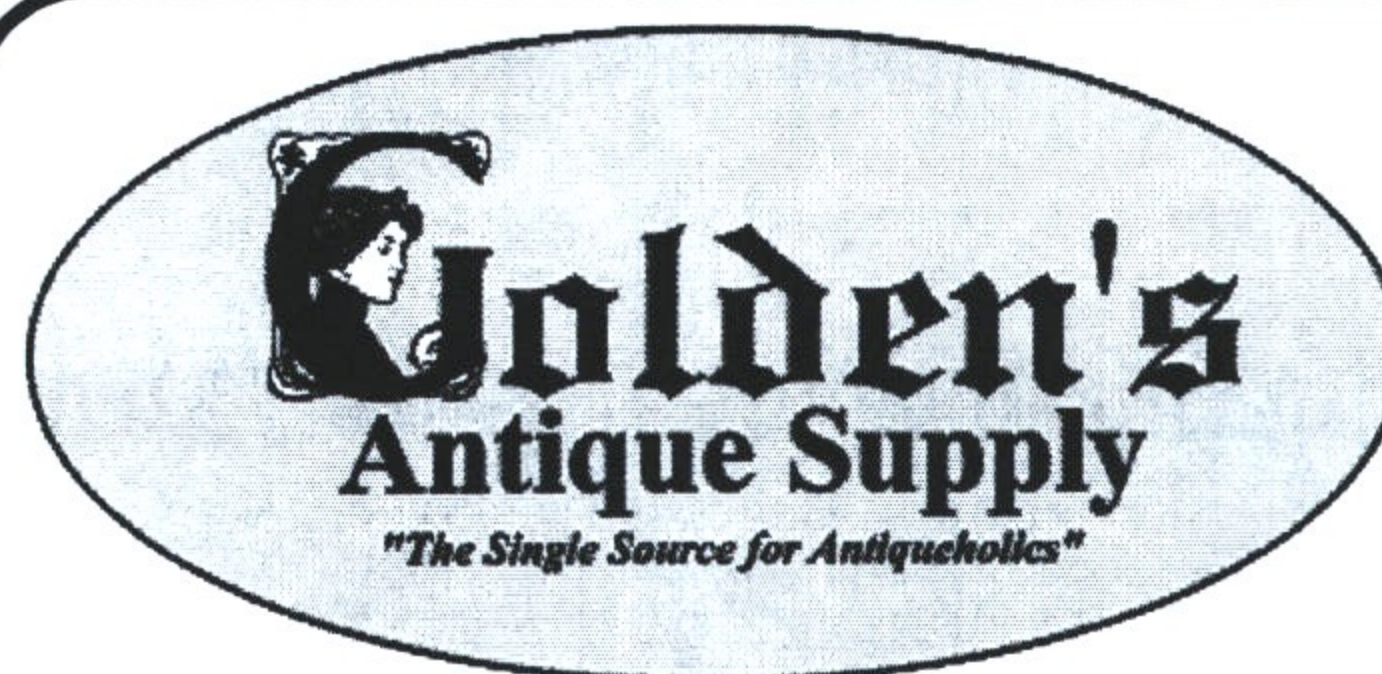
I would also like to thank the NAF Board of Trustees for their hard work and enthusiasm. These Board members travel at their own expense to oversee the business of the Foundation. Those members elected for the 2002-2003 term are:

Jim Murphy, President, Edmonds, Washington; Donald L. Shearer, CAI, GPPA, Vice-President, Kissimmee, Florida; Robin Marshall, Treasurer, Elm Creek, Nebraska; Richard Keenan, CAI, AARE, trustee, Portland, Maine; Jack Nitz, CAI, trustee, Fremont, Nebraska; Kip Toner, trustee, Seattle, Washington; Ronald Faison, CAI, GPPA, trustee, Zubulon, North Carolina; Robert F. Steffes, CAI, GPPA, trustee, Fargo, North Dakota; Marty Higgenbotham, CAI, trustee, Lakeland, Florida; JillMarie Wiles, CAI, trustee, Canby, Oregon; Tommy Williams, CAI, trustee, Tulsa, Oklahoma and Sara Schoenle, NAF Administrator.



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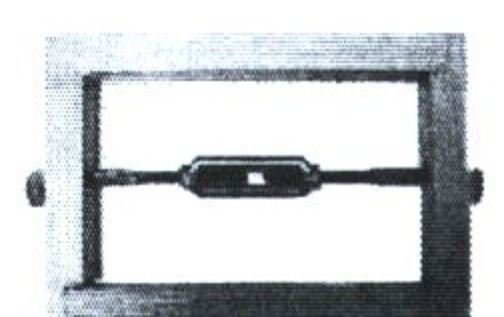
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Other Polish**



**Howard's,
Formby's**



**Convex
Glass**



**Short Rails,
Furniture
Bands,
Steel Wool**



**Black
Lights**



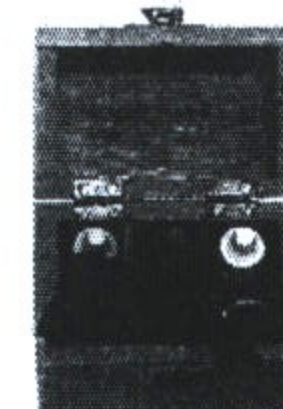
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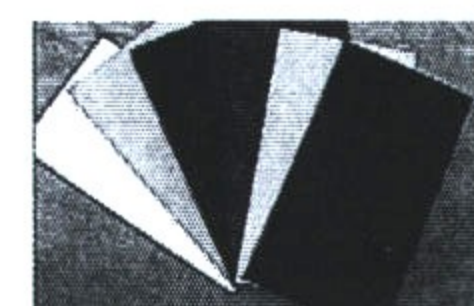
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NEW YORK

Expensive coin sold at auction

NEW YORK (AP) - A gold coin that never had a chance to be spent has proved to be worth a lot more than its \$20 face value. The 1933 Double Eagle was sold at the Sotheby's auction for \$7.59 million.

"It is now, as of this evening, the most valuable coin in the world," said Henrietta Holsman Fore, director of the U.S. Mint. The coin, which had vanished for decades until undercover Secret Service agents recovered it, was sold by the government to an anonymous bidder. Thousands of Double Eagles were minted in 1933 but were not circulated because President Franklin Roosevelt took the nation off the gold standard.

The 1933 Double Eagles, featuring a standing Liberty on one side and an eagle on the reverse, were ordered melted down in 1937. Two were given to the Smithsonian Institution and several others vanished - stolen in an inside job, according to the Mint.

The theft wasn't discovered until 1944, the Mint says. Nine

coins were recovered but one - still considered stolen property - ended up in the collection of Egypt's King Farouk.

The coin disappeared in the 1950s and surfaced again in 1996 when British coin dealer Stephen Fenton tried selling it to undercover Secret Service agents in New York.

ILLINOIS

Crackdown on Internet fraud

CHICAGO (AP) - Barbara Milligan had always been skeptical of magazine ads that offered hundreds of dollars a week for stuffing envelopes. But when she saw a professional-looking Web site promising the same thing, she took the bait and sent in \$40. In return, she said, she got a box of fliers she was supposed to post to solicit more people for the company.

Milligan eventually got her money back, but many others do not, federal and state law enforcement officials warned recently as they announced the first 19 cases filed since the February creation of a Midwest task force on Internet fraud. "With relative ease, the crafty Internet scammer can use an online pseudonym, assume another identity or operate in

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complete anonymity while cowering behind their computer screens," said Tom Brady of the U.S. Postal Inspection Service.

The inspection service is one of five federal agencies, 10 state attorneys general and 11 state and local law enforcement agencies that make up the Federal Trade Commission's Midwest Netforce Internet Fraud Initiative.

The agencies share a database and work together to track Internet scams across the region. The civil and criminal cases filed by task force members include Internet auction fraud, fake businesses, work-at-home schemes and deceptive online securities trading in Illinois, Michigan, Minnesota, Missouri, South Dakota and Wisconsin.

SOUTH DAKOTA

One-room school bought at auction to preserve local education history

ESTELLINE, S.D. (AP) - A one-room country school that formerly sat near here was bought recently at auction for \$250. During the early part of the century, the building served students in grades one through eight. After school reorganization, the building was converted into a town hall.

Recently retired Estelline business manager Marge Warborg and elementary principal Sharon Delzer led the effort to bring a piece of school history to the home of the district's current students. "This was once part of the Estelline School District," Delzer said while looking around the building, which is being remodeled. "It's part of the school's heritage."

But bringing the heritage back almost never came to be. They looked for

money and a building to buy. Warborg admitted they had nearly abandoned the dream until a friend at a track meet last year informed them of an auction of the facility.

With all of \$250, they headed for the auction and bought it.

Warborg and Delzer have memories of the time these old school houses dotted the South Dakota landscape. The building will now be a museum.

"We plan to take some of the classes over there, and people have been very good about donating old items."



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Real Estate auction on Kentucky lake grosses \$6.8 million

PARIS, TN- 8,500 acres of waterfront and timber land sold to 52 buyers during an eight-hour marathon sale, held at Paris Landing State Park northeast of Paris, TN. Buyers from 15 states emerged from the 230 registered bidders in a crowd of almost 700 to make the winning bids.

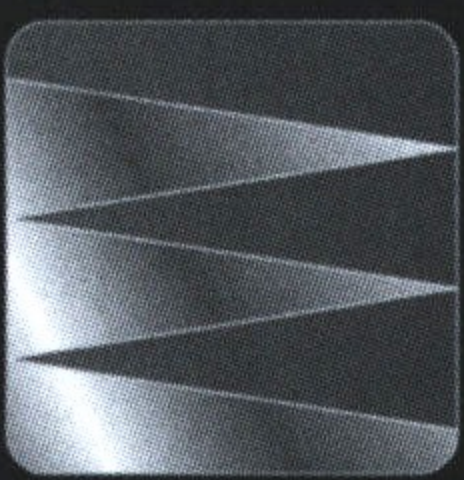
The sale was conducted by Woltz/Schrader, an auction partnership that specializes in multiple-tract sales of large land holdings. Schrader Auction Co. of Columbia City, IN, and Woltz & Associates of Roanoke, VA, have previously joined forces to sell thousands of acres in the Southeast, with single auctions grossing as much as \$17.4 million.

While many tracts were bought individually, as many as 25 tracts sold in combination to a single buyer. Schrader has developed what it calls the M3 system, which allows open bidding on any and all tracts throughout the entirety of the auction, giving equal opportunity to the investors and the local home builders. Jim Woltz of Woltz & Associates said, "We try to engineer these large boundaries so that there is something for everyone." Rex Schrader, the property's auctioneer and principal of Schrader Auction Company, said, "The demand for land has increased dramatically this year.

Due to current market conditions, people are interested in land as an investment over stock, bonds, and certificates of deposit."

Preschool auction raises \$12,000

Auctioneer J. Gary McClain raised more than \$12,000 at auction recently for the Mt. Hood Preschool Parent Co-op, a non-profit organization in the rural communities of Hoodland Corridor in Welches, OR. The money raised will go directly to the coming school year's operating budget to be used to maintain a quality program, update a classroom, buy supplies and other needs. McClain, whose primary business is as a criminal defense attorney in Milwaukie, OR, attended the Missouri Auction School. He has donated his time to the Mt. Hood Preschool auction each year. This year he kept more than 100 bidders enthusiastic about items up for bids in the oral auction. A silent auction also had 200 items sold, including a Timberline Ski Area family season pass, a weeklong trip to Hawaii, snowboards, golf packages and other items.




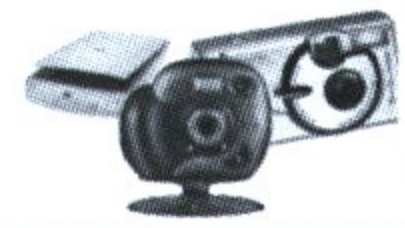
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NAA insurance plans being well received

What I learned at Conference and Show in Orlando

Because NAA's Conference and Show in Orlando in July was the first NAA Conference I've attended, I was intent on finding out as much as possible from attendees so that I could take this information back home and see if I could tailor even further the insurance coverage I offer to members.

I thought insurance people talked fast, but, I learned that there's no way in the world that I can talk as fast as most auctioneers! Issues that are important to you are the same things that are important to the overall success of any benefit program and are, in most cases, already a built-in feature of the plans we offer.

The Health, Life, Long Term Care, Dental and Vision insurance programs offered by NAA are being well received. The premiums are competitive with current plans and coverages are many times broader than other plans. Your association did not decide to form a "group insurance plan" to insure everyone, and that actually was a positive move. Members are offered both individual and family plans, or small group plans. Contrary to popular belief, individual plans are less expensive than group. Group plans for your business are available and can provide better coverage in two areas, for pre-existing conditions and for maternity. Log onto our Web site or call on us for no obligation quotations for either, or both types.

Health care coverage in this country is the best available worldwide, but it's not inexpensive. PRO Insurance Managers - as an independent broker, and your advocate - is committed to providing you with a variety of plans, through a variety of the highest rated insurance companies. When you request a quote, we "shop" all of the available carriers in your state and report back the very best in short order. We represent virtually all plans and thoroughly research those that offer top notch plans, service and claims handling. The plans that we send from your request, are the best available and not necessarily the cheapest, however they can be tailored to lower premiums to desired levels.

Also offered "standard" is our time to educate

and inform about the plans offered. I tell people that I don't sell insurance (which is really not true) but rather, I give you all of the information that and with that you can make an informed decision. The fact that thousands have opted to go with PRO Insurance's programs is a testament to the quality and reputation that we have cultivated for over 50 years.

On the newest offering of Professional Liability and Errors and Omissions coverage, we learned that a good number of members, do not now carry this valuable coverage. This could prove to be a big mistake. The fact is, with careful practices in place, you may never have need for this coverage to come into play. However, every day you face the possibility of loss, or claim by someone who may believe that you are responsible for their perceived loss. That unfortunately is becoming a more prevalent theme in our country. If you think you've been wronged - sue! After all, someone with deeper pockets surely can pay the cost to "right the wrong."

Insurance coverage is often the only way of protecting yourself against situations like these. Insurance is simply a transfer of the potential for financial loss to an insurance company at a reasonable price. We are making changes to this just announced program to hopefully make premiums and coverage more accessible to the majority of members. This is the only way to ensure the long term success of any program. You need to have good participation, and with that you will reap many benefits. More numbers mean greater buying power and better numbers to the insurance company, this can be used to help keep rates flexible in the future.

Don't go unprotected any longer. If you have current coverage or simply want to check out the newest of benefits brought to you exclusively through the NAA, contact PRO Insurance toll free at 877-CALL-PRO or 800-821-7383 or call the association offices toll free at 888-541-8084 or log onto our Web site at www.auctioneers.org and click the insurance link to obtain rates, application forms and to find out more. Don't delay. Check it out today!



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KANSAS

Parade honors auctioneers



Bing Carter stands on the Kansas Auctioneers Assoc. float to chant.

Honoring auctioneers was the theme of the Johnson County Fair Parade in Gardner, Ks, a suburb of Kansas City, on August 10. Many floats in this annual parade bore signs related to auctions. The grand marshal was auctioneer L.H.



The Pioneer 4-H Club displayed the concept of a country auction.

"Bing" Carter, of Gardner, a 1993 inductee of the NAA Hall of Fame. "This is a real honor to be the grand marshal," Carter said, who is well-known in the area and has been the announcer for the fair for many years. Several Midwest auc-

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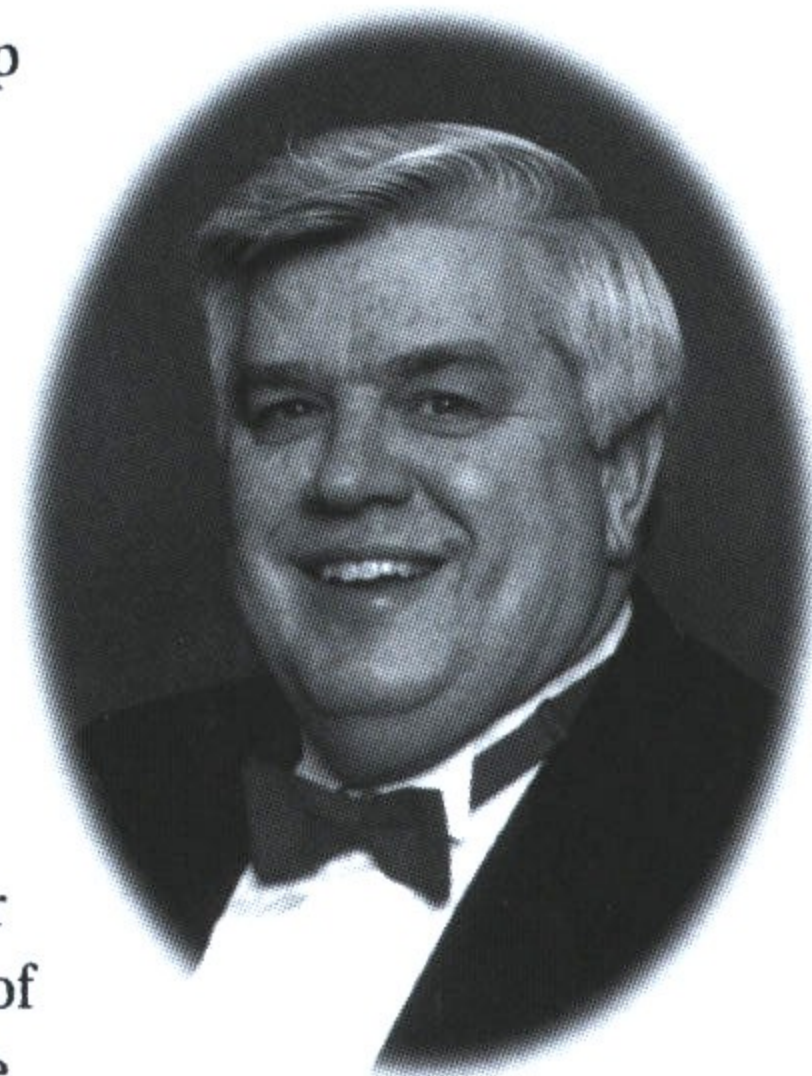
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tioneers, and the Kansas Auctioneer Association, had floats in the parade.

The idea to have the theme be about auctioneers was generated by the parade chairman, Dell Sawyer. "Bing has been doing auctions around here for a long time, so we wanted to honor him, and auctioneers," Sawyer said. Bing Carter began his auction career at age 33 when he graduated from Reppert School of Auctioneering. He has sold cattle, household auctions and other types. He has sold in 28 states and Australia. Following the parade, Carter was auctioneer at a livestock auction of 4-H entries in the county fair.



Lindsay Auction Service of Shawnee, KS promoted its service with a float.



Members of the Kansas Auctioneers Association created a colorful float.



The following groups generously supported the NAA and the 53rd International Conference and Show held July 15-20, 2002 in Orlando, FL.

Awards Banquet

J.L. Todd Auction Company
www.jltodd.com

President's Gala

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www.texasauctioneers.org

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www.stjude.org

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Opening Session

National Auctioneers Foundation
www.auctioneers.org



The Jerry Stricker family of Gardner, KS stands beside their vehicle with audio equipment that is used at their auction barn.



Bing Carter rode in the parade in the comfort of a horse-drawn carriage.

MISSOURI

New auctioneer triumphs over 100 degree heat at auction



Rick Holtman of Liberty, Mo., conducts an auction from the courthouse steps in July.

It's has been a hot summer across America, and NAA auctioneer Rick Holtman stood on the courthouse steps in Liberty, Mo., northeast of Kansas City, as the temperature hit 100 in late July as he sold chairs in the Third Annual Liberty Arts Crawl and Garden Chair Auction. "This was great exposure for a newcomer to he auction world," Holtman told *Auctioneer*. "It was 111 degrees heat index, and somewhere between the temperature and my nerves it felt like 140 degrees." The auction, which raised \$3,000 for the Northland Arts Coalition, was comprised of used chairs that people found at garage sales and then decorated with fabric or paint into stylish works of art. Some had red fabric hearts on them, while others bore bright multicolored designs. One chair brought \$295, while others brought \$100 and higher.

Holtman has just committed to renting a building in late September to do his first consignment sale. "I have people who heard me auctioneering at an auction house last month and want to commit some items for sale at my auction. Another lady has me doing her auction in early September in Slater, Mo. WOW!"

Auctioneer wishes good luck to Holtman and other new auctioneers.

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ILLINOIS

Association presents continuing education program

The Illinois Auction Institute (IAI), a division of the Illinois State Auctioneers Association, Inc., is offering an ongoing program of continuing education for Illinois auctioneer license renewal.

The courses, approved by the Illinois Office of Banks and Real Estate Auction Division, have been presented to sold out crowds.

ISAA members enjoy a discounted fee because the program is supported, in part, by their annual dues. Nonmembers are asked to share the cost of the program by paying a surcharge. Preregistration and advance payment is necessary to guarantee a seat.

The CE program is chaired by Terry Dunning, CAI, and coordinated by ISAA Executive Director Maxine O'Brien. An aggressive agenda of courses is slated for the next year, offering participants the opportunity to acquire the 12 credits (three mandatory and three elective) necessary for license

renewal by August 31, 2003.

In addition to seminars at various locations throughout the state, courses will be offered at the Fall Convention November 3-5 at the Chancellor Inn, Champaign-Urbana and over the Internet.

IAI invites NAA, AMI, other state associations, and auction schools to inquire about partnering to provide this valuable service to all Illinois licensees. Inquiries should be directed to the ISAA/IAI office at 608-836-3817.

FLORIDA

NALLOA chooses new officers

The National Auctioneer License Law Officials Association has chosen new officers for 2002/2003.

"At the NAA Conference and Show in Orlando, several persons inquired as to how they could locate us, and it was suggested that our offices and address be listed in your monthly magazine," said Barbara Schoen, executive secretary.

The officers are: President Robert H. Hamilton, 1001 Navaho Drive, Suite 105, Raleigh, NC 27609; Vice President Kam Remsen, P.O. Box 5088, Jackson, MS. 39296-5088/

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INDIANA

Collector car auctions are hot

Auctioneers are benefiting from the rising demand for collector cars of the 1950s and 60s.

The trend has drawn national attention, including a story in the Money section of USA Today with the headline "Rekindled nostalgia fuels red-hot sales (of collector cars) as stocks plummet."

Dennis Kruse, president of Kruse Auctioneers, which specializes in collector cars in Auburn, Indiana, says the stock market is a strong factor. "People are removing a portion of their investment in stocks and putting that money into something they can see and enjoy and that holds value. The 35- to 55-year-olds are buying cars of the 1950s and 60s, including Corvettes, Thunderbirds and Mustangs. I'd say prices are up about 10 percent. And these cars hold that value. If you buy

one today at \$20,000, you should be able to sell it next year for \$22,000," he said.

Kruse said collector car auctioneers are making more money from the trend and that there is a potential for auctioneers - who have no collector car experience - to get into this field. "I recommend they have an annual event in their area, and have it include a collector car auction, a car show, maybe a swap meet or other events that can draw local attention," he said. "Build up this type of event and I believe they can be successful."

