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DECEMBER 2007

The official publication of the National Auctioneers Association

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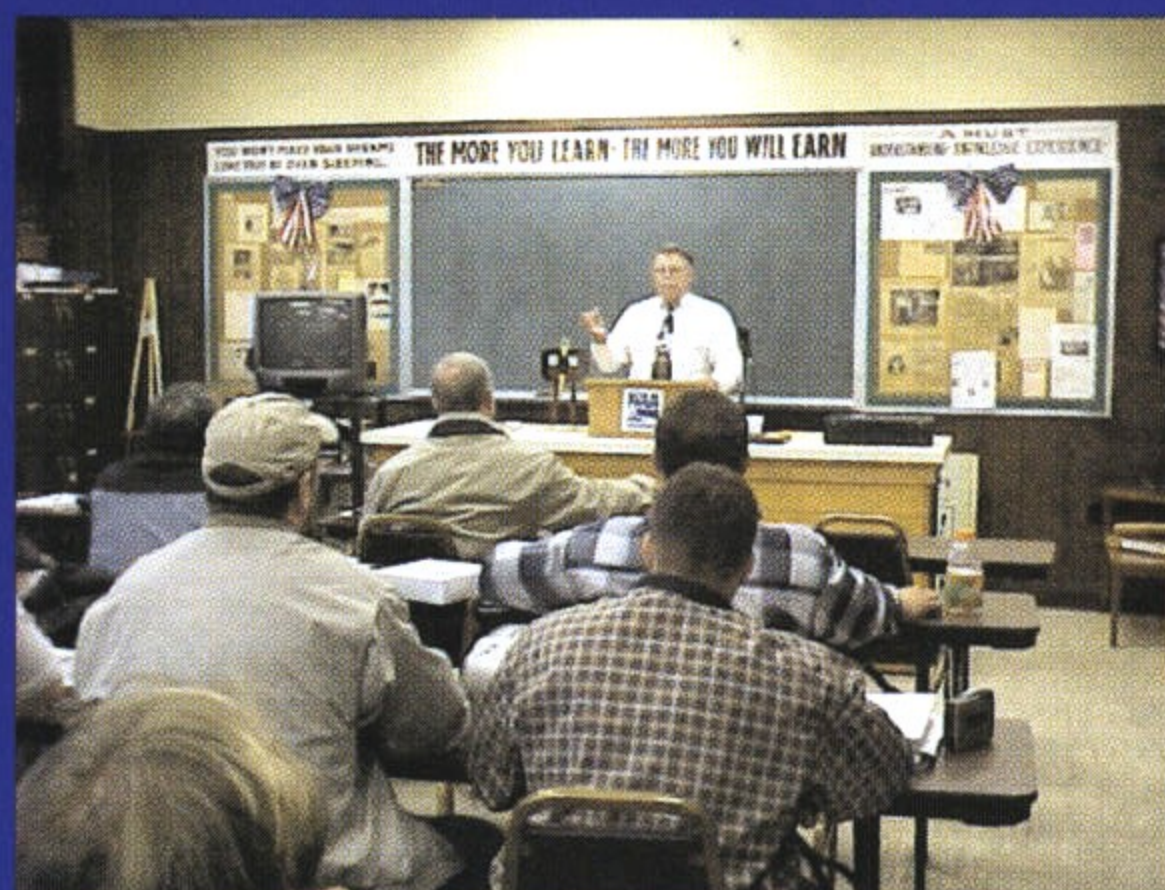
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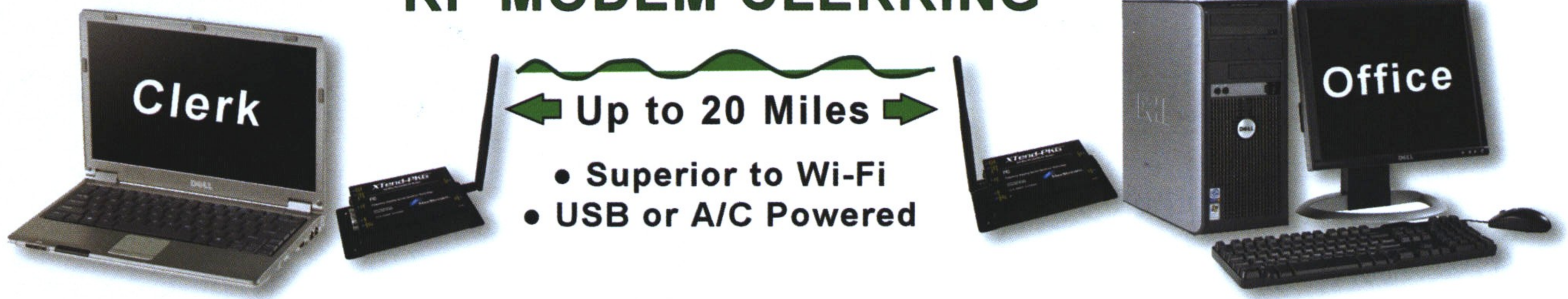
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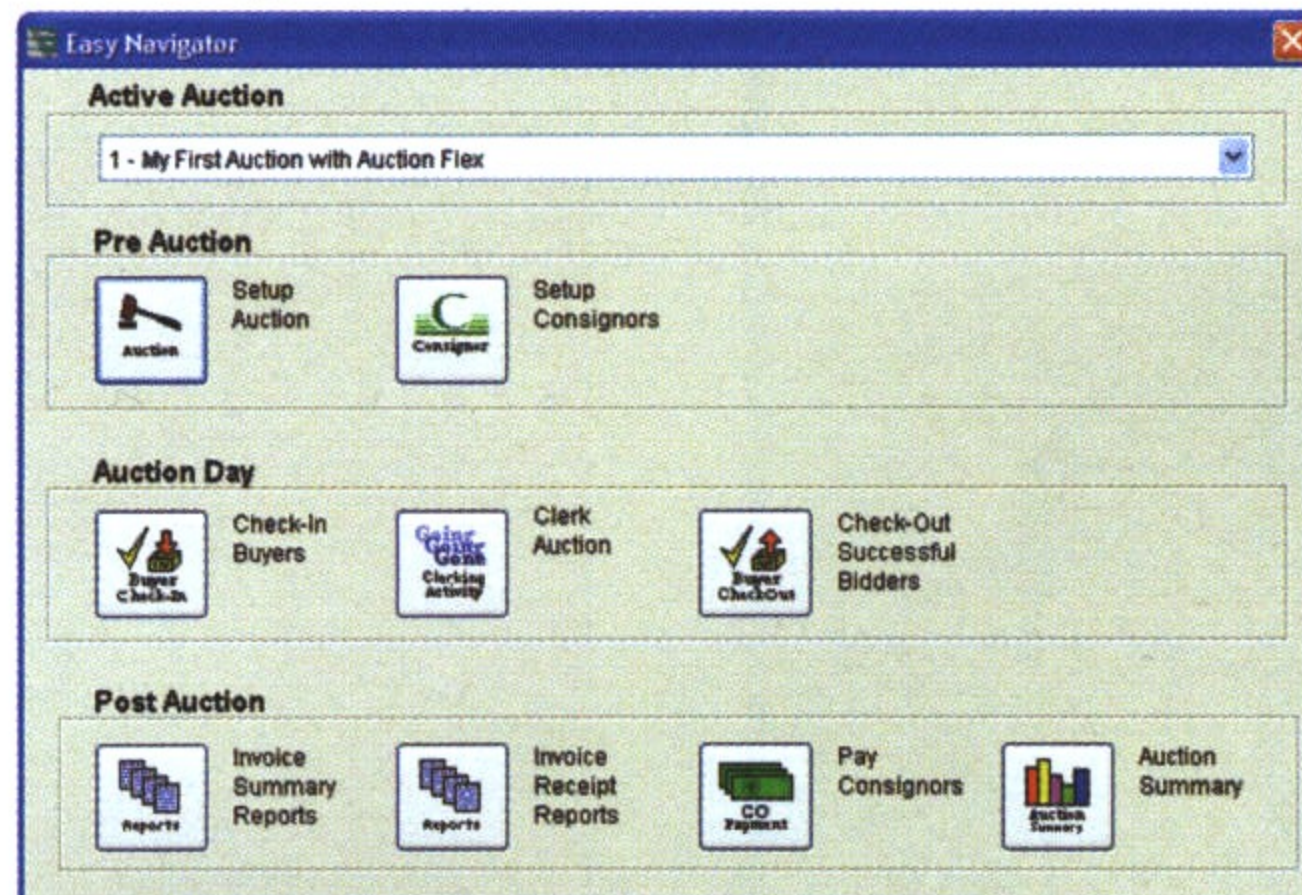
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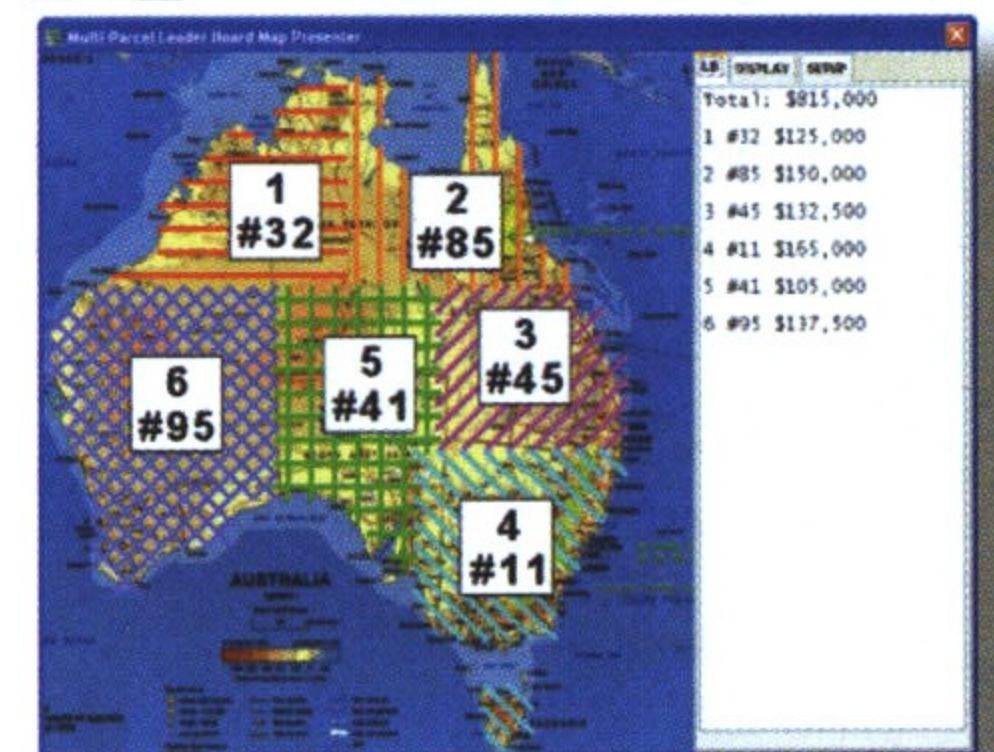


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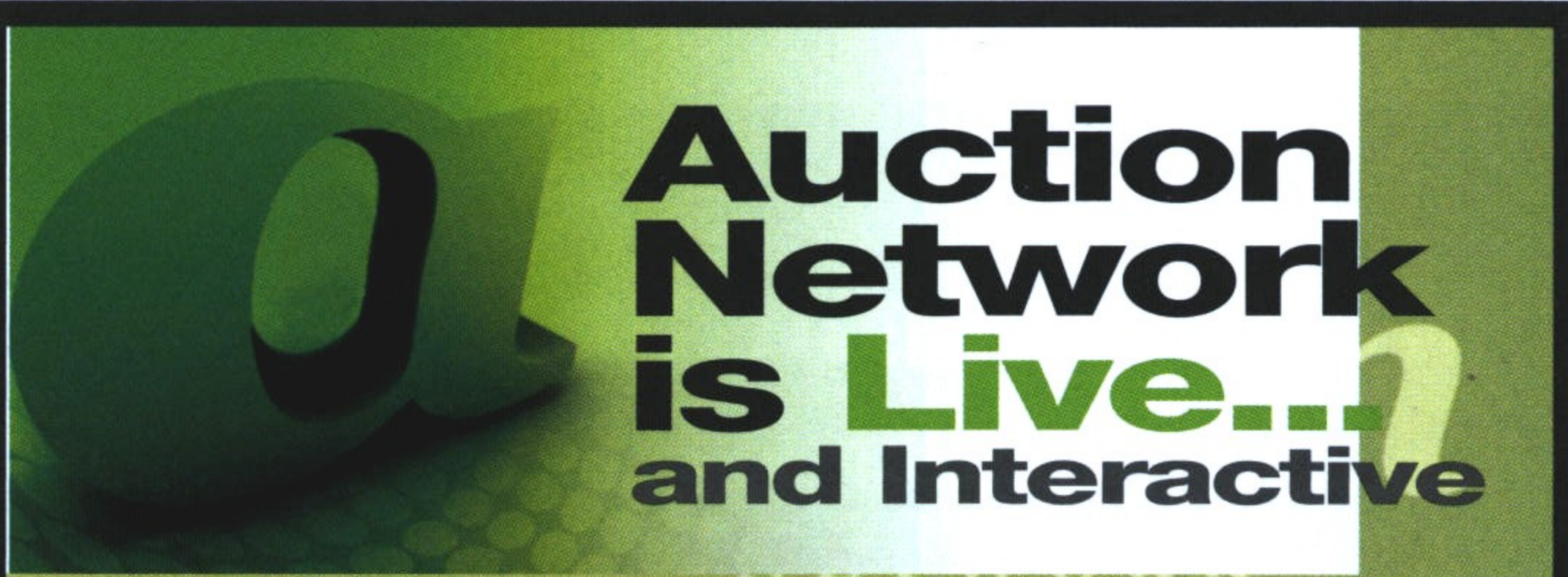
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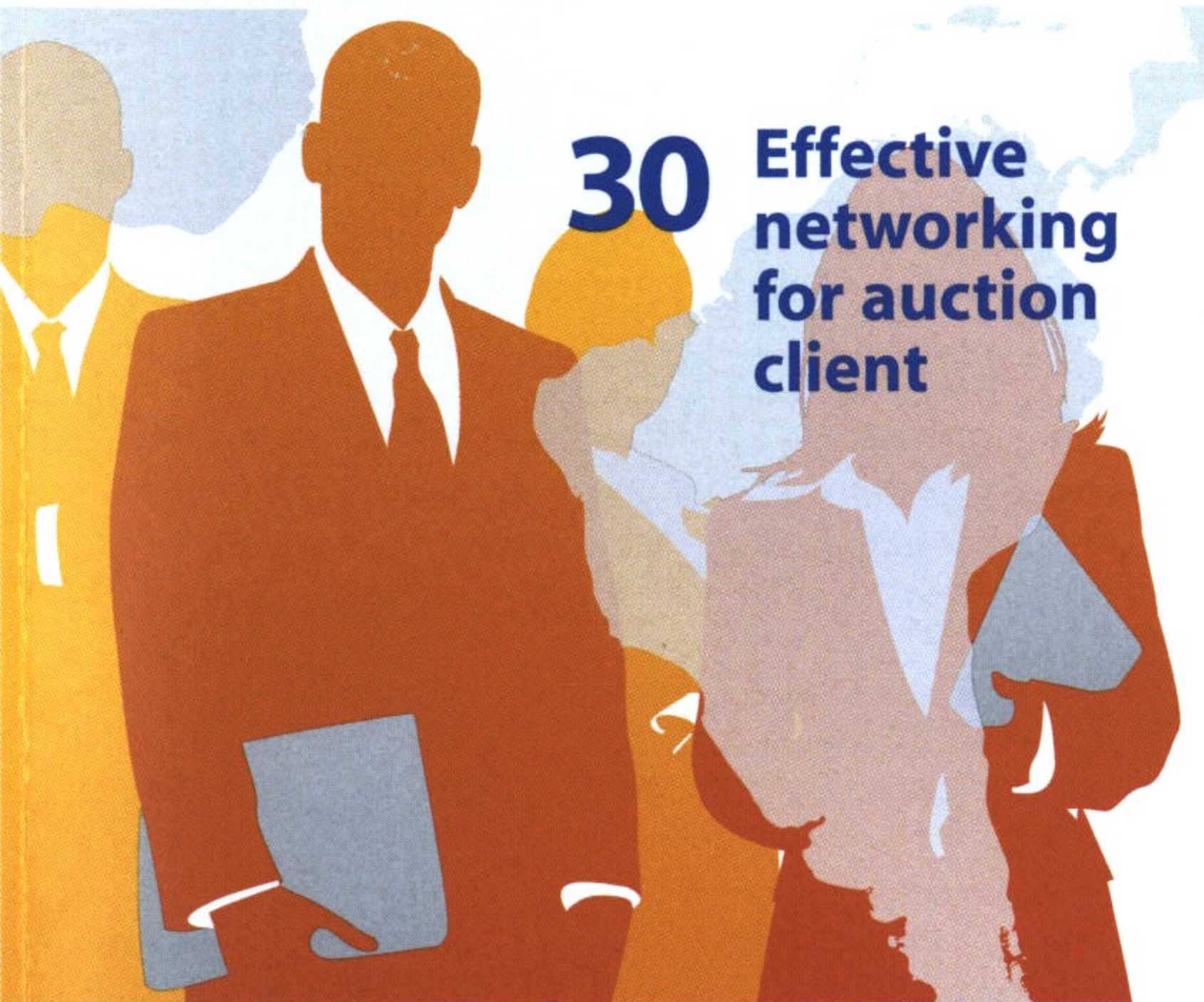


# Auctioneer

www.auctioneers.org

The official publication of the National Auctioneers Association

DECEMBER 2007 VOLUME 59 NUMBER 12



**30** Effective networking for auction client



**48** State leadership forum



**54** NAA Year in Review

## Features

<b>Absentee voting</b> .....	23
<b>New membership classes proposed</b> .....	28
<b>Auction Network drawing viewers</b> .....	29
<b>Japanese visitors at NAA headquarters</b> .....	52
<b>Equipmentfacts new programs</b> .....	53
<b>Improving your business in a changing economy</b> .....	60
<b>Auction success story</b> .....	62

## Columns

<b>From the President</b>	10
<b>Headquarters' Report</b>	13
<b>Member Services</b>	14
<b>Government Relations</b>	16
<b>Auxiliary</b>	17
<b>Education</b>	18
<b>Legal Questions</b>	20
<b>NAF</b>	22
<b>President's chat</b>	24
<b>Association News</b>	41
<b>Success Stories</b>	46
<b>Cybertips</b>	72
<b>Parting Thoughts</b>	74

## On the cover

Networking for auction clients is key to many auction firms. Networking may be the single most powerful marketing tactic an Auctioneer can do to get clients. The cover story this month looks at networking venues and tactics.

Networking is meeting new people to create a network of contacts for business or personal connection. You may already know someone who is an expert networker, the type of person who knows everyone in town, keeps making new connections easily and is doing business with them, refers you to other people (and them to you), and so on. This person seems a natural "people connector," but you can develop this skill also, and reap the business rewards.

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## Auctioneer

The official publication of the National Auctioneers Association, 8880 Ballentine St., Overland Park, KS 66214-1900. Phone (913) 541-8084, member service line (913) 541-8084. The magazine is published at the first of the month, with 12 issues annually. *Auctioneer* is a means of exchanging ideas that will serve to promote the Auctioneer and the auction method of marketing. Periodicals Postage Rate (USPS 019-504) is paid at Shawnee Mission, KS and at an additional mailing office. POSTMASTER: Send address changes to *Auctioneer* magazine (NAA), 8880 Ballentine St., Overland Park, KS 66214-1900. Copyright 2007 by the National Auctioneers Association. Materials may not be reproduced without permission.



## Reader Services

<b>Mailbox</b>	6
<b>Education Institute Events</b>	12
<b>New Members</b>	66
<b>NAF Calendar</b>	69
<b>Advertiser Index</b>	71
<b>NAA Resources</b>	73



## Article hit the nail on the head

Dear NAA President Tommy Williams, CAI:

I personally wanted to thank you for your outstanding article entitled "What is the most important issue facing the auction industry?"

I am very new to the auction industry. I purchased a franchise from Pacific Auction Exchange a few months ago. My first auction was in August and it was an absolute. I also had one November 16th and then I have one for December 14, all of which are reserve auctions. Unfortunately I have been unable to get the point across that absolute auctions bring more people and more money. It's just too scary for the majority.

I am covering the area of Butte County in California and people here equate the word auction to foreclosure. It's going to be a long haul to educate the public, but as each auction occurs, people are coming and bidding and wanting to know about the process.

I have so much to learn and so many classes I need to take to become the best Auctioneer I can be. I love the auction arena versus being a real estate broker, and I couldn't believe how you hit the nail on the head with your article.

Jackie Leonard  
Pacific Auction Exchange  
Butte County Auctions, Inc.

## Great benefit seminars and NAA Conference and Show

Dear benefit auction seminar teacher Terri Walker,

Thanks for the great seminar that you and your husband Lance did this last summer in Wisconsin and it was nice to see you at NAA's Conference and Show last July in San Diego, CA. It was my first conference and we loved it!

You gave me some advice that worked so well. You said to offer my services to various clubs, such as Rotary. I sent out several letters and emails and got invited to speak at several clubs. Those speeches led to such success in booking benefit auctions that it's almost unbelievable.

For example, I spoke in Rochester, MN to a Rotary club and 15 minutes later my cell phone rings, and it was someone from the meeting wanting to discuss booking a benefit auction for Junior Achievement... It happened again today after I spoke at a Rotary meeting. I got a booking as a direct result. Thanks again for sharing this idea with me.

About NAA's Conference and Show, I have already blocked off the time next July to attend the conference in Nashville, TN. I don't think I will ever miss a Conference and Show again. I am hooked!

Rod Johnson  
Cannon Falls, MN

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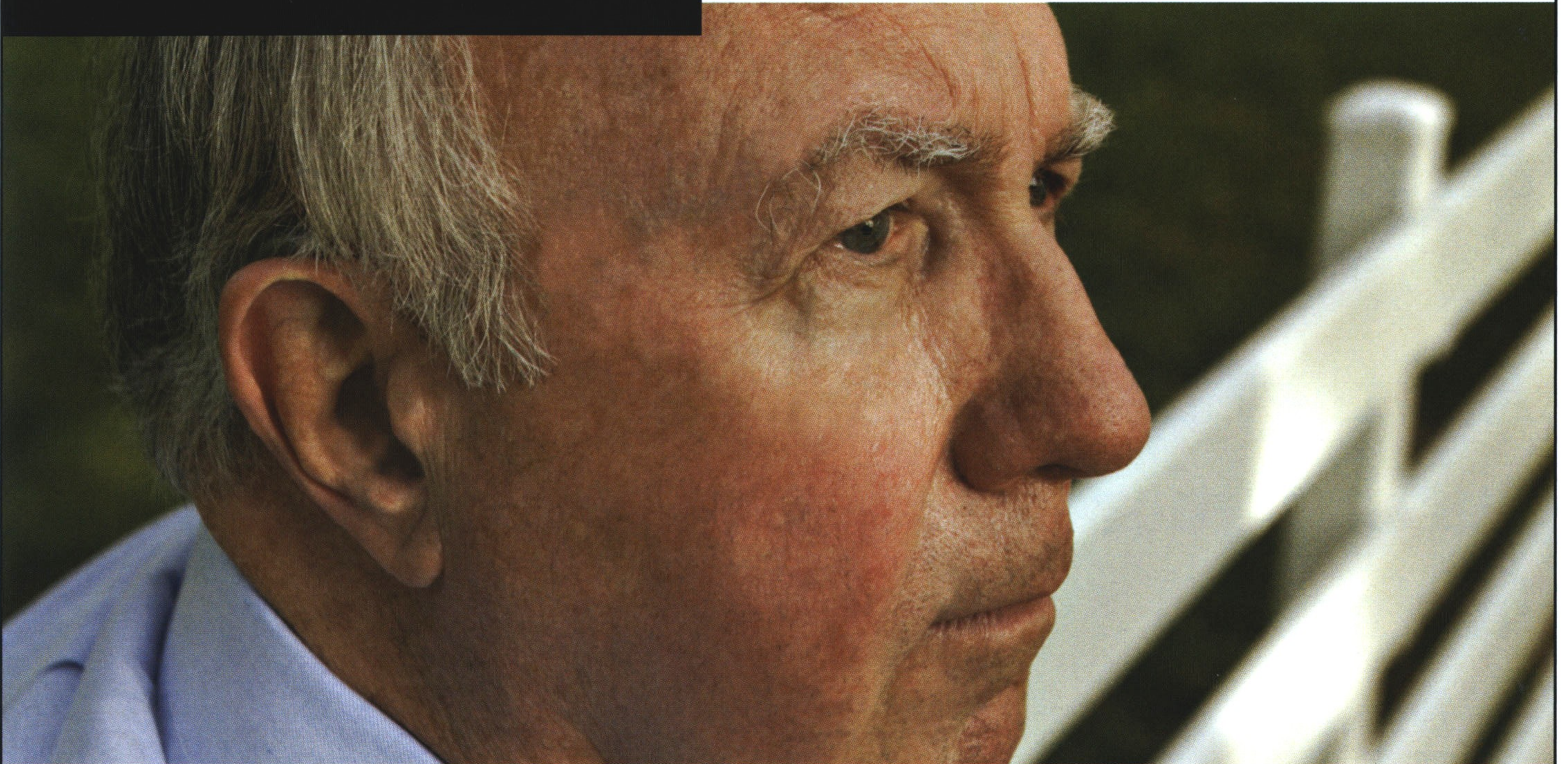
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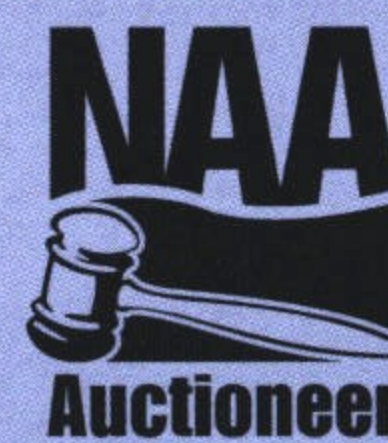
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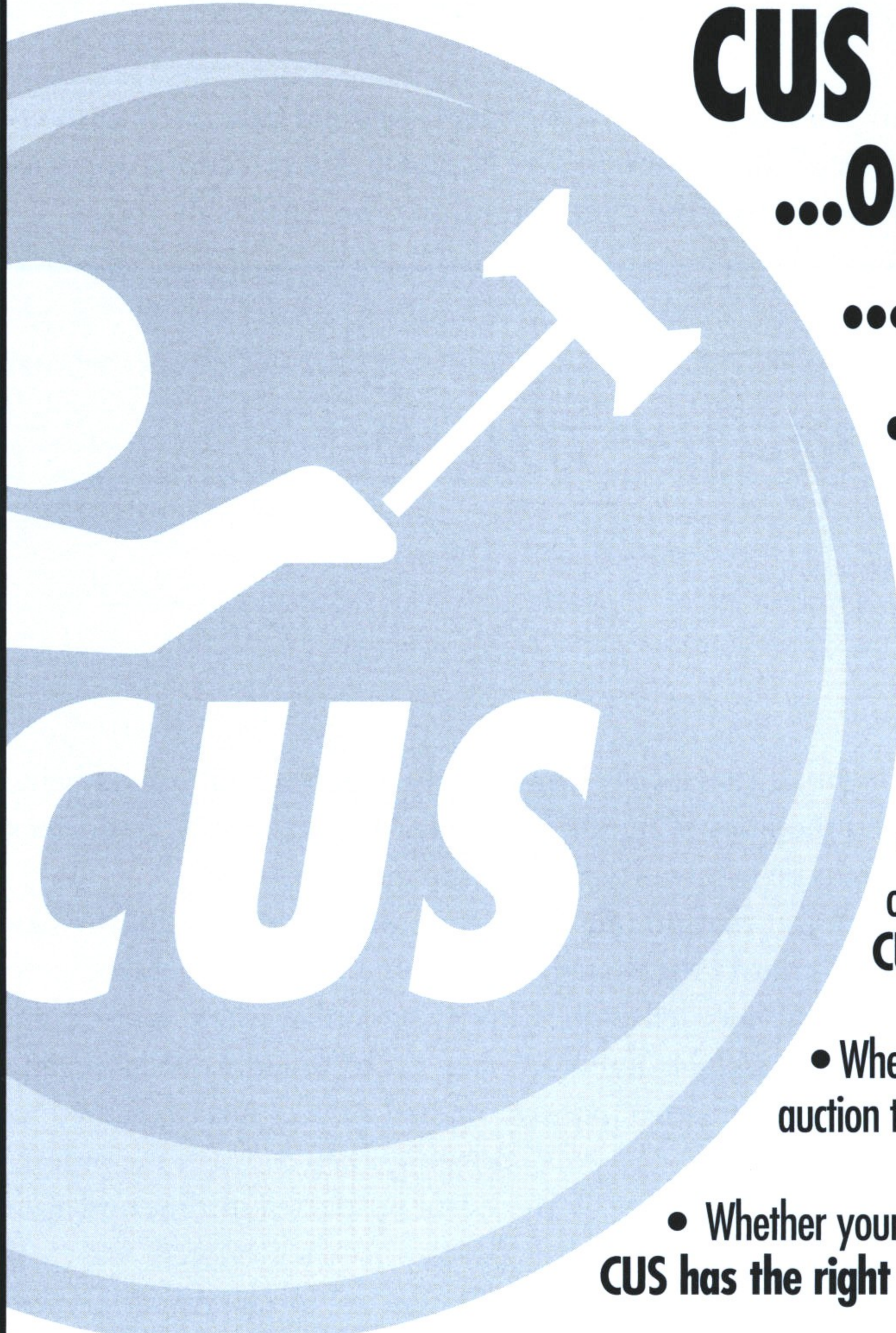
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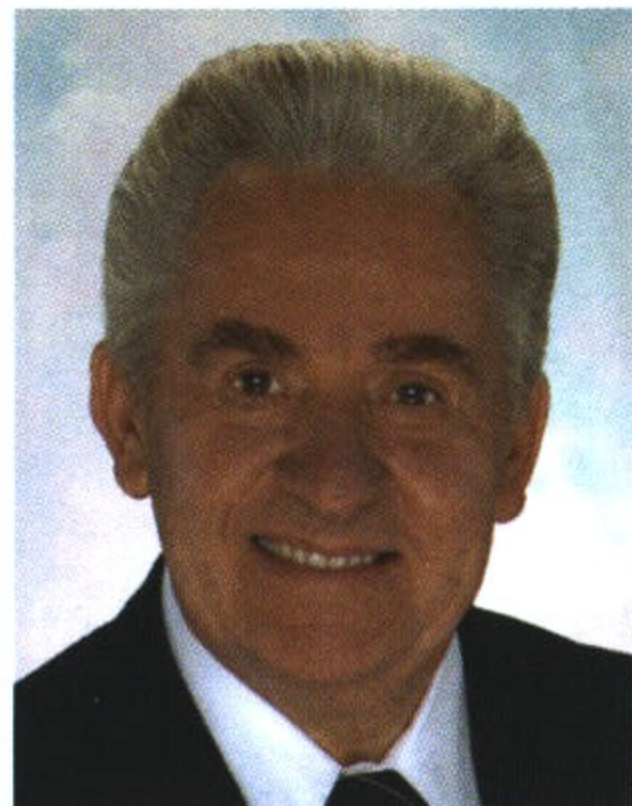
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## *We are what we think*

