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FEBRUARY 2007

The official publication of the National Auctioneers Association



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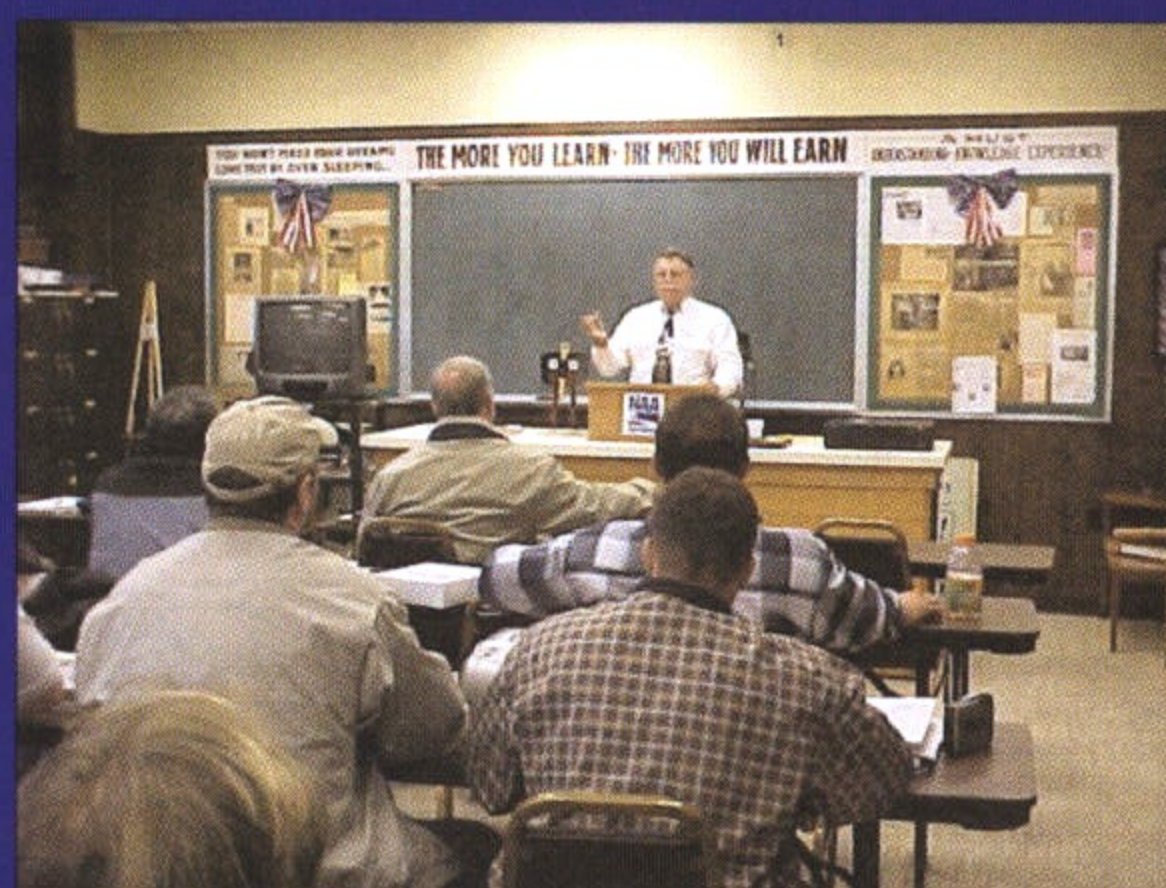
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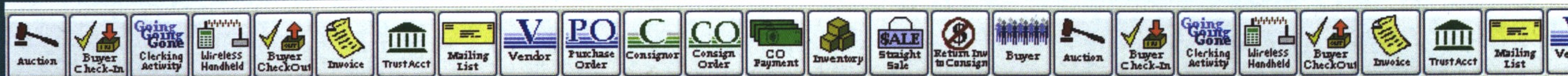
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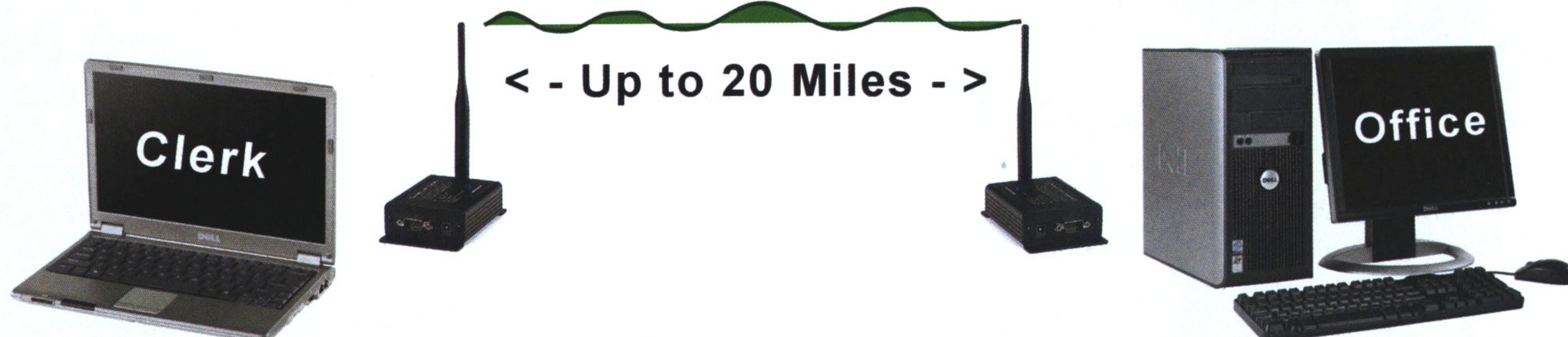
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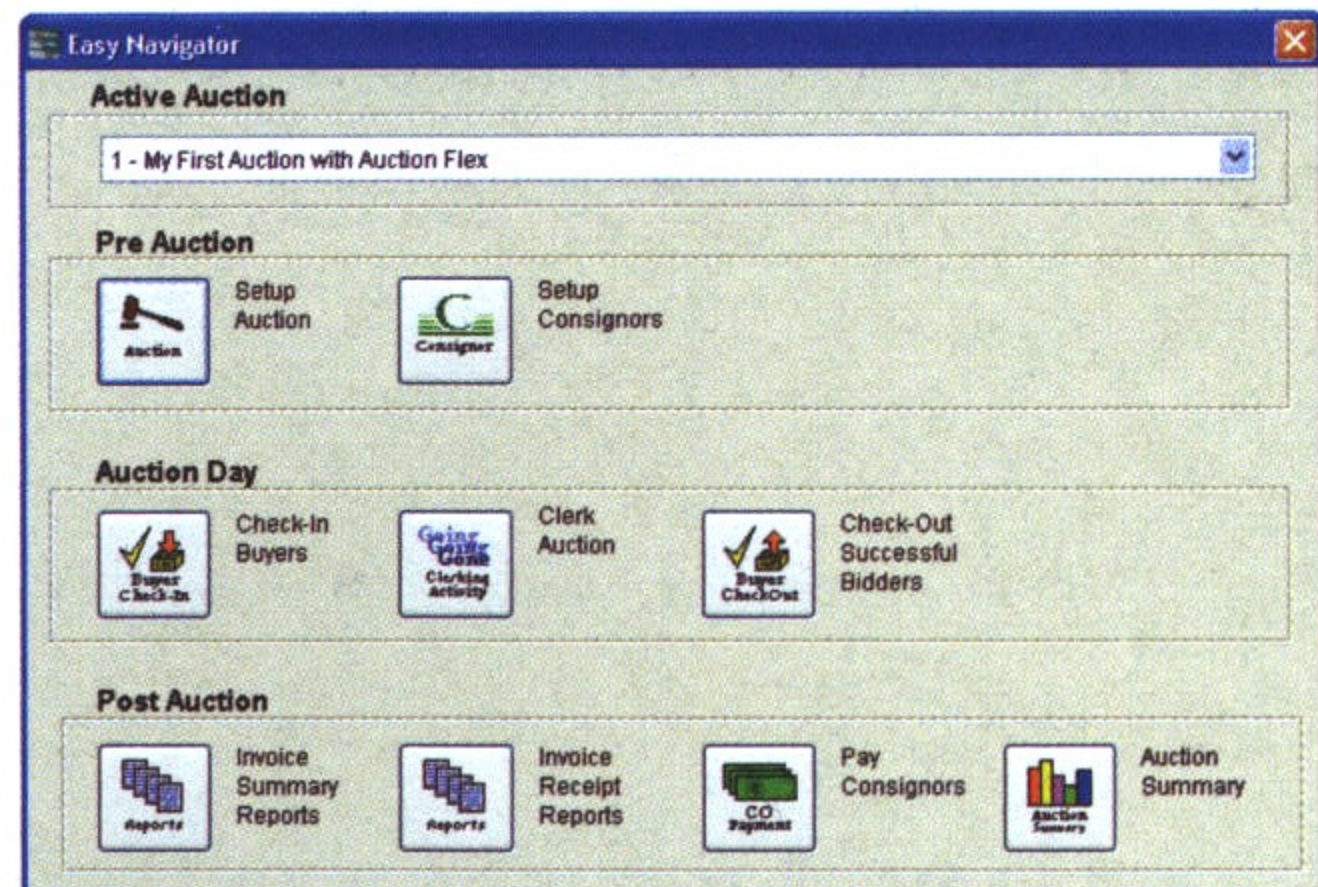