NAA HEADQUARTERS

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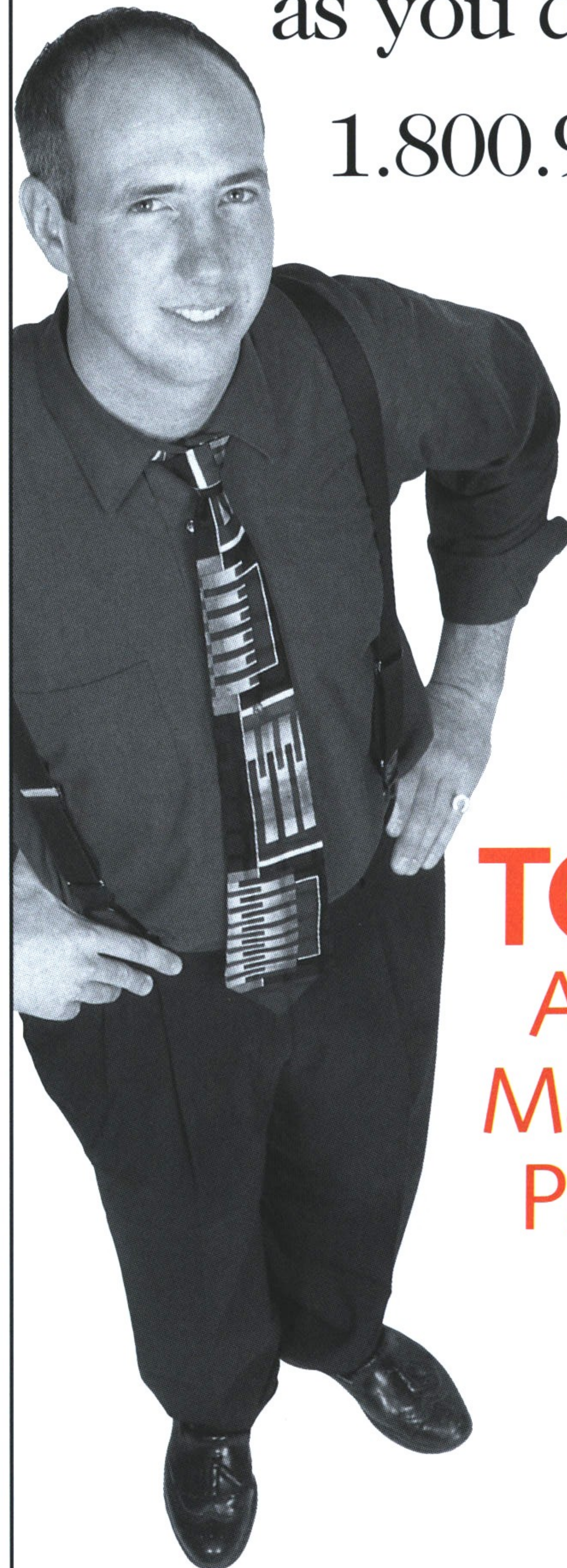


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Conference and Show 2002

National Auctioneers Association 53rd Annual Conference and Show July 15-20, 2002



Top: The Hilton Walt Disney World Resort in Orlando, home of the 2002 Conference and Show.

Middle: Keynote speaker Hattie Bryant.

Bottom: NAA members enjoying the show.

A record breaking show

NAA's 2002 Conference and Show in Orlando, Fla. broke many records for types of attendance at an NAA annual conference and for trade show exhibitor numbers. With 1,752 attendees and 82 exhibitors, the event was the largest event for auctioneers in the world. A record 74 non-members and 221 first-time attendee members also took advantage of the increased number of seminars, the trade show, networking, International Auctioneer Championship, fun auctions, awards banquets and other events that made the week in Orlando so special.

"We are particularly glad to see so many first time attendees because we know that if they come once to Conference and Show, they will return many times," said President Larry Theurer, CAI, GPPA. NAA's Chief Executive Officer Robert A. Shively, CAE, emphasized that new attendees are truly "the future of the Conference" and will help it grow.

In the opening speech of the Conference, presented in partnership with the National Auctioneers Foundation, small business consultant Hattie Bryant said that small business owners, including so many auctioneers, should be proud that they are the backbone of the American economy and are the embodiment of the American dream of freedom. "We are now past the dot-bomb period when so many Internet startup companies took wild risks. As small business owners we take calculated risks. I'm glad that the old values are new again," she said.

Opening events

In the opening two days of the Conference, many attendees enjoyed a golf tournament, a deep sea fishing trip, tours of local attractions such as the Kennedy Space Center, and an Opening Night dinner at the Arabian Nights dinner show, in which highly-trained horses displayed skills in a play with a theme of an Arabian wedding. Opening Night events were presented in partnership with BidTampBay.com, Florida Auctioneers Association, and J.P. King Auction Co, Inc.

Photos by Blue Ridge Digital, Tim Williams and NAA staff
Layout design by Ryan Putnam. Stories by Steve Baska.

Golf tournament

Sixty-four contestants played in the 2002 NAA Golf Championship at the Disney Osprey Ridge Golf Course.

First place honors in the two-man division went to Matthew Kruse and Sherman Hostetter Jr. Second place went to Jeff Owen and Charles Montgomery. First place for the four-man team went to Sherman Hostetter Jr., Matthew Hostetter, Matthew Kruse, and Darin Lawson. Second place for the four-man team went to Jeff Owen, Charles Montgomery, Craig King and Greg Spakes.

The Osprey Ridge Golf Club is located in the Walt Disney World resort.

Fishing trip

About 65 fishermen, including many youth and spouses of NAA auctioneers, boarded a deep sea fishing boat about 60 miles from Orlando to enjoy a day of casting their lines into the shimmering Atlantic Ocean. Almost everyone caught some type of fish, including several three-foot-long sharks, but the prize for Biggest Catch of the Day went to Merton Musser, of Billings, Mont., who caught a 30 pound Red Grouper. "It didn't fight very much, but it was heavy to pull up," Musser said.

Adding to the excitement was the fact that Musser's big catch was nabbed only minutes after the boat stopped and fishing began. Musser set a lofty goal for the entire day of fishing as everyone tried to beat the size of his heavy red catch.

Arabian Nights

Hundreds of attendees enjoyed a night at the unusual Orlando-area dinner theater "Arabian Nights," which served a steak-and-chicken dinner while visitors watched dozens of horses perform in a play about an Arabian wedding.



Top, A beautiful day to golf at the Osprey Ridge Golf Course.

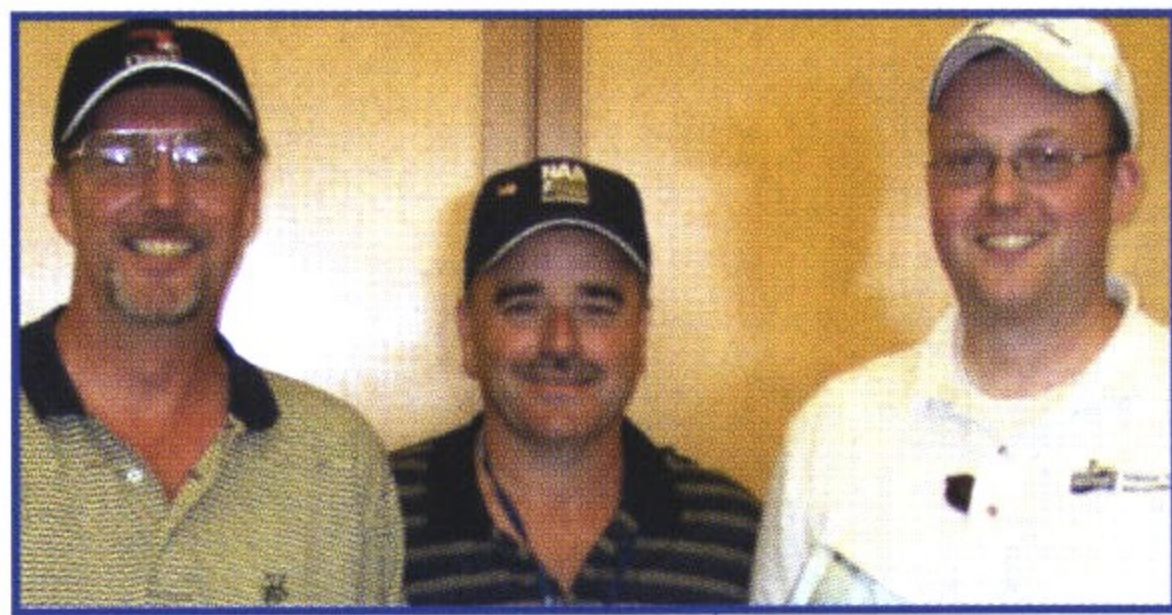
Middle: Merton Musser holds his winning catch.

Bottom: Arabian Nights dinner show.

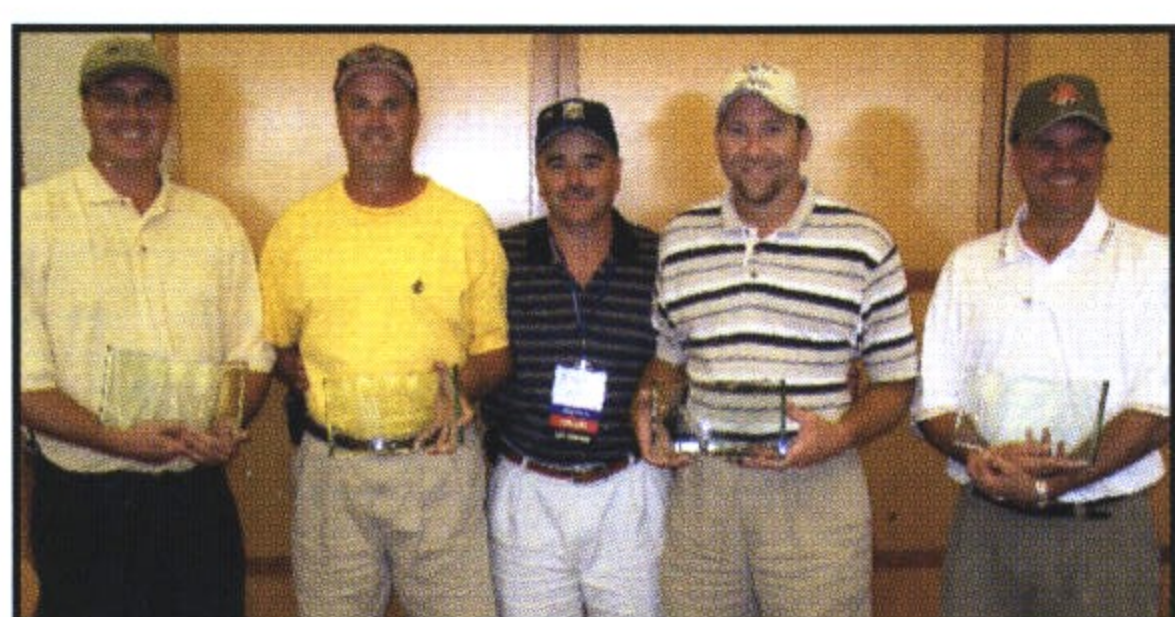
2002 NAA golf champions



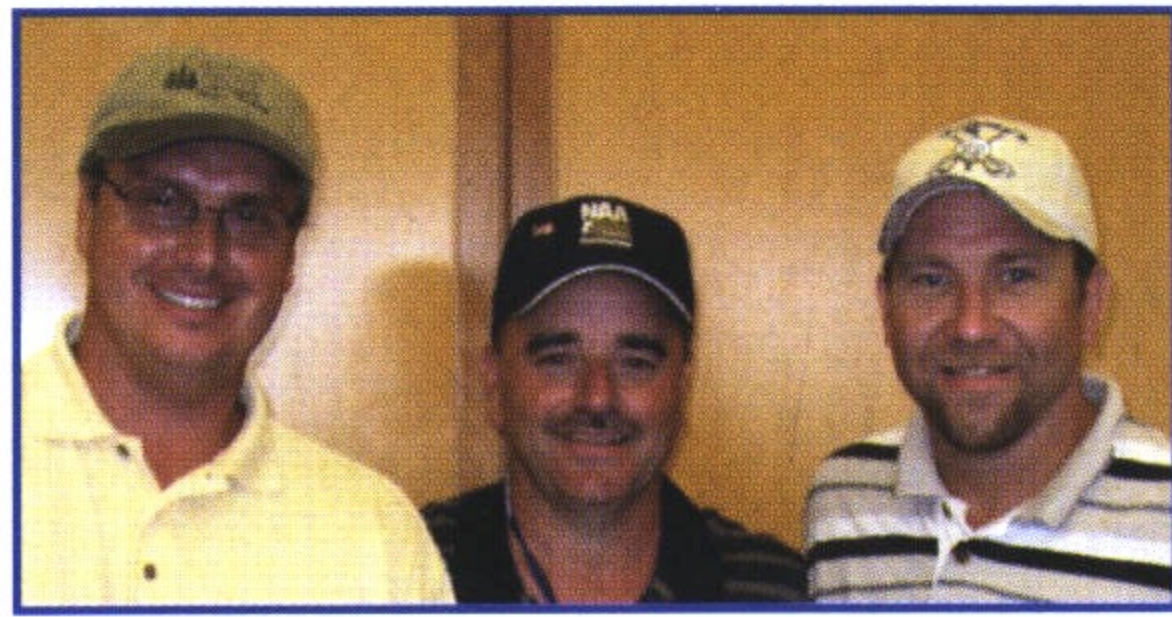
Sherman Hostetter, Matt Hostetter, Matthew Kruse and Darin Lawson finished first in the four-man division.



Sherman Hostetter, left, and Matthew Kruse, right, finished first in the two-man division.



Jeff Owen, Greg Spakes, Charles Montgomery and Craig King finished second in the four-man division.



Jeff Owen, left, and Charles Montgomery, right, finished second in the two-man division.

Conference and Show 2002

2002 IAC contestants

Male finalists:

Jimmy Blocker of Walterboro, SC; CD "Butch" Booker of Colfax, WA; Brent Earlywine of Auburn, IN; Larry Gilmore of Garden City, KS; Merv Hilpiper of Waterloo, IA; Doug Heuker of Grandville, MI; Ed King of Farwell, MI; Bruce McDowell of Trumbull, NE; Rick Music of Eagle, ID; Merton Musser of Billings, MT; Troy Orr of Ypsilanti, ND; William Sheridan of Mason, MI; Art Smith of Cedar Springs, MI; W. Scott Swenson of Austin, TX; Frank Trunzo of Plant City, FL.

Female finalists

Barbara Bonnette of Alexandria, LA; Darlene Davis of Emmett, ID; June Delair of Constableville, NY; Jill Doherty of Bay Shore, NY; Vickie Lynn Somers of Pilot Point, TX.

Preliminary contestants:

Carry Aasness of Dalton, MN; John Ash of Deltona, FL; Matthew Backs of Hayden, ID; Bill Billingsley, of Mineral VA; Larry Brannian of Buffalo, WY; Travis Breedlove of Madison, GA; Roy Brewer Jr. of Hilliard, FL; David Carnahan of Shelocta, PA; Gary D. Cooper of Fayetteville, AR; Chris Davis of Alexandria, OH; H. Fred Dietrich III of Orlando, FL;; Randy Filer of Davis, IL; Jim Glines of Santa Maria, CA; Rhonda Johan Graham of Apple Valley, CA; John Grange of Denton, TX; Doug Hahn of Watseka, IL; Pete Horton of Huntsville, AL; Bob Hughes of Rocky Comfort, MD; Frank Jacquier of Southwick, MA; Michael Jacquier of Southwick, MA; B.J. Jennings of York Haven, PA. Levi Jordan of Phoenix, AZ; Don King of Medon, TN; Jerry King of Fletcher, NC; Tony Langdon of Plano, TX; Angel Lopez of Eagle Lake, MN; Patti Baldini-Martin of Hendersonville, TN; Van Massey of Fayetteville, TN;; Craig Meier of Ennis TX; Mike Mensendiek of Columbus, IN; Sara Elizabeth Monarch of Louisville, KY; Wilbur Mull of Athens, GA. Dan Pegelow of Fredericksburg, VA.; Carl Radde of Minneapolis, MN; Paul Ramirez of Tucson, AZ; Ernest Rogers of Richmond, VA; William "Butch" Rounsifer of Ft. Myers, FL; David Sale of Radford, VA; Michael Shultz of Swanville, MN; Paul Showers of Mullica, NJ;; Joe Soderholdm of Maple Plain, MN; Barry Stewart of Rogersville, AL; Jeff Stokes of Edgewood, WA; Donnie Stumpff of Cassville, Mo; Sam Taylor of Tacoma, WA;; Jolene Jokela Veo of Park Rapids, MN; Bonnie Vukonich of McKinleyville, CA; Rande Walker of Springdale, AR; Terri Walker of Memphis, TN; Tony A. Watson of Jasper, GA; Dawn Wilfong of Goshen, IN; David Williams of Denton, TX; Penny Worley of Hamilton, OH; Chuck Yarbrow Jr. of Moses Lake, WA; Marvin "Shorty" Yeaman of Rosenberg, TX; Dave Yearsley of Landenberg, PA; and Kevin Thompson of Rogersville, MO.

2002 International Auctioneers Championship



Jill Doherty and William L. Sheridan hold their trophies after winning the 2002 IAC

William L. Sheridan, CAI, of Mason, Mi., and Jill Doherty, of Bay Shore, New York, captured their divisions of the 2002 International Auctioneer Championship, that was presented in partnership with Bidspotter.com and AuctionExec. The winners took home the prizes of \$5,000, a vehicle lease package worth \$5,000, a trophy and championship ring.

Doherty said the victory was sweet because she had competed in the contest since it began in 1988, and she suggested to officials in 1992 that the contest be split into men's and women's divisions (which occurred in 1994). "I just felt that women sounded different than men, so we should have our own category and it could be a showcase for women because people often assume we are the wife, clerk or assistant to the auctioneer," she said.

Doherty entered the auction profession 20 years ago at the urging of her father, who was a restaurant equipment auctioneer. She specializes in municipal equipment, such as police cars and dump trucks. She prepared for the contest by doing cardiovascular workouts and preparing for interview questions.

Bill Sheridan began in the business in 1975 and does livestock, real estate and farm machinery auctions. "I had a dream last year that I wanted to win the championship and that I could be a good ambassador for the NAA because of my experience as a board member of NAA," he said. "I worked hard to prepare. I lost some weight. I worked on my voice and listened to tapes of former champions."

Sheridan and Doherty said they look forward to promoting the auction method and NAA in media interviews and trips to state auctioneers association conventions in the coming months. "I look forward to telling the public that the auction open-cry method is still the best way to determine fair market value," Sheridan said. First runners up in the contest this year were Bruce McDowell, of Trumbull, NE, and Darlene Davis of Emmett, Id. Second runners up were C.D. "Butch" Booker of Colfax, Wa., and June Delair of Constableville NY.

IAC judges were Ralph Zettlemoyer, Marty Higginbotham, Maxine Bryant, Sherri Theurer, Bill Lilly, Joel Wilson and Steve Van Gordon.

NAA Fun Auction

Record amount raised again in Fun Auction

More than \$107,000 was raised by donations to NAA's Fun Auction during the 2002 Conference and Show, surpassing last year's record of about \$103,000. The auction was presented in partnership with Bidspotter.com and AuctionExec.

Artwork and vacation trips comprised most of the high selling items this year. The highest selling item, for \$3,000, was a Grand Slam Tiger Woods signed print bought by Matthew Manasse of Mel Manasse & Son Auctions, and donated by John Roebuck and Associates.

The second highest selling items were two packages each of one-week stays in a three-bedroom executive home. Each package sold for \$2,600. One was purchased by Randal Ehli of Able Auctions, and the other by Thomas Williams of Williams & Williams.

Other high selling items included:

- The 8-day 7-night stay in Eluthera, Bahamas, bought for \$2,500 by Susan A. Doyle of Pleasant Valley, New York.
- Two trips, each a three-day quail hunting trip bought for \$2,250. One was purchased by Lawrence Bennett of Bennett Realty & Auction Co., and the other by Jan Rice of Peddicord Rice Auction Realty.
- A guitar autographed by county singer Alan Jackson was purchased for \$1,500 by Maxine O'Brien of the Wisconsin Auctioneers Association.
- Four Suite Tickets for the 2003 Indy 500 race bought for \$1,250 by Shirley Hines of Hines Auction Service.

Many smaller items were purchased as well. Several hats and jackets with logos of the New York Fire Department and New York Police Department were sold for \$130 each. A Blue Elegance McCaw print was sold for \$15. Several Disney-related items were sold, including a Disney print that sold for \$40.



Photo captions - from top:

The stage and floor were filled during the Fun Auction.

Ringmen kept busy.

A Mexican buffet was enjoyed before the auction.

Conference and Show 2002

Awards honor Hall of Fame inductees and others

At the annual Awards Banquet and other points throughout Conference and Show, several NAA members received special awards. The Awards Banquet was presented in partnership with J.L. Todd Auction Company and St. Jude Children's Research Hospital.

NAA Hall of Fame

Three long-time auctioneers were honored with induction into NAA's Hall of Fame.

Robin Marshall, of Elm Creek, NE is a principal of Marshall Land Brokers and Auctioneers. "This honor means a lot to me," he said from the podium while accepting the award. Marshall specializes in farm equipment and agricultural land auctions. Marshall served seven years on the Board of Directors of the National Auctioneers Association and was elected as president for the 1995-1996 term. Robin and his wife Judy have three sons and eleven grandchildren.

D. L. Booker, of Connell, Wa., served in World War II and earned the Bronze Star, Purple Heart and Good Conduct medals. In 1946 he returned to America to do farming and then attended Ft. Smith Auction School in 1957. He began doing livestock auctions and later added farm equipment auctions to his schedule. Booker said that, besides auctions, his four sons and his wife are the prides of his life.

Byron Dilgard, CAI of Ashland, Ohio, has operated auctions of antiques, estates, real estate for many years in Ohio. He is a past NAA director and has been a member of the Ashland Board of Realtors, the Lions Club, Masonic bodies and his county regional planning body. He and his wife, Ginnie, have two children.

President's Awards of Distinction

2001-2002 President Joe R. Wilson, CAI awarded Larry McCool and Forrest Mendenhall with a new award - The President's Award of Distinction - for their contributions to the industry and for being inspirations to the NAA membership.

"Larry McCool has been an inspiration to us all during the last year in his fight against lung cancer," Wilson said. McCool, who was diagnosed in Sept. 2001, has fought his battle with Christian faith, traditional medicine and alternative therapies while speaking to many civic and auctioneer groups about his effort. He is a first-generation auctioneer who held his first auction in 1976. He specializes in on-site auctions, including real estate, fine arts, antiques, personal collections, commercial, business, industrial and asset recovery. An NAA director since 1998 and now President-elect, McCool has built his auction firm into one of the most respected and successful firms in the South. He has held auctions in 11 states and Canada.

Forrest Mendenhall, owner of Mendenhall School of Auctioneering in High Point, N.C. has been an asset to the industry through many years of providing high quality instruction to thousands of aspiring auctioneers since he founded his school in 1962. Mendenhall, who began in the auto auction business in 1953 and has also conducted auctions of farms, real estates and business liquidations. "Forrest has also been an inspiration because he beat cancer too," President Wilson said.

Ad/photo contests

Many NAA members were honored with prizes in the annual advertising and photo contest. Michael Jacquier of Southwick, MA took the stage to accept the honor of Best of Show photograph. His photo of brother Frank and father Phil showed well the scene of a family auction, said judges of the contest.