BY Thomas L. Williams, CAI  
NAA PRESIDENT

“**T**he Secret” is a DVD that has been popularly circulating around the country. It is also available in book form. I would highly recommend watching the DVD because it makes a much greater impact on you.

Take the time to watch it with those you care about most. By watching you will be introducing them to the key to every action or non-action we take: our thoughts.

When we take the time to absorb and understand its message, we have the secret for directing our lives. Living the Secret means life will be exactly as we choose. The key phrase is “As we choose.” I should point out the Secret has no religious implications. It only strengthens whatever belief system you have.

Our thoughts are, by far, the most important force in our individual existence. You have heard the phrase “You are what you think.” Nothing could be more factual. When we analyze the impact of this statement on every moment of our life, it makes one pause. Do our thoughts dictate the good and bad moments in our lives? Absolutely, and with a certainty that is scary.

Since we have identified the Secret, let's explore its true meaning. The good news is since you have complete control over every thought emanating from your mind, you dictate the course you take. Only you have complete and total control over your thought processes.

Happy or sad, good or bad, positive or negative you get to make the decision. It can't be forced upon you. You have the power, so doesn't it make sense to choose the positive side of the issue. Put your mental energy on the side of good at all times. Good

thoughts automatically bring a smile, uplifting our way of being. Good thoughts bring joy to our life. You get to pick if your next thought be happy or sad. I recommend happy.

It is a fact that no one can dictate what you think. Many have tried to control the thoughts of others only to fail each and every time. Prisoners tell stories involving unbelievable torture and mental stress. The ability to hang on to thoughts of loved ones back home or other positive mental images always is credited with bringing them through the ordeal.

Successful people tell us time and again that the key to their success was their determination to always think positive under adverse circumstances. If we enjoy good health and are fortunate enough to live in America with unlimited opportunity, we truly have it all. When the negative thought starts to enter our consciousness, replace it immediately with something positive. Everyone has a wealth of choices. By the way, you will feel uplifted immediately.

Health is a key point in the Secret. Good health is greatly influenced by your thoughts, a fact the medical community has understood and stressed. Negative thoughts translate into negative energy which, in turn, opens the door for dis-

ease. Positive thoughts are critical to the healing process. Medical miracles usually are traced to great deal of positive energy around the stricken patient. When examining these cases closely the patient's unshakeable belief in the positive contributed immensely to his or her recovery.

The secret tells us that constant negative thoughts only make their likelihood more certain. Auctions you book but immediately wished you had passed on usually turn out as expect-

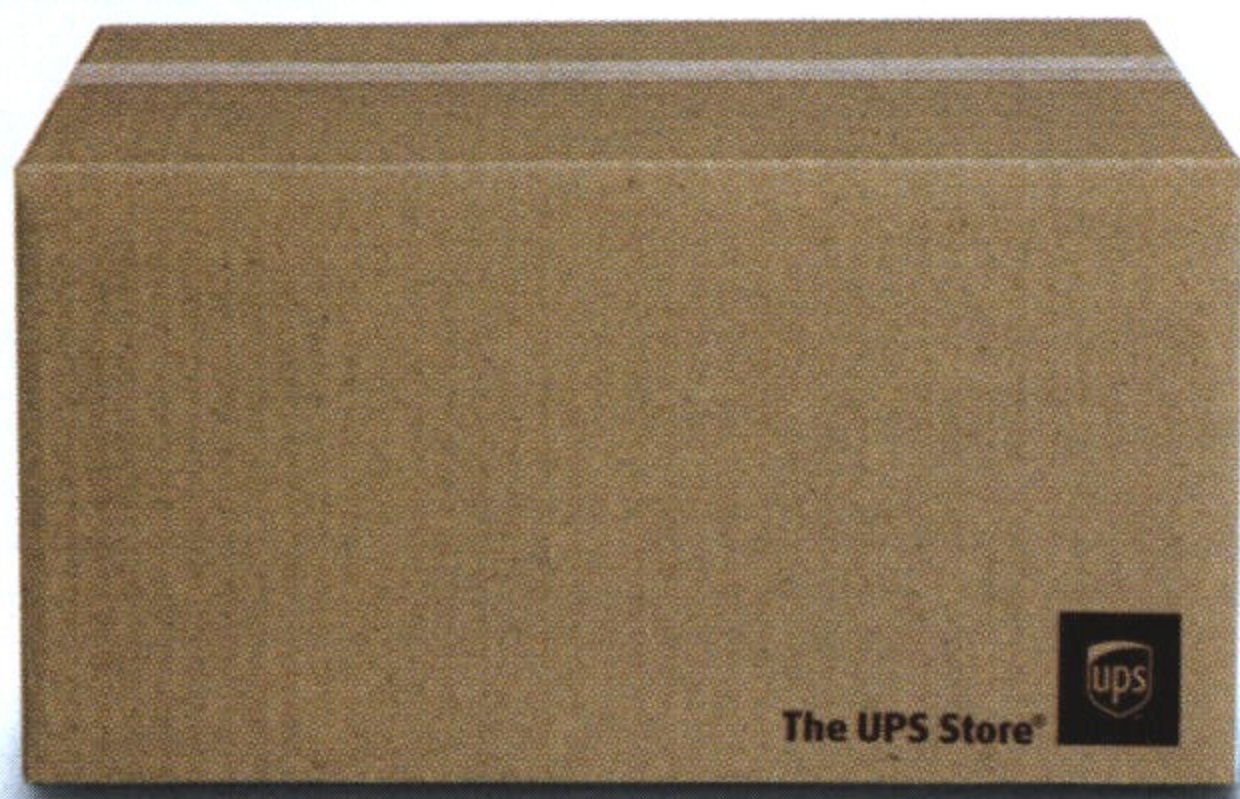
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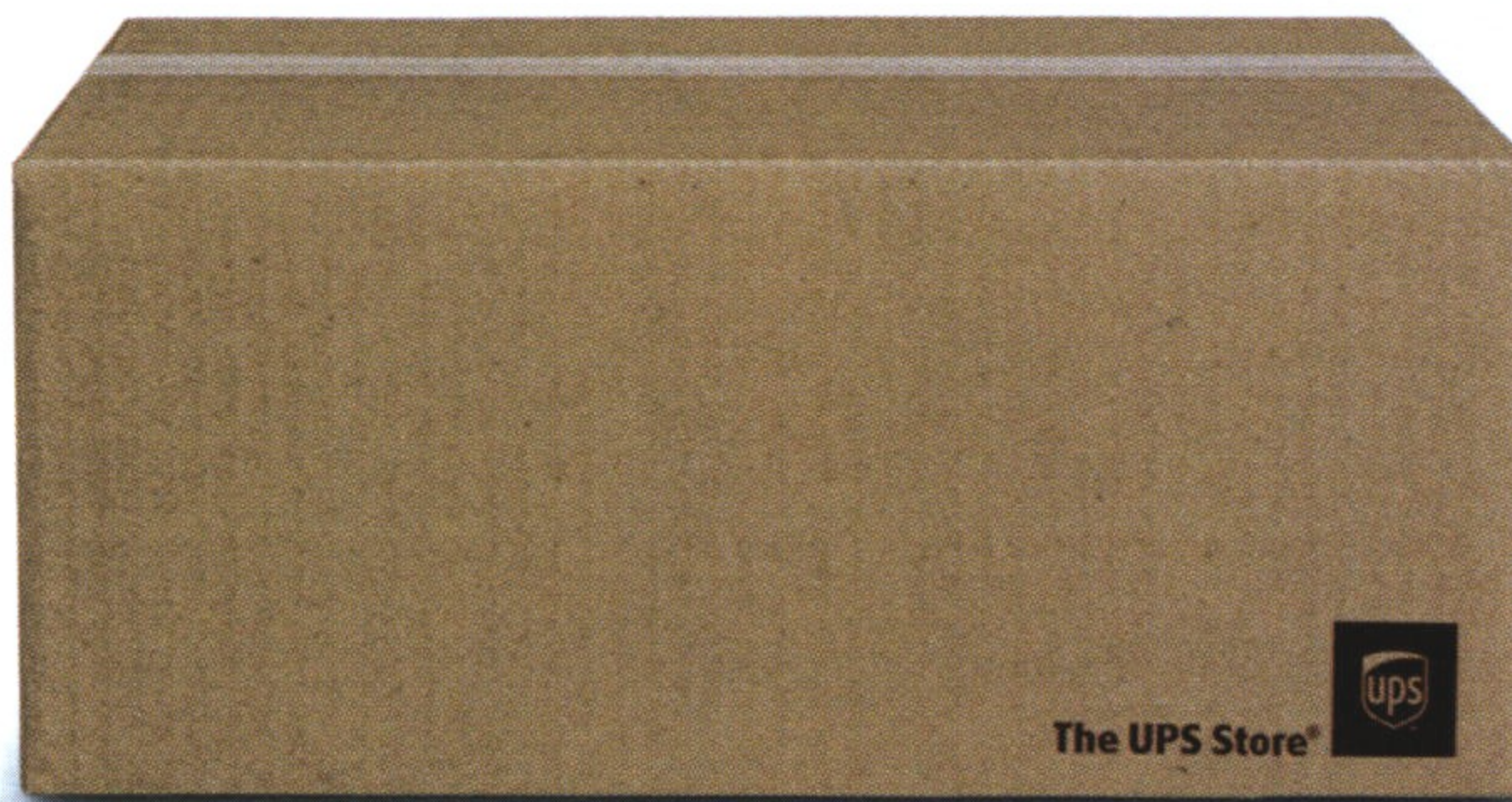
**Tommy Williams answers questions live each month from members as questions are asked live online. Details on how to log on to the website will be emailed to you. Or, listen by telephone conference call.**

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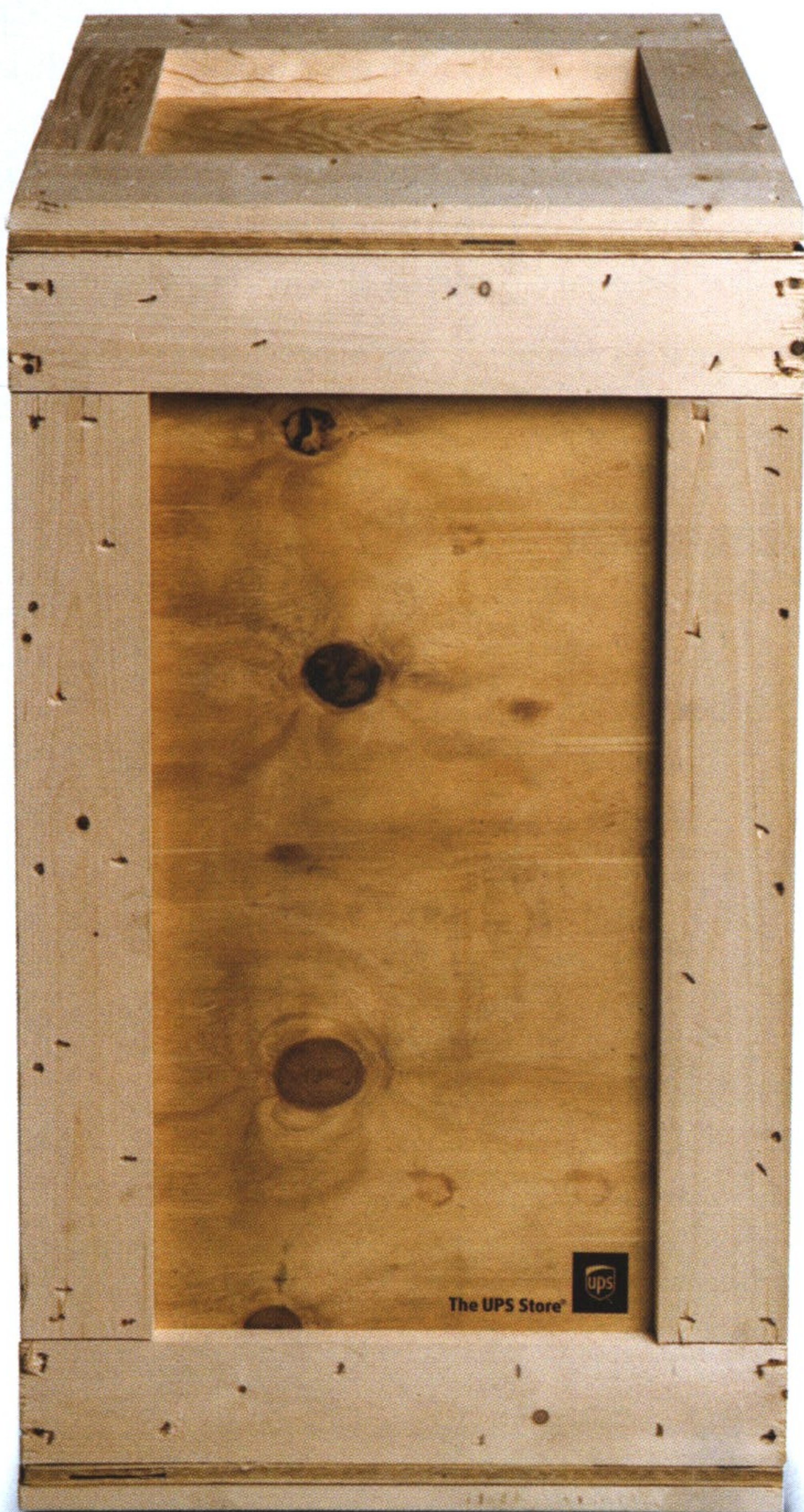




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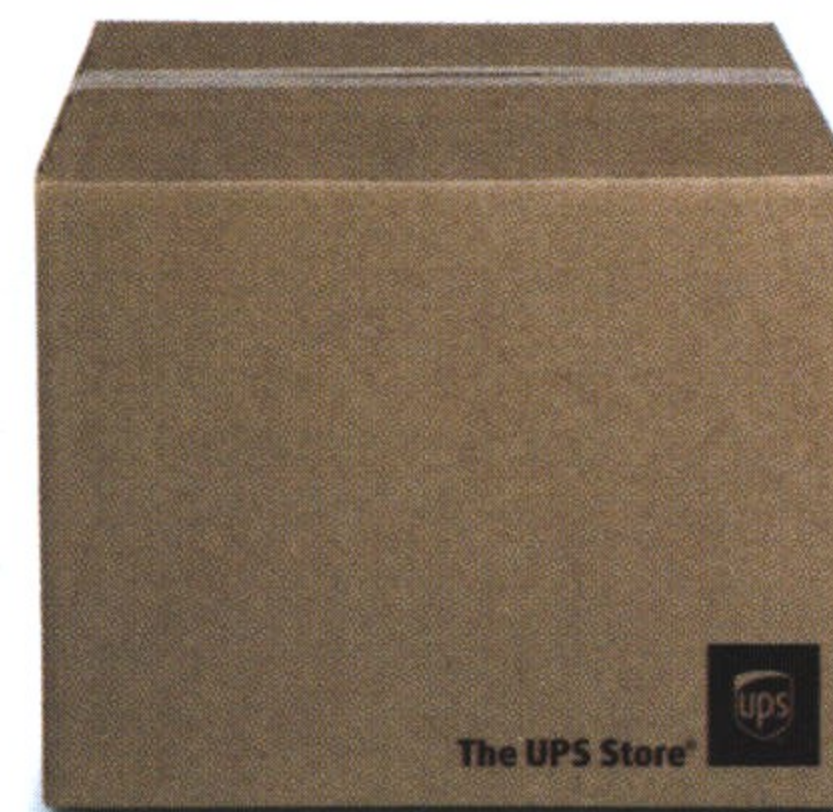


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### CAI Certified Auctioneers Institute

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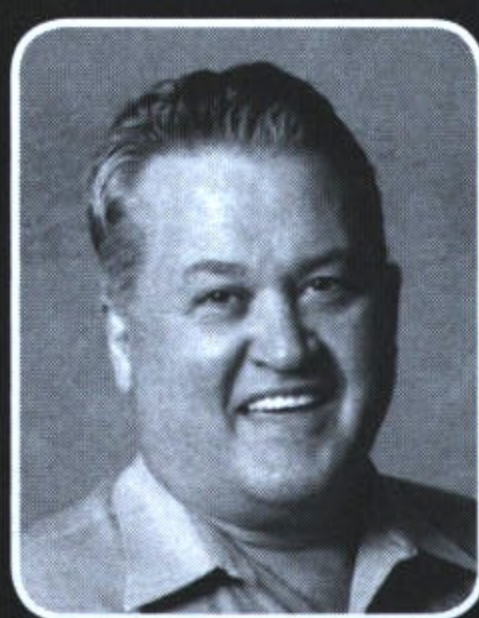
Are you interested in bringing NAA Education to your area? Call 913.541.8084, Ext. 28  
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# Season's Greetings

*Thank you for allowing us the pleasure of serving you this past year!*

*We extend to you our warmest wishes for hope, happiness, and peace throughout this holiday season and the coming year.*

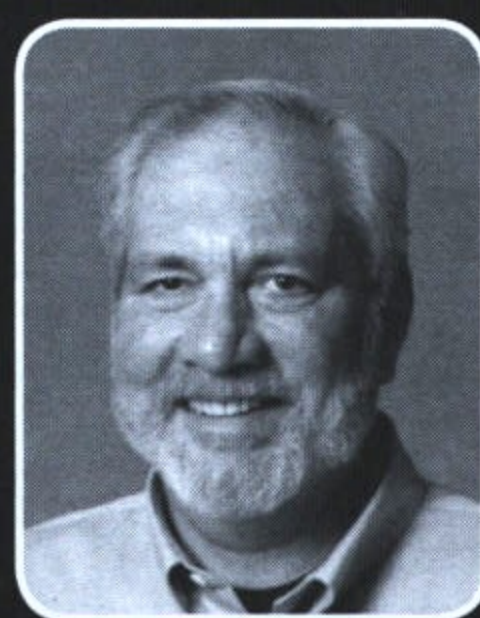
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## *Another opportunity to work with Realtors*

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

**NAA** President Tommy Williams, CAI was recently invited to appointed someone from NAA to serve on a research committee of the National Association of Realtors (NAR). I am very grateful that Tommy chose me to serve in this capacity and I thank him for his confidence in me.

This is another opportunity for the auction industry and Realtors to work cooperatively for the benefit of both. We have been doing so with renewed vigor for several years. Last year former NAA President Bill Sheridan, CAI, AARE, GPPA was appointed and served on the NAR board of directors, and spoke to them about the benefits of cooperation. Other NAA members have also served on that board.

NAR also recently established an auction committee that is actively educating its members about how and when to send properties to auction by cooperating with professional Auctioneers.

We are slowly succeeding in reducing the barriers and misunderstandings between Realtors and Auctioneers. Both are coming to see that many times properties can be sold at auction to the financial benefit of both parties.

The NAR research committee may help this effort even further. The committee has three specific goals.

- Strengthen the relationship between Realtors and the consumer.
- Help NAR be the most comprehensive source of real estate information.
- Enhance the professionalism of Realtors.

I plan to share with the committee that working with Auctioneers is one way Realtors can, indeed, enhance their professionalism. Realtors' clients today are often pleased when they find their property can go to auction and have a very

good result, often after months on a traditional listing without a good result.

I will also explain to the committee the value, to all of us, of NAA's research with MORPACE International, which provide quarterly reports on auction economic growth. The research continues to show real estate auctions as the fastest growing category of all auctions. At this particular time, when housing sales and prices are down by traditional method, the committee may especially see the value of this positive auction news and how it can be used by Realtors.

I would like for Realtors to continue to use auctions and our research to their advantage, as well as ours, so we can both leverage success for our clients.

NAR, with 1.3 million members, is a huge partner for NAA. We are lucky to be in a growing and positive collaboration with them. NAR can support our research efforts in many ways, and I will work with this committee to find methods of collaboration.

But beyond committees and research, the bottom line is that local Auctioneers need to work with local Realtors to make auctions happen and succeed. In NAA we have many real estate auction specialists who are working with Realtors at a frequency never seen before. The trend is growing. The "hows" and "whys" of this collaboration are discussed on the discussion forum on our website, in our publications, and at our seminars. I urge you to join in this effort to work together, and I thank you for the chance to represent NAA on the NAR Research Committee.





ASHLEY L. HERMAN IS  
NAA'S DIRECTOR OF  
MEMBER AND STATE  
ASSOCIATION SERVICES

# Maximizing Your Resources: NAA services save you time and money

**W**e're getting ready to start a new year and, in tradition, many of us will make a few New Year's resolutions. These resolutions might entail something along the lines of improving your company's marketing mix, following up on clients leads more promptly, prioritizing job responsibilities, preparing presentations, etc.

There is so much that we want to do and yet there seems to be so little time to get things done. Multi-tasking may seem like a great solution to our overlapping priorities, yet the reality is our plates are full and we do not have enough time to do it all. Many of us get the feeling of being "all over the place," because in our minds, we are all over the place. With so many stimuli flooding our brain, it's difficult to pay attention to any single thing at one time. Our wheels keep spinning; however, speed and intention don't automatically bring the finish line closer.

A possible solution to this madness, maximize your NAA benefits! Time is money, the old saying goes. So, when you save time, often you'll be saving money. Time management is big business today, with a myriad of books, seminars and consultants on how to manage your time in business and your personal life.

I'd like to share the idea with you that NAA's varied services can save you time, streamline your efforts and assist you in becoming more successful. Or at the least, aid you in accomplishing a few of your New Year's resolutions.

For example, if you are going to speak to a civic group or other potential clients to describe the advantages of the auction business, NAA already has presentations (the PowerPoint presentations, if desired) prepared and available on our website for you to download. No need to reinvent the wheel and write an entirely new speech.

The same goes if you, or your staff, are going to write a press release to send to local media about an upcoming event or successful auction completed. NAA's website contains a section with pre-written press release templates. Just follow the format and personalize it with your own information.

Often Auctioneers have many projects like these on their "To do" lists and we think "If only I had a sample to follow; that would save time and frustration." Well, that's one of the many goals of your professional association: to provide these valuable and time saving resources and help wherever possible. This helps neutralize the feelings of being overwhelmed, scattered and asking questions like "Where do I start?" and "How do I do this?"

Another example is when you are planning a trip to an NAA event or elsewhere. You can call NAA Travel as a one-stop shop for finding the best airfare. And, NAA Travel makes it very convenient to change your travel at the drop of a hat if necessary.

If you will spend just a few minutes getting to know the services NAA offers, and look at it in the light of the time they could save you, you'll end up saving much more time than the few initial minutes you invested. Our services and programs are listed on the NAA Resources page in the back of this magazine, or looking on the NAA website.