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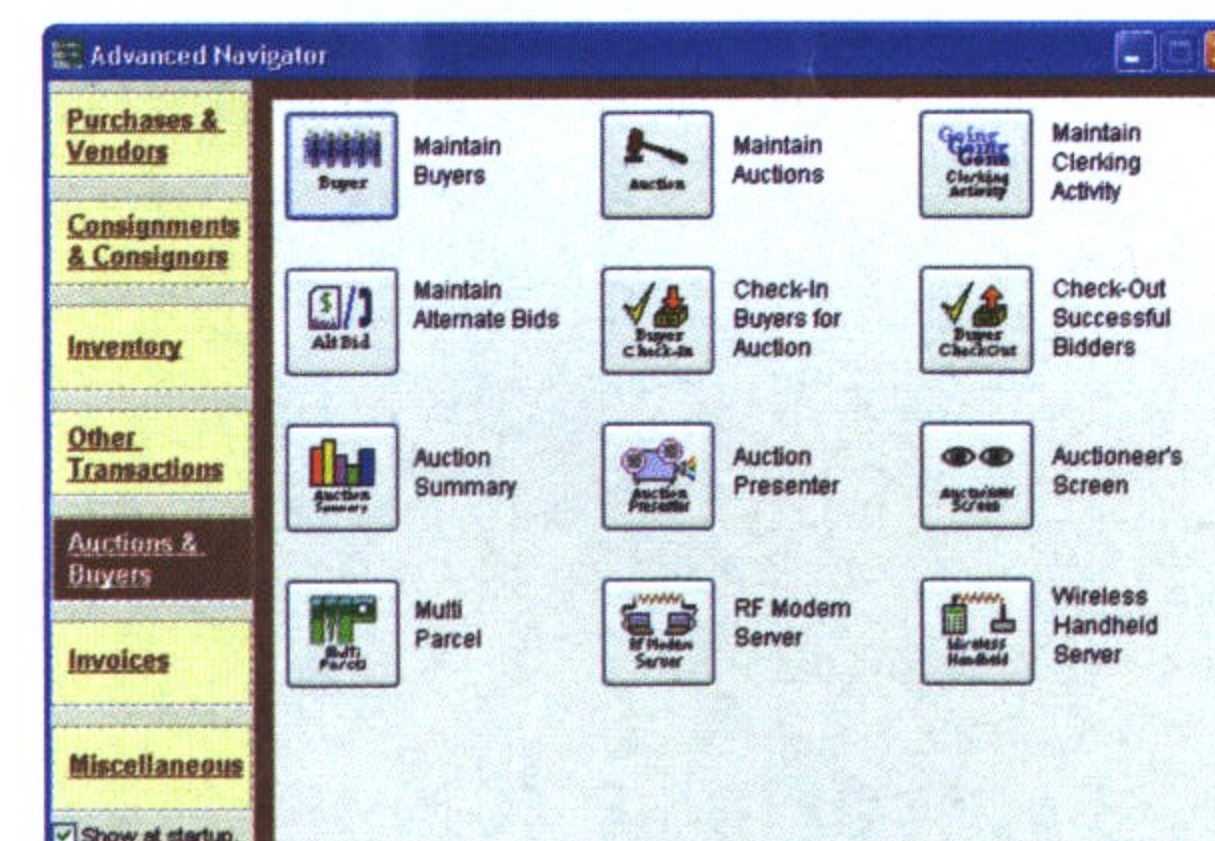
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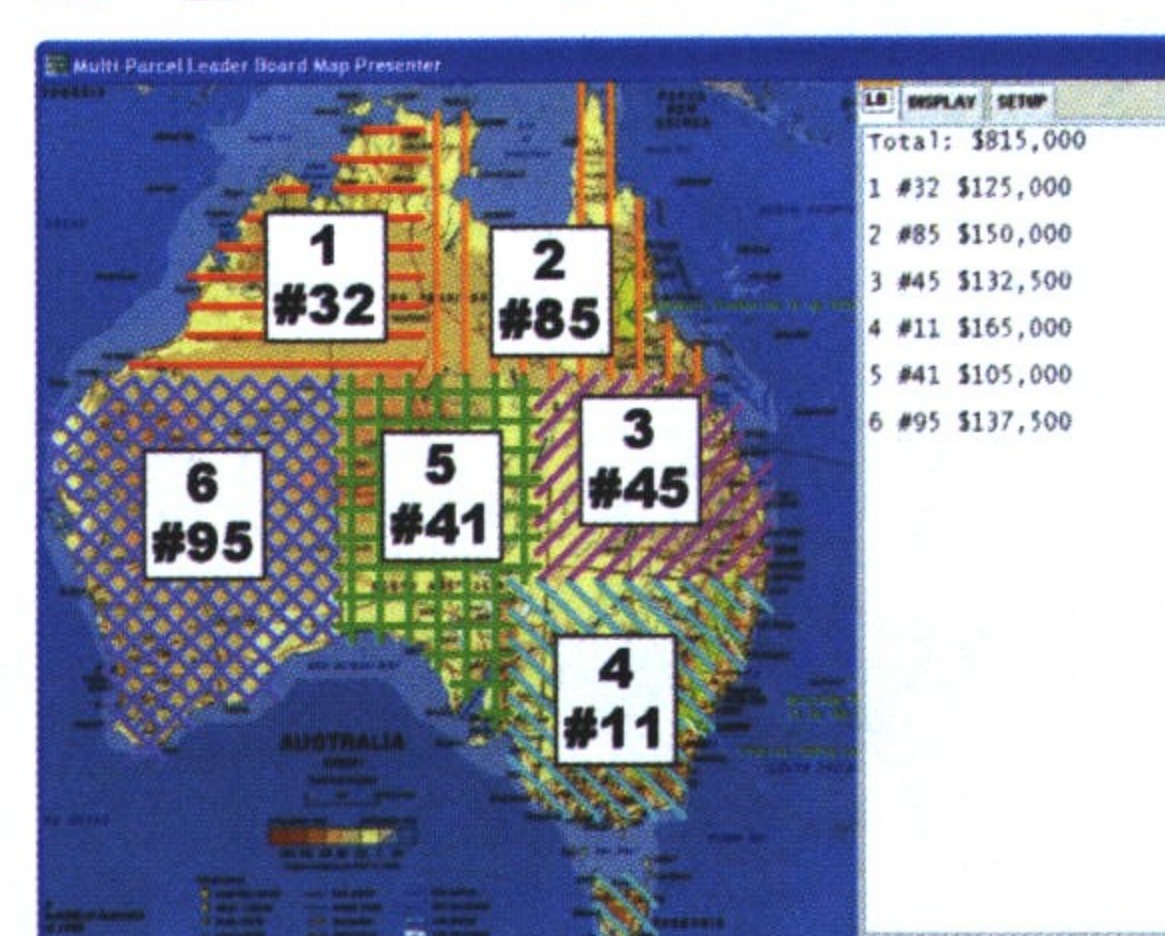