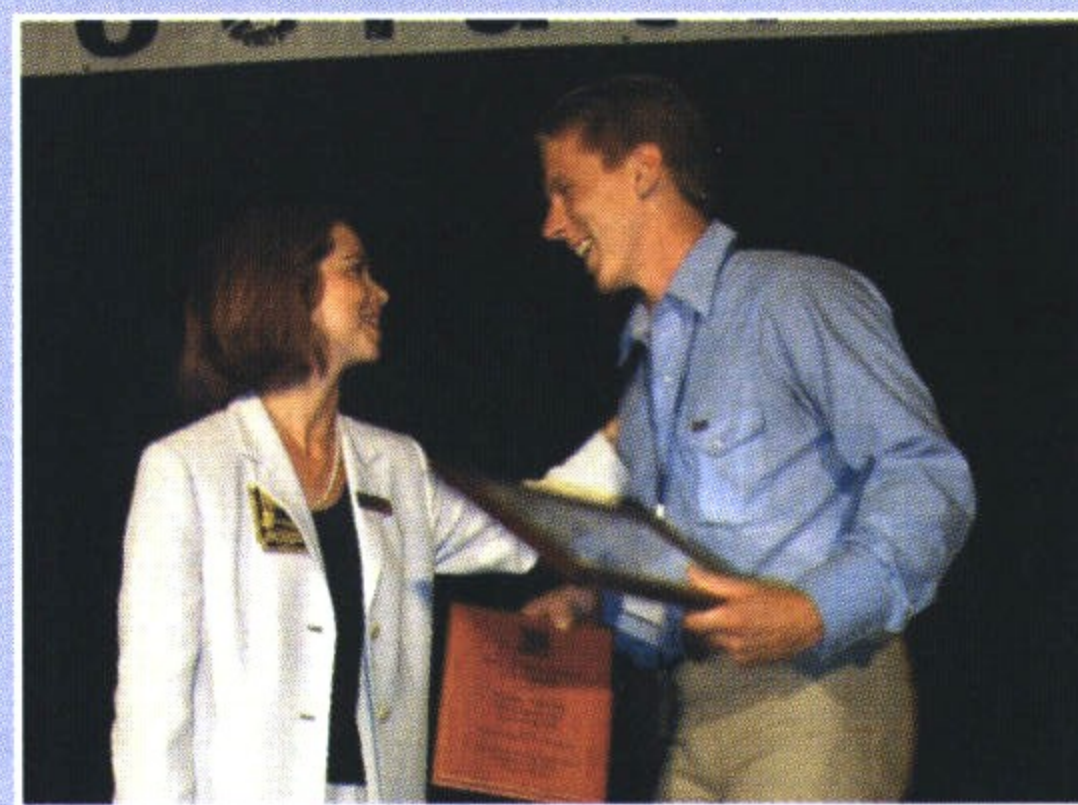
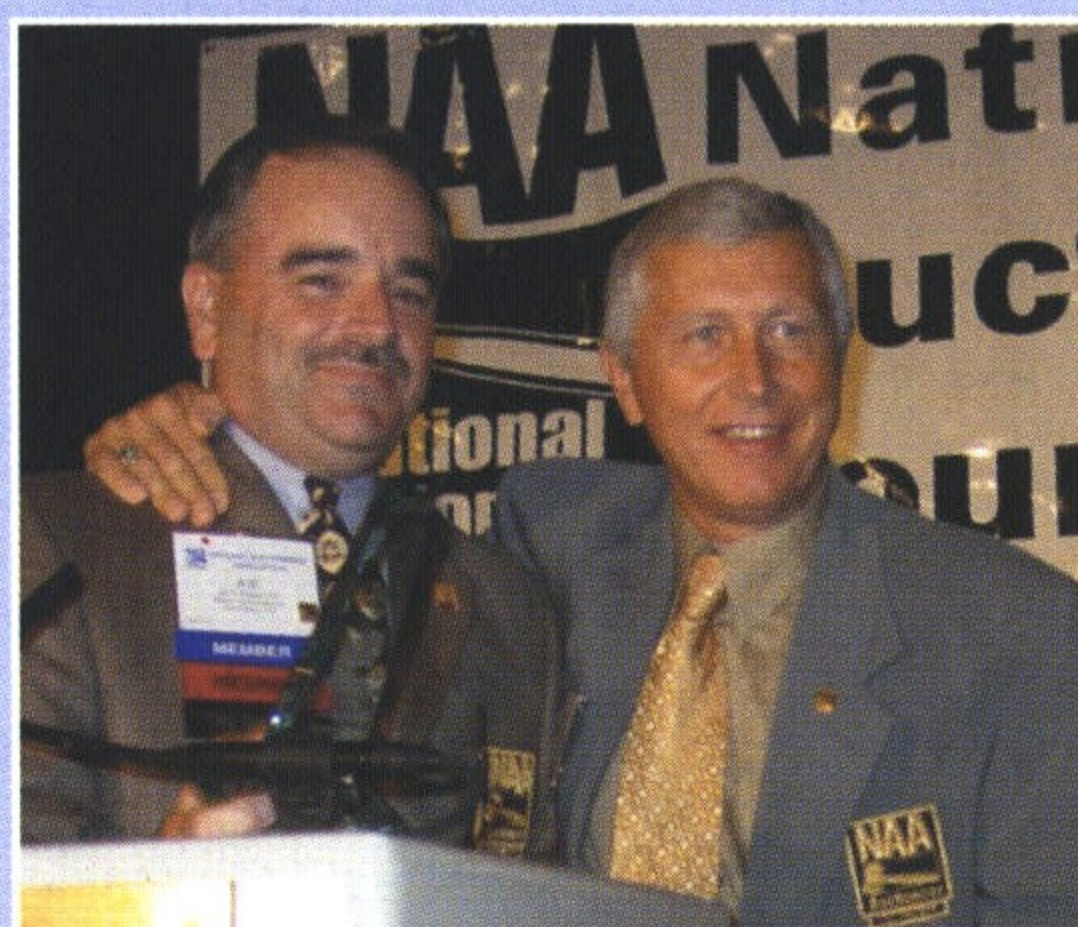
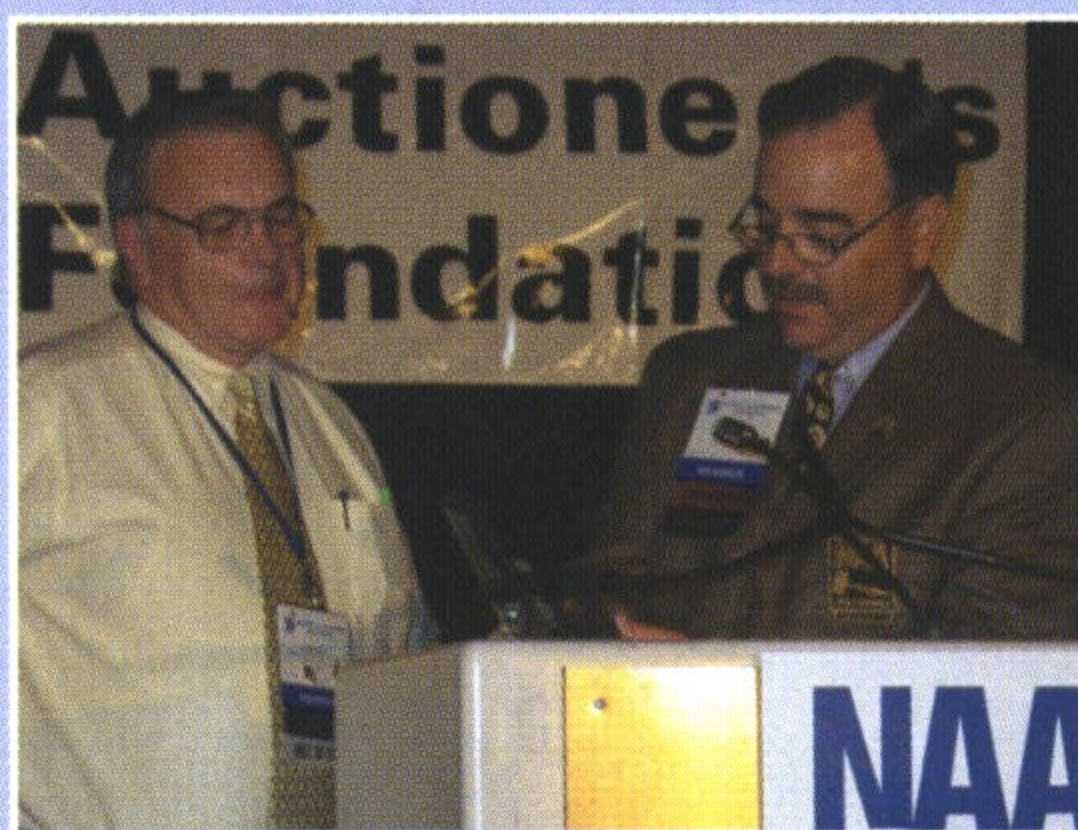


Photo captions - from top:

Hall of Fame inductees, from left, Robin Marshall, D.L. Booker and Byron Dilgard.

Forrest Mendenhall, left, accepts a plaque from Joe R. Wilson.

Larry McCool, right, accepts a plaque from Joe R. Wilson.

Michael Jacquier accepts a plaque from NAA Membership Director Wendy Stewart Chaffin.

NAA Auxiliary

Auxiliary elects new directors, inducts two into Hall of Fame

The Auxiliary to the NAA was busy at Conference and Show with officer elections, Hall of Fame inductions, a Fun Auction, annual meeting and other events.

New President Lynda Dickenson of Castlewood, Va. took the gavel from Past President Joanie Mangold of Wickenburg, AZ. "We have a great group of directors and much to do in the next year," said Dickenson.

Mangold said, as former president, she would miss the closer contact with Auxiliary members across the country, but she will stay active. Mangold unveiled her new painting, "Unsung Heros," during a ceremony at Conference and Show. Copies of prints are being sold for \$25 each to raise funds for Auxiliary programs.

New directors are Annette Wells, Judy Marshall, Glenda McCarter Johnson and Marilyn Van Gordon, who also serves as historian.

Inducted into the Auxiliary Hall of Fame were Pat Kiko and Pat Zettlemoyer. Kiko, of Canton, Ohio, has worked in the auction business for many years with her husband, Dick. In 1958 they bought Globe Auction Co. and operated it for 10 years before moving on to other auction ventures. She now enjoys spending time with her children and grandchildren.

Pat Zettlemoyer, of Fogelville, Pa, has helped operate Zettlemoyer Auction Company, LLC with her husband Ralph, who founded the firm in 1955. They were later joined by son Sherwood "Woody" and grandson Eric. Currently all three generations of the Zettlemoyer family are working in the business.

The Auxiliary works in conjunction with the NAA in making the public see the auctioneer as a professional, and the Auxiliary offers educational assistance and support to help auctioneers project his image. The group seeks members from within the auction industry to "maintain the high ideals and goals that have been set for the NAA Auxiliary," the group's publications state.

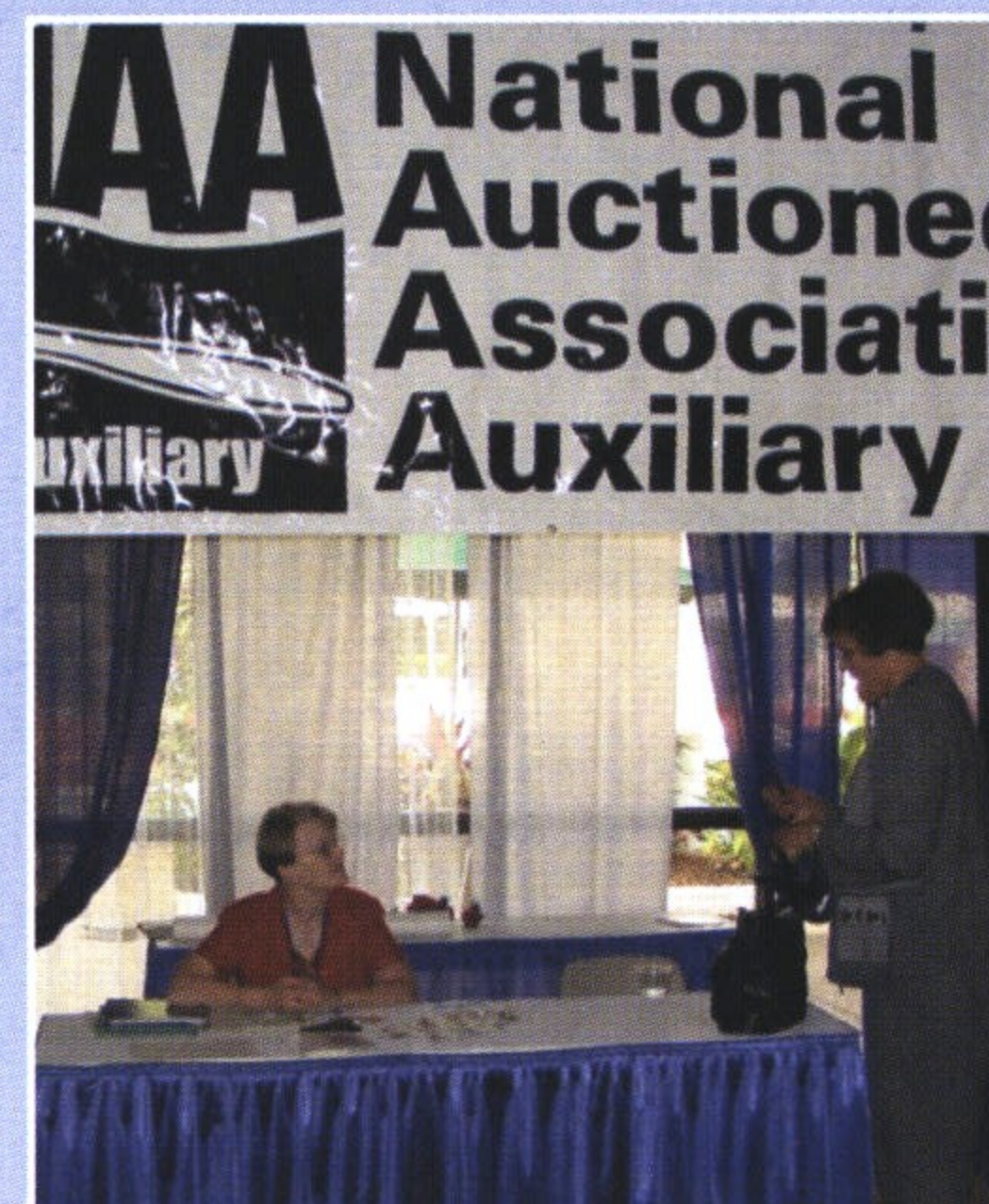


Photo captions - from top:

The 2002-2003 Auxiliary Board of Directors

Joani Mangold unveils her painting.

Hall of Fame inductees Pat Zettlemoyer, left and Pat Kiko.

Mary Grace Felosa sits at the booth

NAAA meetings were enjoyed by all.

Conference and Show 2002

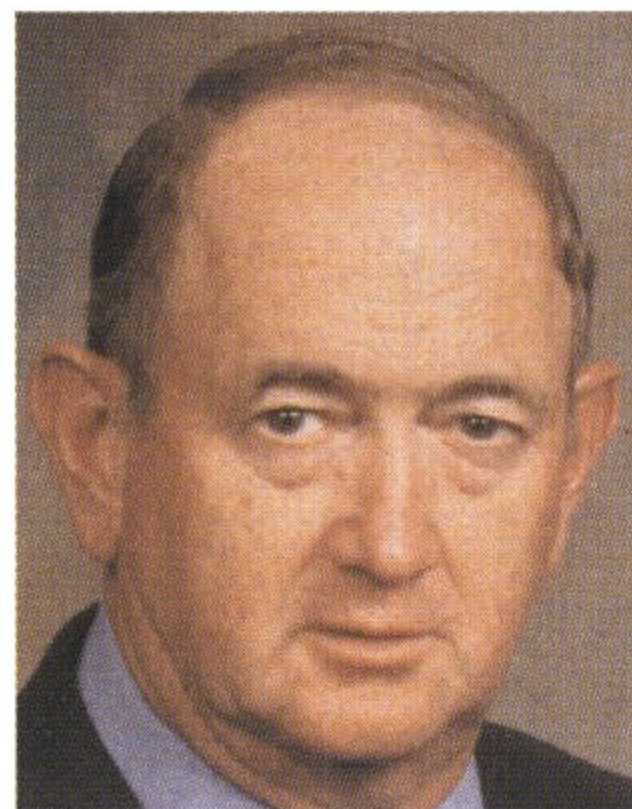
Four new directors to NAA's board and three new officers were chosen by election of the membership during the annual business meeting in the ballroom of the Hilton Hotel in Orlando.

President Larry Theurer, left, presents a plaque to outgoing president Joe R. Wilson.



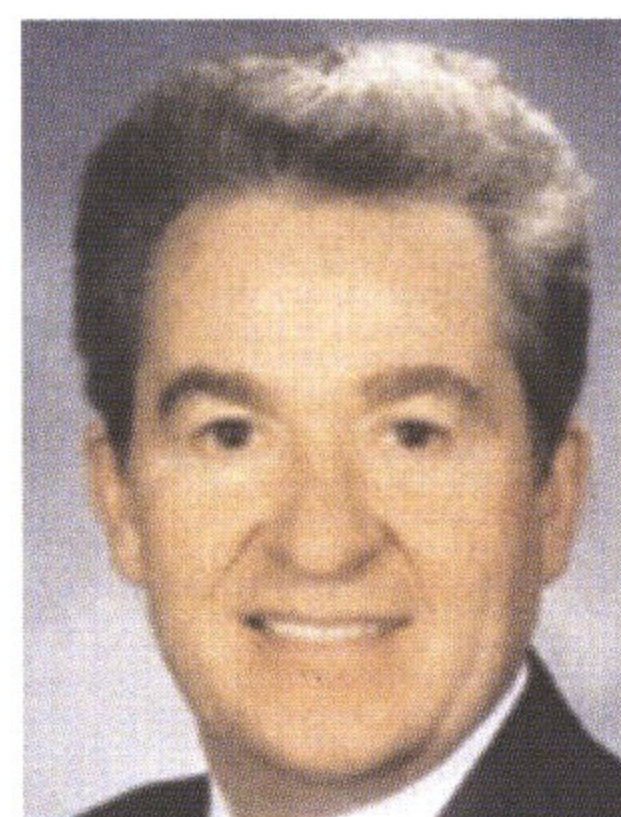
New officers and directors

New director **H. Fred Dietrich III**, of Orlando, Fla. specializes in auctions of purebred livestock, real estate and government merchandise. He has been an NAA member for 25 years and is chair of the NAA Ag Council. He is the chairman of the Florida Board of Auctioneers, and was the 1989 Florida state bid calling champion. He conducts from 25 to 100 auctions annually. Dietrich is also president of the National Polled Santa Gertrudis Cattle Association.



Hampshire and was in the active practice of representing clients in complicated real estate development and lending transactions. He has been an NAA member since 1991 and in the auction business since 1991. He is currently licensed to sell real estate and conduct auctions in Maine, New Hampshire, Massachusetts and Vermont.

New director **Tommy Williams, CAI** of Tulsa, OK., has conducted more than 7,000 auctions in 48 states and Canada. He graduated from Reppert's Auction School in 1956. He obtained a B.S. degree from Penn State University and formed, with his wife Trudy and other partners, the Lowderman & Williams auction company in Illinois. Tommy and Trudy then moved to Tulsa, OK in 1985 and formed Williams & Williams auction company with their son Dean. The firm is a leading real estate auction company. Tommy has also been a nationally-known Angus cattle auctioneer since 1963.



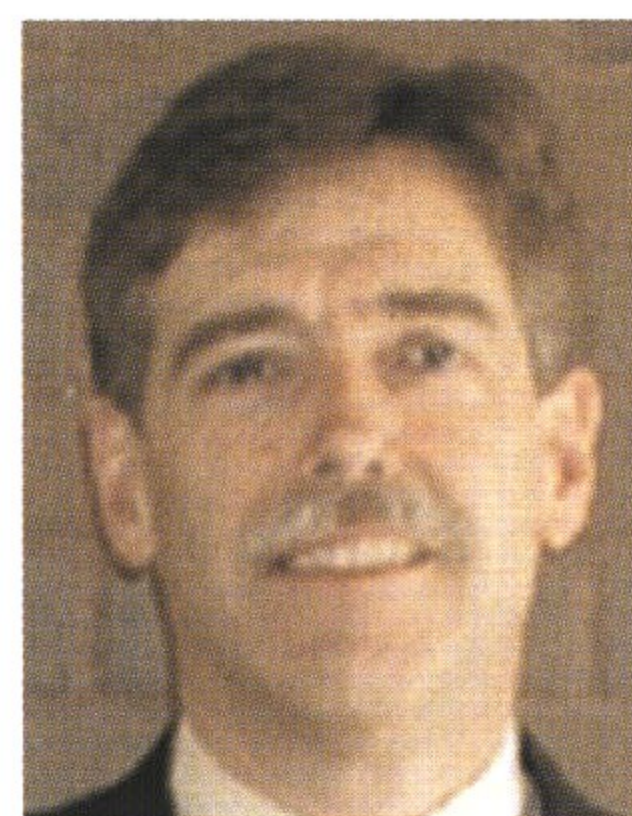
Ex-officio director **Kim Hagen, CAI, AARE** of Carrollton, GA. has a strong agricultural business background. His professional auction experience began in 1991 when he entered the auction profession as a full time career. He conducts residential, industrial, commercial, agricultural and resort property auctions in eight states. Hagen is also President of the Board of Governor's for Auction Marketing Institute and will follow with a term as Chairman of the Board.



New director **Susan A. Doyle, CAI, ISA** of Pleasant Valley, New York has been in the business 20 years and conducts auctions of personal property, real estate and antiques. She does about 55 auctions a year and is principal Real Estate broker and president of Absolute Auction & Realty, Inc. She is a certified appraiser and auctioneer. A graduate of the International Auction School, Doyle is a past President of the New York State Auctioneers Association and has served on the NYSAA board for more than 6 years.



New director **Thomas W. Saturley, CAI** of Portland, ME. is president of Auction Properties and conducts real estate and business liquidation auctions. He is a practicing attorney in Maine and New

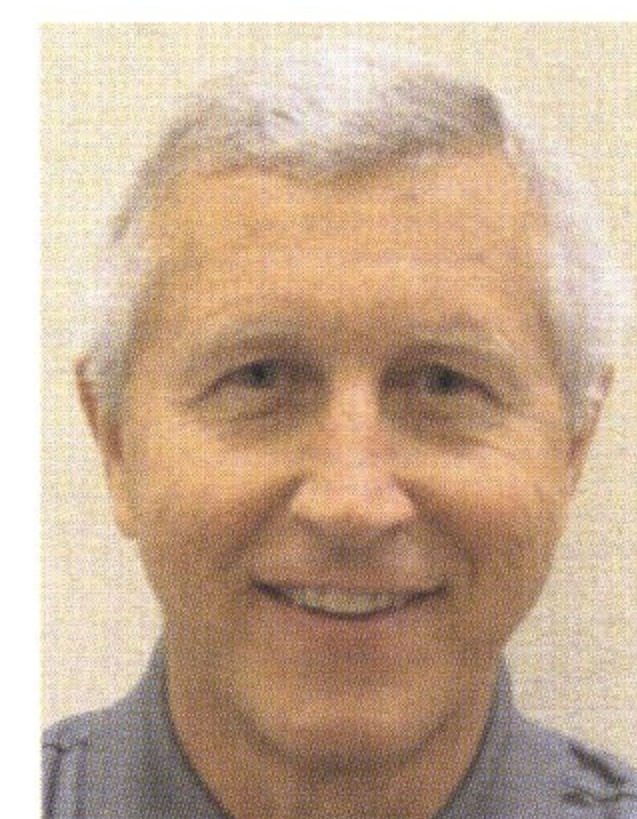


The three new officers are:

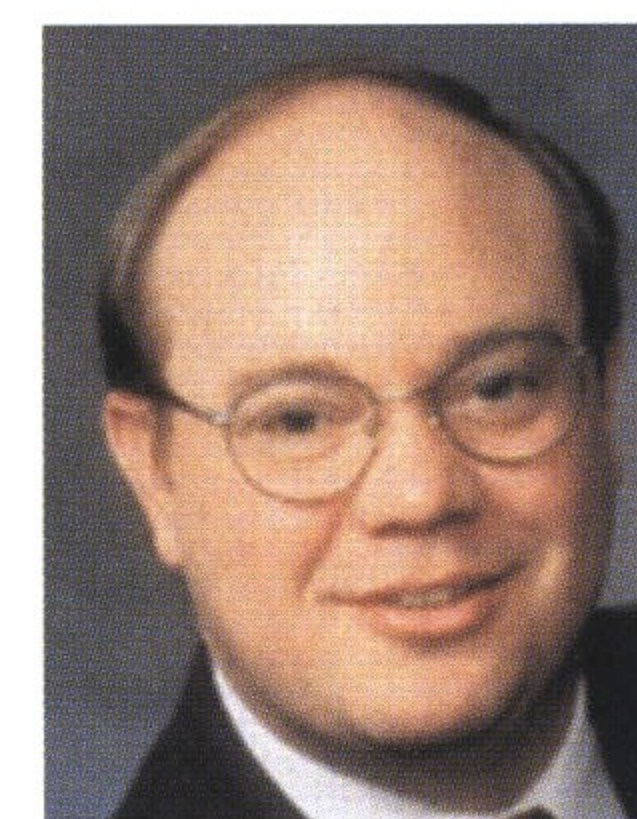
President **Larry Theurer, CAI, GPPA**, of Wellington, Kan is owner of Theurer Auction/Realty and has experience in many types of auctions, including equipment, livestock, real estate and office furnishings. He is past president of his state auctioneers association and is active in the Wellington Rotary Club and his area Chamber of Commerce.



President Elect **Larry A. McCool**, of Madison, Ms, has more than 25 year experience as an auctioneer. He has held auctions in 11 states and Canada. He specializes in on-site auctions of real estate, fine art, antiques and personal collections. He is also former president of his state auctioneers association.



Vice president **Mike Jones, CAI** of Dallas, TX, has been an NAA member since 1979 and has worked 27 years in the auction business. He specializes in industrial, real estate, estates and fund raising auctions. He is chairman of the Texas Licensing and Regulatory Board and is involved with his local Chambers of Commerce, Boys and Girls Clubs, FFA and other groups.



Educational sessions

Educational seminars, on topics from using technology to security and humor in business, were highly-attended at the 2002 Conference and Show.

The "Technology Summit" classes, presented in partnership with Auction Services, gave attendees detailed information on types of computers, software, handheld organizers and other items used in auction businesses today. In a seminar on Auction Security, presenter Mike Jones said he hired Wells Fargo to transport his money, and he hires state troopers to provide security at the doors of his auctions. "Security is very important and I charge the costs to the seller," he said.