Want another example? How about if you want to start a new communication with your regular customers to routinely remind them of your firm and of the advantages of the auction method. You could write your own newsletter, but why do that? NAA does that four times a year for you. It's called the Auction Advantage newsletter and is mailed directly from our printer to your customer list for only \$45 cents per customer, barely more than the cost of postage. That customer gets in their hands a four-page, full color newsletter with

**continued on 68**



# Where will you continue your auction education?



**Enjoy the freedom to update your skills and earn valuable CE credits when you want, where you want. It's as easy as logging on to the all new NAA Learning Center.**

**N**ow, you and your staff can enjoy unlimited access to NAA's ever-growing library of seminars, webinars, recordings of NAA Conference & Show education sessions and International Auctioneer Championships. You can track your CE credits and print certificates acceptable for all NAA designations and many state licensing requirements.



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- Turn driving and traveling time into learning time!

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Staff development and education are now as easy as logging on. Do you need to brush up on Real Estate Auctions? Antique Appraisals? Accounting? You'll find everything you need to know to run a successful auction business in the NAA Learning Center.

## **Unlimited access to this exclusive resource is yours for as little as \$185!**

Purchased individually, these education programs would cost you thousands of dollars. And that's not including the cost of travel and time away from the office! Invest NOW and put your career and your auction business on the fast track to success.

## **Enroll NOW - Just \$185 per year for NAA Members (Non-members \$285)**



**www.auctioneers.org**  
**(913) 541-8084**  
**ext 23, 28 or 15**

*Some States that require CE's do not accept the Learning Center online seminars. Please check the NAA Website for the most up-to-date listing of approved States or contact your State Licensing Commission.*

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# What's your pitch?



CHRIS LONGLY IS  
NAA'S PUBLIC AFFAIRS  
MANAGER OVERSEEING  
GOVERNMENT  
RELATIONS AND  
PUBLIC RELATIONS

In previous columns we have covered topics ranging from tips on writing a press release to using the NAA's Public Relations website to distribute press releases. However, there is one important topic left to be addressed: your "pitch."

While press releases can open the door to potential interviews and articles on your business, there is one tool that must be utilized in your public relations plan: you.

While today's newsroom computers are abuzz with late breaking news and hot news tips sent via e-mail, the telephone is still the king. PR professionals today seem to have forgotten that a personal call can make all the difference in whether your story is covered or thrown in the trash. Developing an effective "pitch" can help open the door to event press coverage, while respecting the time of your local reporter.

A "pitch" is composed of three or four brief message points that address the key topics at hand. It is important to always remember to cover the five W's of journalism when developing your pitch (Who, What, Where, When and Why). An essential tool to any auction pitch is the use of Morpace Inc. statistics on the auction industry. Reporters are fact finders and statistics are what they crave. The Morpace survey provides these reporters with the stats and information needed to develop a well-rounded, informative story.

The following are a few pitches you may consider modifying and using when you invite media to your next auction:

"Hi, this is John Doe of Doe Auction Company. Our business is located at 1st & Main, just down the street from the paper. I wanted to call and let you know that we have an exciting auction this Saturday at 1234 Jefferson St. that I thought you may be interested in covering. If you weren't already aware, selling real estate via auction is the fastest growing segment of the auction industry. The market has grown 39% between 2003-2006. In 2006 alone, the total amount of real estate sold via auction was \$56.3 billion with residential real estate generating \$16 billion in gross revenue. This is a great piece of real estate and the family has a great story I am sure your readers would enjoy. The auction will take place at 10:00 a.m. and we would be delighted if the paper joined us..."

The following are examples of short pitches for other sectors of the industry:

"Automobile auctions are the largest market for the live auction industry generating \$87.3 billion in 2006. The closest sector to automobile auctions is land/agricultural real estate auctions with \$25.3 billion in gross revenue sales."

"A new sector of the auction industry gaining public interest is implementing professional auctioneers in the raising of donations for charity. In 2006, Benefit Auctioneers raised over \$15 billion in donations for charitable causes across the United States."

In addition to using pitches developed for your market, you should consider including a pitch that catches reporters' attention on the role and impact of auctions in the economy.

"While the auction method of marketing has been around for centuries, few realize that Auctioneers sold over a quarter-trillion dollars worth of goods in 2006. This is an increase of 7.1% from total sales in 2005. The National Auctioneers Association is projecting the live auction industry to pass the \$257.2 billion sold in 2006, and reach \$269 billion in 2007."

Implementing statistics into your pitch adds credibility to your pitch. These statistics continually change, so stay tuned to the NAA website for updates on industry trends. In addition to developing a strong "pitch" for your market, you should develop a concise "pitch" about your business. Are you a third-generation Auctioneer? Does your business specialize in a specific niche market? Interesting tidbits about your business always make for a strong "pitch."

Take time and sit down and write your business and market pitch, and then pick-up the phone and start pitching!





TERESA AND HER HUSBAND,  
JACK CHRISTY, CAI, GPPA, CES,  
OWN AND OPERATE CHRISTY'S  
OF INDIANA, INC.

## Scholarship applications available

**T**he Auxiliary to the NAA is growing by leaps and bounds. Jump on the train and join us, so you don't miss out on the outstanding networking and educational opportunities, providing support to the Auxiliary members and, of course, camaraderie.

"We need to accept challenge and embrace change," says NAA President Thomas (Tommy) Williams, CAI. If you are not ready to face the challenges and changes that are upon us today, you are certainly missing out on some great opportunities that NAA and the Auxiliary have to offer. Get ready and get prepared.

Start by getting your younger generation engaged and accepting the challenge to apply for one of three \$2,000 Auxiliary scholarships that will be awarded at the 2008 International Conference and show in Nashville, TN.

The Auxiliary Scholarship Program benefits members by assisting their children or grandchildren as they pursue higher education. The NAA Auxiliary is in its 16th year of providing this prestigious award.

Eligibility requirements are as follows: (Notice the new request and deadline dates)

- A child or a grandchild of an Auxiliary Member with continuous membership since January 1, 2003.
- Candidates applying must be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program

or a school of technology or candidates must have completed the past year at a qualified college or a university or a school of technology. (Undergraduate).

- Candidates can apply for this program more than once, but can only be awarded the Auxiliary Scholarship one time.

Auxiliary Scholarship Applications will be distributed by "Request Only" with the request deadline of February 23, 2008.

Packets are available December 1, 2007 (This is a new request date), with a required completion packet return postmarked by March 15, 2008 (a new deadline date).

To qualify for a scholarship packet, please feel free to contact Teresa Christy at (317)

784-0000, fax at (317) 784-3662, or email Teresa at [info@christys.com](mailto:info@christys.com). Information also available on the NAA Auxiliary website at [www.naauxiliary.org](http://www.naauxiliary.org).

Have a wonderful holiday season.

*Get your younger generation to accepting the challenge to apply for one of three \$2,000 Auxiliary scholarships that will be awarded at the 2008 Conference and Show.*

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KURT AUMANN, CAI

# New designation: Auction Technology Specialist

**L**ast year, the NAA Education Trustees voted to establish a new designation. This new class would focus on technology and will be called Auction Technology Specialist.

In today's fast-paced, ever-changing world, technology is becoming a major player in not only the business world, but with our daily lives, as well as connecting the world together. Auctioneers need to be part of that evolutionary process. Just a few years ago, there was no eBay, there were no auctions on-line, and very few Auctioneers were even using the Internet to advertise. That has all changed.

NAA recently had some visitors at headquarters from Tokyo and Osaka, Japan. They were members of a Japanese real estate company that sells only on the Internet. With 1,700 franchisees in their company, they must be doing something right.

Several NAA members have already established Internet-only auctions. Many Auctioneers are using commercial providers to provide both static and real-time auctions. This method of auctioneering is growing and developing at a rapid pace.

Our new Auction Technology Specialist course will be divided into two segments. The first is an online course that will take you through the basics of technology: the development of the Internet, terms, email basics, domain names, technology equipment and many other areas. This will be a free, required course. You will be tested over the course work and if successful be given a certificate. That certificate is your pass to the next part of completing the designation.

Part two of obtaining the designation is to attend a four-day class. The first two days will be spent learning about lead generation and prospecting, item listing, digital photography and video, image hosting, Internet marketing, payment processing and shipping. Days three and four will focus on enterprise integration, websites, computer marketing strategies and building an online community.

To finalize obtaining the designation, those taking the classes will be required to have both a static and live auction and to complete summary reports of those auctions.

When looking at the curriculum of this designation, some of you may feel overwhelmed. I want to assure you that the instruction will be at a pace so that all who attend these classes will have adequate time to ask questions, as well as being shown examples and provided links. You will leave with the knowledge and skills to conduct an online auction as well as being versed in what is happening in our technological world.

We are projecting to have the class ready right after the first of the year.

For more information, please contact the NAA Education Institute office at [www.auctioneers.org](http://www.auctioneers.org), or call 913-541-8084, extension 23 or 28.

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**★ July 7-12, 2008**





KURT R. BACHMAN IS AN ATTORNEY AND LICENSED AUCTIONEER FROM LAGRANGE, IN. HE CAN BE REACHED AT (260) 463-4949 OR KRBACHMAN@BEERSMALLERS.COM

### **Advice in this column**

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

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

## **Is this real estate bidding by Auctioneer legal?**

I currently work for a firm that is involved in the sale of real property. I observed at an auction that the Auctioneer selling the property reached a peak of a \$200,000 high bid. He then "threw" a bid to the crowd of \$210,000 at which time he was the high bidder. He then "worked" the crowd to get them to bid a \$211,000 bid so as to avoid being the purchaser of the property and was successful at getting a bidder to the \$211,000. Is this an illegal practice? I have a real moral issue with this practice and wanted to get a second opinion on the matter.

Robert Wright  
Grant's Pass, OR

**Answer:** According to the NAA Code of Ethics, Article 2, "Members must, in conducting an auction, deal with customers in a manner exhibiting the highest standards of professionalism and respect. Members owe the customer the duties of honesty, integrity and fair dealing at all times." The NAA Code of Ethics defines customer as "The party who attends the auction for the purpose of buying the property offered for sale." The obligation to deal fairly and honestly with the customer would generally prevent an Auctioneer from submitting a bid. State law may also prevent an Auctioneer and the Auctioneer's agents from bidding during an auction in which the Auctioneer is crying for bids. The law prohibits an Auctioneer from bidding in an absolute auction he/she is conducting. In addition, some states prohibit Auctioneers from bidding in a reserve auction.

The majority of states permit the Auctioneer to bid at his or her own auction only after the seller consents and adequate disclosure of the Auctioneer's intent to bid has been made. The agency relationship between the Auctioneer and the seller creates a fiduciary duty in which the Auctioneer owes the seller loyalty. This duty of loyalty is called into question when an Auctioneer wants to bid at his or her own auction, which means the seller must consent to the Auctioneer's bidding prior to the auction being conducted. After the seller consents, the Auctioneer should announce his or her intent to bid on items prior to the sale. Whether or not this practice is permitted is generally an issue of state law.

In addition to Auctioneer bidding, this may also be considered a shill bid. A shill bid is a bid where the person submitting the bid has no expectation of purchasing the item or property being auctioned. Shill bidding may also be referred to as ghost bidding or by-bidding. The sole purpose of the shill bid is to artificially increase the price of the item or property being sold. In the context of an absolute auction, the effect of a shill bid is that the qualified bidder may be unknowingly bidding against himself or herself.

For example, if a bidder submits a bid of \$10,000 and a shill bid of \$15,000 is made and the qualified bidder then bids \$16,000, the legitimate bidder was bidding against his or her own bid because the shill bidder had no intent to purchase the property. If the Auctioneer has knowledge of such a bid or knowingly participates in attracting a shill bid, then the Auctioneer has violated the NAA Code of Ethics, most likely violated states law, and may have committed fraud. Even if state law permits the Auctioneer to bid on property he or she is selling (after the seller consents and the Auctioneer makes the disclosure to the bidders), the Auctioneer should only submit legitimate bids when he or she intends to purchase the property.

When conducting auctions, Auctioneers must remember that they are bound by ethical considerations and that engaging in unethical practices is a negative reflec-



tion on them and on the Auctioneer profession generally. In states that allow Auctioneers to bid at auctions they are conducting, it is important to uphold the professional standards.

### Beginning bid before absolute auction

Is it a legal problem for Auctioneers to get an opening bid prior to absolute auction, with an opening bid contract?

For example, say that we sign up an absolute auction and then two weeks prior to the sale we find a potential buyer who will sign a contract to open the bid at \$75,000 on a property valued at \$100,000. We have previously used a "Buyer's Incentive" in which a buyer can submit an opening bid above a given amount and if they are the highest (and winning) bidder, they receive a percentage off of their final contract price. I know other auction companies use this as well. Using the definition of absolute auction, do you see any conflict with the definition or concept with this practice?

Ted McWilliams  
Cookeville, TN

**Answer:** Advertising an absolute auction is an express statement made by the Auctioneer to the bidders and that the property will be sold to the highest bidder with no minimum bid or limiting conditions. When an Auctioneer agrees to discount or rebate a portion of the purchase price to the opening bidder, if the opening bidder is the highest bidder, the concept of an absolute auction is undermined. For instance, if an Auctioneer is auctioning a parcel of real estate and has entered into a "Buyer's Incentive" with a bidder (Bidder A), and another bidder (Bidder B) submits a bid in excess of Bidder A's bid, would Bidder A's discount reduce Bidder A's actual bid? Bidder A knows that if his bid is the highest bid, then he will receive the discount, which may actually be lower than Bidder B's highest bid.

Consider a hypothetical example. Bidder A gets a 1% discount because he/she agreed to submit an opening bid prior to the auction in the amount of \$500,000, which means that Bidder A is actually bidding \$495,000 (with the 1% discount). Bidder B then submits a bid of \$505,000, and Bidder

continued on 69

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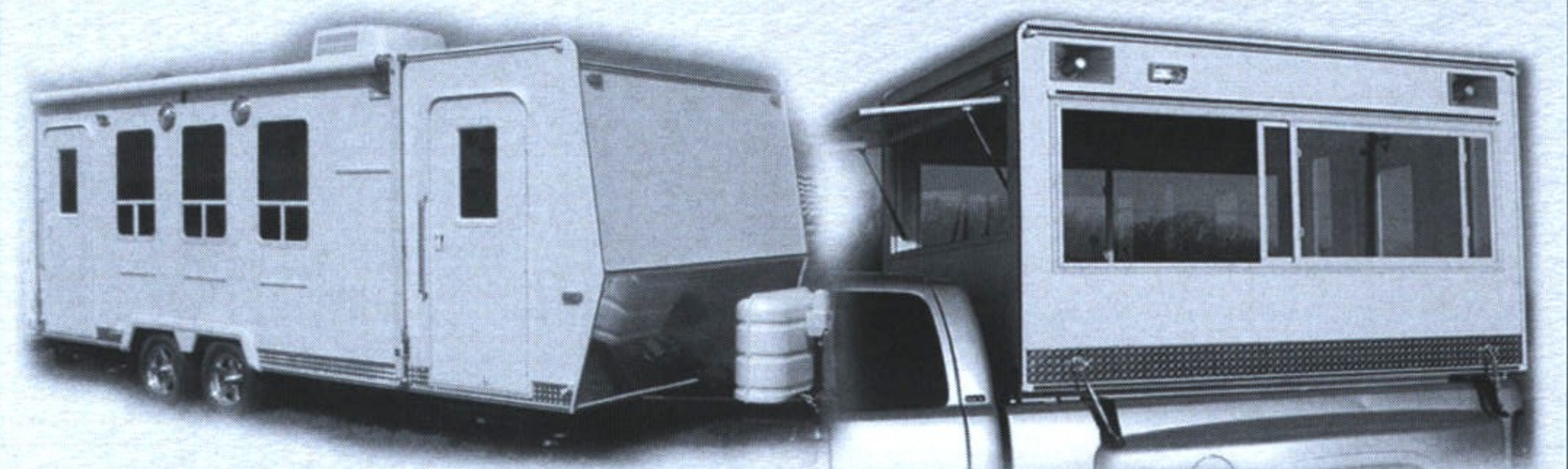
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lynn@auctioneers.org

## NAF seeks trustee candidates by March 1

**N**AA members who wish to be elected as a trustee of the National Auctioneers Foundation must announce their candidacy by March 1, 2008 for the 2008 election.

Also, any NAF trustee who has served at least three years on the NAF Board of Trustees is eligible to run for the NAF Vice-President position. Elections will take place at the NAA annual meeting scheduled Thursday, July 10 from 8 a.m. to 11:30 a.m.

There will be three Board of Trustees' positions available and one Vice-President position available.

**Guidelines for potential trustees are:**

1. Candidates must either be a past NAA board member or an NAA member for a ten-year consecutive period and current.

**Guidelines for potential Vice-President are:**

1. To qualify to seek the position of the NAF Vice-President, a candidate shall have served at least a three-year term as a trustee on the NAF Board and meet the current requirement for candidacy as a trustee. The Vice-President of the Corporation shall be elected by the membership at the annual meeting of the members. The Vice-President will automatically ascend to the position of President-Elect and then President.

**Candidates must submit the following by March 1, 2008 to the Foundation.**

1. Submit a letter of intent to seek a trustee's position
2. A color photograph of yourself.
3. The following profile information: Number of years in the profession, years as an NAA member, previous work history, community activities, member of which state association(s), number of auctions you conduct annually, and your auction specialty.

A profile of each candidate, with their photograph will be published in the June issue of *Auctioneer*. The profile is intended to help members learn more about the candidates.

**The service of trustees includes:**

1. Trustees are elected for three-year term.
2. Trustees are responsible for paying their transportation to the Board meetings held in the spring and to the Conference and Show (Housing costs are paid for the spring meeting only). Fall Board meeting is held via conference call.
3. A trustee can serve a maximum of six years on the Board unless he/she ascend to an officer position by being elected Vice-President.

Current trustees whose terms are expiring are: Chuck Bohn, CAI, GPPA; Marty Higgenbotham, CAI and Chris Pracht, CAI, AARE, CES. We thank them for their dedication and year or years of service to the Foundation. Each board member serves three-year terms and uses his or her own personal resources to oversee commitments made to the auction industry and to preserve its future. They are to be commended for all their hard work and efforts.

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



# Absentee voting proposal rejected at Fall board meeting

The NAA board of directors rejected a proposal, during its Fall board meeting, to allow absentee voting for officers and on association issues by people who do not attend the business meeting at the annual Conference and Show.

Since the creation of NAA in 1949, only persons who attend the business meeting at the conference in July are allowed to vote on new officers. In recent years, some members have argued that any regular member in good standing should be able to vote by absentee ballot, regardless of their ability or willingness to be at the annual conference.

At the conference last July, the membership voted to ask the board of directors to study the issue again and bring it to a vote again. This occurred in the fall, and a recommendation to allow absentee voting failed to pass the board.

"It is still the feeling of the board that personal connections with the candidates at Conference and Show are important," said NAA President Tommy Williams, CAI. "It's important to meet the candidates, look them in the eye and hear from them what their positions are on the issue. When a member is so committed that they want to attend the Conference and Show business meeting, the board sees that as being very important."

NAA Vice President Scott Musser, BAS, said "Some people are adamantly for it and some against it. This issue has come before the board at least five or six times. No single issue has occupied so much of our time. But the feeling of the board is that the people who attend Conference and Show are the most engaged in NAA. Without being there and learning firsthand about candidates, it's hard to replicate that 100 percent."

President Williams said "We fully realize the pros and cons of the issue. We realize one of the pros is that absentee voting would be more inclusive. One of the cons is about computer voting security. Credit card companies, for example, have to work constantly to update computer security because people are trying to break their security every day. State governments have issues with computer voting security and accuracy. Some of our NAA elections for president and vice president have been as close as six votes, so accuracy of vote counting is very important to us. I think people should also be able to talk with the candidates, and not be swayed only by advertising they see for a candidate in Auctioneer magazine. It's important to talk to the person."

## Background details, member input

Today about 50 percent of associations across America have

absentee voting, allowing a vote regardless of whether a member attends the business meeting in person. Many are developing online voting procedures.

NAA has gathered member input through a January 2005 fax-back survey, at the July 2005 and July 2006 Town Hall meetings, and in a January 2006 membership survey. In each of these events or surveys, the issue of allowing all members to vote was indicated as a non-compelling issue at the current time.

Possible benefits of absentee voting have been identified as: opening up voting to all members, consistent with a trend among associations to allow absentee voting, candidates must campaign to the entire membership rather than the minority that attend Conference and Show, sends a positive message that all members are valued equally, modernizes a voting system to today's cultural norms.

Possible disadvantages are: NAA research does not show that a majority of members want absentee voting, may increase cost and effort to run for the board of directors, may allow election of a member who is not well qualified but whom aggressively solicits votes from less-informed people who do not attend the conference, would make policy decisions requiring votes more difficult to pass, would give part time Auctioneers opportunity to control the decisions that impact full time Auctioneers, opens a potential for block voting by larger states and could make more difficult for some regions to elect a board member, would increase cost to NAA by an estimated \$10,000, would result in only a small increase in voter participation based on the results seen in other associations, and a board candidate who does not attend Conference and Show could be elected.

These details were compiled in an April 2006 summary of discussions by the board. The concluding statement of the summary was that "While it appears there is insufficient interest or lack of a mandate from the membership to change the way voting is currently handled by NAA, it is the majority consensus of the NAA board of directors that interest in the issue will continue to grow and that someday NAA will implement a system allowing all members an opportunity to vote, irrespective of whether they attend the annual Conference and Show. A wide range of factors will continue to be considered as this issue is evaluated in coming years."

*Story by editor Steve Baska*



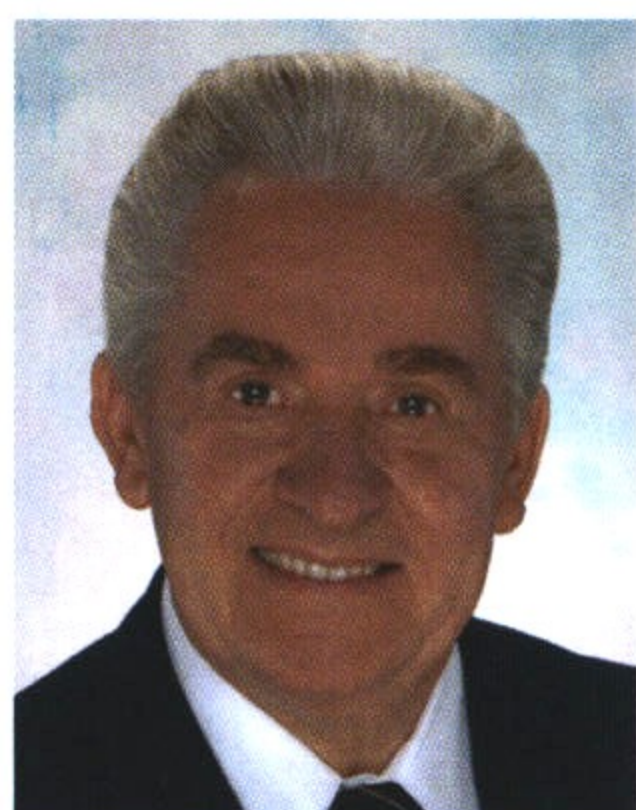
# Dues increase was needed to get closer to actual cost to service each member, says President Williams in his monthly online discussion

“Why did NAA’s annual dues increase 20 percent recently?”

That was the first question from a member to NAA President Thomas Williams, CAI, in his November 6 “Online Chat with the President.”

“The dues increased to \$300 per year for a regular member, and the actual cost to provide service per member each year is \$400,” Williams said. “The cost of service keeps rising for our association and others. The NAA board of directors had a great deal of debate over whether to increase the dues to \$300, \$350 or \$400, but we put it at \$300. I think members get a tremendous value for their dues.”

Williams appeared live on a web camera in the left lower corner of the website page as he answered questions posed by members online. This Internet chat meeting can be joined anywhere via Internet or telephone. The next chat will be held January 8 (the 1st falls on Tuesday so the chat was moved forward one week).



Williams

Below is a sampling of questions and answers from the November event.

## **Question: Is NAA’s proposed state auctioneer license law available for download?**

Answer: Yes, go to [www.auctioneers.org](http://www.auctioneers.org) and it can be downloaded from there. This is a draft template of a license law that any state can use if it wants to create a license law or revise its current license laws. The draft covers most of the details needed for such a law. I want to be clear on one issue regarding this: NAA does not desire to create a national auction license law. Each individual state is free to make their own laws regulating auctions. The key is for there to be more reciprocity between states (allowing a licensed person in one state to work in another state) and look at each other in an equal fashion.

## **Question: Does “absolute auction” mean the item sells regardless of price, or for real estate does it mean the property sells for the highest price above a minimum bid?**

Answer: An absolute auction of any property means it sells regardless of price, period. The tragedy of what has happened with absolute auctions has been created by some Auctioneers who think they can advertise as absolute and then change the rules. If you advertise an auction as absolute, you should live by that rule. You should clearly explain to your seller what that means. It does not mean the seller’s brother-in-law can pretend to buy the property. It means the property is going to sell.

## **Question: Does NAA support political candidates?**

Answer: Yes, NAA has and it will in 2008. We look for candidates with views that are favorable to NAA and whom will vote in a favorable fashion. We have a political action committee that takes donations and gives money to candidates.

## **Question: Will NAA make public the minutes of board meetings?**

Answer: We have already made public the “board action items” from the fall board meeting. (The issues that are put to a vote for approval or rejection). In fact, we posted the action items before the board meeting on our website so you could express your opinion to the board well before the meeting. We also have posted the results of these action items on our website, and in this issue of the magazine.

## **Question: Is there an incentive program to encourage members to recruit new members for NAA?**

Answer: We’ve tried different incentive programs over the years, including giving a free membership to someone who recruits a new member. I’m not sure what the best program would be. I know that if you are an NAA member, you probably believe that an Auctioneer is better served by being a member of NAA. Speaking of incentives, there is a good program in place for the new member. This is the \$300 education-



al voucher each year for the first three years. When someone joins and pays their annual dues, they get a \$300 voucher that is used on any educational program, so, in effect, their first year of members is free if they use that education. The same applies to their second and third year.

**Question: The new discussion forum on the NAA website seems to lack the dynamics of the old discussion forum. What can be done?**

Answer: I think the new forum works well and allows a good freeflow of information. The topics we mainly want to discuss are how to do business, how one Auctioneer can be helping another. The purpose should not be to throw mud at other members or at NAA leaders. I don't see controversy as beneficial.

**Question: Do you predict all real estate will be sold by auction in the future?**

Answer: Of course not. But, I think the vast majority of real estate will be sold by auction, and that is not as far away as we may think. It will be radically different. A majority of real estate lends itself to being sold by the auction method.

Particularly those that are time sensitive, such as an owner who is moving to another city and needs to sell his property quickly. In that case he needs to get current market value, and not let the property stay for long in a traditional listing.