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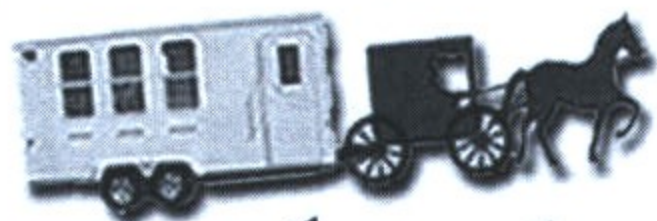
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September 17-18, 2007 NAA Headqtrs.
December, 2007 Tucson, AZ

201 Small Business Evaluation

February 28-March 1, 2007 San Antonio, TX
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301 Antiques & Residential Contents

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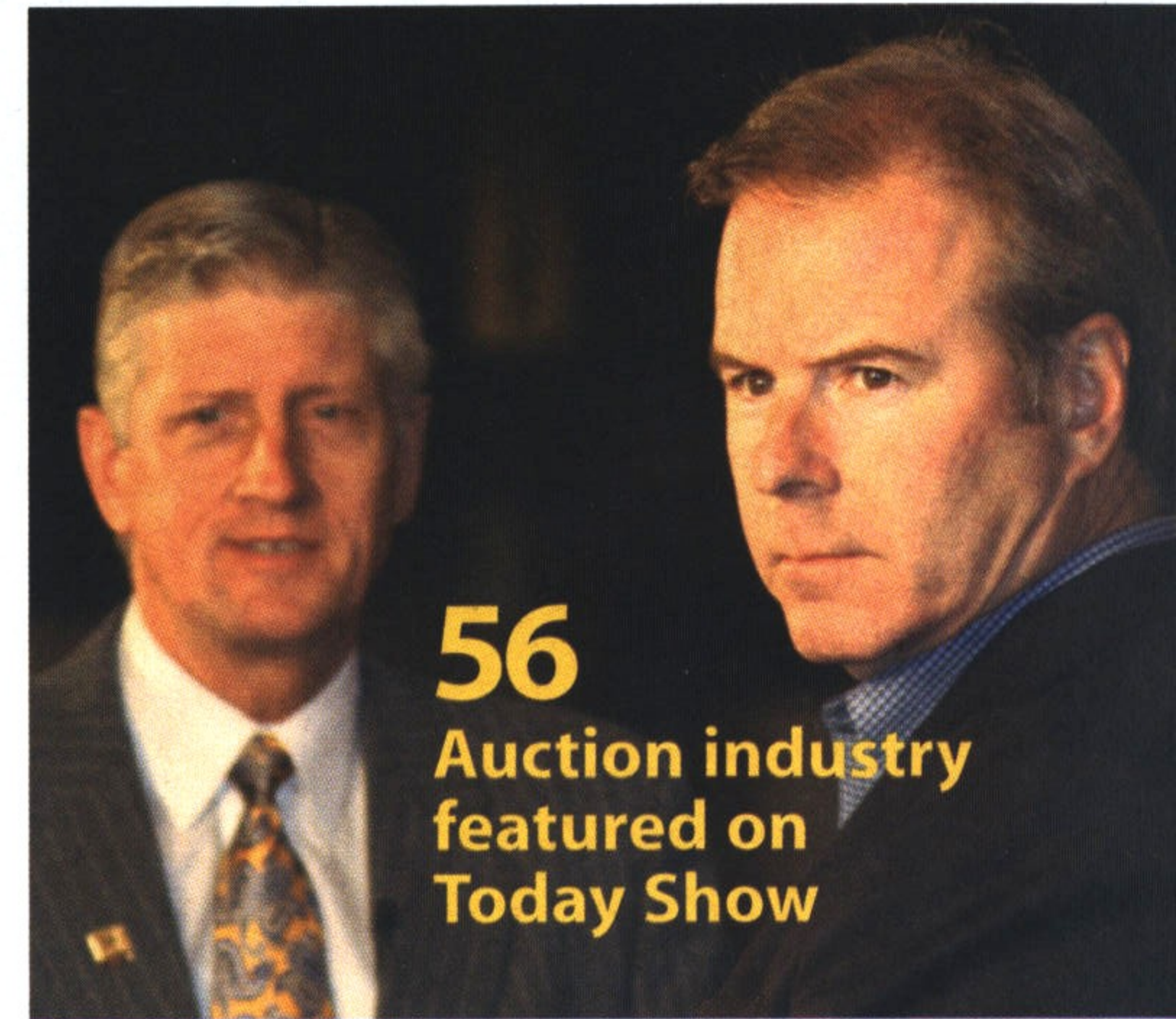
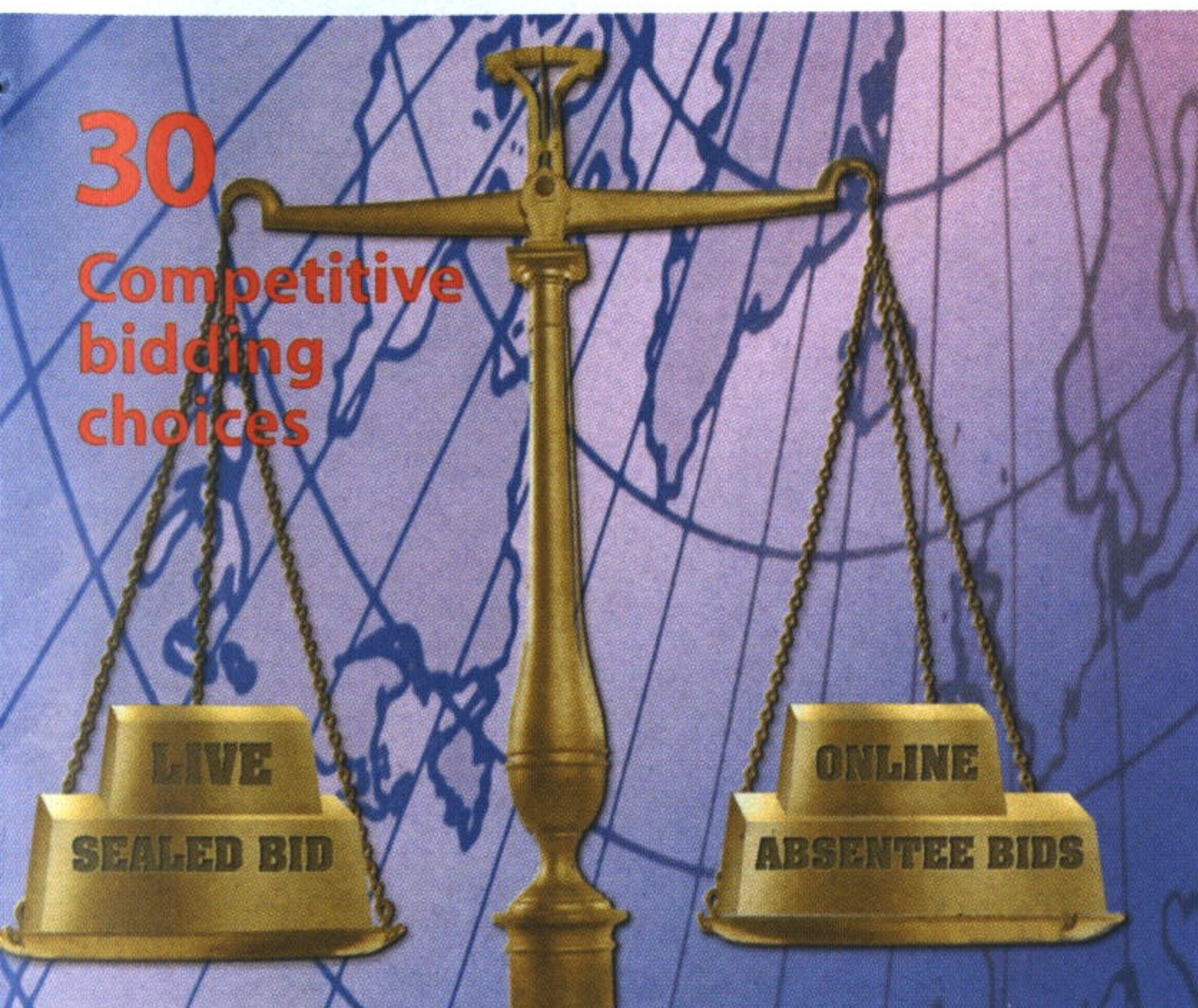
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On the cover