An Auction Law seminar presented by attorney/auctioneer Stephen Proffitt was a huge hit. Attendee Merton Musser said "This legal advice is very important to learn because, as auctioneers, we have legal exposure every day we do an auction."

In the Innovative Auctioneer Sessions, presented in partnership with eBay Live Auctions and Kruse International, attendees learned tips on everything from using various equipment to how to do marketing and get into new auction niches.

State groups

Many state auctioneer associations were well-represented by dozens of members attending Conference and Show. Among the largest groups were the host association, Florida, as well as Tennessee, Ohio, Pennsylvania, Indiana, Texas and others. Every photo of state groups will be published in Auctioneer as soon as space allows.

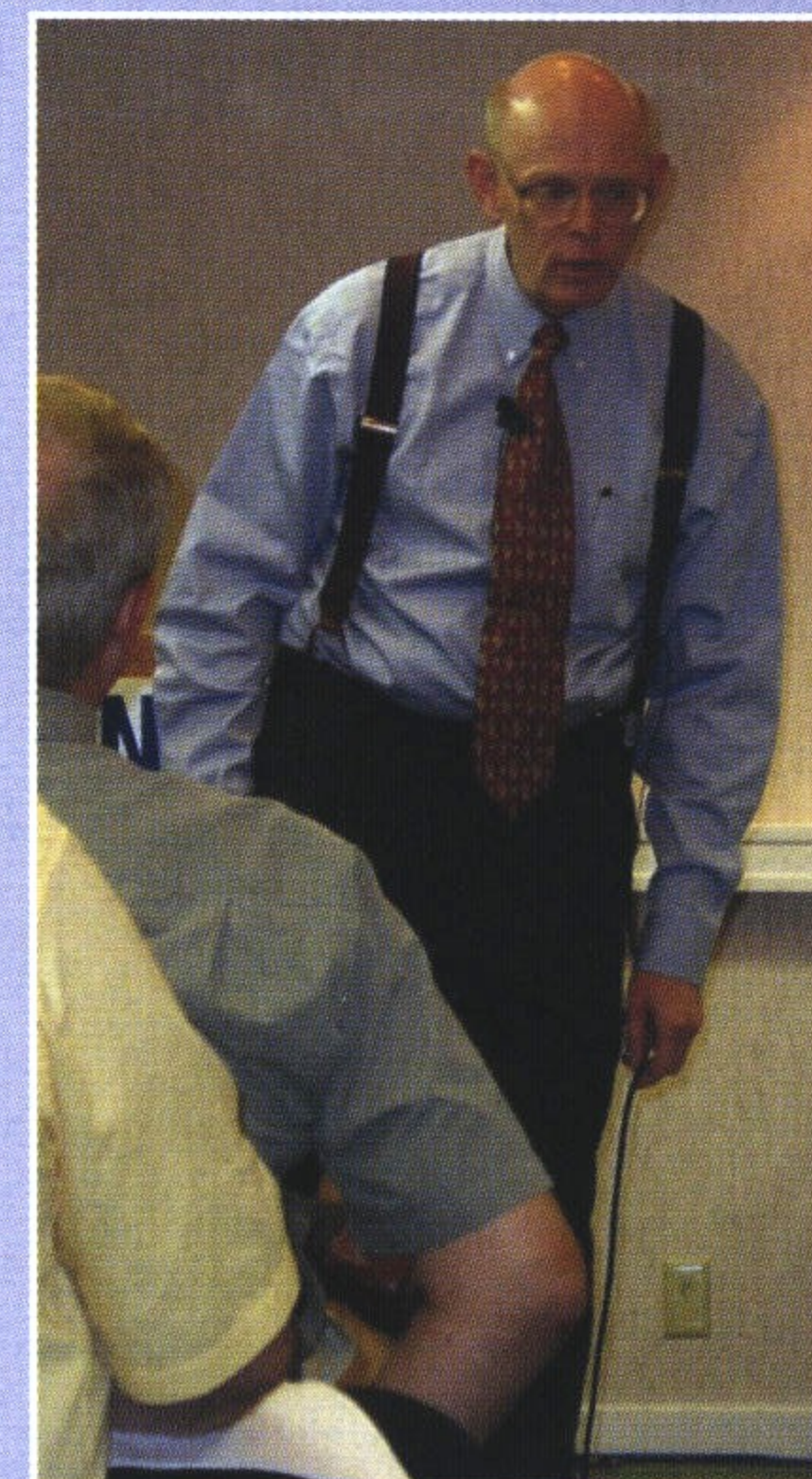
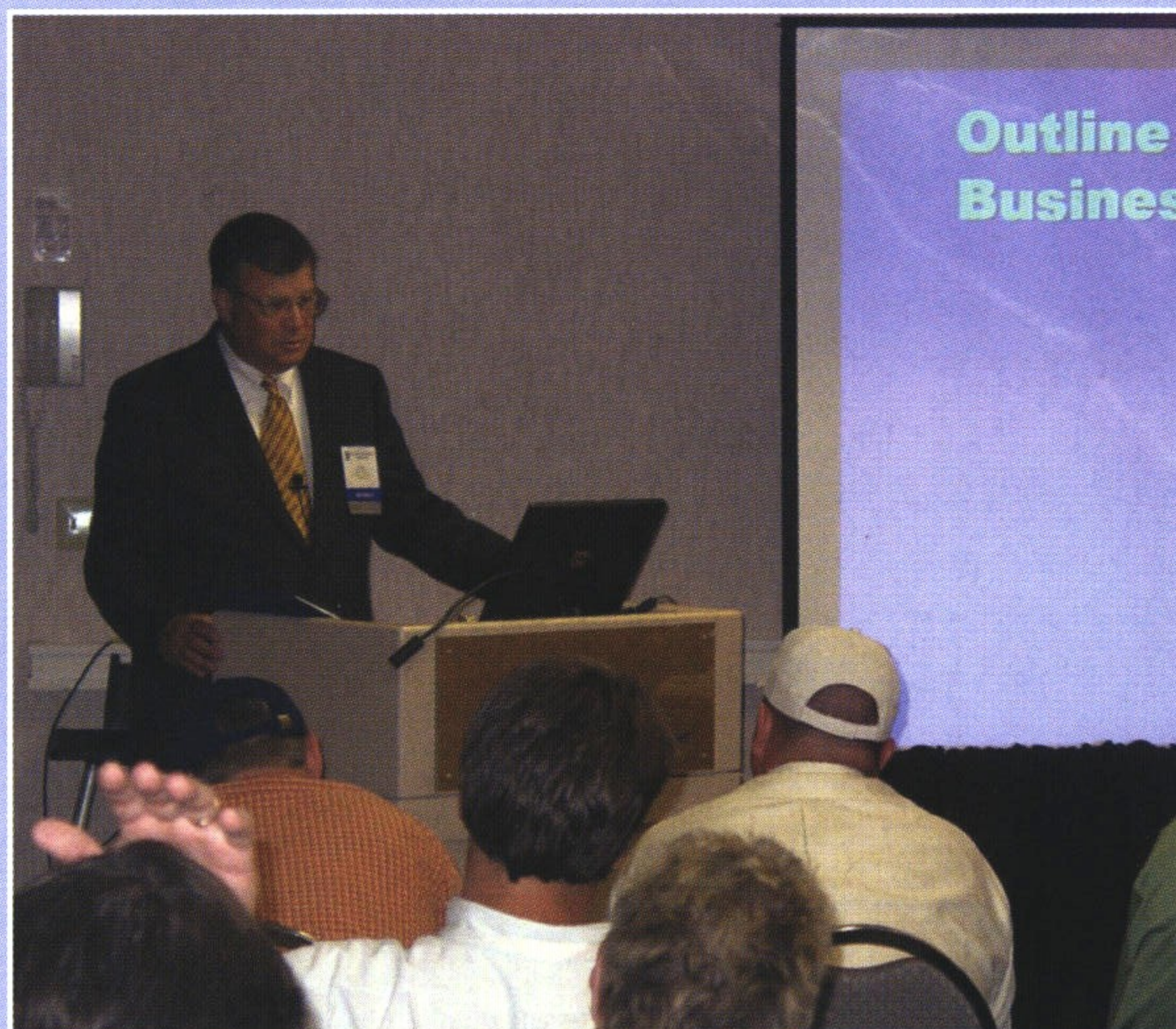


Photo captions - from top left:

John Dixon, CAI, presents Financial Planning for Auction Companies

Stephen Proffitt spoke on Auction Law

The Florida Auctioneers Association members at Conference and Show

The Texas Auctioneers Association members pose at Conference and Show

Conference and Show 2002



National Auctioneers Foundation

NAF print sells for \$3,750, Children's auction is success

Two special events of the National Auctioneer Foundation made this Conference and Show memorable for Foundation members and all attendees. A special print of an American flag with an auctioneer standing in front of it sold during the International Auctioneer Champions for \$3,750. The print, named "Proudly We Stand," was purchased by Richard and Sandy Keenan, of South Portland, ME. after being donated to the NAF by the James G. Murphy family of Seattle, Wash. Proceeds from the sale will be used to fulfill the NAF's mission to promote educational opportunities to the auction industry and maintain the Museum of History.

The other event was the spirited Children's Auction, which raised \$2,867.50 to be used for children's activities at future conferences. Children stood on stage with microphones to sell many items to a large crowd in a Hilton hotel meeting room. Adults coached the youth on how to announce the bids, describe the items and close the sale. Near the end of the auction, Disney's mascot, Mickey Mouse, appeared and posed for pictures with many of the children and adults.

The National Auctioneers Association Foundation was formed by the NAA to "develop, preserve and research the history of the auction profession not only yesterday, but today and tomorrow," its Web site states. The NAF's objectives are to maintain the National Auctioneers Museum; to provide information and research facilities of the auction profession; to provide auctioneers, individuals, and companies with an opportunity to contribute to the Foundation through tax exempt donations and endowments; and to promote NAA's goals and objectives through educational programs, exhibits and the distribution of information.

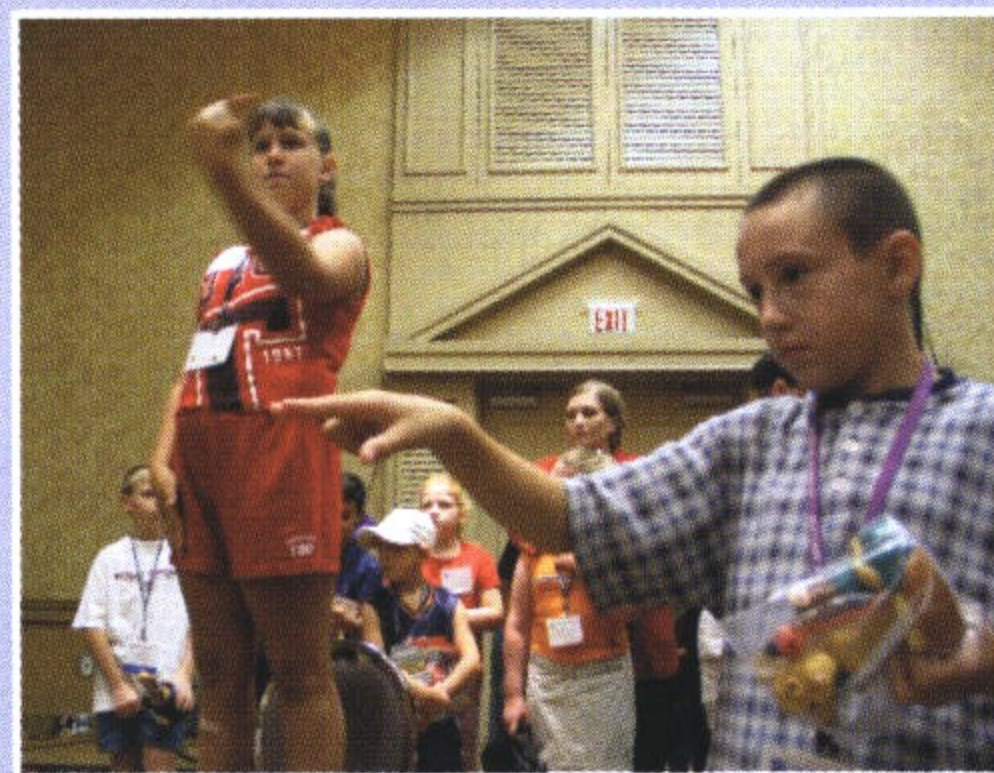
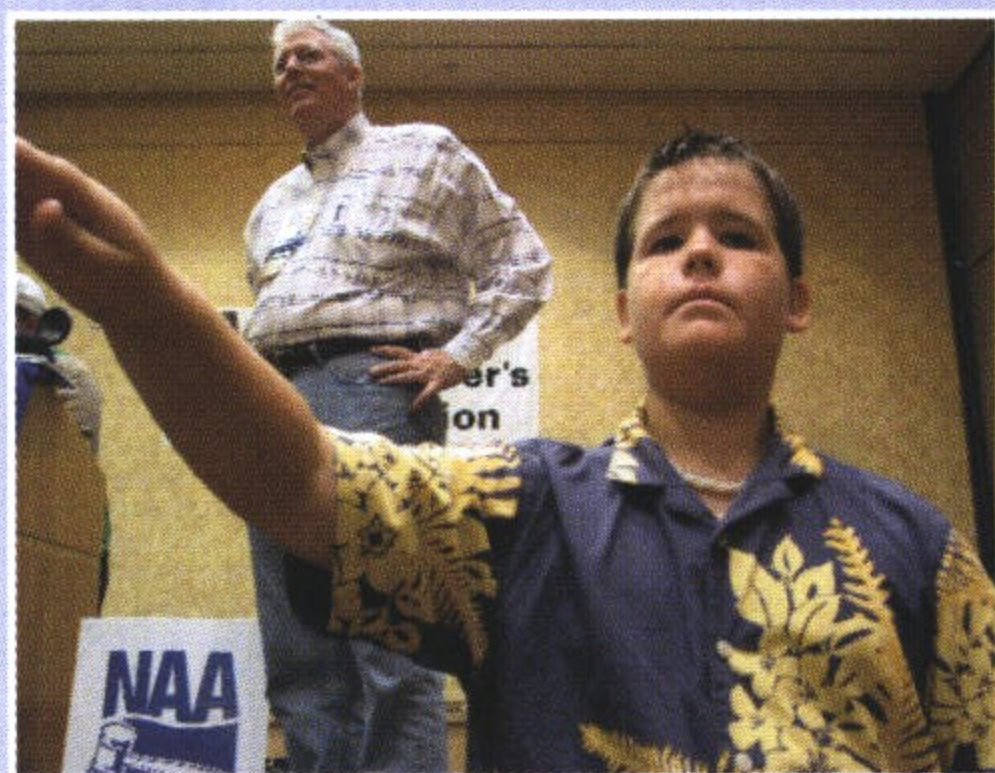


Photo captions - from top:

James and Norma Murphy, left, stand with Dick and Sandy Keenan.

The NAF board and staff

The NAF Children's Auction was a success.

Trade show

NAA's Trade Show at the 2002 Conference and Show brought a steady stream of visitors to a record-high 82 booths, where companies presented their auction-related equipment and services to potential customers. Visitors gathered bags full of company information and bought merchandise from the floor.

Many vendors did hands-on demonstrations of audio equipment, computer software and other items. There were a large number of companies that created signs, brochures and other printed materials that were popular.

"It was a good trade show with good traffic," said Dana Micucci, of New York City, author of the book "Best Bids," which explains the bidding process. Micucci sold copies and took orders for her book from her booth.

A new addition this year was to allow all first-time Conference attendees to visit the Trade Show prior to its opening. Exhibitors and the first-timers said the special visit gave both groups time to get acquainted before the larger crowds arrived.

Another highlight was a live radio show broadcast from the Artifact booth, where Gary Sohmers conducted his live talk show "Calling all Collectors," a show about antiques and collectibles, co-hosted by Daniel Buck Soules.

Refreshment tables, presented in partnership with DoveBid, Inc., and HRH and Hanover Insurance, gave visitors cookies, punch, muffins, bagels, coffee and tea to enjoy.



Ken Maxwell of Proxibid, left, and John Economou of LuJohns talk during the trade show.



Rich Basinger and Jay Basinger at their booth

Photo captions - from top:

The trade show floor was booming with business

Tade Publishing booth was staffed by, from left, Thomas J. Lynch, Tom Lynch and Paddy McDonald

Conference and Show 2002



First timers

The 221 first-time attendees brought a strong energy to the Conference as they attended a special luncheon in their honor, the educational seminars, trade show and other events.

"This is an excellent show. I'm glad I came," said first-timer Stephanie Spry, a new auctioneer from Lockport, NY, as she stood in the Trade Show. Like other first timers, Spry said she was drawn by the whole package of events.

In the luncheon, then NAA President Joe R. Wilson, CAI told the first timers "These people here will become some of your best friends. I came to my first Conference in 1978 and I've made best friends from those contacts." He also suggested that new auctioneers visit the Discussion Board on NAA's Web site (www.auctioneers.org) "It's a great way to be mentored by longtime auctioneers," he said.



Foreign attendees

NAA members from South Africa, Netherlands, Canada, England, Puerto Rico and New Zealand also attended Conference and Show. The largest group, eight from South Africa, said they were impressed to see such a large group of auctioneers in one place. The South African Auctioneers Association has 105 members and about 40 at their conventions.

"We came for the education classes and to see the new auction trends in America," said Heine Swanepoel, of Gordon's Bay, South Africa.

John Green, of Leads, England, said "This is my third time at the NAA Conference. It's quite informative and I like the friendships of the people here."

Johanna De Goede of Maastrich, Netherlands said "I'm impressed at how big and how organized the NAA is. I like how auctioneers here show each other respect. I feel very comfortable here."

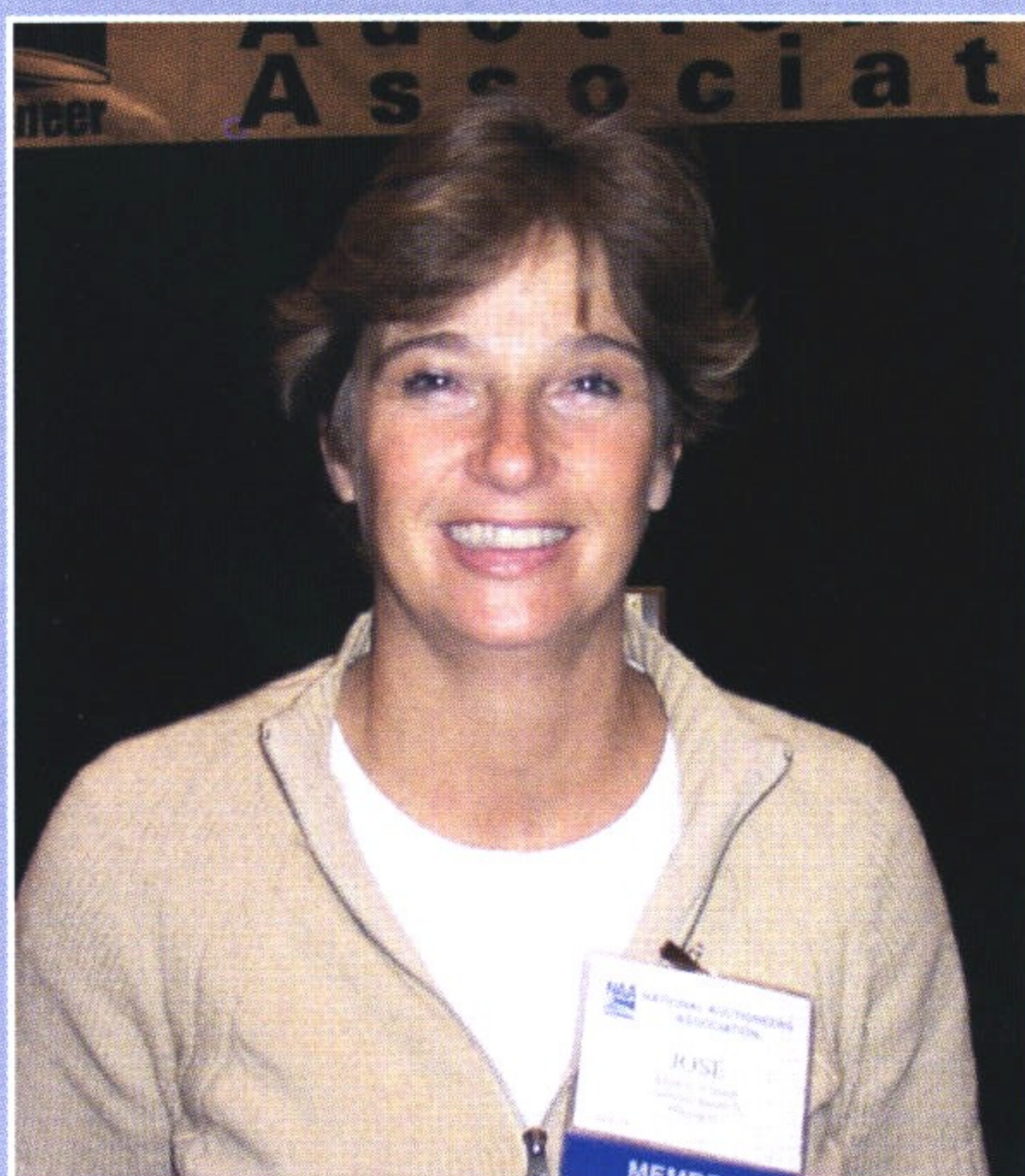


Photo captions - from top:

(Top two photos) First timers listen to President Larry Theurer

A group of auctioneers from South Africa attended the Conference and Show

Johanne De Goede of The Netherlands attended the Conference and Show

A buffet was enjoyed by first timers

Women auctioneers

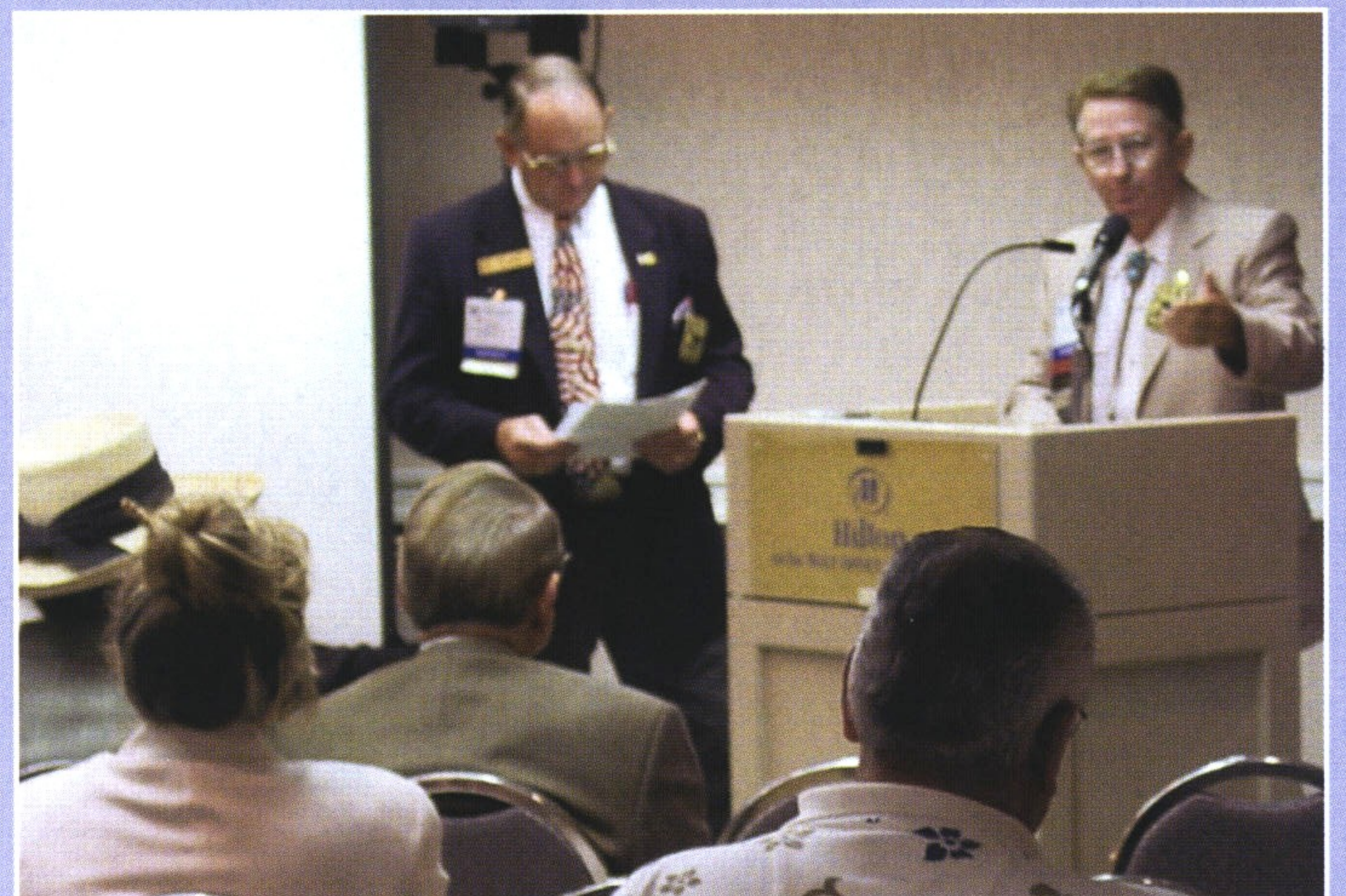
Women auctioneers of the NAA met for a luncheon that showed the strength of their growing numbers and support. "We had 40 last year at this luncheon and now we have 80," said organizer Barbara Easterling Lassiter, who also keeps an email list of 103 women auctioneers. "We are very supportive of each other."