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

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

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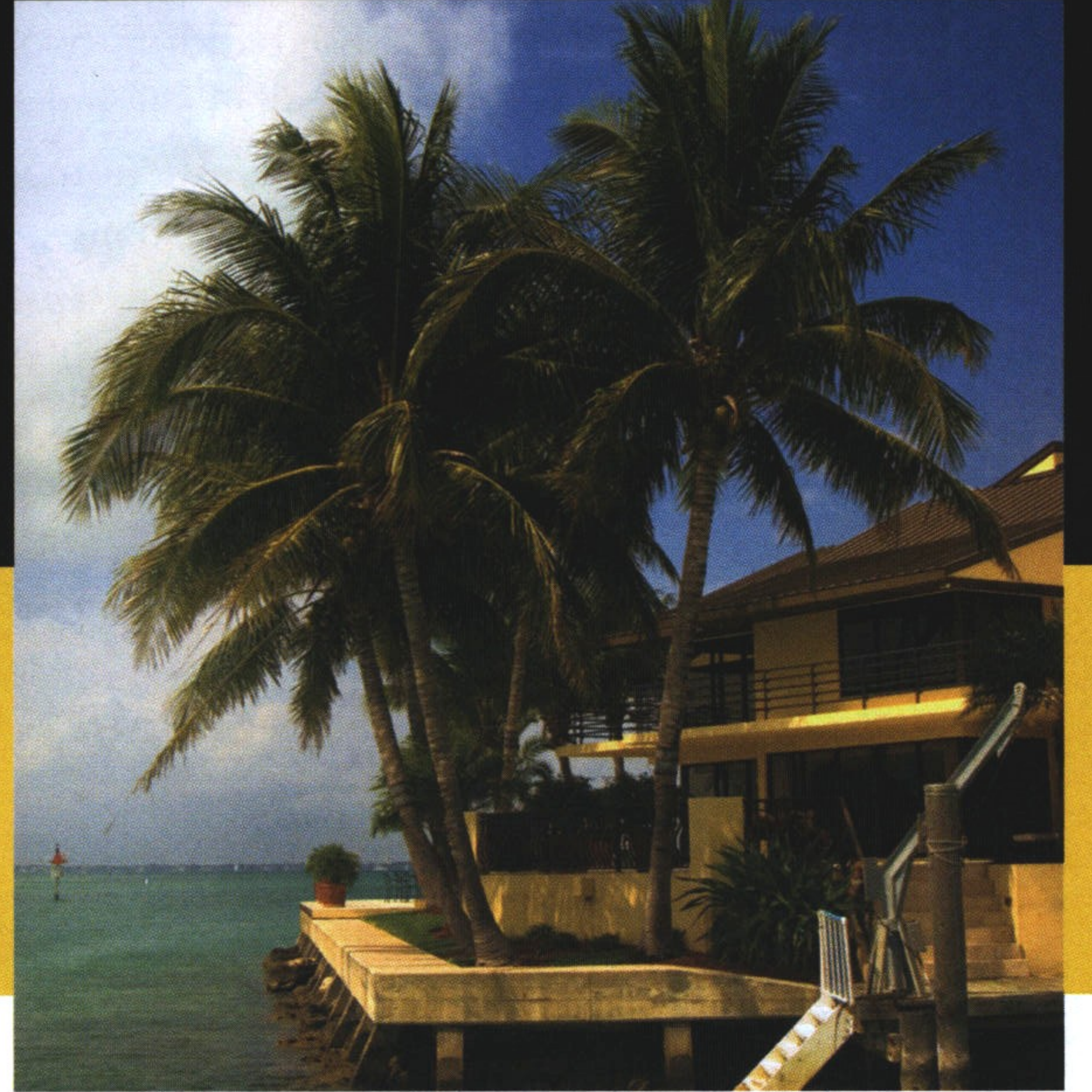




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Includes spouse and auction staff

# Two new membership classifications proposed by NAA Board of Directors

The Board of Directors of the National Auctioneers Association recently proposed adding two new membership classifications: one is called "Regular Member and Spouse" and the other is called "Auction Support Team."

The official notification of this change was published in the November 15 *Auction World*.

The NAA board plans to vote on this issue this month. If approved, the change would be effective January 1, 2008.

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

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

These new membership categories are proposed because NAA officials recognize the highly valuable role that spouses and auction staff play in the auction industry, and NAA wishes to bring them in to a more active role in NAA and to serve them better.

NAA President Tommy Williams, CAI, said that "In many auction families there is a partnership with the spouse. The spouse is very valuable and NAA has needed for some time to recognize that the spouse should be treated equally, but we will send one copy of our publications because they are going to the same address. This recognition for spouses is long overdue, in my opinion."

Williams said about support staff that "We all know how extremely important they are, from the clerks, cashiers and marketing people to the first person that answers the phone. They are truly a team. The focus is often on the Auctioneer, but NAA wants to be inclusive and is bringing the support staff in to a greater role."

One way NAA has done this recently was holding the first International Ringman Championship last July during the 58th Annual International Auctioneers Conference and Show in San Diego, CA. This year's contest was a highlight of the conference and included Auctioneer/ringman teams consisting of husbands and wives, fathers and sons, and competing siblings. Five judges evaluated the contestants on crowd interaction, relaying bids and communication with the Auctioneer, appearance and presence.

Spouses and members of the NAA Auxiliary also took a more active role in NAA when Auxiliary members presented seminars about clerking issues during the Conference and Show last July. The Auxiliary is also working with NAA on future education and collaborative programs.

To make your opinion known to the NAA Board of Directors about the issue of these two new membership classifications, contact the NAA Membership Department at 913-541-8084, extensions 13 or 15, or email [aherman@auctioneers.org](mailto:aherman@auctioneers.org).

The exact wording of changes in the bylaws was published in the November 15 issue of *Auction World* newspaper and is reprinted on page 47 of this issue.





# New service is launched Auction Network launches with Internet Television

The new 24-hour Auction Network was launched October 28 and is providing auction news, educational features about auctions, personality profiles of Auctioneers, and other programming.

Visit Auction Network online at [www.auctionnetwork.com](http://www.auctionnetwork.com). Auction Network is expected to expand to cable and satellite television in 2008, and will make the auction industry visible to millions of Americans.

On the website now, viewers are already watching a wide range of exciting auctions. One is a Grand Civil War Auction, with General Grant's sword and General Custer's flag on the block. Experts with Heritage Auctions explain military memorabilia and show segments from this recent auction.

When you visit the Auction Network website, you'll see a large video screen on the left side of the webpage. You can listen to the audio through speakers hooked to your computer.

On the right side of the webpage is the program guide, showing the name of the programs for that day and when each will appear. In addition to auctions, there are shows like "Ask the Experts" and "Auction ABCs" that are designed to educate the public on how auctions work.

Another feature is the button called "Video on Demand," located above the main video screen. Click on that, and it will open a new screen. You can click on the program links on the right side, at any time, to start watching a number of different shows including Auctioneer profiles (including one about auto Auctioneer Spanky Assiter, and one about female pioneering Auctioneer Cookie Lockhart) and the National Auctioneers Association's bid calling contest, called the International Auctioneers Championship.

## First Live Auction

On November 20, the Auction Network broadcast its first live auction from London, enabling viewers to watch and bid as if they were standing on the auction floor. The auction was conducted by Julien's Auctions and was titled "Gibson



GuitarTown London". Rock memorabilia, including a guitar signed by Paul McCartney, sold during the event.

The website provides Internet television, which is TV programming delivered to personal computers, mobile devices, set top boxes, and even your television – all via the Internet. Many people are watching TV programs on their computers already, and this website is an example of how you can watch highly colorful, clear programming about auctions.

The Auction Network has three video environments available for viewers - linear, on demand and live.

Linear viewing replicates the traditional television viewing experience. Navigate to [www.auctionnetwork.com](http://www.auctionnetwork.com) and join the program in progress. Sit back. Relax. And enjoy the show. Want to know what's on next or up later that evening? Use Auction Network's programming navigator to look through the schedule of upcoming programs.

With Auction Network's Video on Demand, you are in control. Browse through a collection of auction-related programs using the video on demand navigator, including past live auctions, behind the scenes programs, and more. Select your favorite and watch.

Live auctions bring the world of auctions into your living

**continued on 68**



# Effective Networking for Auction Clients



**N**etworking may be the single most powerful marketing tactic an Auctioneer can do to get clients.

Of course, some clients come to you directly from the media advertising you do, but often your own connections or other networked referrals are what bring people to auction firms.

Networking is meeting new people to create a network of contacts for business or personal connection. In this article we focus on business networking.

You may already know someone who is an expert networker, the type of person who knows everyone in town, keeps making new connections easily and is doing business with them, refers you to other people (and them to you), and so on. This person seems a natural “people connector,” but you can develop this skill also, and reap the business rewards.

Effective networking today is a mixture of old and new methods, and using old and new technologies, says veteran Auctioneers and networking experts. Networking at its core is about building enduring, mutually-beneficial relationships,

not just shotgun marketing and advertising of yourself.

Below is information on some of the networking methods. Ask yourself: “Am I doing, or at least considering, each of these types of networking?” If not, begin to methodically put them on your calendar to accomplish.

Networking is primarily done person to person, one-on-one, but speaking to groups is also networking, a form of casting your net into the sea of potential clients with an eye on following up by building a one-on-one relationship with interested people.

## Local civic groups

It’s the old standby, but speaking to your local Chamber of Commerce, Rotary Club, Lions club, Optimist club or others can be highly effective and is a form of networking.

Consider this recent comment from Auctioneer Rod Johnson, of Cannon Falls, MN: “I spoke in Rochester, MN to a Rotary club and 15 minutes later my cell phone rings, and it was someone from the meeting wanting to discuss booking



a benefit auction for Junior Achievement... It happened again today after I spoke at a Rotary meeting. I got a booking as a direct result.”

Speaking to civic groups puts you in front of 10 to 100 or more potential clients at once, and lays the groundwork to network to them individually for greater results. It gets you and your service known in detail.

Many Auctioneers have done this type of speaking for years. Others are shy about speaking to groups, and not sure of the information they should present. NAA provides a template speech, already fully written, on its website. The speech can be customized for your business and given to local groups.



**Johnson**

If you've already spoken to groups in your town, consider speaking in neighboring towns, especially if you already do business there and can describe to the audience where you've worked there.

At the end of your speech to a civic group, be sure to say clearly that you want their business and to hand out business cards with your contact information on it.

One-on-one networking within civic groups is also an old standby that is effective, but be sure to get around to meet different and new people. Some Auctioneers are members of several local civic groups, which multiplies your exposure and contacts in the community.

### Basic principles of networking

Here are four basic principles of making networking work.

**1--When you meet someone, say your name twice.** “I'm Joe. Joe Smith.” Saying your first name twice reinforces it to the person you meet. And try to memorize their name with some connection. Say “Nice to meet you Scott. I have a brother named Scott.”

**2--Give your business card and get their card.** It may seem old-fashioned, but people keep cards and use them. Have all your contact information, including website and email addresses, very clearly printed on your card.

**3--Follow-up.** This is often the key to getting a result from networking. Whether it is a monthly phone call or other format on a different schedule, you should make a specific plan for follow up. If follow up fails, your initial efforts often die. The potential client is reeled in by a competitor who keeps his or her name in front of the client, making them memorable, familiar and seemingly dependable.

Follow up can be by email, handwritten note, phone call or other method. What should be your follow up message? Convey that you are available, professional, experienced; that you remember meeting them and you want the chance to work for them. And always give all your contact information. Do everything you can to gently remind, persuade and move the potential client to take action.

**4--Be a giver, not just a taker.** If you keep referring people to a contact, they will want to reciprocate. Give business and

you'll get business. Tell your contact that you are actively sending people to him or her. Say “Did a guy named Ed Smith contact you? I gave him your phone number.”

Also, it may take six to eight face-to-face meetings before people trust you, says Anne Baber, author of the networking book “Making Your Contacts Count: Networking Know-How for Business and Career Success.”

Obviously that is not needed to get potential clients interested (as Auctioneer Rod Johnson's speech to Rotary and the result shows), but it makes a point about networking and following up.

### Connecting with Realtor groups

To get real estate clients, few things are more effective (and under-utilized by Auctioneers) than speaking to groups of real estate agents or Realtors (members of the National Association of Realtors).

“We've found the number one way to solicit Realtor cooperation is getting in their office to do a question-and-answer session,” said Braden McCurdy, director of marketing director for McCurdy Auction of Wichita, KS.

His father, Auctioneer Lon McCurdy, said “Most Realtors don't know what we do. We stress to them that we are there to assist them, not be an adversary. We answer their questions and help educate them.”

Call your local Realty companies and ask to make a presentation at their weekly or monthly sales meeting of agents.

“We always come out of those presentations with at least one or two properties to evaluate for auction,” said Braden McCurdy. “And those prospects keep coming for 30, 60 and 90 days after a presentation.”

Lon McCurdy said that 24 percent of his real estate business is through Realtor cooperation.

Robert Mayo, CAI, of Belton, MO, said splitting the commission by working with Realtors is a good way to keep business coming to you.

“We had a great auction on a recent Saturday..We had 39 registered bidders and 20 of them were represented by a buyer's agent. The seller was a Realtor who referred the property to us because she was confident we could get her market value. The buyer was represented by a Realtor who helped keep buyer's remorse from setting in with her client immediately afterwards. In the end I will be splitting the commission several ways, and loving every minute of it. Working with Realtors is not for everyone, but it works for me,” he said.

### Bankruptcy clients

NAA President Tommy Williams, CAI, says that networking person to person with bankruptcy trustees and lawyers is one of the most effective ways to get bankruptcy clients.

“Identify who the bankruptcy trustees are in your area and then contact them and take them to lunch. You've got to be persistent and meet them face to face. These trustees want to provide the best service to their clients, so you've got to tell

**continued**



them why you can do the job well. I think you should have, at least, a monthly phone call to those trustees in your areas. And identify the attorneys who do bankruptcy work also and be sure to visit with them. Tell them exactly why you can do the job for them and ask them directly for the opportunity to work with them.”

### **Email as a networking format**

Business networking by email is growing, but lacks the advantages of face-to-face meetings, and yet still serves as a good introduction. Kevin Donlin, author of “Resume and Cover Letter Secrets Revealed,” says one way to find business network contacts is to “start with websites of professional associations, trade magazine and companies in your industry. You’ll eventually find lists of people who can help you. When writing to potential network contacts, try language like this:

*“Dear Mr./Ms. X:  
My name is Mike Smith. I found your name through your professional association. I am not a headhunter or salesman, nor am I asking you for a job. Rather, I’m looking for information and advice to help me with my job search. I would like to get your insight on (company/industry/position). Would you be able to chat for 15 minutes to answer a few questions? We can talk by phone or via email, whichever you prefer. You may call me collect at 123-555-1212 or email at me@abc.net. Thank you for your time! I look forward to hearing from you.”*

Once you’ve generated networking interviews, here’s how you can get the most out of them:

\* Before speaking with any networking contacts, be sure to research the company, the industry and that person’s role, so you can ask intelligent questions.

\* When talking to or exchanging emails, ask only about information you think this person would be comfortable giving out about his/her company or industry.

\* Be SURE to ask this question when you’re done: “Is there anyone else you might suggest I contact?” Contact these people right away, referencing the person you just spoke with.

\* After your interview, send a brief, sincere thank-you note. Don’t attach your resume unless asked to do so.

Using email to expand and build on your network of professional contacts can be a time-saving, highly effective way to expand your network. Eventually, you should connect with a decision maker who can hire you for the job you desire.”

### **State associations and NAA**

If you are a contract Auctioneer looking for work, or an Auctioneer who wants referrals and partnerships with other Auctioneers, your state association and NAA are goldmines of networking opportunity.

NAA President Williams said “Join your state association. Let the people there know you are available for work. Start making contacts at the local level, then the state level and at the national level with NAA.”

State Auctioneer conventions and NAA’s annual Conference

and Show are the key places. NAA members have secured many referrals from each other in the halls at Conference and Show, and the opportunities are even greater in the months and years to come.

“Meet your peers there. You can form relationships that last a lifetime and they all start over one cup of coffee,” Williams said.

Another of NAA’s premier networking opportunities that has led to many referrals and partnerships is the Certified Auctioneers Institute, held each March.

CAI is more than attending three weeks of classes over a three year period. It gives the opportunity to connect with over a thousand other CAI designees and students, says Dr. Harlan Rimmerman, NAA’s director of education.

### **Networking events, businesses**

For many small-business owners, the thought of attending a networking event is enough to make them cringe. After all, many people are overworked, and do not enjoy spending their small amount of free time in a crowded room of people; making small talk with complete strangers; attempting to sell company services to disinterested prospects; and often having little to show for their time investment.

Instead of networking with potential clients, consider networking with other businesses that can help you succeed. When you network with other businesses, you’re looking for ways to meet new clients – through the other company’s referrals – and to create strategic alliances – thus increasing your business’s perceived capabilities. You’re developing a referral network of sorts, meaning everyone within your circle of influence sends clients to each other and uses the skills and expertise of each other to build their own business.

For example, a plumber can form an alliance with a carpenter. Then, when the carpenter has a job to do – like installing new kitchen cabinets in a home – he can refer the plumber to the homeowner to help install the new sink or move any existing water lines. Since the homeowner knows, likes and trusts the carpenter, he or she takes the referral as a sincere recommendation and a testimony to the plumber’s skills, and is more likely to call the plumber for the job. While this is a simplistic example, the concept works for any profession. A graphic designer can network with advertising firms, a restaurant owner can network with hotel owners, a car insurance agent can network with car dealers or auto body repair shops ... the possibilities are endless.

If the idea of networking with other businesses sounds more appealing than chasing down clients all the time, consider the following guidelines to make your networking endeavors a success.

#### **1. Know Thyself**

Before you attempt to network, you first need to know your business and what makes it unique. Why would someone choose you over your competitors? What do you do or offer that no one else can match? The idea is to precisely pinpoint



why another business would want to partner with you and refer their clients to you. Think in terms of how you can make the other business' client's life easier. Be specific. Simply saying you offer "great customer service" or "lower prices" is not unique. However, offering a lifetime guarantee or same-day delivery may be key factors that set you apart.

## 2. Be Clear About Your Wants

You need to know your goals and objectives before you contact another business. What do you hope this business can do for you? What kind of referral are you looking for? Again, be specific. A bunch of referrals that do not meet your company's target client profile is useless. So if you're looking for referrals who are dog owners, live on the north side of town and earn over \$50,000 per year, state that. By doing so, you can better team up with other companies that can give you that specific type of referral.

## 3. Network Face-to-Face

Now that you're clear on who you are and what you want, it's time to make some contacts. You can do this by going to Chamber events, forming a mastermind group with other businesses or joining a referral or networking club. You can even just go to the office of another business owner and introduce yourself. When you initially meet new business owners, be sure to have your thirty-second elevator speech memorized. This short speech should cover who you are, who you help, what you do, and how you do it—all in thirty seconds or less.

Also, when you network, make sure you do it face-to-face, not through emails or phone calls. You need to see and gauge body language, facial expressions and eye contact to know if you've truly made a connection and a valid networking contact. Finally, ask the other person questions, and listen more than talking. This way you can find out if the person can help you get referrals. The idea is not to sell your business, rather to sell your relationship.

## Top 10 commandments of Networking

Mark McGrego, a keynote speaker and professional presenter on business issues, has an entertaining and useful top 10 list for networkers.

- 1) Thou shalt drop the "What is in it for me?" attitude.
- 2) Thou shalt listen.
- 3) Thou shalt build a relationship.
- 4) Thou shalt give the first referral.
- 5) Thou shalt not tell others of the referral you require; thou shalt "show them" with a story.
- 6) Thou shalt be specific of the type of referral.
- 7) Thou shalt reciprocate when appropriate.
- 8) Thou shalt participate in the network executive, functions, and network time.
- 9) Thou shalt thank the person who gave a referral.
- 10) Thou shalt follow up on the referral within 24 hours.

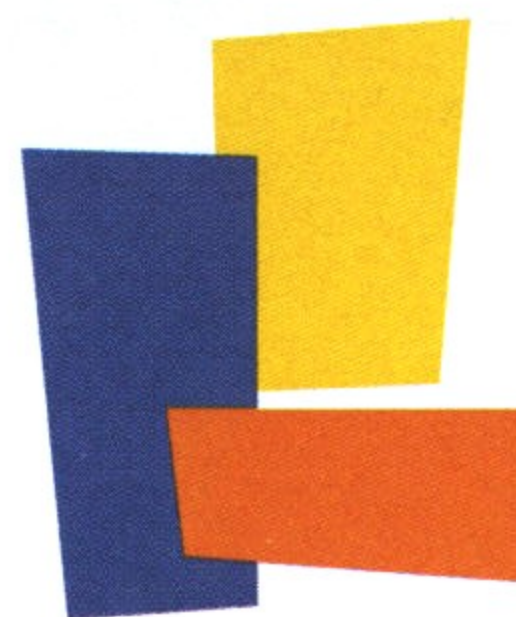
**continued**

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Business networking is productive and fun, and that is why it will always be part of the bigger picture, he says.

## Networking organizations and resources

**1—BNI--** BNI is the largest business networking organization in the world. It has chapters all over the country, and offers members the opportunity to share ideas, contacts and most importantly, business referrals. Its website says “We only take one person per professional specialty. So if you are a residential real estate person and we already have one, we can refer you to another chapter, or allow you to open another chapter. Of course, if you are a commercial real estate person, you could be eligible to join this chapter.”

For more information see [www.bni.com](http://www.bni.com).

**2—Riley Guide** – The Riley Guide is a central resource for networking organizations. Its website says “The many job search and networking clubs around the country can be very supportive as well as helpful in guiding you and increasing your network. This is just a sample of the many groups available all over. You can find more networking and job search



BNI website: [www.bni.com](http://www.bni.com)

support groups in your area by asking at your local public library, local churches and houses of worship (even those you do not attend), college or university career centers, and local State Employment and OneStop Career Centers. Visit [www.rileyguide.com](http://www.rileyguide.com).

**3—Rotary club.** There are over 32,000 Rotary clubs in more than 200 countries and geographical areas.

Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. As signified by the motto “Service Above Self,” Rotary’s main objective is service — in the community, in the workplace, and throughout the world. More information at [www.rotary.org](http://www.rotary.org).

*Story by editor Steve Baska, and the business networking event information provided by Alan Bayham, a business coach and consultant with a Masters Degree in Organizational Management combined with more than 30 years of experience in leadership, management and marketing training. For more information about Bayham, visit [www.bayhamconsulting.com](http://www.bayhamconsulting.com).*

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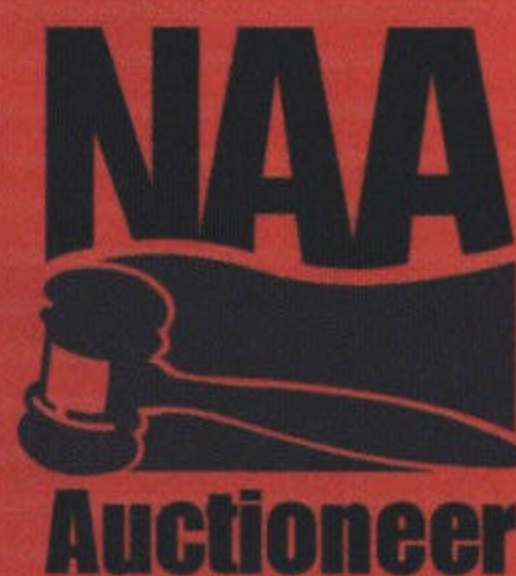
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NOVEMBER 2007  
ISSUE

Showcase Auctions

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COMPANY

**NOV. 8**  
9:00 EST  
HAZLEHURST, GA  
(PAGE 4)

PETROWSKY  
AUCTIONEERS

**NOV. 9-10**  
8:00 EST  
NORTH FRANKLIN, CT  
(PAGE 6)

VOCON  
AUCTIONS

**NOV. 14**  
10:00 CST  
NEWTON, IA  
(PAGE 7)

GODLEY AUCTION  
COMPANY

**NOV. 16**  
10:00 EST  
ORANGEBURG, SC  
(PAGE 8)

DURHAM AUCTIONS

**NOV. 30**  
9:00 CST  
MEMPHIS, TN  
(PAGE 11)

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**Reefer Trucks**  
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1998 GMC C7  
1996 IHC 4900

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Auctioneer December 2007

39



# Let's laugh: cartoons debut

By Stephen Karbelk, CAI, AARE  
Chair, Auctioneer Editorial Board

Starting this month, we publish a first-of-its-kind cartoon about Auctioneers and the auction industry.

The cartoon will be appear monthly in *Auctioneer* and is drawn by Bob Bliss, a Kansas City veteran cartoonist who has drawn for magazines and newspapers.

Of all the things that can be accomplished, why turn our attention to a cartoon about ourselves? Great question!

There are lots of reasons to momentarily forget the serious day-to-day issues we deal with and remember that we are fortunate to have a career that we thoroughly enjoy doing, at least most of the time. Absent the complaining buyer, the

whining seller, the overvalued stuff, the cheap stuff, the stuff that did not sell, the stuff that broke, the nervous heirs, the overworked staff, and the risk of bad weather with an outdoor auction, this business is lots of fun. Unfortunately, we get so caught up in the day to day issues that we often forget to step back and laugh and realize how entertaining it can be to interact with the public.

There is always the bidder that thinks the rules don't apply to him or the prospective buyer that calls after an absolute real estate auction asking if he can still buy the property. Sure, let

**continued on 72**



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



## NAA HEADQUARTERS

### NAA wants your news

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

## SOUTH DAKOTA

### Jud Seaman wins S.D. contest

The annual South Dakota Auctioneers Association (SDAA) Bid Calling Championship was held in conjunction with the South Dakota State Fair in Huron.

The 2007 Bid Calling Champion was Jud Seaman, the first runner-up was Chisum Peterson and the second runner-up was Marlin Fjelland. Scores in the final round were very close, attesting to the caliber of Auctioneers in the competition.

Spectators and bidders packed the Dakotaland Stage tent as they listened to some of the talent offered by members of the association. The 2006 Bid Calling Champion, Justin Dean, Artesian, was the Master of Ceremonies for the event.

In the contest this year, there were 13 entries from around the state and two surrounding states. Participants included Brian Nenaber, Huron; Jud Seaman, Rapid City; Chisum Peterson, Chamberlain; Marlin Fjelland, Clark; Jeff Temme, Petersburg, NE; Rick Carr, Springview, NE; Clay Edwards, Larchwood, IA; Casey Perman, Lesterville; Bob Julson, Garretson; Bill Jensen, Roslyn; Derek Ostby, New Effington; Terry Hupp, Spearfish and Ryan Buntrock, Columbia. Contestants were judged by three independent judges who



**Winners in the 2007 South Dakota Auctioneers Association Bid Calling Championship were, from left, champion Jud Seaman, First Runner Up Chisum Peterson, and Second Runner Up Marlin Fjelland.**



**2006 Bid Calling Champion, Justin Dean, holds up an autographed hat that he donated to the South Dakota 4-H Foundation Fund Raising auction. The hat sported a variety of autographs from music acts that have appeared at the South Dakota State Fair over the years. The hat brought \$200 for the fundraising auction.**

scored them on appearance and poise; voice (clarity and chant); enthusiasm and crowd appeal. All contestants sold three items during the first round.

The three individuals with the highest scores were then brought back to compete in the final round, again selling three items. The winner was determined based on that final round's score.

While the first round scores were being determined, SDAA President, Carl Schwab, Andover and Past-President, Jeff Storm, Custer, introduced the crowd to various SDAA mem-

**continued**



bers, including several of the SDAA Hall of Fame members who were on hand to help out, as well as plenty of past Bid Calling winners.

The auctioneers began selling items for the second annual South Dakota 4-H Foundation Benefit Auction. There were 29 items to be sold for the 4-H Foundation and that auction brought in over \$3,000 for the Foundation.