Most Auctioneers today, when planning an auction, are not effectively weighing all the competitive bidding forms to choose the best ones to use at that particular auction, experts say. And it's little wonder. In years past, most auctions were usually limited to being an onsite event with some phone bidders and advance bids accepted.

But today, to properly fulfill your responsibility to your seller to maximize revenues, you have to consider many more bidding forms. And, the type of sale items often determine the bidding method you should choose. *Cover Illustration purchased from comstock.com*



Auctioneer

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Thanks for the story

Dear CEO Bob Shively,

Thank you for the recent article in *Auctioneer* about us both having served as president of the Missouri Professional Auctioneers Association.

Our daughter, Robin was going to school at World Wide College of Auctioneers when this article came out. On Sunday morning of the school, owner Paul Behr opened the first session by reading from the article about us. Paul was quoting what I (Clauda) had told the writer. Robin had not heard or seen anything about the article, but she knew it had to be her mom's words.

We feel very honored for having this written about us in the national magazine for all of the Auctioneers everywhere to read and meet us. It just goes to show that one doesn't have to be big to make a difference in this profession, just do what you do with pride and decency. Thank you for the tribute.

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NAA wants your letters

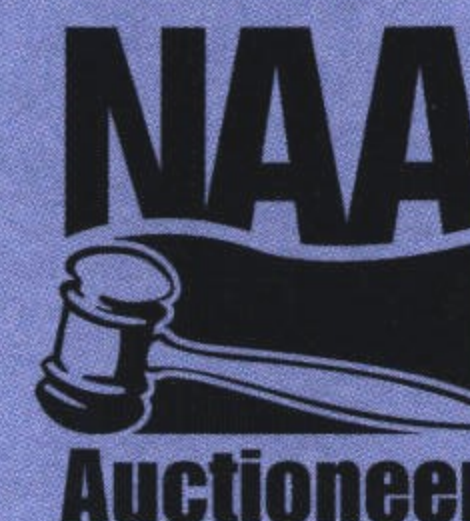
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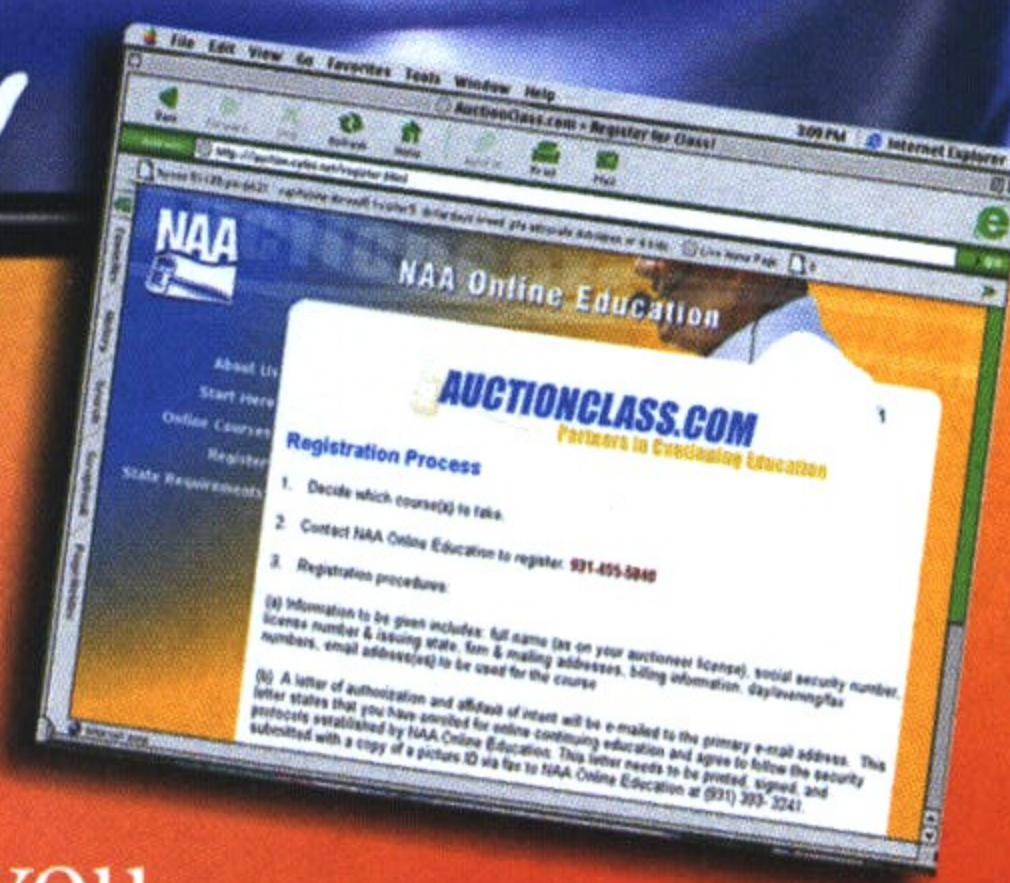