The group also heard a speech by 2002 IAC Champion Jill Doherty, who encouraged the women to continue to stay in touch with each other.



Christian auctioneers

The Fellowship of Christian Auctioneers encouraged their members during a meeting of their group. "It's good we can come together without any divisions in Christ," said auctioneer O.C. Mangold, noting that members came from many different denominations. Auctioneer Steve Thacker said "Our attitude should be that God has blessed us. Let's share our business cards with each other and stay in touch."



State association executives

Executives of state auctioneer associations traded ideas with NAA officials during a lively meeting with Chairman Joe R. Wilson. Among the issues discussed was when it is appropriate for a state to hire a paid executive director. Jim Folger, president of the Illinois Auctioneers Association, said his membership numbers doubled in the year since he hired Maxine O'Brien, who also directs the Wisconsin association. "It has worked fantastic for us," Folger said. Many of the executives also attended seminars aimed at growing their membership numbers.



Photo captions - from top:

Women auctioneers luncheon

H. Fred Dietrich III and O.C. Mangold speak to Christian Auctioneers

State association executives shared ideas.

Conference and Show 2002



Roundtable meetings

Many attendees attended breakfast "roundtable" discussions from 7 to 8:30 a.m. where they sat at a table to discuss one topic with other auctioneers. Topics included marketing, networking, insurance, image of the auctioneer and many other issues.

Cyber Cafe

NAA's Cybercafe, presented in partnership with Proxibid, Inc, was a bank of six computers outside the Hilton ballroom where many attendees checked email and showed each other their Web pages. "This is a nice service by the NAA," said John Green, of Leads, England, as he showed South African attendees his Web page. Attendees also commented on the helpfulness of NAA's Conference and Show printed program, presented in partnership with IP Koke.



Hallway booths

Outside the Trade Show, in a main hallway of the Hilton Hotel, many booths of NAA-related organizations were set up to assist their members and draw new members. NAA's own membership booth was busy with members asking questions and buying clothing bearing NAA logos while NAA



staffers manned the booth. Other booths by NAF, the NAA Auxiliary, Auction Marketing Institute, varied state associations and other groups lined this hall.

Convention Chairman Don Shearer handled all types of duties, including hauling boxes.



Photo captions - from top left:

Marketing was the topic at this breakfast table

The Cyber Cafe was a popular spot

NAA's membership booth, staffed by Wendy Stewart Chaffin and Lexie Applebaum

Former NAA presidents pose for a photo together

President's Gala

NAA's new president Larry Theurer, CAI, GPPA set the agenda for his term in his address to attendees of the President's Gala, a dinner event presented in partnership with the Texas Auctioneers Association.

"I will not present to this board a broad list of new programs and initiatives, but we will continue to build upon those services in place. My first goal is to maintain or improve upon the services and programs for our membership. Member services are the lifeline of our association," Theurer said. He stressed that NAA will also help members understand and utilize new technologies, and he challenged the membership, the NAA staff and the Board of Directors to help grow NAA's membership numbers.

"It is estimated there are 35,000 auctioneers in the United States, thus we have a large number who either haven't been told about our association, or have not realized the value of belonging."

Theurer also thanked his wife, Sherri, and his family for their support.

Retiring President Joe R. Wilson and the four retiring directors also spoke to the crowd, expressing their appreciation for the opportunity to service and expressing optimism for NAA's growth and success. "After the Sept. 11th terrorist attacks, many people cut back on business expenses, including joining organizations, but NAA has reached a milestone of more than 6,300 members," said Retiring Director Bill Sheridan, chairman of the membership committee. "This Board of Directors recruited 530 new members recently. Our future is strong."

At the end of the evening, Tom "Spanky" Assiter II, CAI, spoke the crowd to invite members to plan now to attend the 2003 Conference and Show in San Antonio, Tx. A group of Hispanic musicians in colorful costumes came into the ballroom playing music and an exciting video showing San Antonio's attractions was shown.

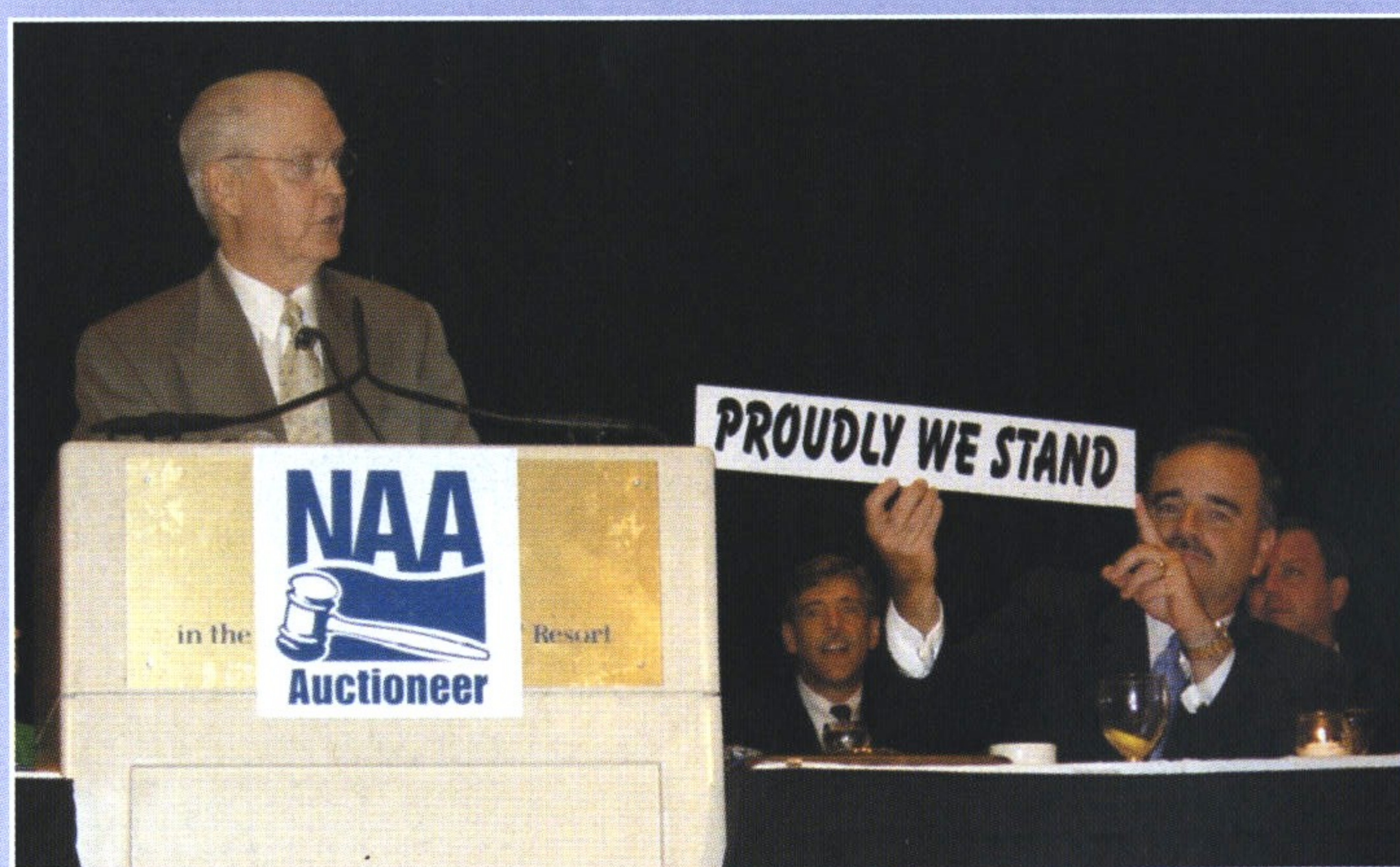


Photo captions - from top:

Sherri Theurer stood on the podium with husband Larry

The Dais included, from left, Joe Wilson, Susan Wilson, Mike Jones and Renee Jones

James G. Murphy donated a print called "Proudly We Stand"

The dinner event was well attended

Conference and Show 2002

Closing session

Congressman commends NAA for raising auction professionalism

In the keynote speech of the closing session of the 2002 Conference and Show, U.S. Congressman Gil Gutknecht, an auctioneer and Minnesota Republican, complimented the NAA and auctioneers.

"I like the NAA because you are raising the level of professionalism of auctioneers," he said. "Auctioneers are the ultimate salesmen. They negotiate price in public."

Gutknecht, who conducted consignment auctions and real estate auctions prior to his political career, still conducts many charity auctions and has raised more than \$2 million for groups like the Boy Scouts and Ducks Unlimited. "There are only four reasons people do not buy an item: They have no need, no money, no trust in the salesperson or company, and no hurry. Auctions eliminate the 'no hurry' factor. You know the item will sell at 1 p.m. Saturday," he said.

Gutknecht said auctioneers should continue to watch proposed federal rules that would allow banks to enter the real estate business and, ultimately, real estate auctions. However, he does not believe there is enough support for such rules to be passed. "I don't think it will ever see the light of day," he said.

After his speech, attendees enjoyed entertainment by comedian/former pastor Dennis Swanberg, who blended humor with a message about treating people well. "We each have emotional tanks that need to be filled. For example, there's a Love Tank and a Respect Tank. We should fill these tanks of our loved ones with the things we say and do," he said.

Photo captions - from top:

Congressman Gil Gutknecht

Dennis Swanberg

The closing session drew a large crowd

Convention Chairman Don Shearer, left, receives an award from President Joe R. Wilson for his hard work to organize the convention.



\$30,000 raised in one night at Conference and Show. Goal of \$430,000 set for the upcoming year.

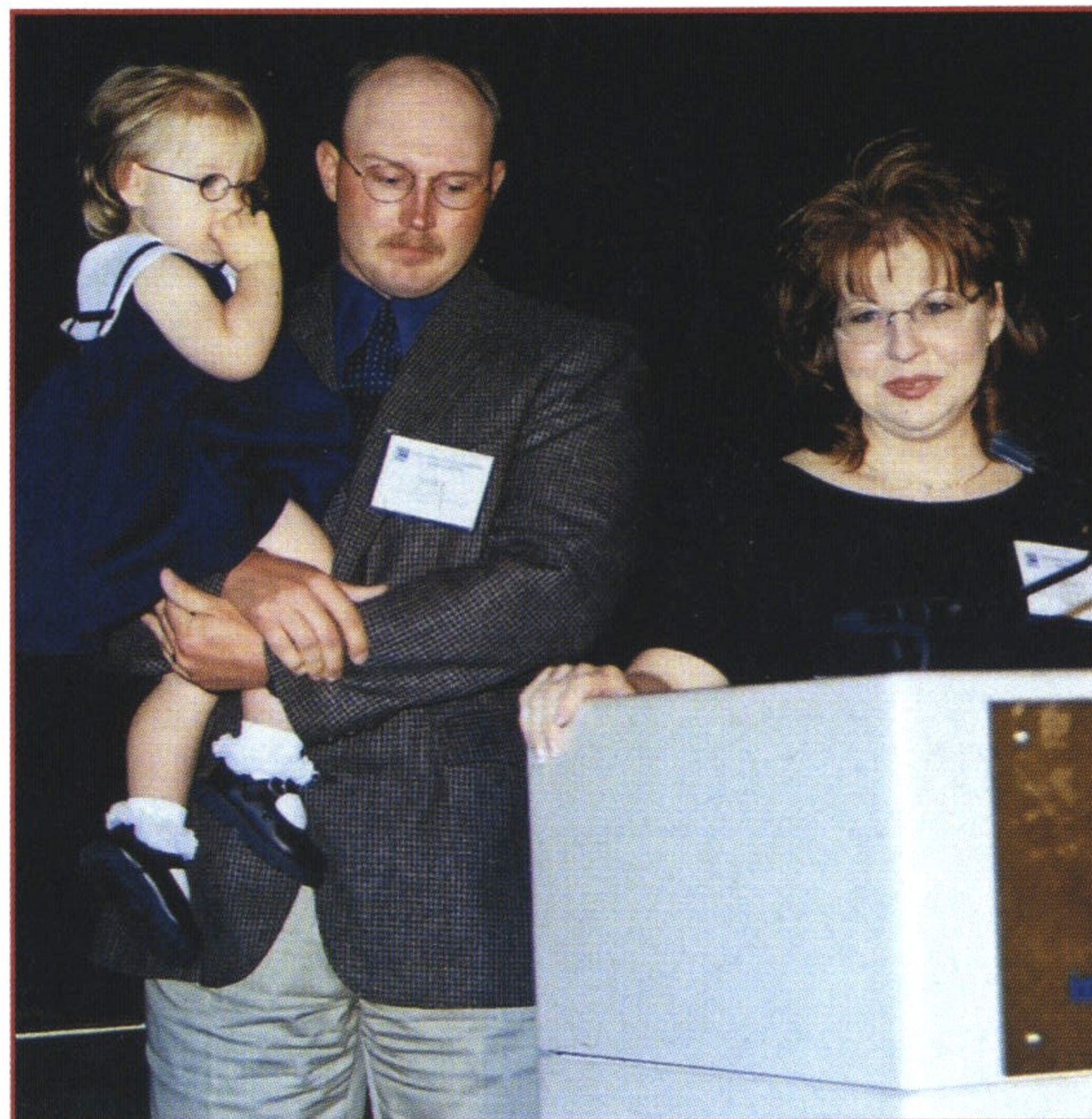
Those who attended the awards banquet in July at NAA's Conference and Show left the hall that night touched by the story of two-year-old St. Jude patient Madison Marshall and her parents, Nanci and Mike.

Their story brought tears to the eyes of everyone who listened. Madison, the niece of NAA member Curt Marshall of Salina, KS, was treated at St. Jude Children's Research Hospital in Memphis, TN for a form of eye cancer.

She now returns to the hospital every six weeks for check ups. Following the Marshall family's appearance, incoming NAA President Larry Theurer announced that all money raised for the hospital in the coming year would be donated in honor of Madison.

St. Jude representative Barbara Howell announced to the crowd that the daily operating costs of St. Jude would approach \$1 million dollars per day later this year. She then challenged NAA's membership to raise \$430,000 for the Get Sold for St. Jude program for the coming fiscal year.

Outgoing NAA President Joe R. Wilson, CAI auctioned a quilt that had been made by a close friend of the Marshall family. Mr. and Mrs. Richard Kiko of Canton, OH purchased the quilt with a \$6,500 bid. Wilson had previously purchased the quilt with a \$500 bid at the Kansas NAA State Convention. Wilson also announced that Danny Ford was pledging \$1,000 to St. Jude for each of his three businesses. Inspired by Ford's gesture, Joe Wilson also agreed to make the same pledge. Joe excited the audience with a



Madison Marshall and her parents Nanci and Mike made an inspirational appearance at the 2002 NAA Conference and Show in Orlando

challenge to the entire group to also make a pledge using the spirited phrase, "Stand up for St. Jude!" More than 20 other auctioneers accepted the challenge.

Through the generosity of the Energizer Corporation, St. Jude provided Disney Christmas ornaments to those in attendance. Wilson encouraged everyone to donate \$20 for his or her ornaments. By the end of the evening, the combination of activities had raised approximately \$30,000 for the hospital.

Two awards made their debut at this year's convention. The first was the St. Jude Horizon Award. The award will be given to the individual each year that raises the most nationally in their first attempt

in supporting the hospital. It was announced that Matt Ford of Ford Brothers, Inc., Somerset, KY was the winner.

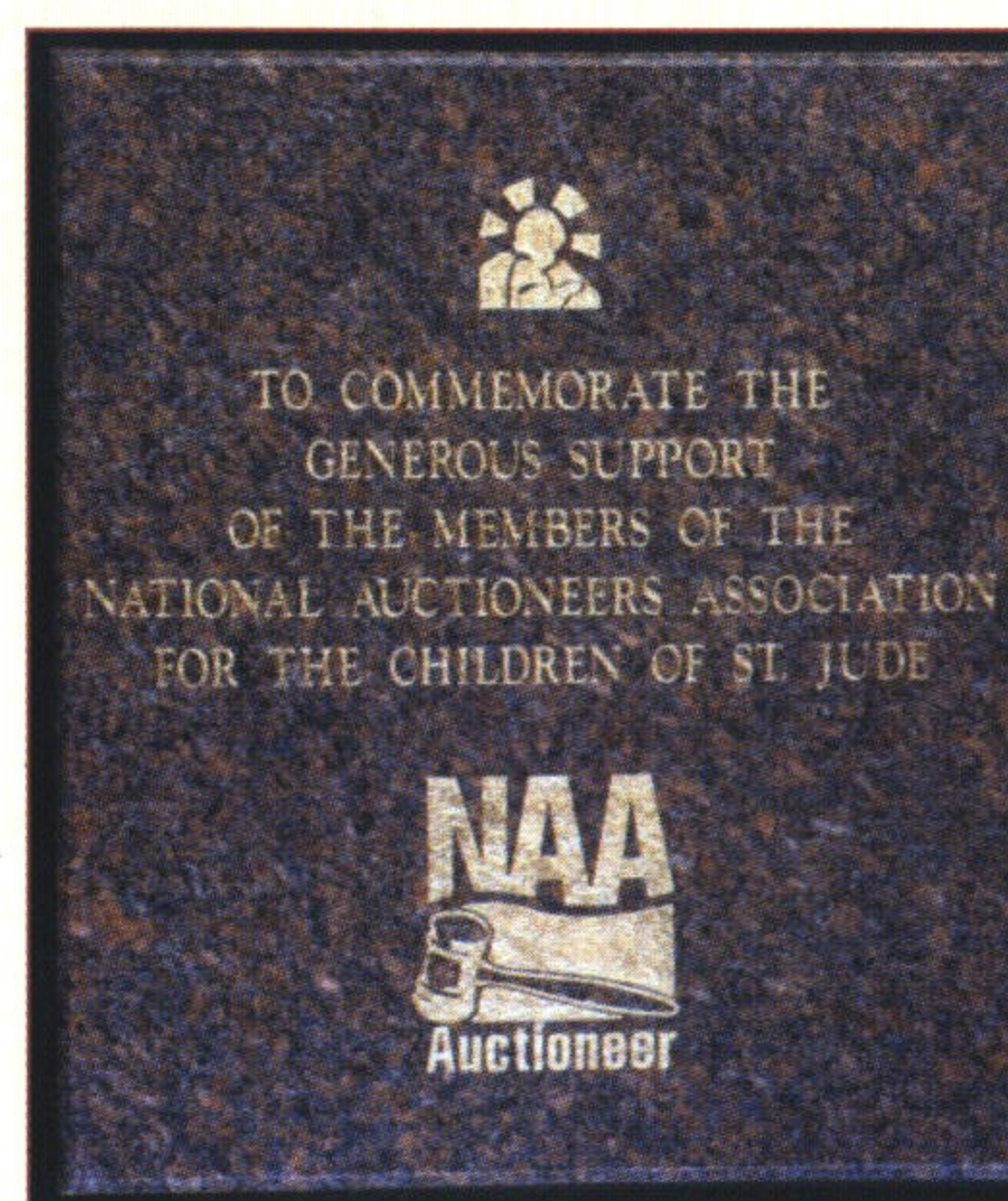
In Matt's first attempt at coordinating a Get Sold for St. Jude event he raised more than \$32,755 for the hospital. Matt's father, Danny, accepted for him.

The NAA/St. Jude Spirit of Hope was also announced. This award will be presented each year to the individual whose dedication to the mission of St. Jude Children's Research Hospital stands as an example to other members.

The NAA St. Jude Committee chooses the recipient of the award.

This year, Jerry and Cathe McCoy of Jerry McCoy Auctions, Modesto, CA were announced as winners of the award. The McCoy's have raised more than \$38,000 for the hospital since 1997. They host two St. Jude events per year, a fishing tackle show and auction and a Christmas benefit auction.

The awards banquet was a resounding success, not only for St. Jude, but also those in attendance who witnessed the courage of a family caught in a battle for the life of their child.



This plaque thanking NAA members for their donations to St. Jude was placed in the hospital on March 27. The plaque was presented by St. Jude officials to NAA officials when the auctioneers visited the hospital last November.