After the scores from the first round were tallied, the top three Auctioneers were brought back for the final round. They were Marlin Fjelland, Chisum Peterson and Jud Seaman. Each finalist then auctioned three more items and retired from the stage. Competition throughout the first round was very tight and the scores were close, making for even greater anticipation among the finalists as they sold their last items.

## WASHINGTON

### Ehli wins Northwest bid calling contest

Randy Ehli of Puyallup, WA and President of Cascade Auctions won the 2007-2008 Pacific Northwest Auctioneers Championship. The contest was held in conjunction with the Washington Auctioneers Association's annual meeting and had 14 contestants from Washington, Oregon and Idaho. This year's contest and convention was held October 7-8 in Bremerton, WA. NAA President Tommy Williams, CAI, was on hand and one of this year's auction contest judges.

Cascade Auctions is a full service auction firm that provides auction services for business closures, vehicles, equipment/merchandise liquidations, client cash flow and control management, appraisal services, asset disposal and all aspects of general liquidation. The company was founded in 1919 and is a division of Ehli Industrial, LLC. Ehli's have been serving the Northwest since 1948 and are leaders in the auction industry. As skilled marketing specialists, they offer complete liquidation sales services, including a full time staff of appraisers, title clerks, and an experienced auction team of auctioneers, clerks, cashiers, and ring personal.

## MISSOURI / KANSAS

### Winners of Kansas and Missouri bid contests come from same firm

Mayo Realty and Auction in Kansas City, MO, recently fielded the winners of the Kansas and Missouri bid calling contests. Owner Robert Mayo, CAI, won the Kansas contest while Auctioneer Nicole Kelley won the Missouri event.

Mayo said he recently opened an auction center, which provides more time for he and Kelley to sell at the microphone, including selling guns, coins and collections. "We've had it open about eight months," he said. "This was my second year of competing in the Kansas contest. In the past I was nervous and real serious. But this year I was very busy with work and almost didn't go, and at the last minute decided to go and have fun with no expectations. I was relaxed and was in shock when I won. I think I did better because I was not trying to be perfect."

Mayo said he likes the interview section of the Kansas contest also. "I think it makes a more well-rounded contest and shows your knowledge beyond bid calling."

Kelley has been in the auction business four years, and has been doing the tongue twister exercise "Betty Botter bought some butter..." 250 times a day, she said. "Also, I was relaxed and did not overthink my performance in the contest," she said. "If you feel pressured, you get a pressured result."

Kelley has been doing benefit auctions and is moving into real estate auctions.

## NAA HEADQUARTERS

### Auctioneer Welsh gets press for Texas home auction

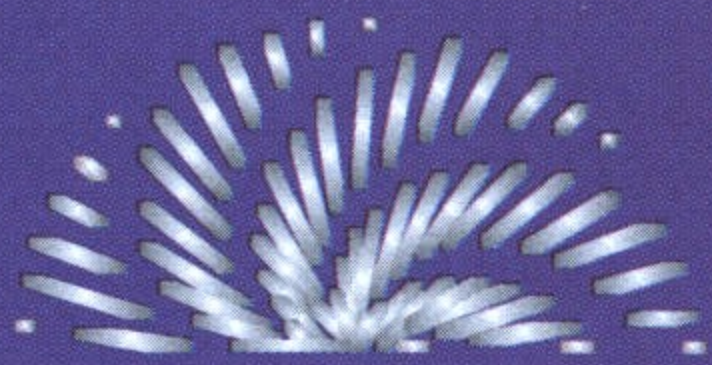
Linda Welsh, BAS, CES, GPPA, of Austin, TX was recently featured in the *San Antonio Express-News* daily newspaper in a story with the headline "McAllister house tests the auction waters."

The story said that home auctions are rare in Texas, and this auction, despite not meeting the minimum bid, served the seller's purpose by bringing a bidder to negotiations. The 1950s brick home was owned by a former mayor.

The story said "The house was auctioned last Saturday afternoon by broker Linda Welsh Auction & Realty of Austin. No winner emerged, however. Although about 80 people attended the auction, only four bids were submitted. None

**continued**





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met the minimum bid limit. Welsh declined to reveal the minimum bid limit. The Bexar Appraisal District values the house at \$622,360. The 0.6-acre lot itself is valued at \$161,700. Welsh acknowledged that the 57-year-old residence needs updating. The wire television antenna on the roof adds evidence of that.

Despite no winning bid, Welsh said the auction served its purpose for the seller, businessman Roman Lewandowski. The top bidder and a non-bidder who attended the auction now are negotiating with Welsh. She expects a contract within days.

The surprise is that an auction was held at all. In Texas, auctions usually are reserved for isolated ranch estates, not San Antonio's Monte Vista neighborhood.

Welsh noted that auctions are the norm elsewhere in the world, especially Canada and Australia. U.S. auctions have increased in number by 40 percent in the last three years. About \$16.5 billion worth of properties were auctioned in the United States in 2006, she added.

San Antonio's residential real estate industry is watching this sale, knowing that more homeowners are under pressure to sell homes quickly. Phyllis Browning of the Phyllis Browning Co. previewed the former McAllister house.

Welsh said sellers are turning to auctions because it simplifies the process and guarantees a sale within two or 2 1/2 months. Browning agreed that auctions work best when timing is critical for the seller. "There's a lot of good things about auctions," Browning said, "especially for sellers who have tried everything." Browning's company recently auctioned a house in the Shavano Creek subdivision off Northwest Military Highway. The sellers faced foreclosure and needed a quick sale. The house sold above its listed price, Browning said, partly because leased furniture was moved into the residence to enhance its appearance.

"It makes a difference how the auction is staged and advertised," Browning said. She doesn't foresee auctions becoming dominant. "We're strong," Browning said of the area's real estate. "We still have a lot of buyers."

## "President's Chat" is super-easy to listen to

NAA President Tommy Williams, CAI, has made it a top priority to communicate well with members. He does a monthly question-and-answer session on the Internet, and the

easiest way to listen in is to call by telephone. Many members dial in, then hit their "speaker phone" button and listen to this conference call while they are doing something else at their desk. By phone, you cannot ask questions due to technical limitations of this option, and no-one can hear what is said on your end of the line, but it's a great way to get updated on auction issues from NAA's president, a veteran of real estate, livestock and other auction formats. To join by phone only, call 1-303-928-3281 and enter 5418085 when prompted.

The President's Chat is like a virtual town hall meeting with Tommy Williams. It is also easy to listen by Internet, and in that format you can ask questions. For Online Chat participants, the audio is played on your PC speakers (or headset), and you will see Tommy on his webcam. Tommy may not have time to answer all of the questions submitted, but will do his best to answer as many as the time allotted will allow.

To join by Internet you must install the chat software PRIOR to the online chat. For complete installation instructions and access to the President's Chat click [here](#). Also, please note that MAC users will not be able to participate in the chat. The online chat is for PC users only.

The President's Chat is held the first Tuesday of each month at 8 p.m. EASTERN time. Join the next one on January 8, 2008.

## NAA has a customer survey for you to use

In 2005 NAA created a "BID (Business Intelligence Data) survey" in conjunction with research partner First Generation Consulting. NAA members can use the survey to do a survey of attendees. The member then returns the survey cards to NAA, which will then compile the results and provide them back to the member.

The BID survey gathers customer satisfaction and attendee profile information to create a report that can be a blueprint for growth for business. Here's how it works:

The survey process begins when you hand each attendee a card with 17 questions. This includes "profile questions" related to auction attendance, how attendees learned about the auction, their distance traveled, and amount of money spent. You will also discover whether the purchase motivation was personal or if your buyer intends to resell the item, and how.

"Satisfaction questions" tie to critical points where your business "touches" the customer. Initial points of contact include previewing items and ease of registration. Attendees



will be asked to evaluate the Auctioneer's clarity in calling bids and explaining terms and conditions. A facility and beverage and food service assessment is included along with evaluating staff courtesy. Ease of checkout concludes the final point of contact.

Results will help members find out more about their big-ticket buyers, about how far attendees travel, and so on. Members can then re-think their marketing strategies, deployment and training of staff, and physical resources to reflect customer feedback.

For more information about the program, call NAA Member Services at (888) 541-8084, extension 15.

## NAA Fall 2007 board meeting outcomes of action items

The following issues were proposed, discussed and voted upon at the NAA board of directors' Fall meeting.

- Approval of membership restructuring and creation of new classification

*MOTION: The membership restructuring and creation of two new classifications of Auction Support Team (\$125) and Regular Member/Spouse (\$450 with \$25 going to Auxiliary) shall be approved as presented pending a bylaws change notification to the membership.*

Proposed by Christie King, CAI, AARE

Motion passed.

- Approval of online voting during the annual business meeting

*MOTION: The availability for members to utilize online voting during the NAA Annual Business Meeting shall be approved as presented.*

Proposed by Thomas L. Williams, CAI

Motion defeated. The motion did not receive the required 2/3 majority vote for a proposed bylaws change.

- Approval of change in the Morpace model update from December 2007 to December 2008

*MOTION: The change in the timeline for the major update of the Morpace research study shall be approved as presented.*

Proposed by Thomas L. Williams, CAI

Motion passed.

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## **Kurtz auctions Green River bottom farm**

Kurtz Auction & Realty Company recently sold 166 acres of land on Green River between Henderson and Owensboro, KY. on Oct. 19. A crowd of about 100 farmers, investors, hunters and farm machinery buyers gathered to bid on the Purgeason Heirs land near the town of Spottsville, Ky. John Kurtz, the project manager for Kurtz had about 15 prospects, mainly from Kentucky and Indiana to show interest in this tract.

The land sold in one tract with about 107 acres of cropland subject to seasonal flooding. The balance was in thickets, sloughs and riverbank. The final sale price of \$282,200 was \$1,700 per acre for the 166 acres and was \$2,637 per acre for the cropland.

Kurtz Auction and Realty Company is a regional real estate auction firm licensed in seven states. They began in 1945 and now conduct some 150 auctions per year involving 400 parcels of land, homes, commercial and industrial property. Other real estate auction sales results and upcoming land auctions are available at [www.kurtzauction.com](http://www.kurtzauction.com).

## **Bonhams gets record price for picture by top painter from India**

A picture which speaks eloquently of the Raj, linking Buckinghamshire with Madras, painted by an Indian aristocrat of an English aristocrat, sold for a world record for the artist of £602,400 at Bonhams Indian and Islamic Art Sale in London on October 25. The auction made a total of £3.2 million from 600 items in the sale.

The historic picture painted by Raja Ravi Varma in 1880, was bought by Neville Tuli of Osian's Connoisseurs of Art in Mumbai, for India's permanent collection which will be housed in Mumbai. After his successful bid, Tuli commented: "It was very important to bring back to India part of its artistic cultural heritage."

The price of £602,400 for the painting is a record for this artist whose previous top price at another London auction house was £210,000. The painting's seller was astonished at the price achieved as she had had no idea of its potential value.

In 1880 Raja Ravi Varma (India, 1848-1906), the leading Indian artist of his day, painted the image of the Maharaja of Travancore and his younger brother welcoming Richard Temple-Grenville, 3rd Duke of Buckingham and Chandos, Governor-General of Madras (1875-80), on his official visit to Trivandrum in 1880. The picture (measuring 106 x 146 cm.) is estimated to sell for £50,000-70,000.

As the most sought-after academic painter of colonial India who was an aristocrat himself, Ravi Varma was often invited

to state occasions by British high officials and the Indian nobility, often recording their activities on his canvases.

Matthew Thomas of Bonhams' Islamic and Indian Department comments: "This painting provides us with an almost intimate snapshot of the official contact between the British and the Indian princes since the end of the last war, if not before, it has perhaps been orthodox to deride Varma's work as rather kitsch and unaccomplished, both as a result of nationalist, anti-colonial feeling, and the opinions of Indian modernist painters, whose style and artistic intentions were naturally very different. But as in the case of British Victorian painters the subject matter and its handling can often blind us to their enormous technical facility."

The history or provenance of this picture leads from Richard Temple-Grenville, 3rd Duke of Buckingham and Chandos (1823-1889) to Baroness Kinloss, the Duke's daughter (who owned part of the Stowe estate in 1894). It was then perhaps given to a local solicitor and town clerk by Baroness Kinloss; or otherwise given to Buckinghamshire County Council directly where it stayed in Castle House, Buckingham, the offices of Buckinghamshire County Council, from the 1920s until 1974 and from there to a private UK collection from 1974 when Castle House was bought by the present owner of the picture.

The significance of the Bonhams auction of Indian and Islamic art is its clear indication that this sector of the art market is booming with prices still rising for the best works by leading artists.

Another very strong price, £311,200 was paid for lot 222, a painting by John Vinter a fascinating portrait of His Imperial Majesty Nasr al-Din Shah Qajar, the Persian Shah from 1848 to 1896 - painted during a State visit to England in 1889.

Ironically, it was this association with Great Britain and its numerous business interests within Persia, that led to domestic unrest, culminating in the Shah's assassination on the eve of the celebrations of the 50th anniversary of his accession.

Estimated to sell for £15,000 to £25,000 the painting far outstripped expectations. The image painted by the British artist, John Vinter (1828-1905), a favourite artist of Queen Victoria, recalls an age when Britain's relations with Persia (later Iran) were extremely cordial. This painting, commissioned at the time of the opening of The Imperial Bank of Persia (which became the Imperial Bank of Iran in 1935), remained the property of the bank, which was later known as HSBC Middle East, and hung in their Mayfair-based headquarters

Third highest price at the Bonhams sale was paid for lot 433, an album of 118 botanical watercolours of the Company School from 18th Century Northern India which sold for £72,000 against an estimate of £60,000 to £80,000.



# Proposed changes to NAA bylaws

*The following are proposed changes to NAA bylaws, as published first in Nov. 15, 2007 Auction World.*

## Article X - Amendment of Bylaws

The Board of Directors shall have power to make, alter, amend, and repeal the Bylaws of the Corporation by affirmative vote of two-thirds (2/3rds) of the members of the Board of Directors present at a meeting at which a quorum is present, provided, however, that notice of the proposed action has been given to the membership by publication in the Auctioneer and/or Auction World at least thirty (30) days prior to the meeting at which such action is taken and to the individual members of the Board of Directors with the notice of the meeting.

Changes are highlighted in red ink

## Article II – Membership

There shall be **nine (9)** classes of members as follows:

(a) **Active Members.** Individuals whom the seller engages to direct, conduct or be responsible for a sale by auction shall be eligible for Active Membership in this Association.

(b) **Active and Spouse Members.** Individuals whom the seller engages to direct, conduct or be responsible for a sale by auction and the individual's spouse, both shall be eligible for Active Membership in this Association.

(c) **Virtual Members.** Individuals whom the seller engages to direct, conduct or be responsible for a sale by auction shall be eligible for Active Membership in this Association.

(d) **Associate Members.** Individuals who are employees of Active Members, but who are not auctioneers, shall be eligible for Associated Membership in this Association.

(e) **Affiliate Members.** Individuals not engaged in the auction business who have an interest in the auction industry and are in agreement with the objectives of the Association shall be eligible for Affiliate Membership in this Association.

(f) **Retired or Disabled Members.** Any Active Member who is of the age of 65 years or older and conducts 12 or less auctions per year shall be eligible for Retired or Disabled Membership in this Association.

(g) **Auxiliary Members.** Individuals who are past officers of the Auxiliary to the National Auctioneers Association, or spouse, parents, widowed spouses or children of an Active Member of this Association, shall be eligible for Auxiliary Membership in this Association. NAA active members shall be eligible for auxiliary membership, if they so desire.

Auxiliary Members may operate an autonomous organization to

be named the Auxiliary to the National Auctioneers Association, pursuant to the conditions and objectives set out in the Auxiliary's Constitution and Bylaws so long as said Constitution and Bylaws do not conflict with the Articles of Incorporation and Bylaws of the National Auctioneers Association.

(h) **Auction Support Team – Auction support staff of an active NAA member such as clerks, cashiers and ringman shall be eligible.**

(i) **Honorary Members.** Honorary Membership may be granted by the Board of Directors to Members and non-members in recognition of any outstanding service rendered for or in behalf of this Association or the auction profession. Honorary Members shall not be permitted to pay dues.

[2 and 3 are intentionally left out as they are not affected by the changes and will remain the same]

Vote. Active and Retired members shall be entitled to vote in person in all meetings of members. Honorary, associate, affiliate, **auction support team**, and auxiliary members shall not be entitled to vote. No member who is not present at a meeting shall be permitted to vote by proxy or otherwise.

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# State Leadership Forum enables leaders to share ideas that work



**Drew Dixon of Georgia looks at NAA presidents' plaques.**

Conducting surplus equipment auctions for state governments is one way state Auctioneer associations are raising extra money, say leaders of those state groups.

The leaders met in Kansas City in October during the annual State Leadership Forum, organized by NAA. They first visited NAA headquarters for a tour, then attended seminars at a local hotel.

One of the discussion topics during the three-day event was good "best ideas being used by state groups."

Chip Foley of Kentucky said his group conducts surplus auctions for his state government. "It provides a steady source of money in addition to our

membership dues," he said.

Louisiana, Alabama and other states do surplus auction too. "We do three or four a year, said Johnny Vetra, of Alabama.

Jay Ziegler, of Pennsylvania said one of their successes was that "We opened the doors to non-members at a recent seminar and had a free lunch for them. About 15 attended, and about half of those joined our association."

Jeff Stokes of Washington State said they do a similar thing. "We



**Standing are Darron Meares, GPPA, of South Carolina, and presenter Steve Swafford, as they discuss an issue before the class.**



invite members who are no longer active come to a panel discussion at the state convention. We try to get them involved again.”

Program presenter Steve Swofford told the state leaders that they should look at the full array of ways to get members involved, including committee assignments, panels, asking members to share their auction experiences, mentor programs, promote an association magazine, education, community outreach, speaker programs, work with other professional associations, have a marketing contest, and sponsor new members.

The state leaders also studied and commented on how to get each age group of individuals involved in associations.

Renee Jones, of Texas, said youth 20 to 29 were more involved electronically and more socially isolated. “They are couch potatoes. We get them involved by start with families and neighborhoods and working up through those. We can use junior Auctioneer contests and things like that.”



From left; NAA Vice President Scott Musser, BAS, of Washington; Bob McBride, of Kansas; Jeff Stokes, of Washington; Jason Winter, CAI, AARE, CES, of Missouri, and Monte Lowderman, of Illinois.

continued

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**Johnny Vetra, of Alabama, looks at museum display cases in the National Auctioneers Museum in NAA headquarters.**

Marc Geyer, of Arizona, said 30-39 year olds know technology well and willing to help associations grow with technology, but they are looking for recognition. "There are inactive if they feel their ideas are not heard . They feel intimidated by older people in the industry," he said.

NAA President Tommy Williams, CAI, told the state leaders about NAA's top programs and urged them to relay the message to their members. "The NAA Learning center is what I call a college education in a box, meaning your computer. You and your employees can listen to all the seminars there, track your continuing education credits and print off your own certificates, all for only \$185 a year for NAA members."

Other presenters included leadership coach Joe Calhoon; lawyer Dan Church speaking on legal areas for associations; and NAA Public Affairs Manager Chris Longly speaking about NAA's Government Relations program.

## **Attendee list**

Attendees from state groups included the following, in alphabetical order by state group name:

Alabama Auctioneers Assoc: **Johnny Vetra**, of Talladega.

Arizona State Auctioneers Assoc: **Marc Geyer, CAI, AARE, CES**, of Mesa.

Arkansas Auctioneers Assoc: **John Saugey**, of Little Rock.

Auctioneers Assoc. of Maryland: **Paul Metzger, CAI, AARE, CES, GPPA**, of Joppa.

California State Auctioneers Assoc:

Colorado Auctioneers Assoc: **David P. Whitley, CAI, CES**, of Eaton.

Florida Auctioneers Assoc: **Deana McLendon**, of Newberry.

Georgia Auctioneers Assoc.: **Richard Drew Dixon, CAI**, of Marietta.

Idaho Assoc. of Professional Auctioneer: **Roger Stockwell**, of Pocatello.

Illinois State Auctioneers Assoc: **Jon Bloomberg**, of Orion.

Indiana Auctioneers Assoc: **Jimmy Dean Coffey, CAI, AARE, CES, GPPA**, of Bloomington.

Iowa Auctioneers Assoc: **Jeff Hoyer**, of New London.

Kansas Auctioneers Assoc: **Bob McBride**, of Rock.

Kentucky Auctioneers Assoc: **Timothy Chip Foley, CAI, ARE, CES**, of Georgetown; and **Joe Gribbins**, of Jeffersontown.

Michigan State Auctioneers Assoc: **Doug Heuker, AARE, GPPA**, of Marion.

Minnesota State Auctioneers Assoc: **Joey Fahey**, of Belle Plain.

Missouri Professional Auctioneers Assoc: **Jason Winter, CAI, AARE, CES**, of Harrisonville.

Montana Auctioneers Assoc: **JimBo Logan**, of Clyde Park.

Nebraska Auctioneers Assoc: **Ora Adler**, of Hastings.

Ohio Auctioneers Assoc: **Barry Baker, CAI, AARE**, of Xenia.

Oklahoma State Auctioneers Assoc: **Larry Frederick, CES**, of Coffeyville, KS.

Pennsylvania Auctioneers Assoc: **Daniel Trace**, of Meadville.

South Carolina Auctioneers Assoc: **Larry Meares, CAI, GPPA**, of Pelzer.

Tennessee Auctioneers Assoc: **Thomas Anderson**, of Nashville.

Texas Auctioneers Assoc: **Ernie Croucher, CAI**, of Richmond.

Washington Auctioneers Assoc: **Steve McMillan**, of Mt. Vernon.

Wisconsin Auctioneers Assoc: **Johnel Nellie Beland, CAI, CES**, of Menominee.

Wyoming Auctioneers Assoc: **Rosie Weston, GPPA**, of Cheyenne.



Participants, from left, are David Whitley, of Colorado; Daniel Trace, of Pennsylvania; Larry Meares, of South Carolina; NAA board member John Reddish, of Arkansas; and Johnny Vetra, of Alabama.



From left: Joe Gribbins, of Kentucky; Ora Adler, of Nebraska, and Joey Fahey, of Minnesota.

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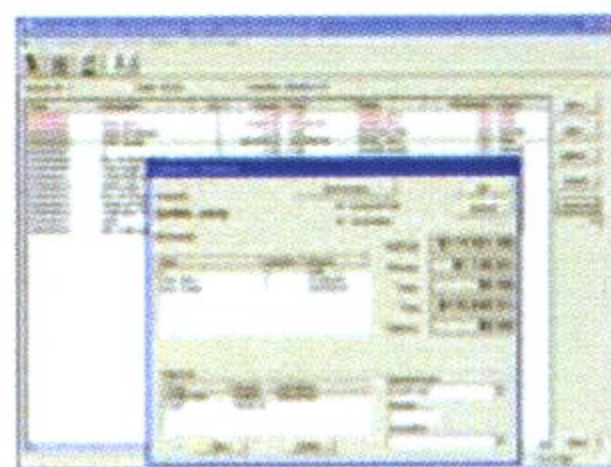


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# Japanese real estate Auctioneers tell NAA counterparts they share common challenges

Five Japanese real estate Auctioneers visited NAA headquarters in October to speak with American Auctioneers to learn about American auction methods, NAA's education and related issues.

Meeting the Japanese were Kansas City-area real estate Auctioneers Robert Mayo, CAI, David Webb, David Salem and Jeff Cates, CAI, AARE, CES, all of whom live near NAA headquarters.

The Japanese visitors sell by the auction method but only on the Internet, with no live crowd. They are each with Mother's Auction Co. (details at [www.idu.jp](http://www.idu.jp)).

"We sell commercial, residential and land, but not agricultural," said their translator, Toshihisa Mori. "Real estate auctions are not as popular yet in Japan as in the United States. The history of using it is not very long, so we want to know how real estate auctions are conducted in the U.S., the education provided to Auctioneers, and the future you see for these auctions."

The Japanese said they have problems with sellers expecting unreasonably high prices. The Americans said they have that problem also.

"So, how do you get the seller to set a reserve price that is lower than they (initially) want?," asked Mori.

"If the seller is unrealistic, we tell them we cannot help them with an auction," said Robert Mayo.

The Japanese also asked if there is one U.S. federal law regulating auctions.

"No," said Webb. "Each state has different laws regulating auctions and licensing of Auctioneers. There is not a federal law. But the ways auctions are conducted is similar across the U.S."



Above, NAA Auctioneers speaking to the Japanese were, from left, Robert Mayo, David Webb, David Salem, and Jeff Cates.



Japanese translator Toshihisa Mori, far right, speaks to his countrymen.

"But there are subtle differences in customs and techniques in different areas," said Robert Mayo.

The Japanese said they have a federal law that requires the minimum bid be published, and the bidder can submit below the minimum.

Mayo said America has no such law. "If we publish a minimum bid, unless it is well below market value, that hurts bidding," he said.

The Japanese asked what a typical real estate auction schedule and venue are like. Jeff Cates described them.

"For me, from contract signing to auction day is 45 days. In that time we do direct mail, email and place signs to build up the number of bidders for the auction. The auction can be held either in a hotel ballroom, if there are multiple properties, or the auction can be held at one home or we can drive from one home to the next. That's called a caravan."

The Japanese visitors included Takao Yamamoto, general manager; Yoichi Koya, manager; Yoshitaka Nishio, general manager; and Shusaku Yamada, system development division.

Chris Longly, NAA's Public Affairs Manager, coordinated the visit. Dr. Harlan Rimmerman, NAA's Director of Education, described the Accredited Auctioneer Real Estate (AARE) program to the Japanese, saying it is a six-day program that tells how to market, develop an auction proposal and work with customers.

*Story by editor Steve Baska.*



The Japanese and Americans stand beside the sign in front of the NAA headquarters building. On far left is Chris Longly, NAA's Public Affairs Manager who coordinated the visit, and Dr. Harlan Rimmerman (in dark tie), who described NAA's education.



# Equipmentfacts and Global Auction Solution completes its final expansion phase

Branchburg, NJ -- Equipmentfacts and Global Auction Solution entered into its final expansion phase by launching CollectorCarFacts, RelayBid and Auction Facts Monthly. This dynamic team now offers Auctioneers one of the largest arrays of services for online bidding.

"After years of research and development, we are proud of the suite of services we can now offer the auction community, both Auctioneers and bidders," said Larry Garafola, CEO.

Equipmentfacts was the first online bidding service created by Larry Garafola. This company provides its online bidding service to heavy equipment and truck Auctioneers around the country. Equipmentfacts employs industry-specific staff that conducts these online auctions. The ability to know what you are offering to the online buyers is the important ingredient to a successful online auction. As one of the pioneers in the industry, the ability to provide online bidding at remote auction locations was a difficult task to overcome. With the advances in technology and hardware, Equipmentfacts has been able to offer live audio and live video at the most remote locations around the country. Equipmentfacts probably covers more heavy equipment and truck auctions than any other provider or Auctioneer, and may also have the largest database of equipment and truck buyers around the world, said CEO Garafola.