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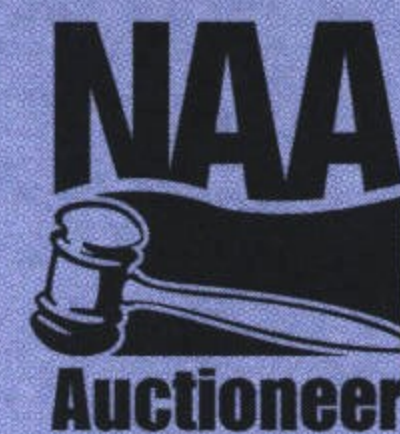
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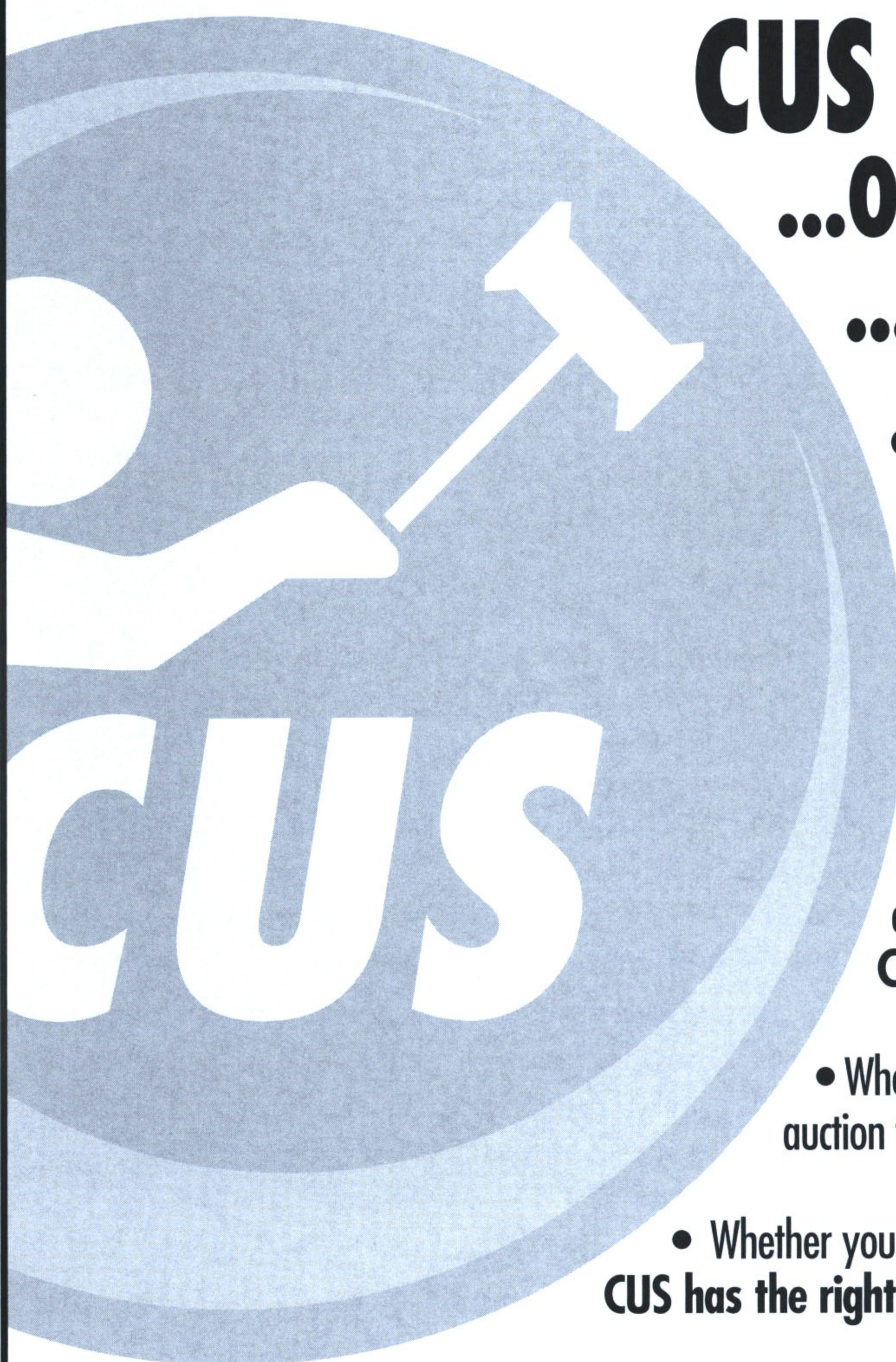
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NAA headquarters renovation underway

BY William L. Sheridan, CAI, AARE, GPPA
NAA PRESIDENT

Last summer at NAA's International Conference and Show in Orlando, FL, the National Auctioneers Foundation launched a dynamic new fundraising program called "Invest in Our Future."

The renovation of NAA's headquarters is one of the four elements of the "Investing In Our Future." The renovation is well underway, providing the building's much-needed first updating since it was built more than 20 years ago.

The funds from this campaign will be allocated to all four elements based on the goal of \$8 million dollars being raised. If \$8 million is raised, \$500,000 of those funds would be spent on the headquarters renovation. If the \$8 million goal is not reached, then NAA would receive a proportion of those funds based on the original allocation. In that case, NAF would not be funding the entire renovation cost. On the other hand, if the goal is exceeded, NAA could receive more funds to offset costs of the headquarters renovation.

This is a good time to encourage all NAA members to participate in this important capital campaign at some level. If we do, then our goal will be met or exceeded.

Even though the exact amount of funds for renovation from the capital campaign has not yet been determined, the NAA board of directors decided to move forward with the renovation to ensure that it is completed prior to the 2009 International Auctioneers Conference and Show that will be held in Overland Park, KS at a convention center just a few miles near NAA's headquarters. Additionally, our headquarters needed immediate major work, including a new heating and air conditioning system, that could simply not wait any longer. Further, staffing needs have exceeded the current space configuration within the building, so interior changes were done to allow more offices to be built and space used more efficiently. The foundation of the building was not enlarged, however the interior was remodeled to provide additional office space.

The work is about 75 percent completed and there have been

several unforeseen cost overruns, as often occur in any project of this nature. While the building will definitely prepare NAA for the next 20 years, or more, it will most likely cost around \$600,000 to complete the entire renovation. If the funding initiative does not completely cover the cost of this project, the finance committee, as well as the entire NAA board of directors, will consider other options to complete the funding.

I would like to share with you some of the exciting changes to headquarters:

- 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.

While this covers the big ticket items, many other smaller details have been included to make our headquarters office something for us to be proud of. I plan to have pictures taken and a more extensive review of the completed renovation in a few months.

I would like to encourage all NAA members to participate in the Investing In Our Future Initiative and help NAA fund this new renovation.

Bill

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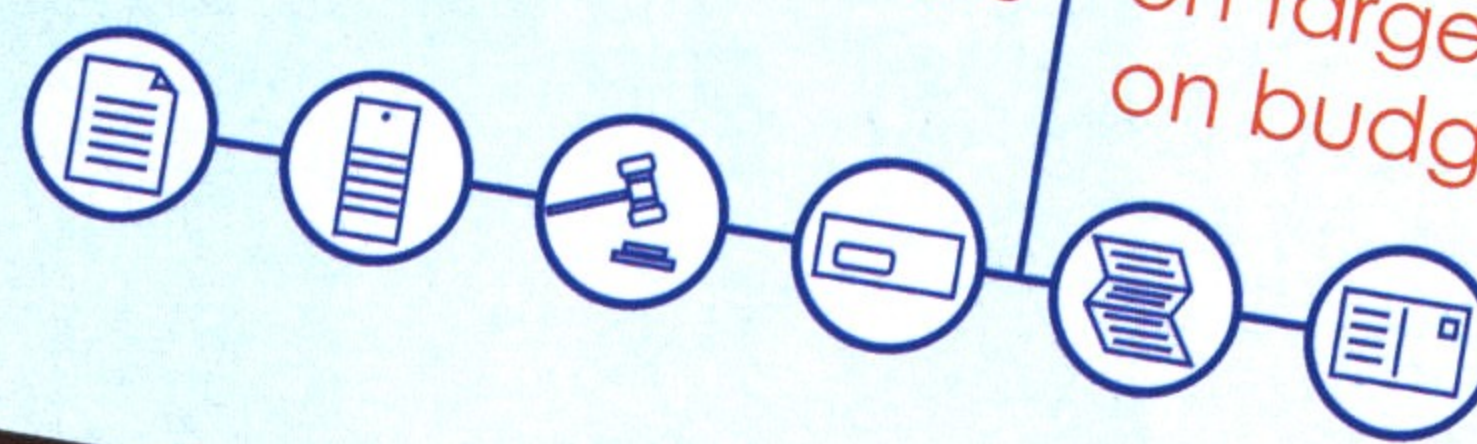
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Marvin soon became recognized as one of the leading auctioneers in the farm machinery & construction equipment industry where he travelled extensively throughout the United States setting up sales and working as an auctioneer for other leading firms. He has also been a mentor to many aspiring auctioneers.