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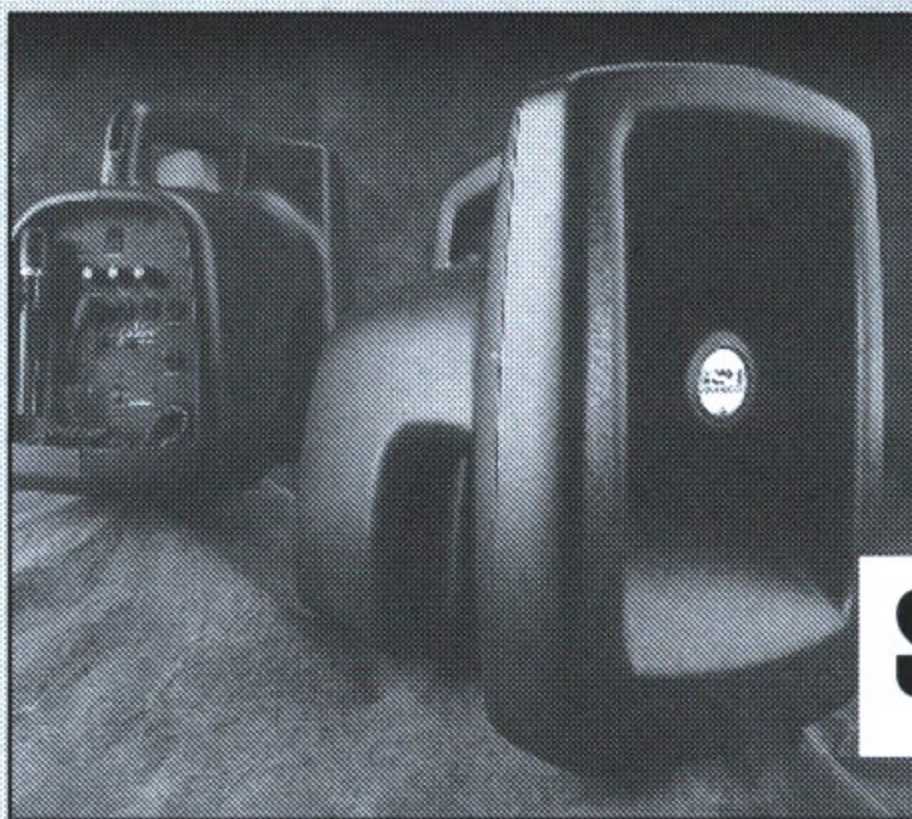
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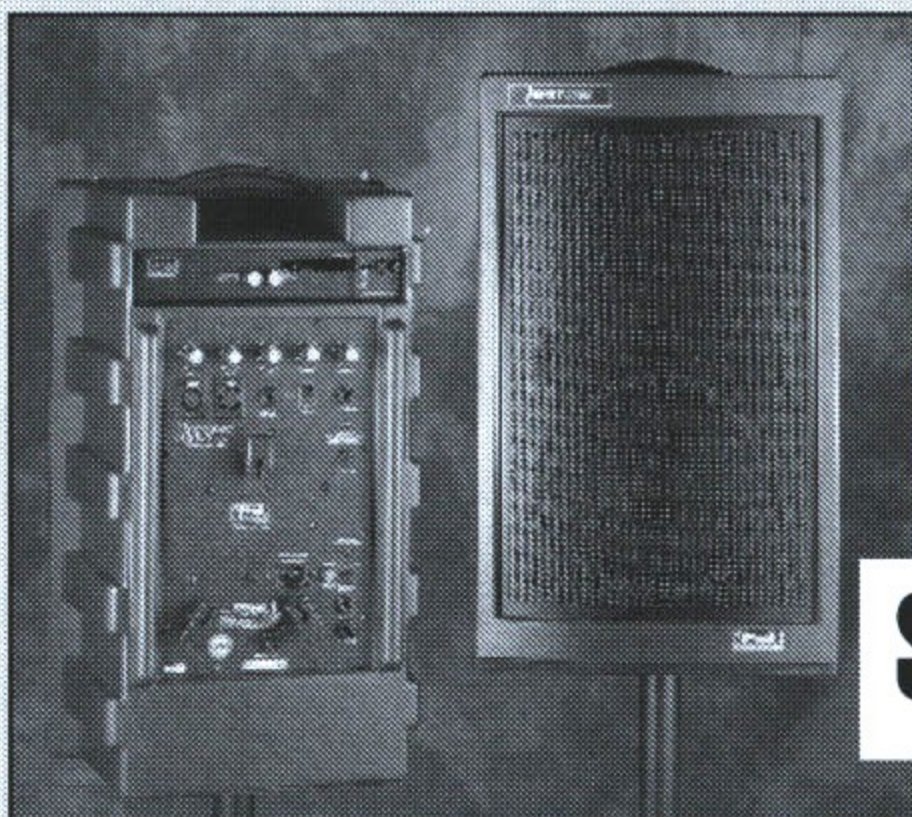
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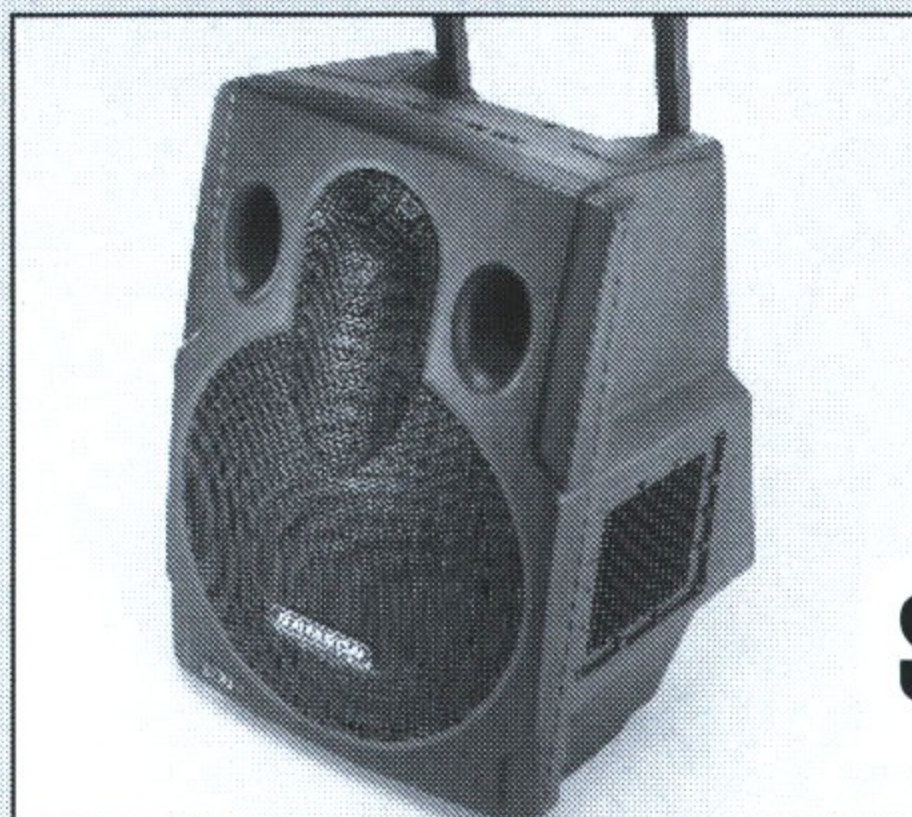
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naa web forum

(The following exchanges are taken from the Discussion Forum section of the NAA web site at www.auctioneers.org. In this section, members "post" messages for anyone to see on the discussion board, and anyone can respond by posting a reply. To participate in the discussions, click on the Members Only button and then the Discussion Forum button.)

Absolute Auctions, divided ownership

Dear members,

I am seeking information on the subject of Divided Ownership- Absolute Auctions. Some time ago I recall reading in the NAA magazine or possibly some other association, Code Of Ethics Guidelines or Suggested Practices something about a policy on Absolute Auctions and Divided Ownership. More specifically a question and possible legal issue has arisen with a long-standing customer on this subject. The issue is as follows: Is it a fair business practice to allow a partner from a partnership to bid on items belonging to the partnership and ultimately purchase them and still entitle the auction an Absolute Auction? We have over the years viewed this as fair business and I am seeking suggestions from the NAA whether this question has ever been addressed.

Barrie Jung
Melfort, Saskatchewan, Canada

Dear Barrie,

Yes, it is ethical and legal for a partner to bid as an individual at an absolute auction for the partnership. It is advised for you to announce that the individual is planning on bidding, this will relieve the other bidders thinking the individual is bidding on behalf of the partnership.

Kentucky Auctioneer Commission has enacted a rule that spells out how to determine what is an absolute auction. North Carolina and Arkansas have also addressed this issue.

Dennis K. Kruse, Auburn, Indiana

Free Web site details

Dear NAA,

I would also like some information on the web page feature that NAA is offering. Could you folks at NAA post some info on the message board? I'll bet this is going to generate a lot of interest, especially those of us who have not established web sites.

Lyn Liechty Auctions

Dear Lyn,

Through our partnership with the AuctionServices.com in Roanoke, Va., each member who does not currently have a web site can register their domain name and receive a two-page web site for a nominal fee. Members can find a link on the NAA members-only section that will allow them to register a domain name, pick a web site design and establish a web site. Initially, there is a \$75 domain name registration fee. The fee is applied to registering your name with Network Solutions/Verisign and setting up the record on Auction Services' servers. The monthly hosting fee, normally \$55 a month, has been waived. Under this benefit, you'll get a home page that has your contact info, a section of auction-related news stories and the NAA QuickPoll, all updated on a regular basis.

The second page is an auction calendar so you can advertise your sales on the web. Any sales you post to your site will also appear on the NAA auction calendar. There are a couple benefits to this program: No hosting fees, You own your domain name (web address), your sales bills appear on a couple different sites, offering you a broader reach, the web site identifies you as professional auctioneer and NAA member, and you get a web site at the fraction of the start-up cost. The only additional cost to you is annual domain name registration fee. You can register your domain name for as long as 11 years at a time. If you decide you've outgrown your free web site, you can add pages and features either through Auction Services or another web design firm, at your expense.

Patrick Murphy
NAA Web Editor

CONFESSIONS OF A NEW GAL

Minor crisis with box lots sends rookie off the block

Ever have one of those auction experiences when you feel like flinging the cane right at that non-bidding loudmouth in the crowd?

As a new auctioneer, one recent evening I stood on the block ready to wrap up the sale with box lots. Thank goodness I could kick off my shoes without anyone seeing. It had been a long summer's night. It was almost time to go home. I pointed with the bamboo cane. "Right down here. Two boxes for number 77."

"No," said the ring boss. "We have three now for 77."

"OK, everybody. Choice of the three boxes. Let's go!"

One of the ring men, piped in, "Let's do number 129 instead."

The ring boss nodded.

All right, gentlemen, I thought. I moved the cane left..

The ring boss changed his mind. "No, no, no."

"Hey, guys, listen to your auctioneer," I said. "We're right here! Right now! Choice of these boxes. Who'll give ten dollars? Start it. Ten-dollar-bid-ten."

"You have it wrong," a different voice said. When my boss, the head auctioneer, speaks, everybody listens. The auction stopped. "Let me see the box chart."

Sweat beads ran down my sides. My face flushed red. My headset rose with the heat above my hair. I tossed the cane right to my boss. Luckily, he caught it.

I removed my headset and laid it near the clerk. I marched off the block. I heard my boss selling the box lots while I implored the refreshment stand girl to sneak back up on the block and retrieve my sandals. She kindly did so. Then I took the long way back through the parking lot to the front of the auction house. At the office I helped cash out bidders until everything wrapped up for the night.

After the auction I apologized to my boss. Even as that bamboo stick went arching through the air, I knew I had goofed. Cane-tossing comes under the category of unprofessional behavior. So does stomping barefoot off the auction block.

My boss encouraged me to take a deep breath during the next minor crisis and go on with the show. He even smiled. "Did you see the way I caught the cane?" he asked.

Civilians think that auctioneering is all about speed. From inside the ranks I've learned that we auctioneers have more need of patience and alertness.

You folks who have paid your dues may not remember when you caught on to that tricky combination. But take it from one of the new kids on the auction block: If you've made it in this business, you've got it! Auctioneers prove their resilience at every sale.

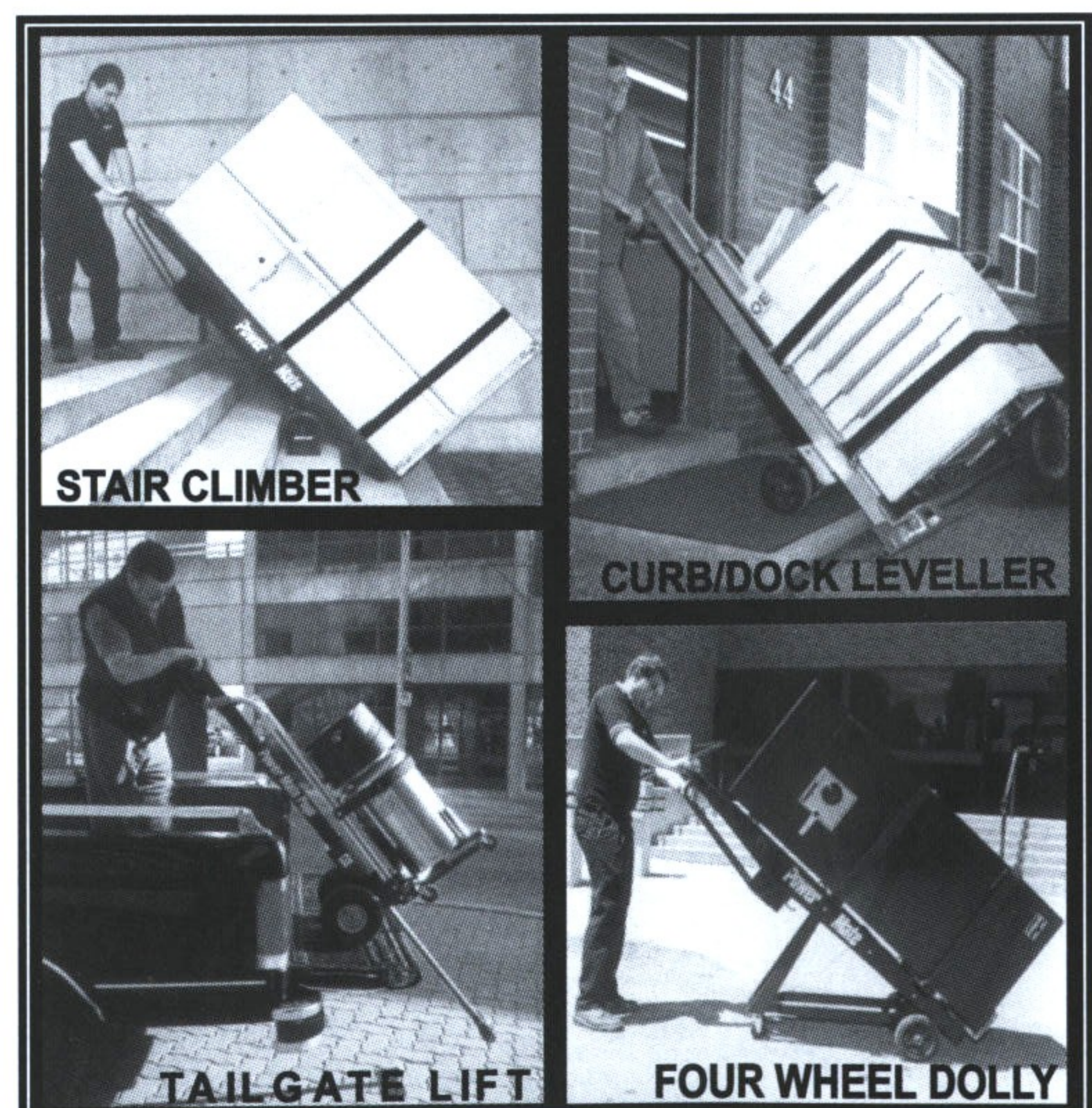
Now if I could just get some advice from the seasoned professionals on how to cope with Microphone Hair, I'm sure I'd be a better auctioneer. At least, I'd be a better-looking auctioneer.



SHERRY BLAKELEY OF BELOIT, WIS., GRADUATED FROM WORLD WIDE COLLEGE OF AUCTIONEERING IN FEB. 2002. SHE IS A REGISTERED AUCTIONEER AND WORKS FOR BELOIT AUCTION SERVICE.

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Develop your company as an efficient "team"

Use core principles to guide employees

By Deborah G. Estes, Ed.D.

As businesses strive to deliver higher quality services, more managers realize the importance of teamwork to accomplish company goals. As a result, many business leaders place a greater focus on building a productive team of employees.

But too many business leaders believe that a single day retreat or an in-house training session will be the cure-all to their teambuilding needs. What they fail to realize is that developing a productive team of people requires more than a single day motivational message. So, let's get to the core of our company's teambuilding needs.

The solution is to develop norms by which companies operate. Without established norms, no company can succeed.

What are Your Company's "Norms"?

Norms are the standards or core principles that individuals or groups agree to operate by while working together. When your company's norms are in place, you will maximize productivity and effectiveness in a positive setting and ensure that every individual feels respected and valued. As the norms take hold in your organization, your team members will take on more responsibility and will work together to build community in the group. In the process, risk-taking and out-of-the-box thinking will prevail.

Use the following norm-building process.

1. Allow employees to identify their own norms.
2. Since your employees are the lifeline of the organization, they should personally identify which guiding principles are most important to them.
3. Limit the list of norms to five or six. Implementing too many norms will quickly overwhelm people and defeat the whole teambuilding process, while utilizing too few norms will make the process meaningless.
4. Reinforce the norms regularly. Effective norms embed themselves into the company's culture.
5. Include the norms in your interviewing/training process.
6. Celebrate your company's norms and resulting success.

The Power of Norms

Norms are the essential elements for any team to excel in today's business world. When your norms are in place, your employees will have a set of unifying core principles that will guide their actions and lead them to success. Encourage your employees to establish norms today.

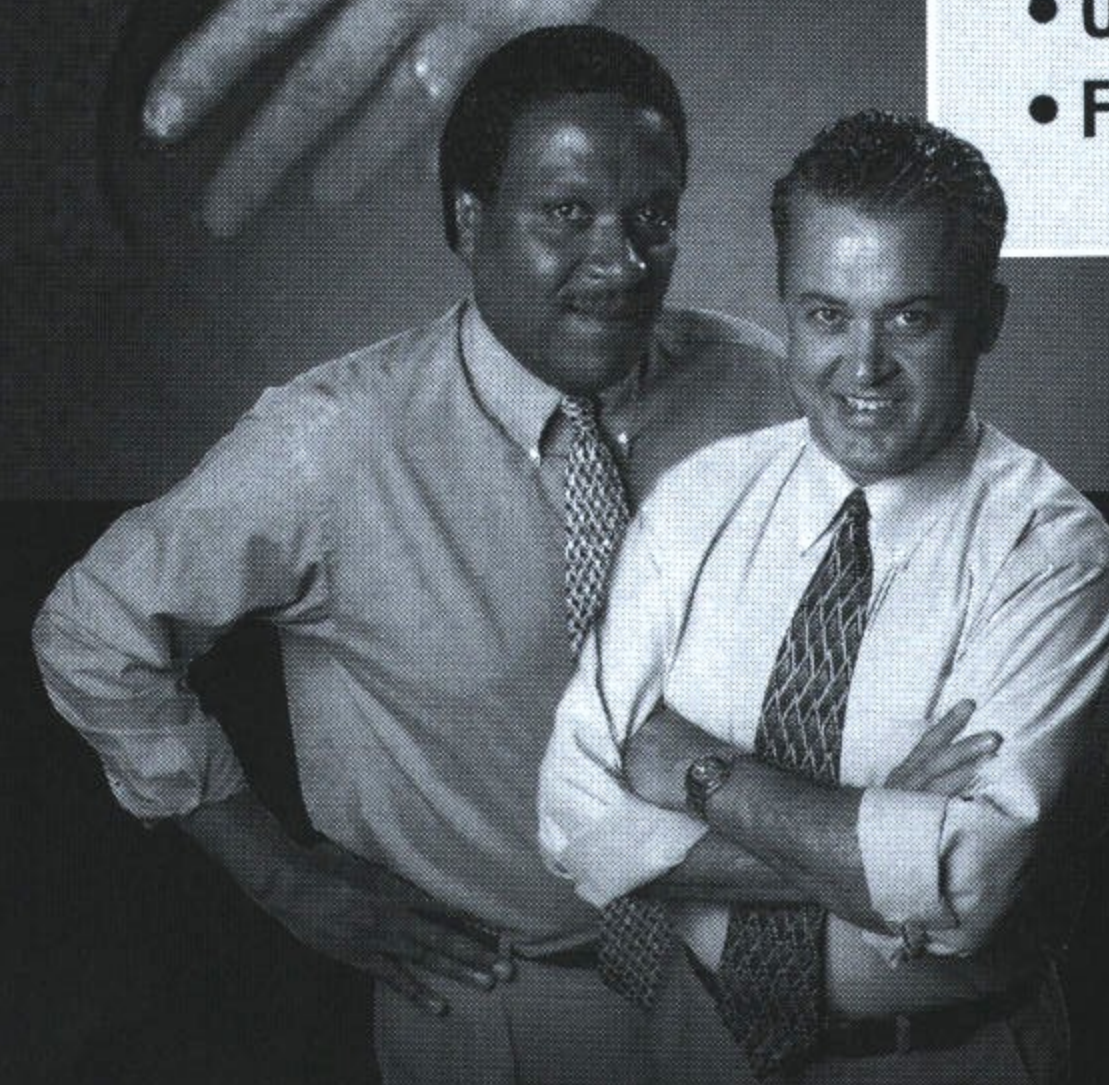
Deborah Estes, Ed.D is an international presenter of brain research and shows us how to use recent findings to positively impact our lives. Dr. Estes covers topics such as the basic biological functions of the brain, the paths of memory, the many effects of emotions and stress, leadership, and more. She can be reached at 903.892.0033 or through www.estes-group.com.



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Evaluating art and antiques

If you teach newcomers about these items, they'll bid more

Auctions are a major source of art and antiques, which appeal to everyone from the serious collector to the casual weekend shopper. Despite the weakened economy, you probably have found that these one-of-a-kind objects still generate significant demand and that family heirlooms continue to find their way out of the closet and onto the block.

Perhaps you have been wondering how to attract new buyers to your art and antiques sales. It is no secret that the more knowledgeable the prospective buyer is about American furniture, English ceramics, Old Master paintings, or whatever happens to interest him the more comfortable he will feel bidding at auction. As part of your marketing strategy you may want to develop a series of lectures or workshops for first-time bidders about how to evaluate art and antiques for purchase.

You will, first of all, want to stress the importance of background research, which includes consulting reference books, auction catalogues, and price guides; attending auctions; and visiting museums and galleries to educate his eye. When consulting an auction catalogue, for example, he should know the difference between lots described as "Regency desk, first quarter 19th century" and "Regency desk" (which indicates later alterations). When tracking sale prices at your auctions, he would want to know, for example, why the Chippendale chest of drawers fetched a high price. Did it have a wonderful patina and its original brasses intact?

Once the prospective buyer has chosen his object of desire based upon the information and image in your catalogue, he should then inspect it in person at your auction preview and ask questions of your staff. He will want to evaluate the object's quality, authenticity, rarity, condition, and provenance, all of which affect its value. These criteria of connoisseurship should be applied to any work of art or antique, according to the Art Dealer's Association of America. Your new buyer also should know that many dealers will accompany him to the preview and even bid on his behalf for a small commission of the sale price, thereby offering an added comfort level.

You will want to alert the prospective buyer to pay particular attention to condition when examining auction merchandise at the preview, particularly if your catalogues do not include condition information.

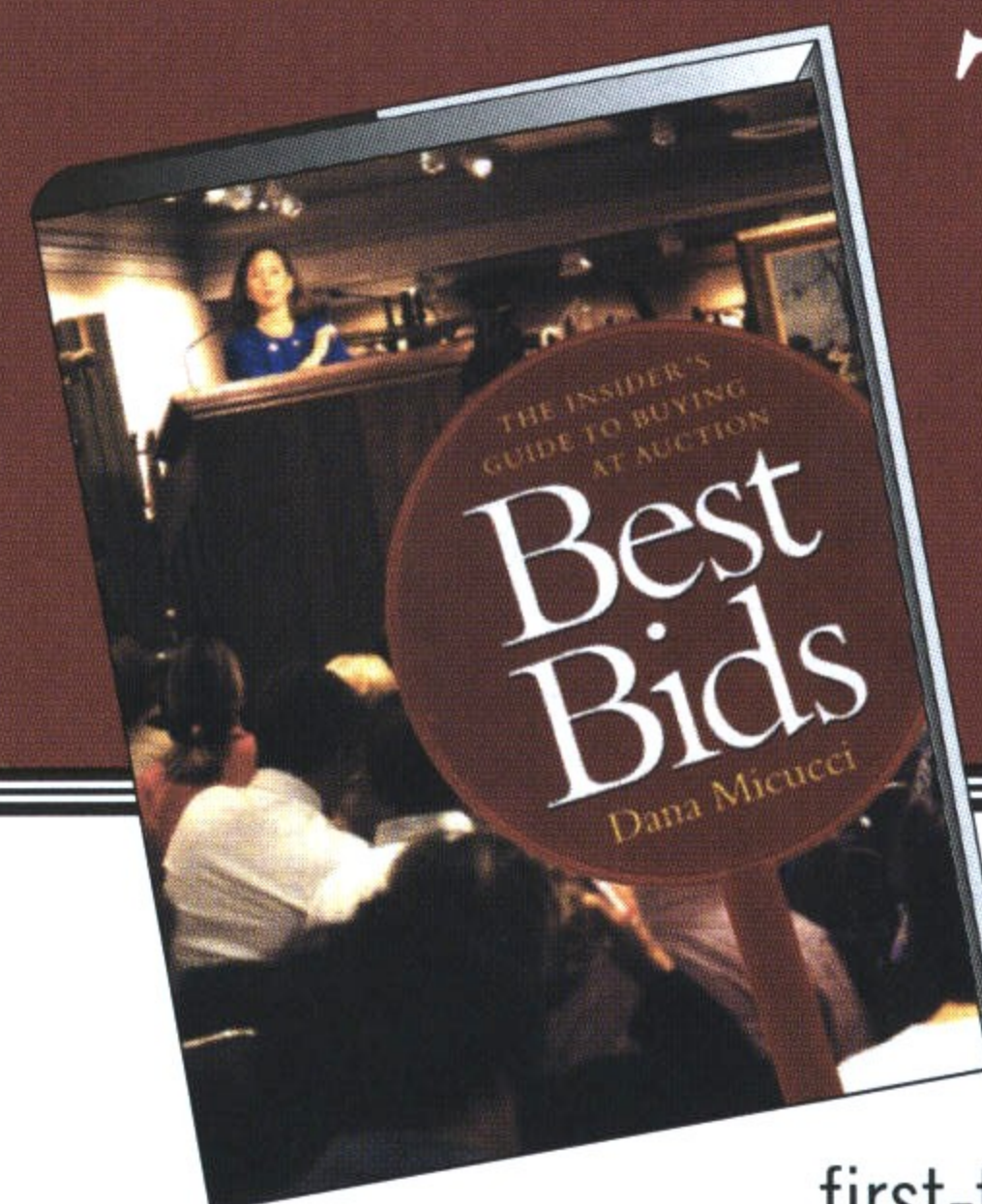
The most desirable art and antiques have remained as close as possible to their original state, an important consideration for would-be collectors. The prospective buyer also should ask you for a written condition report, if available.

If your new buyer is interested in collecting, you may want to advise him to buy the best objects he can afford, to concentrate on quality rather than quantity. He will not only benefit from their likely increase in value but will undoubtedly have more success when trading-up to refine his collection in the future.