CollectorCarFacts is the first online bidding provider to cater strictly to the collector car and muscle car auction industry. It has incorporated an industry savvy staff that knows both the auction industry and the collector car industry. CollectorCarFacts has created a unique marketing alliance with Dupont Registry which will showcase its auctions to the largest database of collector car and muscle car buyers around the world.

Auction Facts Monthly is a monthly publication of upcoming heavy equipment, truck and farm Equipment Auctions in North America. The publication also includes advertising from companies involved in the equipment and truck auction industry, lending institutions, trucking companies and cus-

toms brokers, just to name a few. Auction Facts Monthly was created by Equipmentfacts.com, the leader in online bidding for the heavy equipment and truck auction industry.

Global Auction Solution offers a portfolio of innovative products and services using various technological mediums which facilitate the purchase, sale, re-sale and marketing of vehicles, heavy equipment, machinery and real estate. Its products and services have been designed with the flexibility and scalability to interface with their clients existing systems in marketing and selling almost any type of product, via on-line venues. The company markets and licenses self-implemented on-line real-time web cast auction solutions, virtual auction solutions, and 24-7 interactive bulletin board auction solutions. All auction web cast services are sold as self-implemented to meet the specific needs of their clients.

RelayBid, a subsidiary of Global Auction Solution, is the newest product offered by Global Auction Solution that offers its online bidding technology to Auctioneers at no cost. Larry Garafola states: "We now can offer our cutting edge technology for all types of auctions. We are able to do this by having our existing infrastructure supported by Equipmentfacts and CollectorCarFacts."

RelayBid has implemented an extensive SEO (search engine optimization) program with search engines such as Google. This allows the Auctioneer to get the right exposure specific to their auctions. The website has been designed as a portal site of upcoming auctions by all Auctioneers with a pool of bidders from Equipmentfacts, CollectorCarFacts, Global Auction Solution and RelayBid, giving the Auctioneers the largest bidding audience available.

"I am proud of the hard work by my management staff and the assistance by all our participating Auctioneers and bidders. Since our inception into the auction industry, I am pleased to see how the auction community has accepted technology and the new era of online auctions," says Larry Garafola, CEO.



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# NAA Year in Review 2007

2007 was a year of new events and progress for the National Auctioneers Association.

A highlight was the first Lobby Day on Capitol Hill, in which NAA members lobbied their representatives in Washington, DC.

There were also two new contests during the annual Conference and Show: one for ringmen; the other for junior Auctioneers.

The association also concluded the Invest in our Future capital campaign, and continued reporting its groundbreaking auction industry statistics study that evaluates the financial size and scope of auction industry. NAA drew much media attention from the reports of the industry's growth.

Many educational programs were improved, and the highly-successful new designation, Benefit Auctioneer Specialist was launched.

The 4th annual meeting of state Auctioneer association leaders from across the country was held in October to provide dedicated time for networking and education to help these leaders improve their state organizations with help from NAA.

NAA also launched its new website, offering greater ease of service online.

Here are details on some of these highlights.



**NAA members met during Lobby Day in Washington DC.**

## Lobby Day

“Auction Action on Capitol Hill” was the exact name of the program that many called the Lobby Day, when 58 Auctioneers from across the country met in Washington, DC to speak with their U.S. representatives and senators about bills and regulations in Congress that affect the auction industry.

The trip on May 22-23 was a full-house success. The participants attended an interactive advocacy training that educated

them about meeting with their elected officials, tips on how to influence the system, and tricks of the trade when lobbying to get something you want. They also listened to an issue briefing, and listened to featured guest speaker, Rep. Mark Souder (3rd-IN,) a supporter of the auction industry and small businesses. Souder discussed H.R. 111 the Community Choice in Real Estate Act (to keep banks out of real estate), which he serves as a co-sponsor.

Participant Lance Walker, CAI, BAS, CES, a benefit Auctioneer from Tennessee, said “We realized that our senators and representatives are constantly being influenced one way or the other on issues that affect various industries. This brought home the importance of NAA members to be seen and heard on issues that affect our livelihood.”

## Industry Research study

Auction industry revenues grew by a strong 7.1 in 2006 compared to 2005, NAA reported in February 2007. Results came from surveys done by Morpace Corp., done for the NAA. And, the updated survey in fall 2007 showed a 5 percent growth in the third quarter of 2007.

These results were exciting news for the auction industry, and spotlighted the continued overall growth of the industry.

Also leading the news was the fastest growing section, residential real estate auctions, which grew at a rate of 12.5 percent in 2006, above 2005 figures. Overall, residential real estate generated \$16 billion for 2006. The 12.5 percent compares to 8.4 percent for the previous year, showing how much this category is growing.

“We are pleased that real estate auctions continues to grow so rapidly, and that the overall industry is showing strong growth,” said NAA past president Bill Sheridan, CAI, GPPA, AARE, of Mason, MI, while he was president in early 2007.

Below are a few additional highlights from the MORPACE study for 2006:

- Charity auctions in 2006 generated \$16.1 billion in gross sales, up 6.6 percent over 2005. Additionally, 73 percent of NAA members indicated they had participated in a charity auction in 2006.
- Art and antiques had a 9 percent increase in revenue for 2006, translating into \$13.2 billion.
- The overall number of auctions conducted by NAA members increased by 7.8 percent over 2005.
- Auction companies collectively spent \$3.4 billion on advertising and promoting their auctions in 2006. This represents a 10.4 percent increase over 2005.



## Revitalized partnership with St. Jude Children's Research Hospital

NAA revamped the relationship with its official charity, St. Jude Children's Research Hospital, by establishing a new partnership called "Auction for Hope." All NAA members are asked to participate to some degree in the new program to help children with serious illnesses.

The centerpiece of the program is aimed at National Auctioneers Day each year, starting on April 19, 2008. Auctioneers across the world will raise money all year long for this special charity and then NAA will announce the total on April 19 to raise excitement and attention on National Auctioneers Day.

NAA members are encouraged to hold their own Auctions For Hope before or in April.

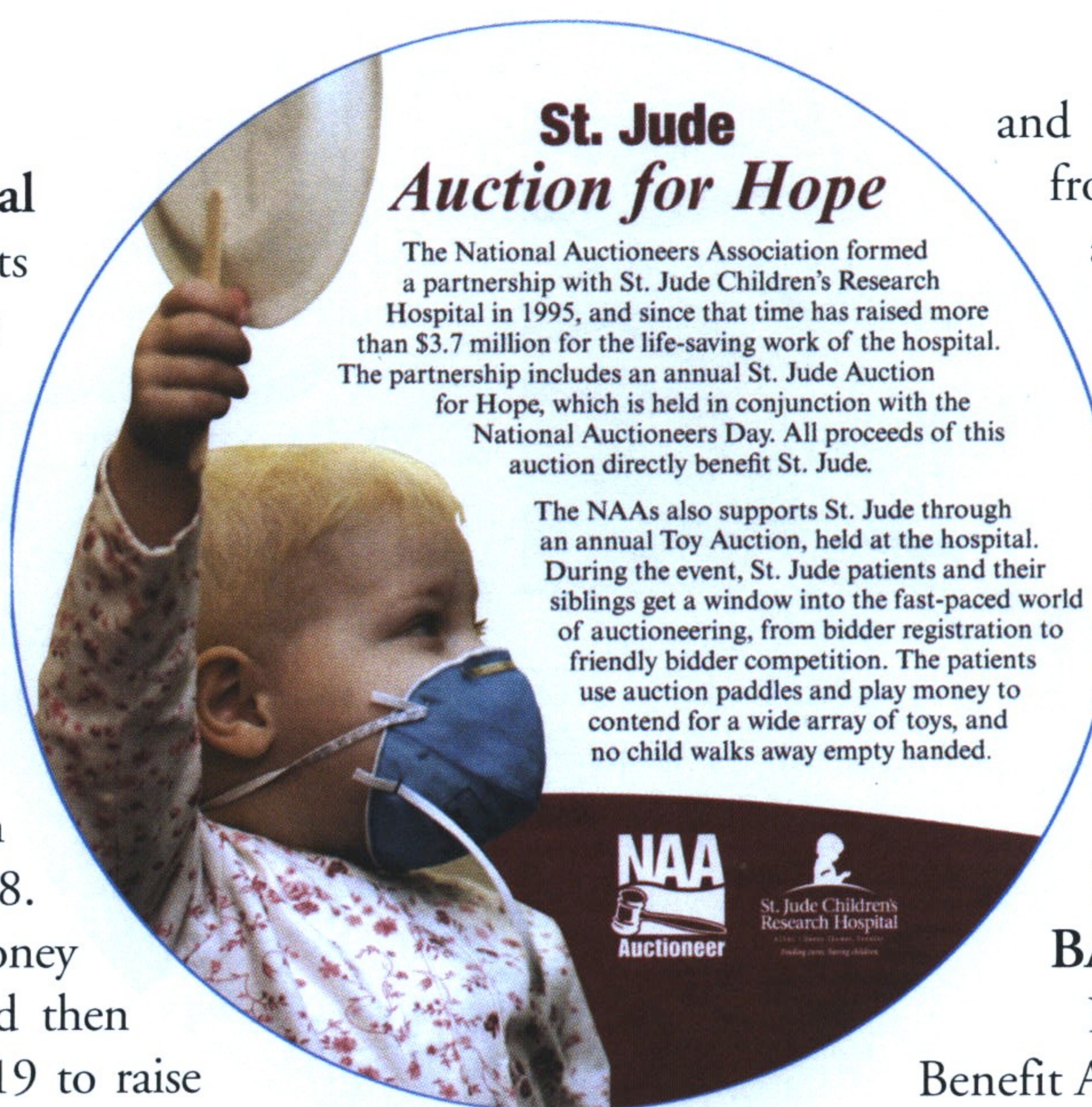
This is an opportunity to reinvigorate National Auctioneers Day and NAA's relationship with St. Jude. National Auctioneers Day had not been as successful as it could because there is no central event or focus on it. The efforts for many years has been for Auctioneers to send out press releases to media to promote the auction method, and have their state governor's sign proclamations declaring that day as National Auctioneers Day in their state, which also draws attention. However, the NAA Board of Directors felt that the focus should be turned to how much Auctioneers help charities, such as St. Jude.

NAA member Auctioneers may want to sell individual items in their regular auctions to help St. Jude, or they may wish to hold a special fundraising auction for the hospital.

"We want to challenge each member to commit to raise \$2,000 throughout the year for St. Jude and report it on National Auctioneers Day," past president Bill Sheridan said in early 2007.

The NAA board of directors and the NAA staff took this challenge to raise funds for St. Jude. The 19 board members and staff raised a total of nearly \$70,000. Board members included items in their individual auctions.

The NAA staff put on its first-ever "NAA Auction for Hope" fundraiser for St. Jude on April 10 at a Sheraton Hotel in the Kansas City suburb of Overland Park, KS. Led by CEO Robert Shively, CAE, the staff and NAF administrator Sara Shoenle collected about 100 silent auction items



and 28 live auction donated items from companies in the Kansas City area. About 100 people attendees turned came out for a gala evening of dinner, auction items and to hear a local family tell briefly how their son was treated successfully for a brain tumor at St. Jude.

## New education program: BAS

NAA held the first class of the Benefit Auctioneer Specialist (BAS) designation Jan. 28-30 in Seattle, WA. The class, taught by Kip Toner, was a huge success. Thirty-five eager students seeking the designation (BAS) took three days of class instruction. They learned all phases of planning and conducting successful benefit auctions, including how to build clientele and profits. They also attend a benefit auction to observe the process from start to finish, and worked in volunteer positions at the auction, said BAS instructor Kip Toner.

**continued**







**BAS class in session in Seattle, WA.**

“They did registration, cashiering, clerking and other duties to give them a good feel for the operation of a benefit auction,” he said. The students earned 21 credit hours of class instruction.

In the first BAS class in Seattle, Toner also taught specific techniques, including the “bidding frenzy” and “premier desserts,” to raise more income and entertain the crowd.

“These things really work and give the auction more value,” he said.

Earning the BAS designation will be “one more arrow in the quiver” of tools that Auctioneers can use more professionally, Toner said.

Also, the CAI program celebrated 31 years of the Certified Auctioneers Institute in March. The CAI Committee meets frequently each year to make the coursework stronger, the learning experiences richer, and the lessons learned more valuable than ever. At the end of each CAI day, the committee meets to go over every student evaluation for every class. Committee members also sit in the classes to observe firsthand that instructors are providing the quality education that we come to expect.

### **Invest in Future campaign and NAA headquarters improvement**

In 2006 the National Auctioneers Foundation launched a dynamic new fundraising program called “Invest in Our Future,” which concluded in July 2007. It raised about \$3.3 million for NAA programs, including funding the Morpace auction industry statistics surveys, increased press relations, NAF museum improvements (including a virtual museum) and renovation of NAA’s headquarters.

The renovation provided the building’s much-needed first updating since it was built more than 20 years ago. Changes included:

- A mezzanine level added above the lobby area to house the National Auctioneers Museum.
- The museum’s former area was renovated to accommodate new office space.
- A climate-controlled room was added in the basement to house museum archives.
- New windows, carpet, paint, lighting, bathrooms (handicap accessible), heating and air conditioning system, interior sprinkler system, and additional furniture for new offices were added.

- The board meeting room and employee break areas were renovated.
- Exterior landscaping, new sprinkler system, sidewalk and asphalt repair were done.

### **Media coverage**

2007 brought increased national media coverage for the auction industry. Financial publications such as Dow Jones and the Wall Street Journal recently published articles on the rise of residential real estate with the assistance of the NAA. Regional newspapers like the Arkansas Democratic-Gazette and the Chicago Tribune published articles on real estate auctions. Consumer Reports Money Advisor published a story highlighting the auction process of selling real estate. Several media outlets including Big Builder Magazine and Investors Business Daily have taken an interest in the rise of home builders utilizing Auctioneers in the selling of their property.

Home auctions were also the subject of stories on CNN and the CBS Early Show with Harry Smith. The CBS show featured financial adviser Ray Smith describing how auctions sell houses quickly, often after houses have languished in traditional listings for months.

Also, a special report on NBC’s popular morning news show, the Today Show, aired a three-minute segment on Dec. 27, 2006 on what it takes to become an Auctioneer, which carried much attention for the industry into early 2007. This was believed to be the first and widest-viewed national television show feature about the auction industry in recent memory. Today Show correspondent, Kevin Tibbles visited Reppert School of Auctioneering in Auburn, IN while a class was in session. Footage was shot of the school’s instructors teaching classes to 13 students throughout two days.

### **New website for NAA**

In July a new and improved NAA website was launched to incorporate new content management technology and an updated auction calendar to help the members get the most from the NAA website. For the past three years, [www.auctioneers.org](http://www.auctioneers.org) evolved by adding features, updating pages and trying to keep up with the demands of NAA members and consumer visitors. While the site was mostly successful in satisfying the needs of its users, the NAA knew it needed a more comprehensive solution.

According to web experts, a full-scale redesign and rebranding/repositioning effort should occur every 24 to 36 months. The NAA’s last web redesign occurred in 2004.

“Our current site needed to be updated and changed with the times. Through the years, our site became difficult to navigate for the members and the public,” said Technology Committee chair Jay Ziegler, CAI, AARE.

According to Ziegler, the main goal of the web redevelopment project was to make the public side of the website more consumer-oriented while providing members with a more efficient experience.



One of the ways the new website provides an improved user experience is through integration of the site with the NAA's association management software. The software helps staff maintain member records, financial transactions and other essential functions of the NAA.

The previous version of the site did not connect with the membership database. Instead, NAA staffers manually updated the database and hand entered event registration each day which proved time consuming and labor intensive. The new website directly integrates into the database enabling members to seamlessly and securely maintain their information and association related transactions.

Another feature of the new site is an improved auction calendar. Users may continue to search for auctions and Auctioneers as in previous version of the calendar. In order to make the calendar more consumer friendly, users will also be able to search for individual items within auctions. If a consumer wants to find a "Telescopic Forklift," he or she will be able to search all of the auctions within the calendar for the specific item.

Technology committee members expressed initial concerns with the item-level search ability of the new auction calendar. The benefit to the consumer would happen only if the calendar could also offer increased convenience to the members.

If the calendar required too much added effort or expense, members would not use it. If members did not use it, neither could consumers.

In an effort to make the calendar easy to use and update, members are able to upload their existing auction catalogs into the system using one of the compatible file types or they can integrate their company's auction calendars into the NAA calendar. Either way, minimal extra effort is required to participate in the improved member benefit.



**Auxiliary Hall of Fame inductees were Judy Marshall, left, and Velda Fannon.**

### **Auxiliary inducts two into Hall of Fame, sets new website**

The Auxiliary to the NAA launched a new website in 2007. It features a calendar of events which will include upcoming state auxiliary meetings and NAA seminars, and 2007 Scholarship Award winners and the 2007 Hall of Fame inductees.

**continued**

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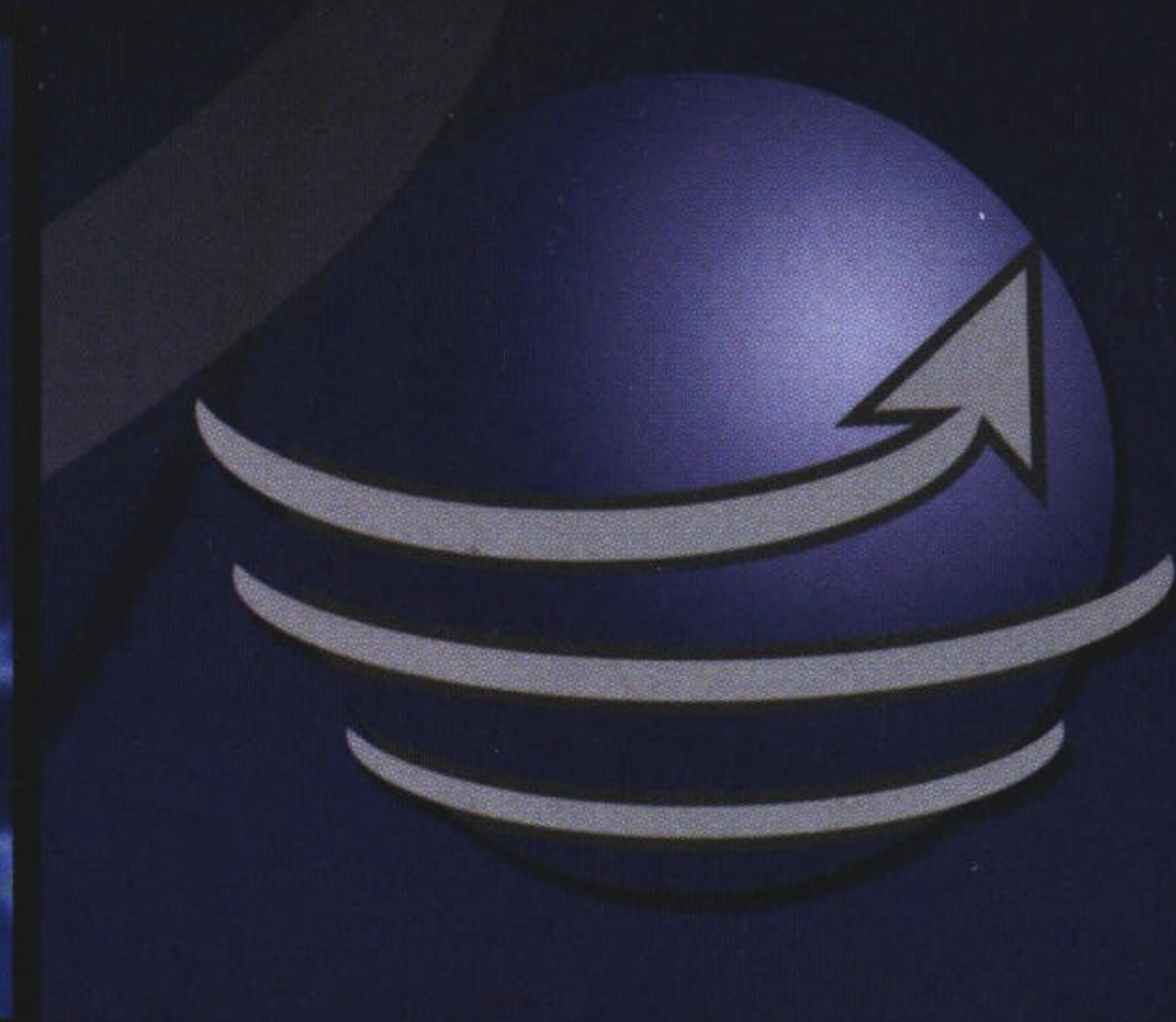


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Information is updated on a monthly basis so members can look forward to reading about the newly-elected Auxiliary officers and directors. News and pictures from the 2007 Conference and Show are also featured.

Along with the new website, the Auxiliary is also trying to get the email addresses for its entire membership.

In 2007 new President Annette Wells, of Post Falls, ID took over from outgoing President Sharon Huisman during an exchange of the gavel in July. The women emphasized that the Auxiliary is in a new era of widening its mission and the group continues to grow in membership. New directors elected included Darla Haynes, Vicki Nitz and Terri Walker, BAS, CES. Diedre B. Rogers is President Elect. Ramona King is secretary/treasurer. Glenda McCarter Johnson is historian.

Inducted in to the Auxiliary's Hall of Fame were Judy Marshall, of Kearney, NE; and Velda Fannon, of Pennington Gap, VA.

The Auxiliary was founded on July 13, 1951 in Decatur, IL. The Auxiliary provides camaraderie and educational opportunities for its members, and provides financial and moral support for NAA members. The bylines define the group as helping promote the interest of all Auctioneers and to assist NAA in achieving its goals.

### **New President**

Also in July at the annual Conference and Show NAA's new president Thomas L. Williams, CAI made his first speech in that post after taking over from outgoing president, Bill Sheridan, CAI, AARE, GPPA.

Williams spoke about the need to embrace changes in the industry and for every Auctioneer to seek the methods to be successful and unique in his or her region and in today's auction markets.

"Every Auctioneer is unique, just as every snowflake in a snowstorm is a different shape," he said. Every Auctioneer can likely develop successful methods through experience, education, innovation and networking, he said.

Williams said that his life is an example of how dreams of auction success can come true.

"You have to be open to ideas that seem very different to you," he said. "And you may find that those are the best things you've ever tried." Williams added that he may develop a seminar on how fathers and sons can work together in the auction industry, since many family businesses face this issue.

### **Conference and Show in San Diego**

NAA's Conference and Show July 16-21 in San Diego, CA had a large trade show, news contests and more than 50 interactive, timely, and relevant educational sessions that apply to all levels of auction industry professionals. Topics included real estate, legal, technology, personal property, government, leadership, benefit auctions, bid-calling and vocal techniques. A new three-day Ringman Training course was given through the Professional Ringmen's Institute.



**2007 IAC  
Champions  
Denise  
Shearin, CES  
and Bryan  
Knox.**

### **2007 International Auctioneer Championship**

From among 92 Auctioneers, these two were judged the best in the world on their bid-calling and interview skills. Winning the men's division IAC title was Bryan Knox, of Decatur, AL, while Denise Shearin, CES, of Brandywine, MD took the women's division IAC title.

Shearin and Knox each won \$10,000 in cash, a championship trophy and a ring. Contestants were judged on the clarity, speed and rhythm of their chant, plus their appearance, poise, body language and eye contact with the crowd. After a day-long preliminary competition, the field of 92 was narrowed to seven women and 15 men finalists who once again showcased their bid-calling skills and underwent an interview process.

### **International Junior Auctioneer Championship**

The first International Junior Auctioneer Championship was won by Trev Moravec, 19, of David City, NE. The IJAC was established by the NAA Board of Directors to provide a competitive setting for youth between 12 and 21.

Moravec received a \$1,000 cash prize, championship trophy, and complimentary registration into the adult division of the International Auctioneer Championship. Trev is an Auctioneer with the family business Moravec Auction Co. LLC. in David City. He also won the 2008 Nebraska Auctioneers Association Bid Calling contest at the Adams County Fair in Hastings, NE.

First runner-up in the new NAA contest in San Diego was Jonathan Kraft, 20, of Hobart, IN received a \$500 cash prize. Second runner-up, Dustin Rogers, 21, of Mount Airy, NC received a cash prize of \$250.

### **International Ringman Contest**

Seventeen contestants made NAA's first International Ringman Championship a highlight of the conference.

NAA officials decided to create the contest to recognize the important role ringmen play in the success of auctions.

Five judges evaluated the contestants with the following criteria: Crowd interaction – 20 point; performance – 20 points; relaying bids and communication with the Auctioneer – 20

**continued on 67**



# 5 top ways to improve your business in a changing economy

By Anne Houlihan

Many business owners and managers report that their industry is changing rapidly, and they feel that it's more difficult to do business today than it was just a few short years ago. Reasons include financial setbacks, employee shortages, increased competition and globalization issues.

But if you take a new look at your company and the situation you're in, you'll likely find many opportunities for growth and success. The key is to embrace the change that is happening rather than dread it, as so many people often do.

After all, let's face it...change is scary. Life is simpler when everything remains the same: same customers, same orders, same processes, and same routines. But hidden within sameness are mediocrity and complacency, the two enemies of growth and success. Therefore, if you want to come through a changing economy unscathed, you need to view your company, customers, and processes in a whole new light. To do so, consider the following five guidelines for making the most of any economic challenge.

## 1. Focus on what you already have.

Your existing customers are your number one asset. Therefore, survey them and talk to them about their needs, operations, and product lines.

Is there an unmet need you can fulfill for them? Can you provide them some new service? Even though they've been your customer for many years, they may not be familiar with all you offer. The fact is that most of the time we sell people the same product or the same line. In a changing economy, you need to find out what else your customers do or what else they need. Until you ask them, you'll never know.

## 2. Do a sales analysis on your current customers and clients.

Organize your client or customer database by industry. Then do a little research to determine the following: Which industries are still growing in the changing economy? Which industries are down? What opportunities do you have with your clients that are showing an increase? How can you help those clients that have a decrease? As you do this, remember that industries are diverse right now. For example, some companies on the east coast may be having their best year ever after Hurricane Katrina, yet the industry as a whole nationwide may be down. So be sure you look at overall trends. Only then can you see what opportunities are waiting for you.

## 3. Examine your infrastructure.

Chances are there are many inexpensive ways for you to improve and streamline your company for more efficiency. However, in the past you've simply been too busy to take notice. Now that times are changing, make sure you and your

employees are using your proper procedures.

Have a meeting or training session so everyone is up-to-date with the efficient systems. Also, make sure all necessary product or service information and reference materials are available for employees. Review of each department's responsibilities and eliminate tasks that are no longer necessary. If you're in manufacturing, check your process flow to ensure it's efficient.

## 4. Fine-tune your marketing.

If you want to attract new customers or even retain current ones, you have to let them know you exist. How is your company's marketing exposure? Do you stand out from the competition? Are your customers aware of your full services?

During a changing economy is an ideal time to tweak all your marketing messages, including your web site, your brochures, your sales letters, and even your business cards.

Granted, during a slow time many companies don't have expendable cash. Realize, though, that you don't need to do everything yourself or start from scratch. Many business templates are available for low cost or free that can help you improve your marketing messages. These include everything from web site templates to pre-made letterhead designs. Look for and use the inexpensive options that are available.