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Henderson Auctions is a full service auction company that caters to our smallest clients with the same enthusiasm as we do our multimillion dollar sales.

Although Marvin still calls the vast majority of his auctions the firm employs three full time auctioneers. His brother Dale Henderson serves as one of the lead auctioneers.



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Years ago I had the chance to speak with a performer sitting next to me on the airplane that was involved in a long-running Broadway musical. Tedious as the question may have been for him, I asked how he managed to get himself engaged for every performance of a show he had been doing for months, eight times a week, over and over again.

He quickly acknowledged that some days it was a tremendous challenge. But before walking on stage for his first scene, he said he always reminded himself of one thing: He wanted to give a performance for the person in the theatre who had never been to a musical before and might never attend one again, the type of person who maybe got dragged along by a friend.

For that person (and everyone else in the theatre) he wanted to give the kind of performance that makes life come alive on stage for a few short hours, the kind of performance that could help make someone understand what the fuss about live theatre is all about.

It is this sound advice that should keep you inspired when you do an auction just like the hundreds of ones before. It is this sound advice that should help keep you challenged as an Auctioneer when you are preparing for an auction that you have already re-imagined several times.

It is all too easy to focus attention on better tools, techniques, and logistics. You will never eliminate the need to do the fundamentals better or to do them with greater imagination. People come to auctions hoping to find something, some with greater aspirations than others, but all have a reason.

We owe it to them -- and to ourselves and the auction industry -- to design each and every auction and each and every aspect of that auction as if it is the only one a person might attend in their life. It is important to pour the power of our knowledge, and passion, and capabilities into every auction and into every minute of the auction no matter how long or short.

We are only truly successful when the people attending our auctions are excited to have attended.

A common dictionary definition of success is "the achievement of something planned or attempted." You succeed if you accomplish your goal. But how lofty is your goal? For some, it may be just to get through the auction without problems and to achieve a small profit for the Auctioneer. For others, it may be to provide an extremely high level of level of personal satisfaction for attendees and a high level of profit for the seller and Auctioneer. Take a look at your goals.

Our ultimate definition of success has to expand beyond auction attendee satisfaction and the bottom line, although they both are critical indicators to guide our efforts. We are only truly successful when the people attending our auctions are excited to have attended and maybe, although their first time, will come again. Our efforts are worthwhile if their subsequent efforts are more meaningful. Making that happen, auction after auction, time and time again, needs to be in the soul of every Auctioneer. All the rest is just window dressing.



JACK CHRISTY, OF INDIANAPOLIS, IN. IS A SECOND GENERATION AUCTIONEER AND AN INSTRUCTOR FOR REPPERT SCHOOL OF AUCTIONEERING WHO IS HIGHLY INVOLVED IN COMMUNITY SERVICE AND CHARITY EVENTS.

Win a designation! The Education Advancement Award Contest

For the past couple of years, the Education Institute has sponsored the Auctioneer Makeover Contest. This year we are awarding two (2) winners each for the six designations in place of the Makeover Contest. Winners will receive full tuition for each designation, except CAI which is limited to year one.

You may enter as often as you would like, however, we are limiting winners to one designation. A separate entry form is required for each designation. The entry form is located in this month's issue of *Auctioneer*. Please feel free to make as many copies as you need. If you need further information, please contact the Education office at: 888-541-8084, extensions 19, 23, or 28.

CAI starts its third decade

Over 30 years ago, a group of Indiana Auctioneers got together to discuss the idea of creating a new educational experience. They wanted these courses to be of a higher quality level. The location of these classes was to be Indiana University.

Now, 31 years later, Indiana University stands ready to welcome the newest class of Certified Auctioneers Institute candidates this March. As chairman of the CAI committee and an Education Institute Trustee, I follow a select group of individuals who have endeavored to make CAI the premier auction education event.

Last year we celebrated the 30th anniversary of CAI. Auctioneers from all over the United States returned to Bloomington to renew old friendships, to share stories, and once again walk the hallowed halls of the Indiana University Memorial Union. We all heard stories about lessons learned, friendships and partnerships that were established and techniques learned from the "masters." Many of those individuals stayed to audit some of the newer courses.

To honor those men and women, 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.

During the year, many meetings and conference calls are conducted to construct an even better curriculum for the next year. As chairman, I am proud to say that the committee always has the education of the Auctioneer student as the first priority.

This year's curriculum is the strongest yet. New instructors have been added as well as retaining those who continue to receive high ratings from the students. A new CAI Policies and Procedures manual is now in place to make sure that the tradition of CAI continues on the right track.

CAI is more than attending three weeks of classes over a three year period. It is a personal life changing experience. You have the opportunity to make many new friends and connections, to learn more about how to be a successful Auctioneer, to become a better person, and connect with over a thousand other CAIs.

To those of you already holding the CAI designation, we invite you to come back to Indiana University and audit any or all current classes. This is a benefit you have earned through obtaining the designation. You will also have a golden opportunity to meet the

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Jane Campbell Chambliss becomes chairman of Education Institute

Appraiser and Auctioneer Jane Campbell Chambliss, CAI, AARE, GPPA, CES, of Annapolis, MD, has become chairman of the NAA Education Institute Trustees. She succeeds Mark L. Manley, CAI, AARE, GPPA, CES, who stepped down due to other obligations. Chambliss will serve until this July, when her current term ends, and could then be re-elected by the trustees.



**Campbell
Chambliss**

"My goal for the Education Institute is to continue elevating the education programs to the highest standards possible for Auctioneers and appraisers," she said.

Chambliss has been a member of the EI Trustees for seven years and is chairman of the Graduate Personal Property Appraiser program committee. She is past president of the Auctioneers Association of Maryland, Inc. and is a frequent seminar presenter, for both NAA, and at businesses and associations that are interested in the auction method of marketing.

Jane Campbell-Chambliss is a partner in the firm Robert H. Campbell & Associates, LLC. She and her brother assumed the reins of the business after their father Robert H. Campbell retired. The company is a family owned and operated auction and appraisal business since 1946. Robert H. Campbell & Associates, LLC have two offices: one in Annapolis and the other in Chestertown, MD, conducting both real estate and personal property auctions.

Education classes held in Las Vegas, NV

The Education Institute recently held AARE classes and GPPA classes in Las Vegas, NE, in December. Photos of the classes are on this page and the next page. Students learned from veteran Auctioneer presenters and spent time working on projects in student groups.

An Auctioneer with the Accredited Auctioneer Real Estate designation has gone the "extra mile" to ensure they offer the highest level of professionalism and the most up-to-date information when it comes to selling properties. Auctioneers and individuals with Graduate Personal Property Appraiser designation behind their names have a greater knowledge of the ins and outs of personal property appraisal.