At the same time, you may also want to advise him not to buy art and antiques purely as investments but rather because he loves the objects. Otherwise he will run the risk of amassing a mediocre collection.



DANA MICUCCI IS A JOURNALIST IN NEW YORK CITY WHO SPECIALIZES IN THE ARTS. SHE IS THE AUTHOR OF THE BOOK "BEST BIDS: THE INSIDER'S GUIDE TO BUYING AT AUCTION."



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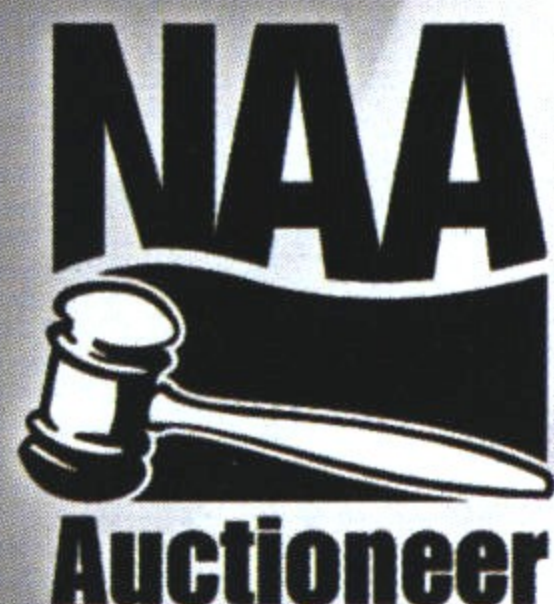
"The author's acknowledgments at the beginning of this book reads like a who's who of the antiques business . . . newcomers to the world of auctions can learn much from this lively, readable text."

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STEP Sign In

- 1 • Click on the "Free Web Site" link in the NAA members-only section of the NAA web site.
• Sign in at the login screen with your NAA username and password.

STEP Register a Domain Name

- 2 • Type in a domain name of your choice (will be checked for availability/confirmation on the spot)
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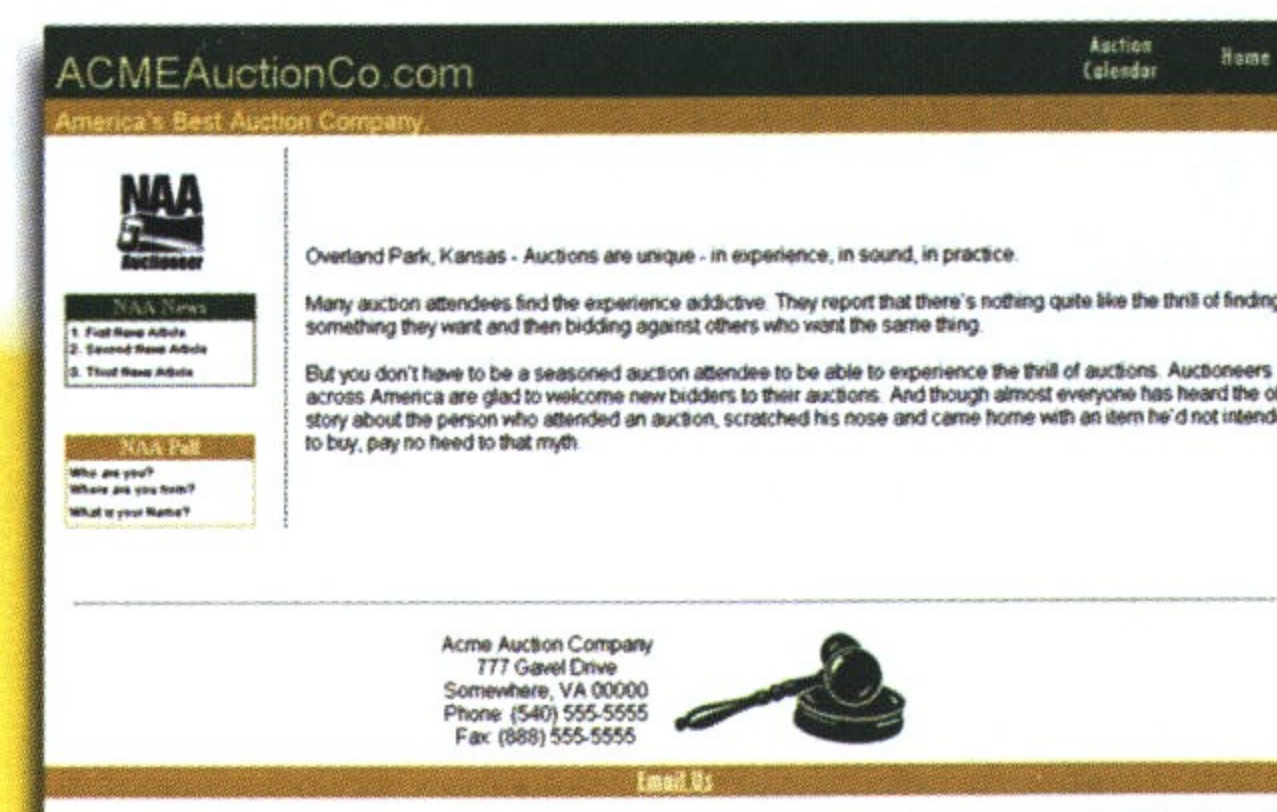
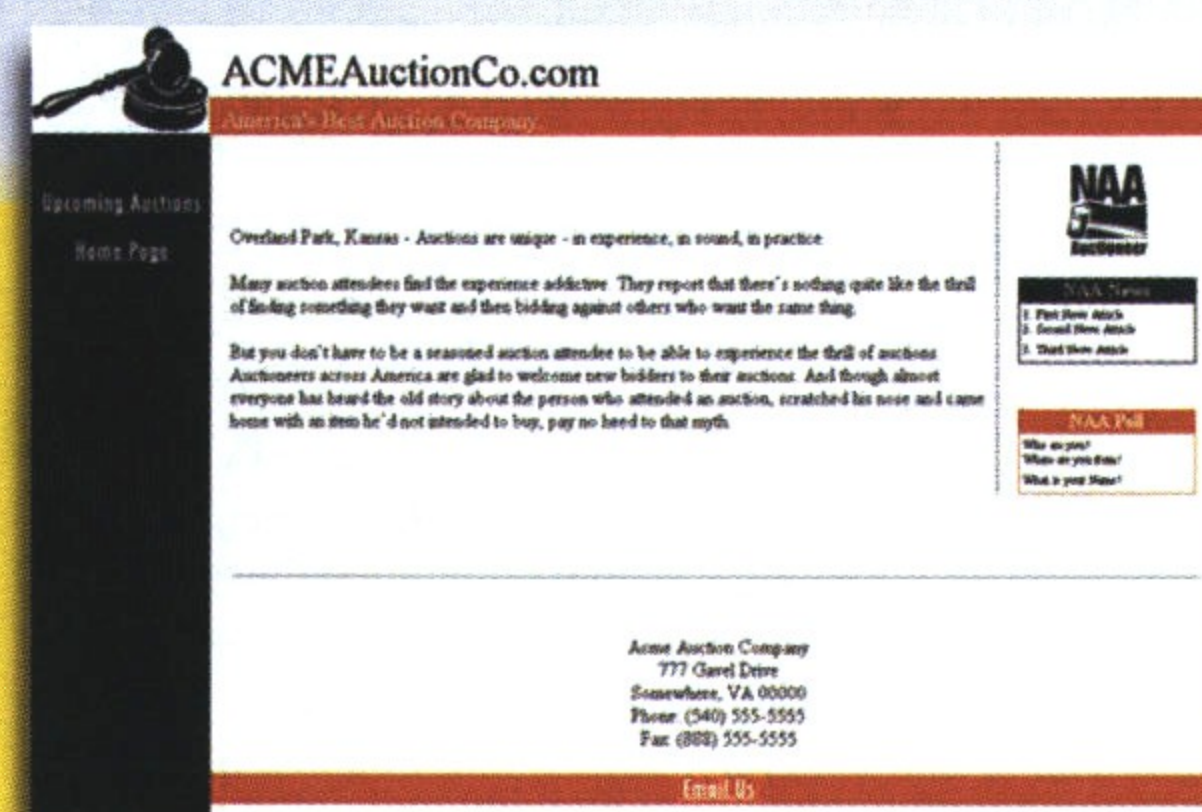
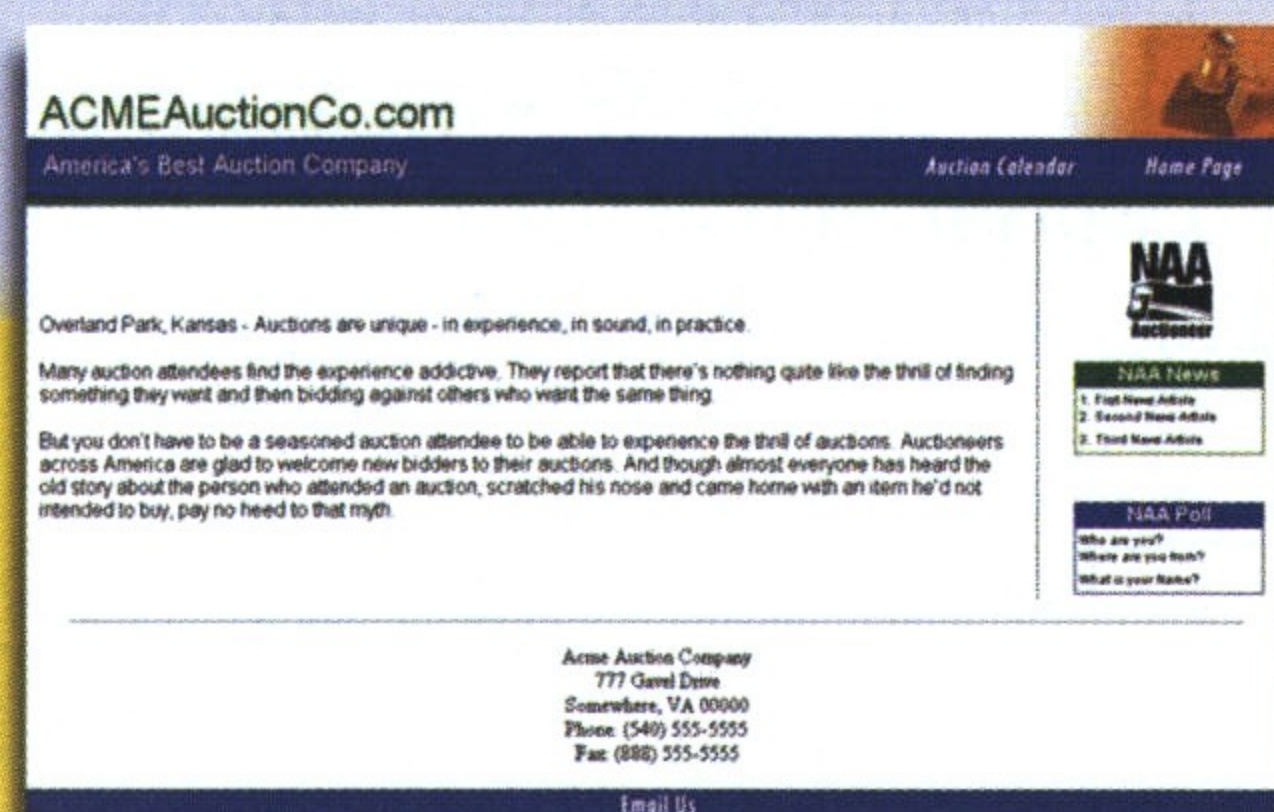
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- Instructions on using AuctionServices.com web-based email system for your new email address
- Instructions on using the automated auction calendar

STEP Choose a web site

- 3 • Following the link in your email, log in with your NAA user name and password.
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To set-up your company web site today, and begin taking advantage of the free web hosting service, log on to the Members-Only Section of the NAA Web Site.



New auction software

TNT computers is offering a new software, AuctioneerEasy, a comprehensive auction software created for the professional auctioneer who wants to deliver the best and most cost-effective service to his or her clients. Anyone who runs Windows can run the AuctioneerEasy tutorial and can be up to speed in a very short time. The software cuts work loads in half delivering all the sale: bill writing, closing reports, and bidder checkout information, all in clear, easy-to-read reports.

Clients can enter all sale items before the sale or have the clerk add them on the fly. AuctioneerEasy is a true 32-bit program written for Windows, not simply adapted to Windows like so many auction programs are. The software works great for the onsite auction as well as for the auction barn. Being fully networkable, AuctioneerEasy lets you use a LAN-based network or go wireless!

This product is offered by TNT Computers, 1217 R Street, Bedford, IN 47421. Phone: 1-812-275-3519, Toll Free Sales Only: 1-800-860-8146, Fax: 1-812-275-5605, Email: sales@AuctioneerEasy.com or tech@AuctioneerEasy.com

Collector car auctioneer Web site

DES MOINES, IOWA -- KG InterDev, LLC has launched an all-new Mecum Collector Car Auctioneer web site (www.mecumauction.com). Mecum Auction is one of the nation's leading live auctioneers of vintage, classic, sports and collector cars. The web site provides up to the minute information for the thousands of cars listed for sale at over two-dozen live auctions held by Mecum across America. Mecum staff manages the site's information through an advanced content management system.

Publishing detailed information, especially photographs, is essential for effectively promoting any car on-line and to attract potential buyers to an upcoming auction. KG InterDev implemented a specially designed system where scanned photos of the cars are uploaded to the web site and automatically processed and enhanced; all without the need for staff members to be trained in image editing. The time and effort for updating consignment information has been dramatically reduced for Mecum. "It used to take us a lot of time to get information to the web site, especially the car photos", said Dana Mecum, president of Mecum Auction. "The KG InterDev team looked at our office processes and helped us streamline the whole thing. Now our staff can get full consignment information published to the world in just a few minutes."

Christian Gurney, managing director of KG InterDev said "The key was to implement a solution that a wide-range of office staff could operate without having to invest in a lot of training in image editing. Our image processing solution, coupled with an on-line database, has enabled Mecum to really leverage the web for answering customer inquiries and build a loyal on-line following of buyers and sellers."

Additional elements for the site will be unveiled in the coming months. Special "Member Only" features will, among other things, make it possible for potential buyers to indicate their interest in particular types of collector cars. When a car matching their interests is consigned, Mecum will notify them. Marengo, Illinois-based Mecum Auction, Inc. has been bringing together the buyers and sellers of collector cars. Mecum hosts over two-dozen events across the nation, bringing thousands of sports, classic, vintage racing, muscle and collector cars to auction annually. For more information, visit www.mecumauction.com or call (815) 568-8888.



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Why the difference?

Appraised value of antiques often far below sale price; The problem is that more research is often needed

By George Michael

Often I am asked about the appraisals seen on TV, such as on the "Antiques Roadshow" show on Public Television stations. Are the appraisals accurate? Do they serve a good purpose? And can one rely on the figures quoted?

That show has exposed us to a combination of entertainment and wonder, and those of us in the antiques and collectibles trade often wonder at the origination of most of the prices quoted. If some of us are in awe of the TV action, think of what some of the new collectors and dealers are experiencing.

There are lots of variables in appraisals. One has but to look at an auction catalog, where estimates are posted of the value of the items pictured. At a recent sale at Christies, a Tiffany mixed metal cream jug had been estimated to sell at between \$8,000 to \$12,000. It sold for \$33,460. A Federal period chair was estimated at \$50,000 to \$80,000, and sold for \$207,500. What's going on here? This is a logical question from the collector who wants and needs good advice when parting with such big bucks. Who are the appraisers who estimated the values for the auction house? Can we attribute the prices to zealous dealers and collectors who lose all sight of value and bid on emotion? No one knows the answer.

Some years ago, I was called in to appraise a Chippendale slant top desk - mahogany, definitely in period and seemingly in fine condition. It was bought at an auction in New York at a respected auction house for \$55,000. It was block front - one of the rarities in this form. I knew that it brought a low price. What was wrong with it? This

required a look at the form, measurements, color of wood, condition and the multiple features which all of us must examine. The brasses must be right and all four legs must be alike. The only item which I felt needed examination was the width of the breadboarded ends on the fall front. This required a visit to the Museum of Fine Arts in Boston to examine what I felt would be the place to learn what a fall front should look like. I found it there. The desk in question had ends which measured about 4 inches. In no piece in the museum were they wider than 2 1/2 inches. This is why the proportion looked "off" to me and I had to examine a proper example to confirm it. How would an appraiser fared with such an item on TV?

At another auction, some years ago in Massachusetts, six Queen Anne side chairs reputed to have been owned by the famed silver maker, John Coney, reached the block and sold for \$19,000. The wife of a buyer whom I knew thrived on this period, came by and I asked if her husband had bought them. She said, "No. He didn't even bid on them." She replied that "He didn't like the baluster turnings on the front round. They are not big enough. Another half inch on them, and no one else would have owned them."

I talked with others about this, remarking that the buyer most likely would be stranded with them, as she must have been buying for the same final market - perhaps a museum. Five years later, these chairs came back to the same gallery and were put on the block. They were knocked down at \$12,000 and were later sold privately

after the auction for \$11,500. This meant the original buyer had \$19,000 tied up for five years. The final selling price indicated she had lost \$7,500, less something for a commission to the auction house. All because of a half inch on the balusters.

How would you have fared with one of these chairs at a TV appraisal session? No wonder that the many professionals in our field make no comment when asked about the validity of what happens on TV. Appraising antiques is like a game - if you don't know the rules, you can't play it very well.

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How do you negotiate with clients?

Here's how to achieve a win-win situation for both parties

By Al Auger

Many businesspeople underestimate the importance of negotiation. Rather than prepare, plan, and brush up on their negotiation skills, they opt to "wing it" through the negotiation and rush to the bottom line. Such an approach results in unfavorable outcomes for both parties.

When negotiating, all business people must remember that everything they want is currently in the hands of someone else. Whether you're buying or selling property, or professional services, the other person has the money you want or the property itself. Therefore, the key to getting what you want from the other party is mastering the art of making others happy in a way that's agreeable to all. That's what negotiation is all about.

If you want to leave your next negotiation meeting with more favorable results, enhanced credibility, and a more thorough knowledge of the other party, put the following negotiation strategies to work. The more time you spend in preparation, the easier your negotiation will be.

1. Know What You Want and What You Will Accept

Prior to any negotiation, clearly define all the terms that you are willing to accept and the conditions under which you will accept them. Keep these terms specific, yet be flexible to changes. Once you have a clear definition of your essential terms, you can progress your negotiating strategy from there, knowing that the negotiation will better your position and terms. When you neglect this step, you often enter negotiations with a sense of indifference. The other party will sense your uncertainty and won't take you or your contract demands seriously. State your position upfront.

2. Make a Realistic Offer

There are both good and bad ways to achieve the terms you want in negotiation. Some business people think coming in with a ridiculous lowball offer is the best strategy. They hope that by presenting an extremely low offer, the other party will negotiate to raise the offer while bringing the original asking price or terms down. This is a miserable way to negotiate, as it alienates the party receiving the lowball offer and insults them. Instead, build a reputation of being a fair player. Consistently giving unrealistic offers makes you appear less than honorable.

3. Listen to the Other Party's Feedback

As the other party responds to your contract requests, ask questions and listen to the answers. Some great questions to ask are: "What are your concerns with these requests?" "Which areas do you feel are unreasonable and why?" Asking

and listening are important because you will always get what you want if you allow the other party to do the talking. All you have to do is sit back and listen. The other party will always hand you the keys to getting the transaction done. You simply have to act on what they say.

4. Don't Make it a Price Negotiation

Today's business world is very impatient. We try to get to the bottom line much too quickly. However, when price becomes the only issue, you limit your negotiation options and give the other party the impression that "This is my best offer; take it or leave it." To avoid this, be sure to stress other important factors during your negotiation, such as warranties, follow-up, delivery dates, and any other items that are important to the deal. When people understand all that they are getting for the money, the final price won't be so much of an issue.

5. Rely on Yourself; Not on Luck

Regardless of what happens during a negotiation session, luck has absolutely no bearing on the outcome. Luck is sim-

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I want to empower all Auctioneers to be successful and to give them the tools they need to get the job done.

ply the moment when opportunity and preparation meet. If you take your time and master the art of data gathering, of knowing your client prior to negotiating, and of conducting objective risk analysis, then you will always close the deal to best meet everyone's needs.

6. Be a Problem Solver

People instinctively move towards things that give them pleasure and away from the things that cause them pain. As such, the person you are negotiating with wants to take actions that result in happiness, as do you. If you are gaining pleasure from the negotiation but your terms are causing pain to the other party, it is going to be a frustrating negotiation, and you are probably not going to get what you want. Therefore, you must uncover what pleasure the other party wants to gain as a result of your transaction. If you encounter indifference, then it's time to walk away, because you will spin your wheels forever. Outright opposition is better, as it tells you exactly where the pleasure and pain are and how to make the deal happen. At that point, try a tradeoff play, where you offer a concession. You can now solve the other person's problem while you get what you want.

7. Observe Body Language

Watching the movements of the other party can disclose a great deal about the words that they say. For example, if they are unable to look at you when they are talking, then they could be hiding something. If they are fidget-

ing in the chair, they could be very uncomfortable. If they sit back and fold their arms, they could be tuning you out. If they are sitting forward on the edge of their chair, they may be eager to hear more. You can also use your body language to communicate to your partner in a transaction.

8. Believe in Co-Authorship to Win

One of the best strategies for negotiating is to get everyone involved in authorship of the contract together. To start a negotiation by saying, "This is our standard contract and we must use it," sets up a tough negotiation session. A better approach is to offer to start with your standard contract to get things going and then allow for a follow-up discussion on any changes the other party wishes to make. Also, during negotiations it's often advantageous to offer something to the other party so you can build trust. Failure to get everyone's input upfront may kill the deal at the starting block.

Negotiation should never be a negative experience. When you brush up on some specific negotiation skills, you can make any negotiation session a productive experience that enables you to get what you want more often. Negotiate wisely today so you and your company can get the best contract every time.

Al Auger is an expert in commercial real estate developing, investing, and financing. He consults with companies and individuals to help them locate, finance, permit and develop commercial properties. He is the author of an upcoming book that is a step-by-step guide to the essentials of commercial real estate. He can be reached at (407) 304-4717 or at www.alauger.com.

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Basics of marketing are still effective

Try these simple things to build your client list

By Tammy Dodderidge

Whether you're new to the auction industry or a seasoned veteran, marketing your company to the public should be an integral part of your work. And, it helps to periodically see if you're doing the basics, which continue to prove effective for auctioneers seeking to build business.

Here are a few marketing tips from the National Auctioneers Association that you might try:

- **Volunteer some of your time:** Offer your services at church auctions, school auctions and to other organizations that might need an auctioneer. It will give them a taste of your talent and will help get your name out. Most organizations will list your name in their program.

- **Maintain membership in professional organizations.** State and national organizations help you grow professionally through educational programs and are a great networking tool. Attend every meeting.

- **Buy into advertising.** Advertising comes in many forms.

Along with television and radio ads, newspapers of all sizes need advertisers. You also can buy into a special sections being developed by the newspaper to partner with other organizations. Check advertising opportunities with your church, telephone company and others.

- **Support a cause.** The NAA and its members have partnered with St. Jude Children's Research Hospital for the past six years, raising more than \$2 million to help children with catastrophic childhood diseases. Join in the effort. Local media often give recognition to organizations and businesses who support charities.

- **Give to your community.** Make your business known through your involvement in your community. Head up a committee or attend community events. Don't forget little league teams who are always looking for sponsors and they'll print your name on their uniforms.

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8	9	10	11	12	13	14
15	16	17	18 Bunte Auction Services Anniversary of 1st auction	19	20	21
22	23	24	25 Rachael Assiter - B Norma Murphy - B	26	27	28
29	30					

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- Oct. 4 Missouri Professional Auctioneers Assoc. Fall Convention, Hannibal, MO
- Nov. 1-3 Indiana Auctioneers Assoc. Convention, Ft. Wayne, IN
- Nov. 14 California State Auctioneers Assoc. Convention, Las Vegas, NV

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October

sunday	monday	tuesday	wednesday	thursday	friday	saturday
		1	2 NAA Fall Seminar Calgary, Alberta, Canada	3	4 Missouri Professional Auctioneers Assoc. Fall Convention Hannibal, MO	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28 Connie Johnson - B	29	30	31		



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Kelly has a strong passion for the auction business as well as for wellness and alternative health practices. In addition to owning his own auction company he has owned health food stores. He has a diploma in herbal medicine and is a guest on many radio programs on the topic. He has a Bachelor of Science in Kinesiology, a Bachelor of Education, and is a Certified Personal Property Appraiser. Additionally,

Kelly is a past Canadian Champion Auctioneer and Runner Up to the All Round World Champion – 1999.