## 5. Conduct an overall cost analysis.

Look at where you can reduce your overhead, thus showing more profit. For example, can your employees negotiate with your shipping carriers for a better price? Can you use some local vendors and virtually eliminate shipping costs? Can you get your office supplies from a less expensive source? Now is the time to challenge what you've always done and discover new ways to save money.

While a changing economy can be a scary time, it's actually a prime time for growth. If you simply look for opportunities, you will find them. So be aware of economic changes and the potential downfalls, but don't make it your reality. Remember, only you and the decisions you make can create your company's reality. In the end, by simply following the three Ps, that is displaying Positive, Proactive Perseverance, you'll be amazed at your business turnaround.

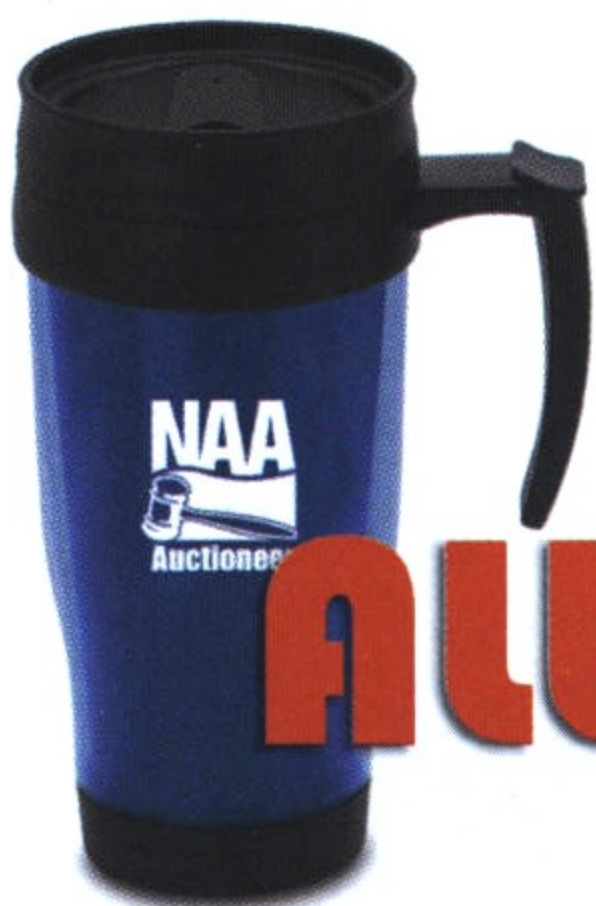
*Author Anne Houlihan is President of Satori Seal, where she tripled revenues in one year and increased profits 140% with her innovative budgeting and leadership techniques. She is also founder of Golden Key Leadership, where she combines more than 25 years of hands-on corporate experience and coaching to help companies of all sizes. For information, visit [www.GoldenKeyLeadership.com](http://www.GoldenKeyLeadership.com) or call (951) 235-5405.*



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# Auction success story

Three bid calling champions assist client who helped others

By John W. Brodt



From left, Auctioneers Mike Bliss, Ed King and Leroy Yoder worked the auction.

champions. The auction opened under a blue and white tent filled with the box lots, assorted household, kitchen items and small furniture. With the first lot to cross the auction block, a group of cooking wares sold at \$2.50. The fun was under way.

Next, a winning bidder got a two-door cabinet that stood about 7 feet tall, perfect in his shop for smaller tools and supplies, and well worth his \$80 winning bid.

Standing in the yard was a Massey Ferguson Model 30 tractor. Jack had kept it in as original shape as possible and even continued to use the bent steering wheel instead of a new replacement. The tires were new all the way around and the auctioneer had it running before the auction. It brought a high bid of \$975.

On a smaller scale was the 16 horsepower Cub Cadet Model 146-163 lawn tractor with mower that made a bit more at \$1,000. A little bit smaller yet was the Toro Garden Cultivator, selling for \$60.

Sportsmen became competitive for the 15-foot Grumman canoe. This package included the paddles and life vests, bringing \$300

Three Michigan state bid calling champions conducted a special auction together recently.

Auctioneer Mike Bliss, of Mount Pleasant, MI, is the 2004 Michigan State Auctioneer Association Champion bid caller. Assisting Bliss were two good friends, Auctioneers Ed King, CAI, of Farwell, the 1999 champion, and Leroy Yoder, of Clare, the 1996 champion.

Bliss' client, Jean Houghton, wanted to sell her home furnishings and other items before she moved to be near her children. Her husband Jack has died recently. The couple had done missionary work in the United States and abroad. Jack was also a woodworker and had an extensive selection of tools.

The auction was held under a bright blue sky at the country home outside Mount Pleasant, MI. Bidders and their guests were treated to see the skills and gracious personalities of the three



This Massey Ferguson tractor brought \$975.



to the winning bidder.

Part of the day the auction was divided into two rings. In the first ring were the larger home furnishings and they were so clean that you could put them right into your home to use today. Some were newer and others were collectible. From the teaching days was the blonde quarter sawn oak teachers desk we all remember so well, and those memories brought a \$75 high bid. The pair of "His and Hers" wood rocking chairs sold for \$60 and \$40 to different bidders. A piecrust table was \$35 while a cream color crock with a blue floral design was an impressive \$165.

The second ring featured the yard equipment all set up nicely alongside and in front of the pole barn. Followed by shop tools and supplies that had been carefully displayed on the many tables inside and along the walls of the pole barn shop.

Here Bliss declared that the "Buy of the Day" was a double-sided Mercury Outboard advertising sign. It was in quite good condition for its age and use, which was reflected by the \$100 winning bid.

Among the larger tools, with winning bids, was a Vanguard 5,000-watt generator powered by a Briggs and Stratton engine

at \$375. The floor model 1982 Amash drill press, with 5/8th chuck and five speeds brought \$100. A Delta Milwaukee planer joiner earned \$85 with a DeWalt 12-inch miter saw sold at \$155 and included the stand. There was a tremendous amount of useful hand tools and shop supplies that presenters efficiently moved to the auction block and the auctioneers passed onto new caretakers.

One antique tool find was the late 1930s wrench marked "John Deere." Known as a "tail wrench," it was used to take the flywheel off the tractor. The winning bidder had noticed it in the advertising, drove over 150 miles to the auction, and was the successful bidder at \$20.

During the auction, the client Jean Houghton spoke of how much it meant that friends were present and that the winning bidders would use and treasure the tools of her husband. She was grateful for the efforts expended by Mike Bliss and everybody helping and how she knew she made the right decision asking for his assistance.

Mike and Linda Bliss, owners of Bliss Auction Company and Appraisals, can be contacted at (989) 772-7066 and at [www.blissauctions.com](http://www.blissauctions.com).

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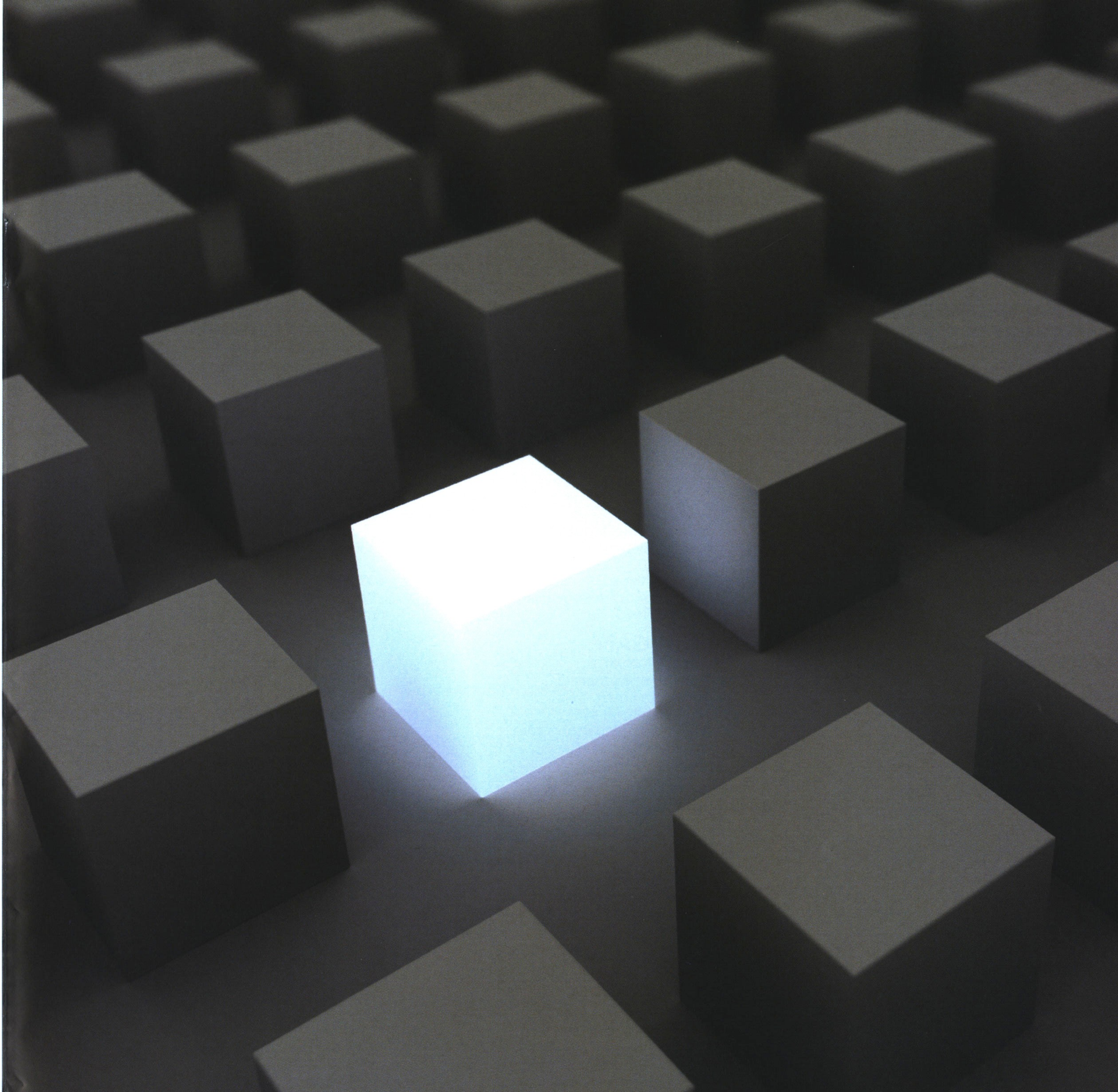
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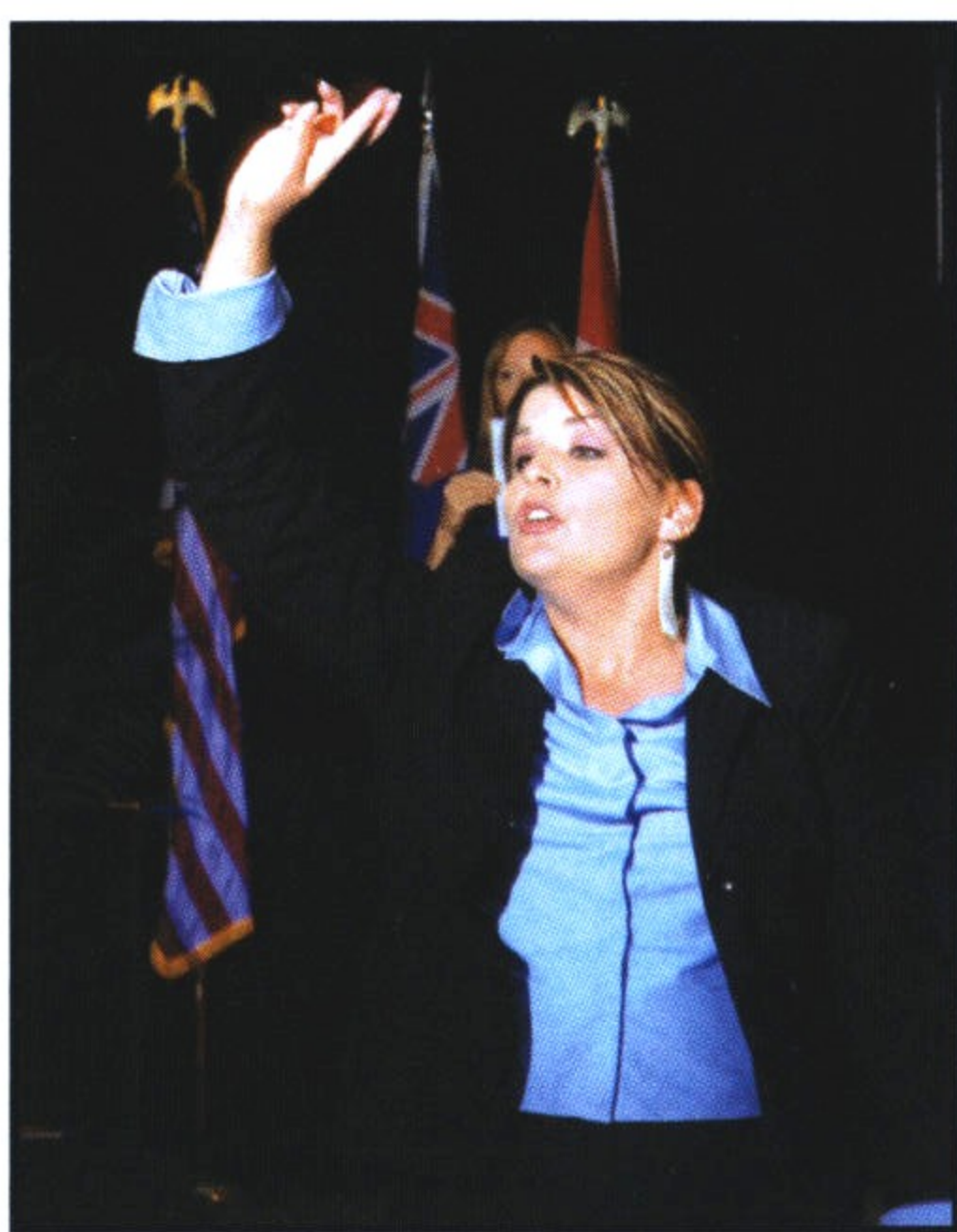
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bretmasterson@dwt.com  
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**Angie Meier during the International Ringman Conetst.**

points; appearance and presence – 15 points, for a total of 100 points. Judges were Keith Babb, Patti Baldini Martin, Jim Pennington and Brian Rigby.

Winner Angie Meier of Ennis, TX is a fourth gener-

ation Auctioneer and specializes in auto auctions.

The first runner-up in this year's competition was Delvin Heldermon of Sulphur, OK. DeRon Heldermon of Guthrie, OK was the second runner-up. Additional finalists in the IRC competition included: Bandy Assiter of Weatherford, TX and Santo "Sam" Grasso of Baltimore, MD. A key promoter of the event was Brian Rigby, founder and chairman of the Professional Ringman Institute, who said the level of talent exhibited by the ringman was very high.



**Theurer, left, Lockhart and Assiter.**

### NAA Hall of Fame inductees

Three leaders in the auction industry were honored with induction into the 2007 NAA Hall of Fame in a ceremony during the President's Gala.

Larry Theurer, Spanky Assiter and Cookie Lockhart were honored at the Saturday evening event in San Diego.

• **Tom "Spanky" Assiter, CAI** - Fulfilling a childhood dream, Spanky Assiter not only became an Auctioneer, but a legend in the industry. Since founding the Amarillo, TX- based Assiter & Assiter in 1983, Spanky has become one of the most sought after Auctioneers in the world. While his forte may be viewed as automobile auctions with 12 years of sales at the Barrett Jackson Classic Car Auction and extensive work with major automobile manufacturers, his selling experience also includes livestock, antiques and real estate. He won the International Auctioneers Championship award in 1991.

• **Cookie Lockhart, CAI, CES, GPPA, AARE** - Known as the "The Nation's Leading Lady Auctioneer," Cookie is a pioneer of the auction industry. She completed auction school in

1963, the only woman out of a class of 126 men. She has handled thousands of auctions across the country. In recent years, Cookie has turned to real estate auctions as her specialty and has auction businesses in her hometown of Steamboat Springs, CO and Charleston, SC.

• **Larry Theurer, CAI, GPPA** - An innovative leader, Larry helped lead the NAA through its growth in 2002 from 6,300 members to 7,000 members. As President of the NAA, Larry helped create new incentives and benefits for members including the expansion of the association's educational programs. Upon graduating from Reisch World Wide College of Auctioneering in 1976, Larry established Theurer Auction/Realty in Wellington, KS.

Each year NAA accepts nominations for its Hall of Fame recognition. Criteria for the recognition include: Contributions made to the auction profession, involvement with the NAA, involvement in state Auctioneers associations, and community involvement/activities.

### President's Award of Distinction

NAA honored four individuals of great importance to the auction industry with the 2007 President's Award of Distinction during Conference and Show.

This year's recipients were Joe R. Wilson, Jane Campbell-Chambliss, Robert A. Hamilton, and Pat Vredevoogd Combs. The President's Award of Distinction was created by the NAA's board of directors in 2002 and honors business leaders whose conduct has distinguished the profession and the association in the past two years.

• **Joe R. Wilson, CAI** - As chairman of the "Investing in Our Future" initiative, Joe has led the National Auctioneers Foundation in raising over \$3 million to strengthen the association and the industry's future. A Past President of NAA, Joe is the president of Wilson Auctioneers in Hot Springs, AR.

• **Jane Campbell-Chambliss, CAI, AARE, CES, GPPA-M** - A second generation auctioneer, Jane is past chair of the NAA's Education Institute. As a representative to the Appraisal Foundation's advisory committee, she has provided input from the Auctioneer/appraiser perspective to one of the most prestigious appraisal organizations in the world as more and more auctioneers turn to becoming professional appraisers.

• **Robert (Bob) Hamilton** - As the Executive Director of the North Carolina Auctioneer Licensing Board, Bob has been a tremendous partner to the NAA. In addition to his work administering and enforcing the state of North Carolina's auction laws, Bob was a key leader in the development of the Uniform License Law which establishes standard regulations for the industry. Bob is currently the President of the National Auctioneers License Law Officials Association (NALLOA).

• **Pat Vredevoogd Combs, ABR, CRS, GRI, PMN** - As past president of National Association of REALTORS, Pat led America's largest professional association with over 1.3 million members in 2006-07 while working with NAA on cooperative issues.



room. Auction Network brings you front row seats at the world's finest and most fun auctions. Not only can you bid on exclusive auction merchandise without leaving home via state of the art interactive bidding technology, but live programming takes you behind the scenes with interviews of collectors, how they came to own items and why they are selling.

Appraisers and museum specialists provide additional information on the authenticity of items and their values. Auction Network also takes you on road trips to locations surrounding the auction so you get to know more about the countries and cities where the auctions take place. Simultaneous with the live event, Auction Network bidding technology makes it easy to view items, place bids, and win, even if the auction is on the other side of the world. You're in it, just like the people who are there in the room.

Auction Network members (membership is simple and free) have the ability to bid live and in real time for items featured in live broadcast auction events, competing head-to-head against the live auction attendees. Auction Network fans can learn of times, dates, locations and auction items of interest which allows them to show up for the auction in person, obtain a bid card and raise their hand to compete to buy the items of their choice. Their bids are captured by the traditional ringman on location and relayed to the Auctioneer as he chants.

Simultaneous with the live auction, there is interactive bidding so that virtual auction attendees can compete from around the US or around the globe. Those interactive bids are fielded by online ringmen who relay the bid to the auctioneer in real time without slowing the overall auction. In the near future, Auction Network will enable bidding via cable and satellite set-top

converters, allowing additional means of remote bidding.

New technology allows single button touch bidding that enables a viewer to dial a number, register his/her pin number and using a single key raise the bid on his own behalf. If they are the high bidder, the voice activated system awards them the bid and tells them to press the same button to acknowledge acceptance of that bid and item.

Auction Network is expected to draw strong viewership from the 70 million people who attend auctions annually. Auctions today are the subject of 46.7 million books, magazines and videos. Be sure to tune in and enjoy!

**Member services,**  
continued from 14

positive auction stories and your photo, logo and company contact information. Many NAA members are already taking advantage of this great program.

Another example is the discussion forum on the NAA website. It's a constructive and essential tool for swapping information with veteran Auctioneers who are glad to give you advice and answer your questions. They do it every day! You could try to locate and call veteran Auctioneers across the country, or you could post your question on the NAA discussion forum and watch the answers roll in from colleagues across the U.S.

Posting your auctions on the Internet is a final example that I'll offer. If you belong to a state Auctioneers association and/or the NAA, post your auction once and they will be sent out to our many connected locations. No need to post more than once.

Save time. Save money. Save work. Use your NAA services.

**Chill Out!**  
We've got you covered!

**AWARD WINNING!**

**Market your Auction**  
with powerful coordinated  
**Print & Web Packages!**

**Print Ad Placement!**  
Newspapers, Magazines,  
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Ask about your special  
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target your Market!

The Marketing Choice for Premier Real Estate Auction Firms  
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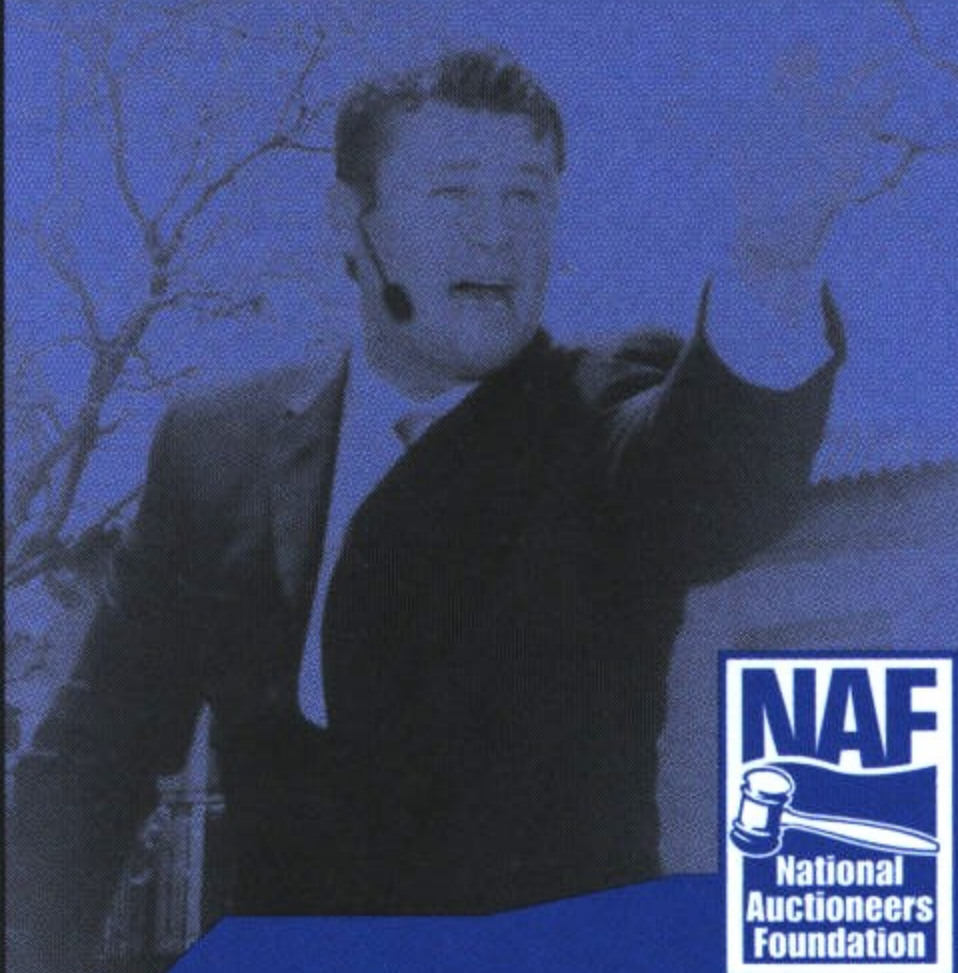


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23/30	24/31	25	26	27	28	29

### Upcoming state association events...

- Dec. 2-3: Tennessee Auctioneers Assoc., Nashville, TN
- Jan. 4-6: Colorado Auctioneers Assoc., Denver, CO
- Jan. 9-12: Pennsylvania Auctioneers Assoc., Harrisburg, PA
- Jan. 11-12: Maine Auctioneers Assoc., Rockport, ME
- Jan. 11-12: South Carolina Auctioneers Assoc., Columbia, SC
- Jan. 11-12: Wyoming Auctioneers Assoc., Thermopolis, WY
- Jan. 11-13: Virginia Auctioneers Assoc., Bristol, VA
- Jan. 11-13: Auctioneers Assoc. of Maryland, Cambridge, MD
- Jan. 17-19: Arkansas Auctioneers Assoc., Little Rock, AR
- Jan. 18-19: Idaho Assoc. of Professional Auctioneers, Boise, ID
- Jan. 18-20: Auctioneers Assoc. of N. Carolina, Greensboro, NC
- Jan. 19-21: Ohio Auctioneers Assoc., Dublin, OH
- Jan. 24-28: Kansas Auctioneers Assoc., Salina, KS
- Jan. 25-26: Montana Auctioneers Assoc., Lewistown, MT
- Jan. 27-29: Wisconsin Auctioneers Assoc., Wisconsin Dells, WI
- Jan. 31-Feb. 1: Mich. State Auctioneers Assoc., Bay City, MI
- Jan. 31-Feb. 2: Oklahoma State Auctioneers Assoc., Oklahoma City, OK
- Feb. 10-11: Oregon Auctioneers Assoc., Lincoln City, OR

Visit [www.auctioneers.org](http://www.auctioneers.org) for a complete listing of state events.



## AUCTION INDUSTRY RESEARCH STUDY

The National Auctioneers Foundation has been proud to help fund the groundbreaking Auction Industry Research Study, which was commissioned by NAA and conducted by MORPACE International and Harris Interactive.

The results identified the gross revenue sales in each auction category, providing statistics for the media and Auctioneers to show how vital the auction method of marketing is to the U.S. economy. NAF provided \$200,000 in initial funding for this study and helps fund quarterly updates.

THIS PROJECT POSITIONS NAA AS THE LEADING SPOKESMAN WORLDWIDE FOR THE AUCTION INDUSTRY

## from the president , continued from 10

ed, less than successful. Those you instantly sense have all the ingredients for success reward your positive thoughts with positive results. The answer here is simple listen to your inner self. It has been trained to give you good information concerning not only booking of auctions but most all of life's dilemmas.

The key is training your inner self, your thought processes, to look at issues not as problems but challenges. By doing that you can, and will, enjoy overcoming troubles. Put your expertise and creativity to work: you will enjoy it. You will be amazed at the results when you believe the positive solution will come forth.

The creativity boxed up in our mind knows no limits. Even the brightest and most industrious of us all uses a minute fraction of our mind's capacity. That means the power of your mind knows no bounds. Believe in it and unleash it; don't hold back for fear of failure. Remember you are going to persevere.

Watch the Secret then carefully study the world around you and everyone you meet. Honestly evaluate these principles and judge for yourself. Is life really complicated or is the Secret simple. I will let you be the judge. I only ask one thing of you take the time to watch and understand the message of the Secret. Apply it to your life with gusto.