For more information on these and other education classes, visit www.auctioneers.org or call NAA's education department at 888-541-8084, ext. 28.



**An AARE
300 work
group.**



GPPA class talks during break.

continued



Jere Daye III, Mike Fine teach AARE 300.



AARE student presentation.



Manson Slik teaches AARE 100.



Marla Bass with Jerry Daye.

Another AARE student presentation.



Rick Musick teaches AARE 300.



Another AARE 300 work group.



David Hart teaches AARE 200.



Terry Dunning teaches GPPA 101.

NAA Education Institute Trustee candidate requirements

NAA members and designation-holders who wish to be considered for a position of trustee of the NAA Education Institute beginning in 2007, must submit information declaring their interest by April 1, 2007.

Two (2) new trustees will join the Education Institute as of the 2007 Conference in San Diego, CA. Terms are for four (4) years, and trustees are expected to take a very active role in the planning and implementation of all education efforts of the NAA. The trustees lead and direct all educational activities of the NAA, from designation programs such as CAI, AARE, CES and GPPA, to certification programs, seminars and educational offerings at the NAA Conference & Show.

Trustees must meet the following requirements:

- Have an NAA designation (CAI, GPPA, CES or AARE)
- Be an active-member of NAA for no less than five years
- Submit a letter confirming a commitment to serve

Trustee candidates should be aware that:

- Recommendations of appointment are made by the current trustees and the NAA president-elect, and only two (2) will be appointed
- Terms are four (4) years
- Trustees may not serve two consecutive terms and may not serve concurrently on the NAA board, other than the NAA vice president and the chair of the trustees
- Leadership positions of chair and vice-chair are elected by the trustees

Candidates must submit ALL of the following by April 1, 2007:

1. A signed letter of intent to seek a trustee position.
2. A brief response (about 75 words) for each of seven questions listed at right.
3. A color photograph of yourself.
4. The following profile information:
 - Marital status, as well as children's names / ages
 - Number of years in the profession
 - Number of years as an NAA member
 - Previous work history
 - Community activities
 - Hobbies/special interests
 - Member of which state associations
 - Number of auctions you conduct annually
 - Your auction specialty

Candidate profiles will be reviewed by the Education Institute Trustees, and a final list of proposed candidates will be submitted to the NAA board of directors for their consideration and final appointment. The profile is intended to help trustees and board members learn the candidates' goals and views.

Please answer the following questions

1. Why do you wish to serve on the NAA Education Institute Trustees?
2. What specific talents and skills would you bring to the Education Institute?
3. Should you be appointed, what would you like to accomplish during your term with the trustees?
4. What is your vision for Auctioneer education?
5. How has advanced education impacted your success in the auction industry?
6. What other changes do you foresee in the profession in the next 5 to 10 years, and how can the Education Institute make sure that the NAA is positioned to address those changes?
7. In your opinion, how can auction education through the NAA enhance the image of the individual Auctioneer and the auction method of marketing?

Please remember that we need all information by April 1, 2007.

Please send the requested information to:

**National Auctioneers Association
Attn: Dr. Harlan Rimmerman
Director of Education
8880 Ballentine
Overland Park, KS 66214**



News for appraisers

New tax law's appraisal provisions most important federal legislation since Title XI of FIRREA

(Reprinted with permission from *ASA Professional*, Fall 2006 issue, the quarterly magazine of the American Society of Appraisers.)

On August 17, the President signed the Pension Protection Act of 2006 into law (Public Law 109-280). That law contains a series of provisions that make far-reaching changes in the qualifications necessary to perform tax-related appraisals and in the valuation standards relied on to determine the fair market value of tangible and intangible property for tax purposes. The new law also demands greater accountability from individuals performing valuations used in the preparation of tax returns, including tighter accuracy tolerances and tougher penalties against appraisers and taxpayers for "substantial" and "gross" valuation misstatements.

The changes in tax-related appraisal practice mandated by the Pension Act became effective when the new law was signed on August 17 and govern valuations performed by all of ASA's appraiser disciplines—business valuation, real property and personal property, including fine arts, machinery and technical specialties and gems and jewelry.

A detailed analysis of the new law's likely impact on ASA's members is available through a link in the Announcements box of the ASA Web site. But, essentially, it requires the following changes in tax-related appraisal practice.

(1) More Rigorous Qualification Requirements for Individuals Performing Appraisals of Non-Cash Property for Charitable Contributions and for Certain Other Tax Purposes: Through a redefinition of the term qualified appraiser, the new law raises the bar significantly on the valuation qualifications individuals must possess to be eligible to perform appraisals of tangible and intangible property in connection with non-cash charitable contributions and for a number of other important tax purposes. Objective indicators of valuation competency, such as an ASA designation, now are required. Previously, individuals were regarded as qualified if they held themselves out to the public as appraisers or performed appraisals on a regular basis.

(2) Adherence to Generally Accepted Appraisal Standards for Non-Cash Charitable Contributions and for Certain Other Tax Purposes: Through a redefinition of the term qualified appraisal, the new law requires that generally accepted valuation standards must be followed in determining fair market

values of tangible and intangible property in connection with non-cash charitable contributions and for a number of other important tax purposes. Previously, an appraisal was considered qualified so long as it included a description of the "method of valuation used to determine fair market value." No specific approaches to determining value were ruled in or out.

(3) Greater Valuation Accuracy and Increased Accountability For All Individuals Performing All Tax-Related Valuations:

The new law imposes greater accountability on any individual performing tax-related valuations, including (i) tighter tolerances giving rise to valuation misstatements; (ii) increased penalties on valuers and taxpayers for such misstatements; and (iii) the imposition on appraisers of the same standards of practice before the IRS that now are imposed on tax practitioners (through repeal of the Section 6701 "aiding and abetting" precondition for suspension or debarment of appraisers by Treasury's Office of Professional Responsibility).

(4) Miscellaneous Changes to the Performance of Tax-Related Appraisals: The new law (i) specifies the date(s) on which fractional interests in contributions and gifts of tangible personal property are to be valued for income, estate and gift tax purposes; (ii) eliminates tax deductions for most charitable contributions of household items and clothing, but permits deductions when the claimed value of a single item is above \$500 as established by a qualified appraisal filed with the tax return; and excludes art, antiques, jewelry, gems and collections from the definition of household items; and (iii) changes the factors for determining the fair market value of façade easements.

ASA Must Involve Itself in the Treasury/IRS Implementation Process

The new valuation requirements will be implemented over the coming months by the Treasury Department and IRS through the issuance of proposed changes to regulations, publications, instructions and tax forms. In some respects, the Treasury/IRS implementation process is more important than the legislation itself. This is because that process will translate the somewhat general legislative language into the specifics of

how the new valuation requirements will be administered and enforced on a real-world, day-to-day basis. For example, the implementation process will establish whether the new definition of qualified appraiser applies only to the appraisal of non-cash charitable contributions or whether it will be required for many other tax purposes. The implementation process will determine whether or not adherence to generally accepted appraisal standards required under the new definition of qualified appraisal means USPAP or something else. Finally, that process will establish the meaning of the terms best practices and due diligence, which appraisers must follow to avoid suspension or debarment from practice before the IRS by Treasury's Office of Professional Responsibility.

ASA's ability to influence the outcome of Treasury's and IRS's implementation process will depend to a large extent on the willingness of the membership to review those proposals and communicate their opinions to the chairs of their discipline committees, who in turn will provide them to ASA's Government Relations Committee for presentation to the government. Tax practitioner organizations, whose non-appraiser members sometimes provide valuation services to their clients, and valuation consulting companies whose employees do not hold professional appraiser credentials, may well seek to influence the implementation process in a way that waters down the new law's more rigorous appraisal mandates. ASA must be present to insist otherwise.