The Magic Formula for Compelling

Marketing Communications
Larry Mersereau, CTC
PromoPower Presentations and Consulting, Lumberton, Texas

Whether you create your own marketing communications or oversee a staff or agency that does them for you, it's important to recognize what makes good promotional copy work and to make sure you are putting out effective messages. Selling is a sequential process. Your message must be presented in the order in which your prospective buyer wants to receive it, or it's lost. In this session, you'll learn that sequence, and how to write compelling promotional copy using "Larry's Magic Formula for Persuasion". You'll see how simple, minor changes to your own promo pieces can help you book more auctions and draw bigger crowds of anxious buyers.

Larry Mersereau, consultant and author, has helped thousands of organizations jump-start their return on investment in advertising and promotion. Educated at Drake University, Larry remains an avid student of marketing and human psychology. He's worked for large organizations and small ones, in a broad variety of industries. Larry has owned several of his own businesses and he states "Some have been raging successes, while others have been...learning experiences." His mission is to share ideas he has learned that will help you sidestep the pitfalls of inefficient spending, and cut straight to successful approaches in marketing, advertising and promotion.

Eye Catching Visual Techniques for Marketing Sizzle

Larry Mersereau, CTC
PromoPower Presentations and Consulting, Lumberton, Texas

It's easier for your prospective buyer to simply ignore your advertisement or click to the next web site than it is to struggle through distracting layouts and cryptic typefaces. Brochures, mailers, web pages ... even sales letters can be attractive and easy to read, or ignored for their complexity. After this workshop you'll easily recognize and correct the most common design errors - costly errors even experienced marketers and expensive advertising agencies make all too often. You'll learn how to use pleasing graphic design to capture your prospects' attention, take them by the hand, and walk them step-by-step through your riveting communiqué.

Designing Direct Mail Pieces with Wow

Larry Mersereau, CTC
PromoPower Presentations and Consulting, Lumberton, Texas

How many of your direct mail pieces get read, or even opened? How many actually generate a response? If yours is like most mailers more than 90% of your post cards, packages or self-mailers go directly into the trash. All that postage and all that paper ... let's save some trees today! Discover the secrets top direct mail "creatives" use to draw readers in, break through their skepticism, entice them to read every word and motivate them to respond. Direct mail is still the best way to place your message directly into the hands of your best prospects. This program will help you create pieces your prospects will actually read and respond to.

Mediation and Arbitration – The ONLY way to Go

Lou Faber, LL.B.
Faber Gurevitch Bickman, Attorneys at Law, Calgary, Alberta

Though sharing his experiences as a mediator, your presenter will give you insight into how leading disagreeing parties into settlement of their differences through mediation and arbitration is more cost effective, protects both parties, and often leads to a stronger personal or business relationship. Discover the role of the mediator, how they are trained, and the difference between and strengths of arbitration vs. the pursuit of court settlements

As Senior Partner in his Calgary law firm, Lou is a long time teacher of mediation and arbitration to the Law Society, Better Business Bureaus, mediation associations, and the public. He was an initiator to bringing mediation into the Civil Courts in Alberta. Lou is an active community volunteer and has served as president and chairman of Calgary's largest synagogue, the B'nai Brith, the Jewish National Fund, the Alberta Arbitration Society, and the BBB of Southern Alberta.

How To Start Your Own Web Site

Shaun McMikle
Technical Trainer/Systems Analyst, Micron Technologies, Meridia, Idaho

"I know I need to establish a web site for my auctioneering business, but what do I do? What do I need to know? How do I begin?" If you have ever asked yourself these questions then this session is for you. At the end of this session you will have the basic information you need to hire a vendor and begin your web site development. Questions answered include:

- What web design resources are available?
 - What questions do I ask my web provider?
 - What should my web site do for my business?
 - What are the costs and return on my investment?
- Shaun McMikle of Meridia, Idaho, received his BBA as well as the Outstanding Student of the Year - College of Business award, from Boise State University in 1994. From 1993 to 1996 McMikle managed his own computer consulting firm. Shaun was then hired full-time by Idaho Transportation Department to work as the Acting Web Master – Senior Systems Programmer from 1996 to 2001. In 2001, he left the public sector and joined the Micron Technology team (currently the world's number two computer chip manufacturer) as a Technical Trainer/Systems Analyst. Additionally, since 1995 he has been an adjunctive faculty member for Boise State University teaching Information Systems, Production Management, and Statistical Process Control.*
-

Making Your Web Site Work for You

Shaun McMikle
Technical Trainer/Systems Analyst, Micron Technologies, Meridia, Idaho

Once you have established your web site how do you maintain it, promote it, and solve business problems? In this tricks-of-the-trade, intermediate level session you will learn:

- Low cost solutions to big web problems
 - How to develop templates and standards that ease development and browsing
 - Uptime and advertising expectations
 - How to enrich your site content
-

CONFERENCE REGISTRATION

Registration fee includes: Friday and Saturday breakfasts, Thursday and Friday lunch. Thursday BBQ and Fun Auction. Saturday President's dinner. Coffee breaks and all education sessions. Please book your own hotel.

There are three easy ways to register for the convention:

- 1. Register via the Internet at www.auctioneers.org
- 2. Fax (see number below) completed registration forms with credit card payment
IF YOU ARE FAXING, DO NOT MAIL THE ORIGINAL REGISTRATION FORM.
Faxed registration forms with credit card information will expedite your registration processing.
- 3. Mail completed registration form(s) with check or money order to the U.S. or Canadian addresses below.

You will receive a written confirmation mailed within 10 business days of receipt of registration form.

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NAA Mailing Address:
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NAA Registration, PO Box 413186, Kansas City, MO 64179-9877

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Banff National Park. Visit the Cave and Basin, have lunch at the Banff Springs Hotel, tour and shop in the Banff town site. Tour Tunnel Mountain and Lake Minnewanka.
(Conducted by a Registered Guide and Park Interpreter)
Cost - \$85.00 US, \$120.00 Cdn. inclusive

Friday, October 4

10 AM - 4 PM
Calgary Zoo, lunch, and a behind the scenes tour with the curator at Glenbow Museum.
Cost - \$60.00 US, \$85.00 Cdn. inclusive

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Communicate confidently in any situation

By Tom Leech

Powerful communicators are people who bring conflicting factions together on a common course, who can win over customers and bring in contracts. However, most people resist communications skills development. They prefer that someone else routinely take the spotlight.

Such people could benefit by taking communications tips from the master communicator himself, playwright William Shakespeare. Though he lived over 400 years ago, Shakespeare is still the undisputed leader of communication. Here's what the Bard of Avon suggests:

1. Get into a positive state of mind

"For 'tis the mind that makes the body rich."

-Petruchio, Taming of the Shrew

Anxiety is usually self-generated. As your brain sends negative thoughts and raises a host of "what if's," your body responds with physical symptoms, such as sweaty palms, butterflies in the stomach, and a stuttering speech. To counter this, ask yourself, "What's the worst that will happen if I blow it?" Usually it's less than what your mind has foretold. The more positive you keep your thoughts, the better your communications will be.

2. Review your basic personal values

"In thy face, I see the map of honor, truth, and loyalty."

-Henry VI speaking, Part 2

You can take a variety of steps to improve your communications skills, but if your ethics are questionable, others will size you up immediately as an unpleasant phony or someone to avoid. Know what you stand for and then live by those values in all that you say and do.

3. Check your image.

"He came ever in the rearward of the fashion."

-Henry IV, Part 2

Your appearance is the first impression people have of you. Others will size you up based on your appearance and will rarely give you a second chance to alter that perception. This does not mean that you have to spend lavishly to upgrade your wardrobe. Just create a positive image.

4. Develop some warmth. Loosen up.

"Seldom he smiles, and smiles in such a sort as if he mock'd himself."

-Julius Caesar

People generally respond well to an honest smile. If you wear a permanent

sour expression, and don't seem to really care about others, they are likely to avoid engaging with you.

5. Put brain in gear before mouth.

"Weigh'st thy words before thou givest them breath."

-Othello

Speak thoughtfully. Before speaking on a topic of some concern and involving some risk, pause and review in your mind what you are going to say about it. Or, if you have spouted off and out came clearly the wrong statement, try to rectify it immediately. Make a clarification, not an apology.

6. Work on your language skills

"Tis but a peevish boy; yet he talks well;..."

-As You Like It

Being able to use language well adds to your credibility and encourages others to listen to what you have to say. Routinely saying things like "uh," and "ya'know," or constantly mumbling, causes people not to listen. To enhance your speaking skills, take a course in language or simply practice your speaking skills with your colleagues and friends.

7. Watch your body language

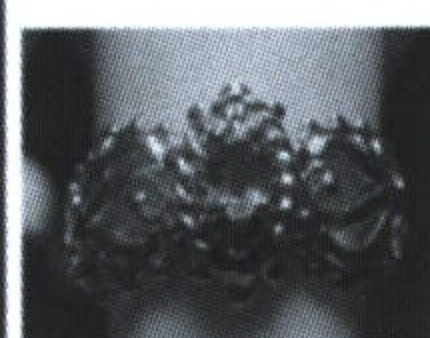
"Tell me where is fancy bred,.. It is engendered in the eyes."

-Merchant of Venice

Body language often has more of an impact on people than the spoken word. When your words and your body actions don't match, you confuse people and send signals that you're insincere and not credible.

Thomas Leech is a nationally known presentations consultant, executive and speech coach. His latest book is *"Say It Like Shakespeare: How to Give a Speech Like Hamlet, Persuade Like Henry V, and Other Secrets From the World's Greatest Communicator"* (McGraw-Hill). For more information go to: www.SayItLikeShakespeare.com.

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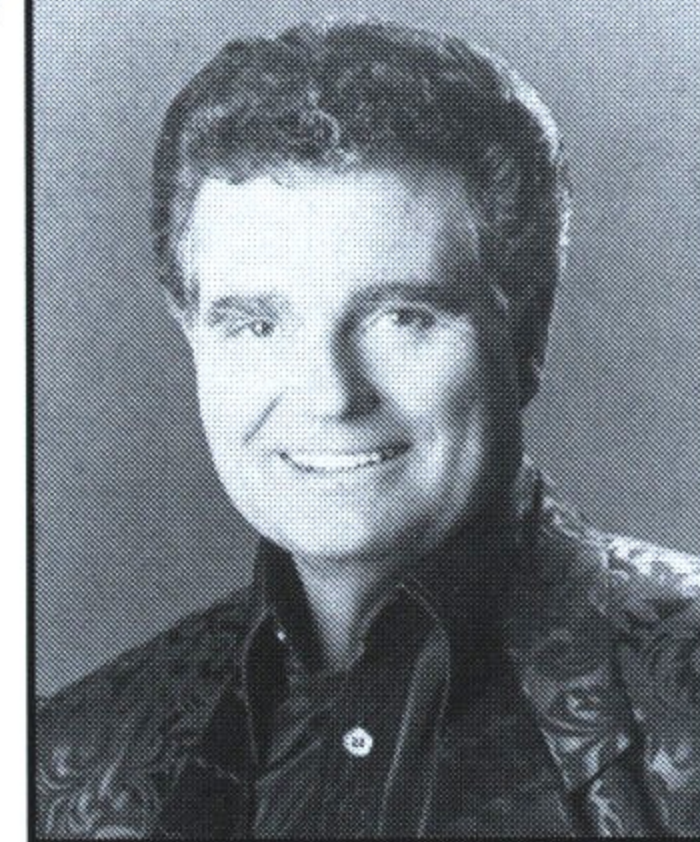
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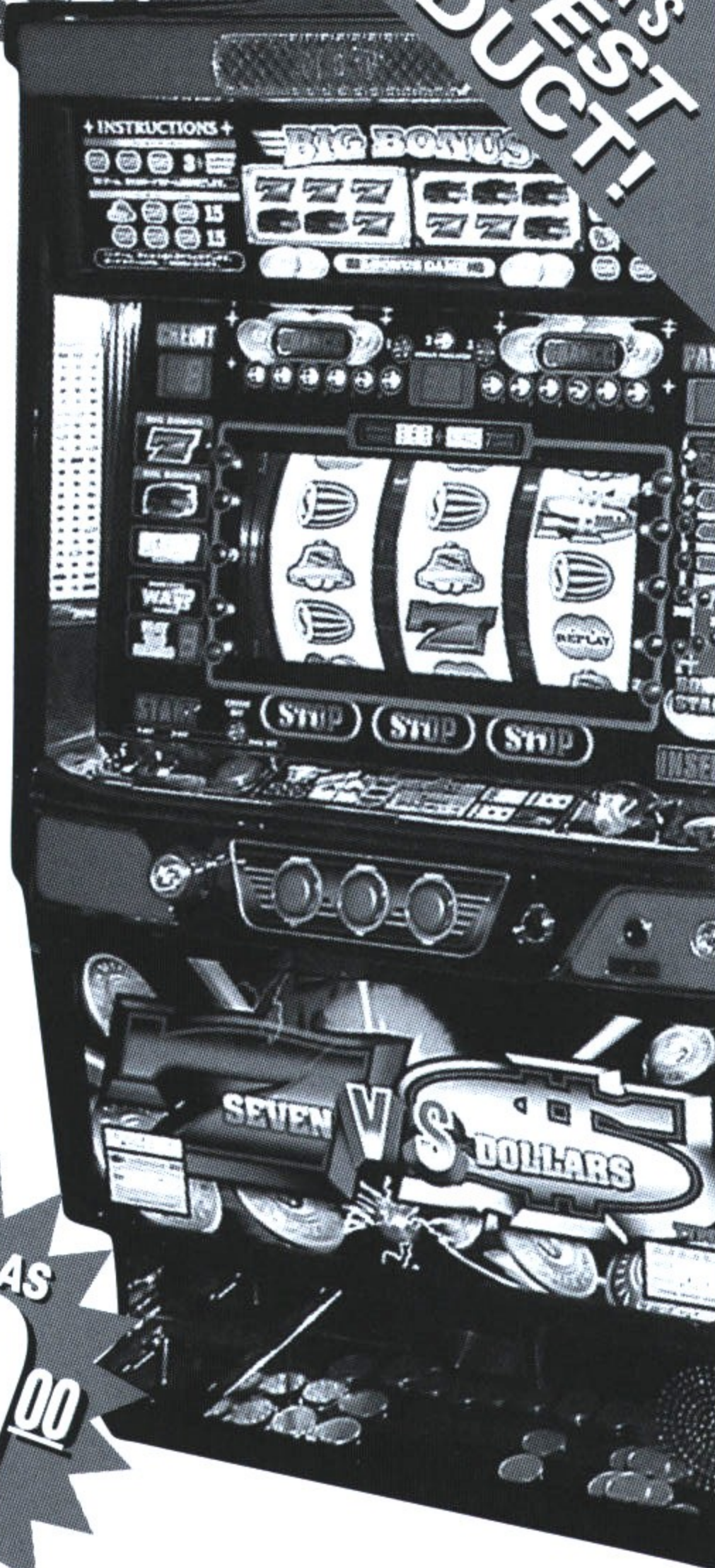
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Ship models

BY
GEORGE
MICHAEL
MERRIMACK,
N.H.

I have always taught that; "Antiques is like a game: if you don't know the rules you will not play it very well." But, sometimes, the search for the rules can be frustrating. Witness ship models - I have talked with serious collectors, dealers,

museum personnel and others who are involved with this subject and have come away with no set rules. For some objects, age is important; others demand quality of materials - others seek workmanship; others feel aesthetic beauty in form is most important. Color and decoration are important to some objects. For some reason, I cannot find set rules for the models - each must be judged by itself on the basis of the collector's opinions and desires.

We picture a typical example, a three masted schooner of the type that would have plied the oceans in the 19th century. Dimensions and proportions are superb - the maker knew what such a ship would look like.

How can one improve on such a model? This is what I have gleaned from the collectors. They like sails in place; it should be genre with people and activity aboard deck; a flag should be flying (preferably American); anchors should be hung; it is important that the ship be named; some like a carved wooden figurehead; above all, they like them signed and dated by the maker.

The latter is most important, as collecting is often done by assembling the works of a maker - witness Rembrandt, Renoir and others. The name of the ship assists in research to determine when and where it was made and the oceans it sailed and under which captains.

So, you can see that the model itself is but a catalyst for research for its identity in addition to being an admired object in the parlor. Those with no identity which can be uncovered are always nice to look at, but those with a story, command the big bucks.



New Book



Title: *Guns of the Old West, An Illustrated Guide*; by Charles Edward Chapel,

Price: \$16.95; Dover Publications, 32 E. 2nd St., Mineola NY 11501.

The writer, a retired military officer, describes and illustrates the weapons that won and secured the West. We learn about the weapons used in our early wars and 499 illustrations are a visual history of a subject most important to the early survival of this country.

INTERNET TRICKS AND GREAT PLACES

BY JOHN PECKHAM

TRICK#1 ZAP THE TELEMARKETERS!

<http://www.mailwasher.net>

In case you haven't noticed, there are a bunch of nasty viruses out there anxious to chomp and chew your system if you let them! Here's neat one-two punch to help head many of them off at the pass before they even get to your system.

Step #1. Set your e-mail program to limit the size of each incoming message. This will keep larger messages and most messages with attachments on your provider's server while allowing you see the beginning of the text without letting most of the culprits onto your system. Step #2. Set up Mail Washer, a program that allows you review and delete e-mail messages before they even reach your computer. Often you can spot and zap virus-laden messages by their size and subject line. And you can use this gem to trick spammers into thinking that your e-address is invalid. This tip assumes that you have your anti-virus software up to date and running all the time.

TRICK#2 CHECK OUT ANY LAWYER

<http://www.REcyber.com/cybertools.html>

Every once in a while you may want to check out a lawyer. Maybe someone has recommended a professional to handle a business question for you. Or maybe your lawyer is in contact with an adversary's legal representative. Here's quick way to get the lowdown on just about any lawyer with just a couple of clicks. Go to the Real Estate CyberSpace Society's award winning "Top 25 E-Tools" and select "Lawyer Locator". There you can get lots of background information including contact information, bar affiliations, education and specialties. You can even check out the counselor's birthday.

GREAT PLACE #1 SEARCH ENGINE COLOSSUS!

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

Ever need to search for information outside the USA? With members in 26 countries the Real Estate CyberSpace Society helps pave the way to networking support worldwide by keeping members and their clients posted with information on all of the tools available to assist in a smooth transaction. Hand in hand with that global reach, here's a resource that reaches around the globe. This search engine colossus provides links to search engines from 216 countries worldwide! Here you can conduct geographic centric web searches using your choice of language if you wish.

GREAT PLACE #2 IS THAT STORY TRUE?

<http://www.snopes.com>

Want to check out urban legends, common fallacies, misinformation, old wives' tales, strange news stories, rumors or celebrity gossip? If your curiosity has taken hold, here's a great source to help you either prove that the story is true-or not.

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) 2001. RECS.

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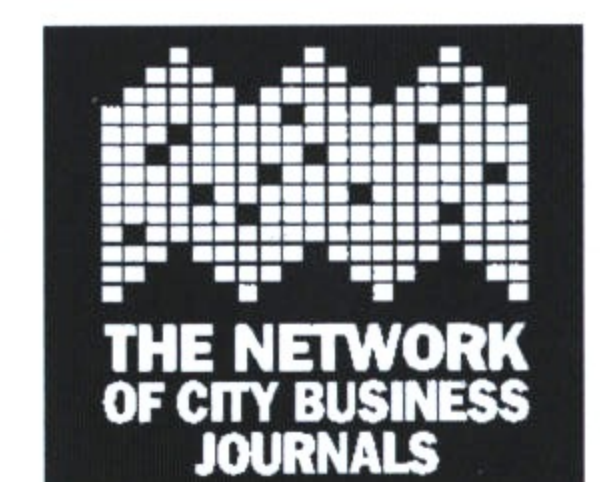
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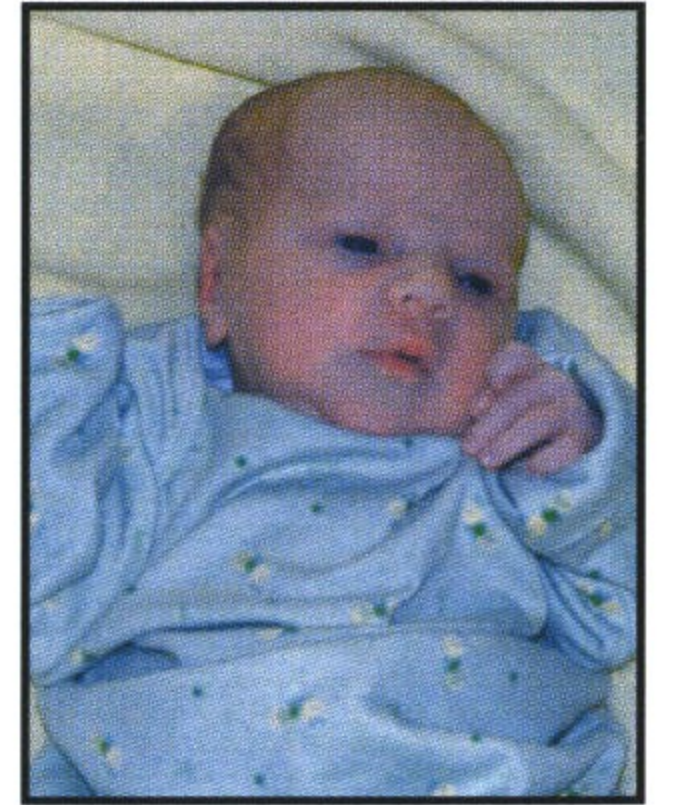
Until we meet again next month...

"Conference baby" cuts short dad's visit

Congratulations to new auctioneer Jim Durham and his wife Debra on the birth of their daughter, Sydnee Rachelle Durham, on July 19, during NAA's Conference and Show.

"I wanted to drop you a little note about what happened to me at the NAA Convention in Orlando and brag a little about my future little auctioneer," Jim said in an email to NAA headquarters. "I grew up in the auction business, but have just become an auctioneer and have gained interest in our state and national associations.

This year I was elected Vice President of the Mississippi Auctioneers Association and also attended the NAA Convention in Orlando. The convention was great. I was overwhelmed! I started attending the educational seminars on Wednesday, July 17 and had plans to stay until Sunday, July 21. At 3 a.m. Friday, July 19 my wife, Debra, phoned my room with the exciting news that she had gone into labor and was on the way to the hospital to have our first baby. Needless to say, but I was on the first a.m. flight to the house. Our little girl, Sydnee Rachelle Durham, was born Friday, July 19, at 6:55 p.m. Before leaving for Orlando I knew that it could possibly happen in the middle of my trip, but I was so eager to attend the convention I took a chance. The convention was great and I will be in San Antonio, Tx next year for that Conference." Signed -- Jim Durham, V.P., Durham Auctions, Inc.



Sydnee Durham

In coming months' issues:

In October - Antique auctions are the cover story for October. Some auctioneers specialize in antiques, while others make it a small part of their business. What are the pros and cons of doing antique auctions? How can a new auctioneer enter this field? We will look at these topics, and more, in our cover story.

In November - The history of auctions, from the Roman Empire to today's high technology auctions, are the topic of this cover story. We will examine how auctions have changed and we will highlight with photos from NAA's National Auctioneer's Museum at NAA headquarters.

In December - NAA's Year in Review cover story will examine the many changes and accomplishments experienced by NAA and its members during 2002.

Mystery photo

Who is this auctioneer?

In a new feature, we will occasionally publish on this page a "mystery photo" from NAA's past to see if members can identify people or places in historical photos. This photo from about 1950 features an auctioneer who likely worked with B.G. Coats, one of the founders of NAA, says Lynn M. Ward, curator of the National Auctioneers Museum. But Lynn is not sure who he is. Can you help?

"This is one of my favorite photographs in the museum's archives," she said. "I think it's because the people are packed in a small rustic room and the auctioneer is taking bids on a wooden basket of old miscellaneous stuff. The problem is, the auctioneer has not been identified. I am pretty sure that he worked with or for B.G. Coats, one of the founders of NAA. If anyone knows the identity of this auctioneer, please let us know!"

Interested readers can email Lynn Ward at lynn@auctioneers.org, or editor Steve Baska at steve@auctioneers.org.



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**We can't wait for next year's conference -
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