Analyze all your thought processes. Did you really stay focused on the positive? I'm sure the answer will be clear and you will want to share it with everyone that will listen. I did.

Until next time, give life and your auctions the very best you have to offer every minute of every day.

*Thomas L. Williams*

Our family wishes yours  
a joyful holiday season.  
-Tommy and Trudi



A submits a bid at \$506,000. With the buyer's incentive, Bidder A's bid is actually submitting a bid that will be discounted \$5,060. So, Bidder A's actual bid is \$500,940, which is \$4,060 lower than Bidder B's bid. Can Bidder A be the highest bidder? It seems unfair to allow Bidder A to have such an advantage over other bidders because Bidder A submitted the opening bid prior to the auction. In fact, such a system appears to be a violation of the NAA Code of Ethics in that the Auctioneer did not deal with the public fairly and honestly.

The NAA Code of Ethics states, "Members owe the customer the duties of honesty, integrity and fair dealing at all times." Article 2. A discount to the bidder who submits a pre-auction bid would not be fair and honest to all of the other bidders. In fact, permitting such a practice may encourage potential buyers to submit bids to the Auctioneer in advance of the auction just so they can get the discount. Such a practice could be damaging to the auction profession.

Under the buyer incentive, the highest qualified bid may not be the successful bid because the discount diminishes the value of a bid received from one bidder. Such an arrangement may result in the seller not receiving the highest bid price.

If the Auctioneer tries to sell the property to Bidder B, and Bidder A learns of the buyer's incentive, he or she could file a complaint in the local court seeking specific performance. Bidder B could argue that his or her bid is actually the highest. The courts may be receptive to this type of argument. This type of bidder incentive, at an absolute auction, may invite costly litigation.

In addition, in the absolute auction context, if an Auctioneer accepts a bid, his or her acceptance of a bid may constitute calling for bids, which, from the moment the Auctioneer accepts the bid, would prevent the seller from withdrawing the property or canceling the sale. Essentially, in the bidder incentive arrangement, the Auctioneer is privately accepting bids and rewarding bidders for their pre-auction bids. Such a practice appears to violate the terms of the auction method and of the NAA Code of Ethics. Auctioneers should avoid providing such bidder incentives at an absolute auction, because it affords one bidder an advantage over all other bidders based simply on the bidder's willingness to enter a bid prior to the actual auction.

In an absolute auction, Auctioneers should be careful about offering buyer's incentives like a discount from the final purchase price. When the discount is taken into consideration,

another individual's bid could actually be considered the highest bid. This situation could result in a dispute over who owns the property. In addition, seeking bids (particularly when one is accepted) prior to the auction could be considered calling for bids. Once the Auctioneer is deemed to be calling for bids, the property may not be withdrawn from the sale or the auction canceled.

### Handling "subject to" mortgages

I have been approached to sell by auction a portfolio of about 10 properties that all have "subject to" mortgages. I am nervous as in all cases the lender has in the small print "that should title change the mortgage is due on sale" or something similar. The owner is a lawyer and also has a title company and he says there is nothing illegal, and that the worse that can happen is that the lender calls the loan in. Should I get involved?

Keith Breeding  
St Petersburg, FL

**Answer:** Selling properties with due on sale clauses occurs everyday in the United States. Most homes, businesses and farms have mortgages that secure repayment of amounts borrowed by the owners. The due on sale clause is incorporated into a large percentage of real estate mortgages. Lenders usually issue mortgage loans to owners of real property based on each owners' credit and income with respect to the value of the property. The purpose of the due on sale clause is to prevent the owner of the real estate from transferring the property to a higher credit or income risk without the bank's knowledge.

Auctioning such properties requires the Auctioneer to investigate the amount owed on any mortgages that may encumber the properties. The concern of the seller is that the Auctioneer attract and accept bids in amounts that allow the seller to pay the balance owed on the various mortgages out of the auction sale proceeds. The Auctioneer should investigate the title of the property to become aware of all liens on the property and the amounts owed for each lien. An Auctioneer may want to consider ordering title work for all properties in order to discover any mortgages or liens on the properties. Once the Auctioneer discovers the amount owed on a mortgage or lien, he or she should discuss setting an appropriate reserve with the client. An auction with the appropriate



reserve will give the seller assurance that they will not be responsible for paying the difference between the selling price and the amount owed on the mortgage loan.

Properties that are subject to a mortgage should generally be sold at a reserve auction. There are significant risks associated with selling the property at an absolute auction. Some jurisdictions even prohibit Auctioneers from selling properties subject to a mortgage at absolute auction, unless the mortgage company agrees to the auction or a financially secure individual agrees to pay remaining mortgage balance. Even when it may be permissible, it usually will not be wise to conduct the sale as an absolute auction.

For example, if an Auctioneer sells a property at absolute auction for \$35,000 and the property has a mortgage with a balance of \$50,000, the seller will be liable for the remaining \$15,000 as well as the Auctioneer's fees and expenses. Under these circumstances, the seller may sue the Auctioneer in an effort to recover the difference between the selling price and the balance owed on the mortgage. The Auctioneer's risk increases dramatically when selling more expensive properties subject to a mortgage by absolute auction.

In addition, the mere fact that there is a mortgage lien on the property could be considered a limiting condition. If the sale proceeds do not satisfy the mortgage, and the seller fails to pay, the buyer will not own the property free of all liens. If no one pays the remaining mortgage balance, the bank could foreclose and take the property.

Obviously, advertisements for the sale of properties should require bidders to have financing arranged prior to the auction and indicate that liens exist on the property. If the successful bidder has his or her financing arranged, then the due on sale clause in the existing mortgage is less important. The successful bidder's bid should exceed the amount owed on the seller's mortgage loan. The bidder's financial institution will loan the successful bidder an amount that will allow the seller to pay off the mortgage and obtain a release of mortgage. Afterwards, the bidder's financial institution will take a mortgage security interest in the real estate.

Auctioneers should sell real estate subject to a mortgage at a reserve auction, where the proceeds of the sale can be used to pay off the existing mortgage. Before an Auctioneer agrees to conduct an absolute auction of real property, which is subject to a mortgage, he or she should consult with a licensed attorney in the jurisdiction in which the auction will be held to ensure compliance with state law.

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TASS	51
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Karbelk

me just quickly go back in time and figure out how to make the world evolve around you! Hello, McFly?

While the laugh is generally on the public, many times it will be on us. With as many transactions and details that we are responsible for, and all the people we interact with, it can be easy to make a mistake. We have all had marketing flubs, like accidentally printing a direct mail piece without an auction date (hey, it's called telepathy marketing), or been happy that you listed acreage with the "+/-" and been off by a few insignificant acres that happened to have this watery black stuff a mile down below the surface. Okay, maybe not, but if you do enough deals, things will happen. After your client decides to not sue you, you will laugh, nervously, over a drink. It's part of the fun of being an auctioneer.

But we also have to remember what it is like to be a bidder attending an auction, and the comedy of errors that can be seen from the other side of the podium. Recently, I attended an auction to bid on several investment real estate properties. When I went to register, I showed my drivers license and my certified check to the clerk. The clerk looked at my driver's license, and then the certified check, and back to my driver's license, and said, "Sir, the signature on your driver's license does not match the signature on your certified check." After reflecting on this wonderfully insane moment, I politely replied, "If I owned the bank, they would match, but I don't own the bank." Next time, let's just limit the buyers to bank President's only. Maybe you should have your clerk also ask if they need financing.

Seriously, the cartoon will be a lot of fun. From time to time, a few members may get offended, and that's understandable when you have 6,000 readers, but it's definitely not intentional. We will sometimes deal with contentious auction issues, like the 30% buyer's premium, absolute above a minimum but my seller is really motivated auctions, or physical violence against obnoxious bidders, but only in a way to help us work through our auctioneering issues.

So enjoy them, clip them out, include them in a proposal, or send them to your mom.

## INTERNET TRICKS AND GREAT PLACES

BY JOHN PECKHAM

### TRICK #1: ONLINE RESEARCH ASSISTANT

<http://www.loc.gov/rr/askalib>

Ever need a personal research assistant? If so these folks may be just the ticket. And it's run by the good old United States Library of Congress.

Once there, just pick a "category" (Like: "Business", "Law", "Science/Technology" etc.), and type your question in. The response time is 5 business days or less.

And of course the price is right. Your tax dollars have already picked up the tab for your personal research assistant.

### TRICK #2: OLD-FASHIONED PHOTO BOOTH

<http://www.seenly.com/seenly.php>

If you've seen an old time movie you may be familiar with the old photo booths on the midway. These were the ones where you sit in the booth, pull the curtain closed, put a quarter (or was it a nickel?) in the slot and snap your picture.

If you have a desktop web cam hooked up you should love this. When you visit this site it automatically starts your web cam. Then just "click" and save. You can take several rapid fire photos and only save those that please you. Then create a link and post it to your web site or paste it in your email.

### GREAT PLACE #1: PUBLIC BATHROOM RATINGS

<http://www.thebathroomdiaries.com/search.html>

It's always nice to know there's a "loo" handy when strolling around the streets of London (or your home town). Now this great place comes to the rescue and rates over 12,000 public bathrooms in more than 100 countries, providing a wealth of information to both travelers and local citizens. Here you can use the handy bathroom locator and also get a detailed evaluation based on cleanliness, safety, operating hours, and whether there is any cost for the facilities.

The *Boston Globe* called this great place "a Zagat's for lavatories." CNN, the BBC, *USA Today* and the *Washington Post* have also recognized this great place as important to international, national and local travelers!

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at [www.REcyber.com/reintelligence/cybertips.htm](http://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](mailto:bostonjack@earthlink.net). The Society's worldwide web office is open 24 hours a day at [www.REcyber.com](http://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](http://www.REcyber.com/reintelligence/cybertips.html). StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2007. RECS.



# NAA Resources

## NAA Membership and Meetings

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

## PROGRAMS

### St. Jude and NAA Partnership

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

### International Auctioneer Championship

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

### International Junior Auctioneer Championship

The NAA's youngest Auctioneers compete in a bid calling contest in front of a live audience each July during the annual Conference and Show. Open to youth age 12 to 21, the IJAC Champion will win \$1000, a trophy and complimentary registration into the adult division of the International Auctioneer Championship once the winner meets the minimum age requirement for the IAC.

### International Ringman Championship

Professional Ringman to be featured in NAA's Ringman Competition. Ringman play a vital role and have significant impact on the success of an auction. NAA is eager to recognize their efforts and reward them for a job well done. A trophy, a \$5000 cash prize and a championship ring will go to the champion of the IRC, sponsored by the Professional Ringman's Institute. A promotional video will also be aired nationwide and feature the winner.

### National Auctioneers Day

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

### NAA Marketing Competition

NAA has developed a special awards program to recognize the creative efforts of Auctioneers. The award presentations take place during the annual Conference and Show in July. Call for entries along with the rules and regulations are included in the Conference and Show brochure that is sent with the February magazine. This was formerly called the Photography, Advertising and Auction of the Year contest.

### President's Award of Distinction

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

### NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, BAS, GPPA and CES. Visit [www.auctioneers.org](http://www.auctioneers.org) to learn more about NAA's business-boosting programs, or e-mail us: [education@auctioneers.org](mailto:education@auctioneers.org). Phone: 888-541-8084 (extension 23 and 28).



## SERVICES

### Auction Calendar

Members are allowed to post their auctions on the NAA Auction Calendar on its web site—[www.auctioneers.org](http://www.auctioneers.org). NAA's site receives over 4 million hits per month and increases the exposure of member auctions.

### NAA Credit Card Program & Free Check Recovery

Save on processing rates when accepting credit card payments from your sellers for their purchases. Cashless Commerce now has a very low rate of 1.67 percent available to all NAA members. Call Cardmaster Solutions at 866-324-2273.

### Discount Advertising Rates

Reach the buyers with Important Publications. Use your exclusive auction advertising programs. Your NAA membership entitles you to discounted advertising rates with *USA TODAY*, *Investor's Business Daily*, and *The Network of City Business Journals*. For more information call 800-510-5465.

### Discussion Forum

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

### NAA FREE Website

NAA members can receive a FREE two-page website through our partnership with AuctionZip.com. To take advantage of this

## Access NAA Online

NAA's Web site, [www.auctioneers.org](http://www.auctioneers.org), Provides fast and convenient access to people, practices, ideas, and resources. Your member account allows you to connect online with colleagues and stay in touch with what is happening in the industry and profession. NAA's Web site is innovative and easy to navigate.

service, log on to [www.auctioneers.org](http://www.auctioneers.org).

Members who do not currently have a website, or a registered domain name (web address or URL), are required to establish and register a domain name. **Domain registration is a standard process in creating a website** and may be done through AuctionZip.com at \$9.95 per year, or you may register your domain through any domain registrar you chose.

### Government Relations

The Government Relations program tracks federal and state legislation impacting the auction industry and notifies you to take action on issues when appropriate. Through the Auction Action Network (AAN), you have the opportunity to sign up to become a member of NAA's government relations network to present a united voice on issues affecting the profession.

### Health Insurance - NAA Insurance Plus Program

NAA is able to offer solutions that can provide you and your loved ones with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! Affordable and comprehensive healthcare solutions for you and your family. Act now by calling 913-754-7800.

### Learning Center

The NAA Education Institute now has available valuable seminars and Conference and Show educational programs as well as the International Auctioneers Championships (IAC) to download to your computer, MP3 player, or iPod. The 2007 Conference and Show educational seminars are available. And, two of the sessions from 2006, and two from 2007, are available on video. By joining the NAA Learning Center for \$185 per year, you can download all of the sessions and receive CE credits. For details log on to [www.auctioneers.org](http://www.auctioneers.org) or call 888-541-8084, ext. 19, 23 or 28.

### NAALive.com

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

### Office Products and Supplies

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

### Prescription Drug Program

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

### State License Laws Guide

Guide covering principal requirements in each jurisdiction to assist members with questions on individual state requirements. Log on to the members only section of [www.auctioneers.org](http://www.auctioneers.org) for more information.

### Travel Services

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

## PRODUCTS

### Books

The comprehensive 92-page legal guide, *Waiting for the Hammer to Fall, A General Overview of Auction Law* by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 913-541-8084, ext. 28; fax: 913-894-5281; or e-mail: [info@auctioneers.org](mailto:info@auctioneers.org).

### Membership Directory

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

### Merchandise

NAA provides a great selection of apparel and promotional items that members can purchase at very attractive prices. Log on to [www.auctioneers.org](http://www.auctioneers.org) for available products or call (866) 305-7NAA (7622).

### Newsletter

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

### Opportunity Kit

To request an *Auctioneer* or *Auction World* Opportunity Kit, or to learn more about the benefits of advertising please call 913-541-8084 ext. 20 or e-mail: [wdellinger@auctioneers.org](mailto:wdellinger@auctioneers.org).

### Buyers Guide

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

### Customer Survey Card

NAA provides to you customer survey cards, which you can give to customers at your auction to get their feedback. The results can be used to improve your business. Send the cards to NAA and get a detailed report back. An order form can be downloaded from the NAA website, or call member services at 888-541-8084, ext. 15.





**A romantic auction proposal occurred when Auctioneer Kenny Lindsay proposed to his clerk, Lindsey, at an auction. Kenny says she will take his last name, making her name Lindsey Lindsay. Kenny is a columnist for *Auction World*, a sister publication of *Auctioneer*.**

## Auctioneer springs a proposal on clerk

Auctioneer Kenny Lindsay, of Livonia, MI, made a complete surprise proposal to his girlfriend, Lindsey, at a recent auction.

Kenny wrote to *Auctioneer* that "We met at a friend's party five years ago. She is an elementary school teacher and also works as a clerk at all of our auctions. But here is where it gets pretty cool. I am the Chairman of the Michigan State Auctioneers Association St. Jude Committee. About a month prior, I asked Lindsey if she would do me a favor and invite all her friends and family to the 2nd annual MSAA St. Jude All-Star Auction in Ann Arbor, Michigan. I explained to her that it was very important that she really help promote this event since I'm the chairman and we need a huge turn out.

She had no idea whatsoever what was coming down the line. I kept the whole deal on the hush until a few days before, then I drove out to her parent's home and asked them for their blessing. When they did, I explained to them when I planned on doing it. They thought it was a cool idea.

I brought in former Detroit Tigers Cy Young Award winning and World Champion pitcher, Denny McLain in for the St. Jude event. I told Denny what I was going to do towards the middle of the auction. Anyway, when he met Lindsey, he asked her; "How long have you two been together?" She responded; "5 years" and he says; "Five years! Don't you think it's about time you get married?" She replies; "Yes!" Meanwhile I'm looking at Denny shaking my head and said; "I guess I have to do something about that...eventually."

Anyway, the St. Jude auction was off and running where multiple auctioneers sell an item or two for the cause. When it was my turn, I asked Lindsey to come up with me and be a 'presenter'. I sold three items and before I handed the mic over, I said; "Lindsey. Grab a basket of those flowers and we'll sell those right now. When she walked over, I jumped off the stage. When she turned around, I was down on one knee.

It was great that both her and my parents were there along with several family members and friends.

The wedding date is set for April 26, 2008."

## In next month's issue:

The January issue cover story will be about NAA's revamped relationship with its official charity, St. Jude Children's Research Hospital, by establishing a new partnership called "Auction for Hope." All NAA members are asked to participate to some degree in the new program to help children with serious illnesses.

The centerpiece of the program is aimed at National Auctioneers Day each year, starting on April 19, 2008. Auctioneers across the world are asked to raise money all year long for this special charity and then NAA will announce the total on April 19 to raise excitement and attention on National Auctioneers Day.

NAA members are encouraged to hold their own Auctions For Hope before or in April.

This is an opportunity to reinvigorate National Auctioneers Day and NAA's relationship with St. Jude. National Auctioneers Day had not been as successful as it could because there is no central event or focus on it. The efforts for many years has been for Auctioneers to send out press releases to media to promote the auction method, and have their state governor's sign proclamations declaring that day as National Auctioneers Day in their state, which also draws attention. However, the NAA Board of Directors felt that the focus should be turned to how much Auctioneers help charities, such as St. Jude.

NAA member Auctioneers may want to sell individual items in their regular auctions to help St. Jude, or they may wish to hold a special fundraising auction for the hospital.



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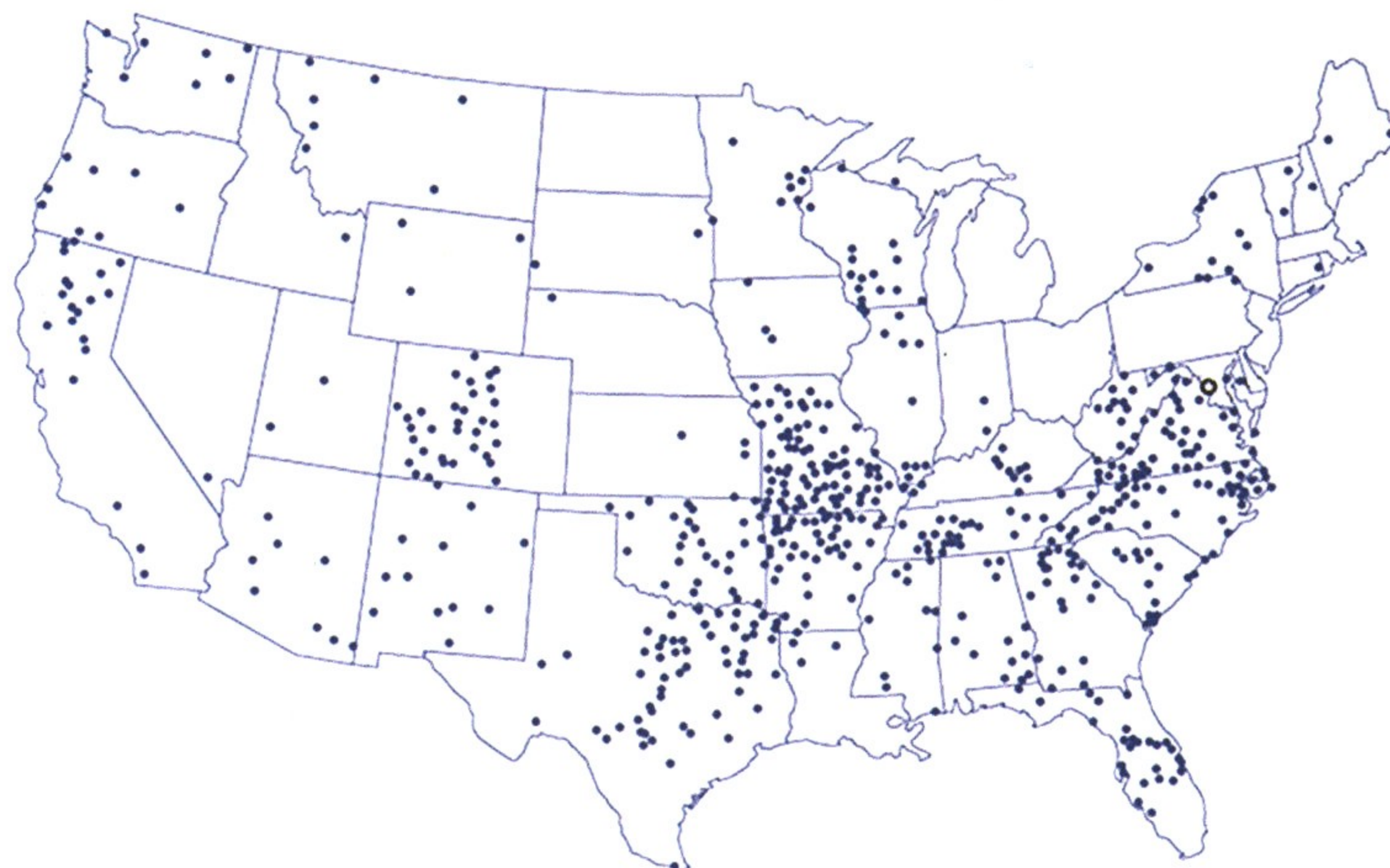
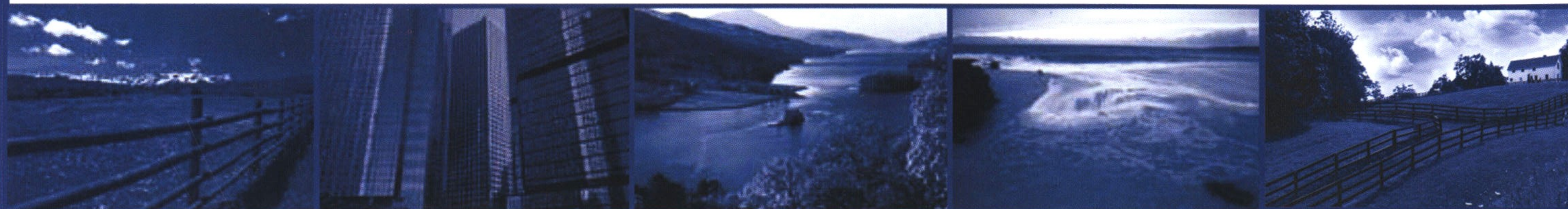
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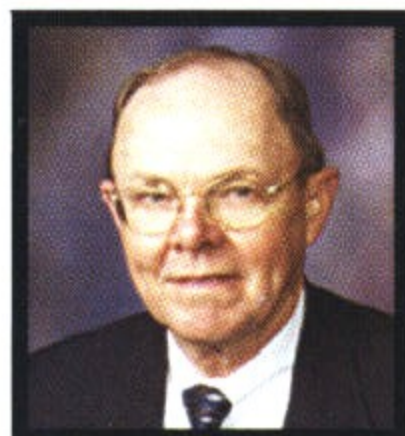




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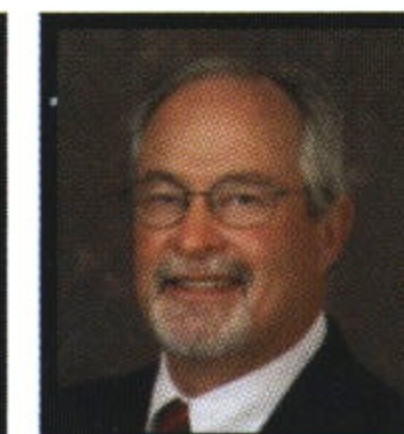
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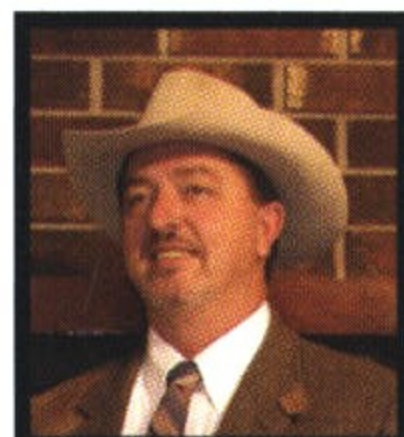
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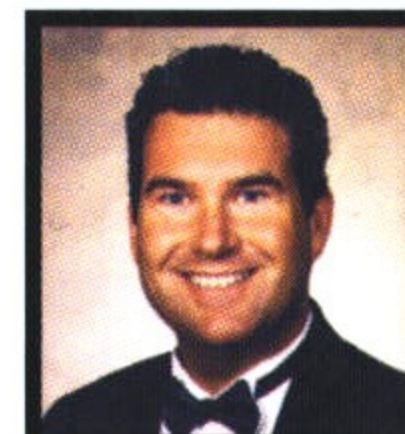
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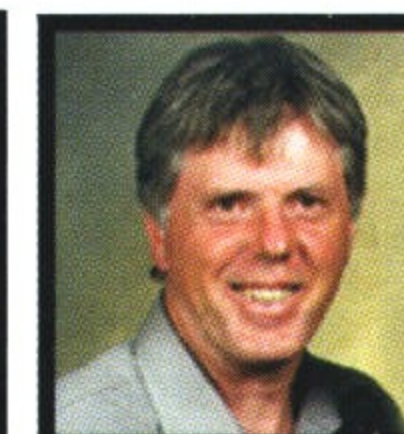
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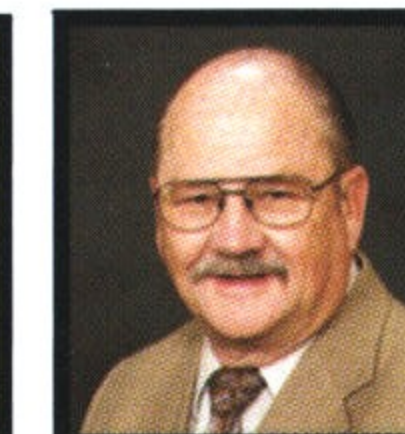
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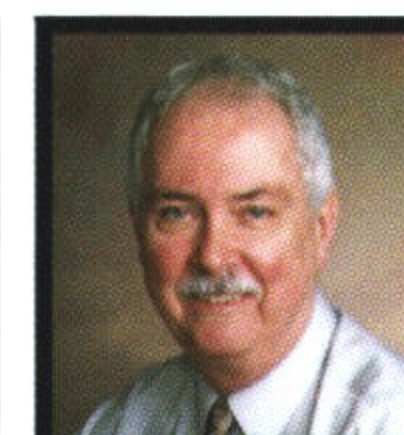
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