New Law Most Important Since Enactment of FIRREA

The appraisal reform provisions of the Pension Protection Act demonstrate congressional recognition—for the first time—of the importance of professional appraisal practitioners to the fair and efficient functioning of a tax system that often requires valuations as a component of determining tax liability.

More significantly, the new provisions almost certainly constitute the single most important piece of federal legislation impacting the appraisal community since enactment of Title XI of FIRREA—the 1989 law that established the state licensing system for real estate appraisers in most federally related transactions. Indeed, for ASA's business appraisers and for its personal property members, the new law is far more important than FIRREA because that 16-year-old law applies only to the real estate appraiser discipline.

Now, specific benchmarks relating to appraiser qualifications, appraisal standards and valuator accountability are mandated by statute for all the appraiser disciplines providing valuations for federal (and state) tax purposes. Importantly, once these benchmarks are finalized through the Treasury/IRS implementation process, they almost certainly will be adopted or copied by other federal agencies whose responsibilities include ensuring the reliability of valuations performed in the private sector, but whose own valuation requirements currently apply only to real estate appraisers or which otherwise lack specificity.

For example, the safety and soundness of collateralized bank loans overseen by the federal bank regulatory agencies often are dependent, at least in part, on the competency of business or personal property appraisals. But, those agencies have few, if any, requirements involving the competency of the individuals performing those appraisals or the standards they use to make fair market value determinations. Two of the major banking agencies—the Office of Comptroller of the Currency and the Office of Thrift Supervision—are units of the Treasury Department. There is a very real possibility that the appraiser/appraisal requirements adopted by Treasury for tax-related valuations pursuant to the Pension Protection Act will eventually be extended to the bank regulatory units of the Treasury Department that also are responsible for ensuring the integrity of appraisals in the context of our banking system. Similarly, the Securities and Exchange Commission (SEC), which has responsibility for overseeing the accuracy and completeness of the financial statements and reports of public companies (including the value of company tangible and intangible assets), may well adopt the Treasury/IRS appraisal requirements for their own regulatory purposes.

This column is written by ASA Government Relations Consultant Peter S. Barash. If you have any questions or comments, please contact him directly at (202) 466-2221; e-mail peter@barashassociates.com.

WILLIE RUNS AGAIN

"Every morning in Africa, a Gazelle wakes up. It knows it must run faster than the fastest Lion or it will be killed.

Every morning a Lion wakes up. It knows it must outrun the slowest Gazelle or it will starve to death.

It doesn't matter whether you are a Lion or a Gazelle when the sun comes up, you'd better be running."



**I would appreciate your vote for
Willie Johnson – NAA Director 2007**



SARA SCHOENLE IS THE
NATIONAL AUCTIONEERS
FOUNDATION ADMINISTRATOR

Foundation study tour to New Zealand and Australia a great success

Twenty-eight people participated in the 21-day study tour to New Zealand and Australia in October and November of 2006 hosted by the National Auctioneers Foundation. The study tour enabled participants to meet Auctioneers and see auctions conducted in these countries.

The NAF Study Tour group left on their journey to New Zealand and Australia from Los Angeles, CA on Thursday, October 19th. Following are the highlights from the tour:

1. The group arrived in Auckland, New Zealand on Saturday, October 21, where we were met by our New Zealand representative and taken to our hotel to check-in and rest for the remainder of the afternoon. The day ended with a group dinner at our hotel.

2. On Sunday, October 22 the group visited Mt. Eden, the oldest extinct volcano in Auckland. From there, the group visited the Auckland Museum to receive an overview of the cultural and spiritual touchstone for this beautiful land's many races, one being the Maori people. Pictured below are Hellen and Rocky Driggers who experienced Maori culture by joining Manaia in a lively performance of song, dance and stories at the museum.



Pictured here is: Hellen and Rocky Driggers with some of the Maori dancers.

3. From there, the group visited the Underwater World of renowned diver Kelly Tarlton. Underwater World is one of the largest complexes of its type in the world. The attraction is accessed by moving walkways through an underwater acrylic tunnel, giving the opportunity to view a kaleidoscope of more than 1,500 multi-colored fish. Stingrays and sharks are a feature of the display as they glide by.

4. On Monday, October 23 our group had a free day to explore wine vineyards, see the countryside, take a ferry ride to see some of the many islands, shop or do other activities. In the afternoon, the group met with several members of the New Zealand

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State groups asked to “Invest In our Future”



DAVID HANNEMAN IS THE NATIONAL
AUCTIONEERS FOUNDATION
DEVELOPMENT DIRECTOR

Dear Friends:

In October 2006, the NAA hosted a meeting for the state association directors in Kansas City. One of the topics discussed was “Investing in our Future.” Mike Jones, CAI, GPPA, who is serving as state director for the National Initiative, unveiled a plan to challenge each state association to pledge its support to the program. As you may know, this special project will culminate at the 2007 International Auctioneers Conference and Show with a celebration of our success.

Unlike other requests for funds, “Investing in our Future,” offers specific and tangible returns to the state association members. Each supporting state may receive three specific deliverables:

1. State based research which provides critical data and insight into each state’s individual situation.
2. Support will be used to fund a national public relations effort designed to promote the value of buying and selling through auctions.
3. The virtual museum will be created which has the ability to present each state’s history for all to view.

In the coming months, NAA and NAF leaders will be challenging state boards to pledge their support. Our challenge goal is to raise \$500,000 over the next five years from state participation. Each state’s situation is unique, which is why we are asking each leadership team to look at their potential and commit accordingly.

It is important to note that philanthropic pledges are not rigid, such as bank notes; rather, they are simply a statement of your state’s intention to provide financial support over an agreed period of time. Some states may take a little longer to fulfill their pledge or give more over a longer timeframe; others may pay their full pledge quickly.

For a few states that have the resources to make an outright gift, it will be easy to support the program and receive the benefits of participation. Some that have existing revenue generating events can simply redirect a portion of the proceeds for the desired timeframe. Those states that do not have an existing source of revenue can create one by organizing a benefit auction or another type of fundraising program.

“Investing in our Future” is truly a unique opportunity

because there are benefits beyond the pledge program. Organizing a new state activity can invigorate the membership, provide opportunities for new or younger members to distinguish themselves at the state and national levels, and finally, once pledges are fulfilled states will have an existing revenue stream for state programs and members services.

Foundation leaders are available to work with each committed state to design a feasible program to aid them in fulfilling the pledge and achieving their desired outcomes.

Each state that makes a commitment to “Investing in our Future” will receive two forms of recognition. First, beginning in March we will highlight supportive states in the NAA magazine. Secondly, each state that pledges support

will be showcased in a special ceremony at the 2007 Conference and Show.

So, as you can see, this is not just about raising money -- it is about leadership. It is our hope that through this program states will benefit as well as the Foundation. If you are a state board member and are asked to adopt the challenge, think about the benefits that come with this worthwhile request. If your state would like a member of the leadership team to share additional information, please contact me at the Foundation.

On behalf of NAF leadership, thank you for your continuing support for the National Auctioneers Foundation.

Sincerely,
David Hanneman
Development Director, NAF

*Each state that makes
a commitment to
“Investing in our
Future” will receive two
forms of recognition.*

www.auctioneersfoundation.org



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

Maximizing your resources: NAA services save you time

We're fresh into the New Year and in tradition many of us have made a few New Year's resolutions. These resolutions might entail something along the lines of improving your companies 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 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.

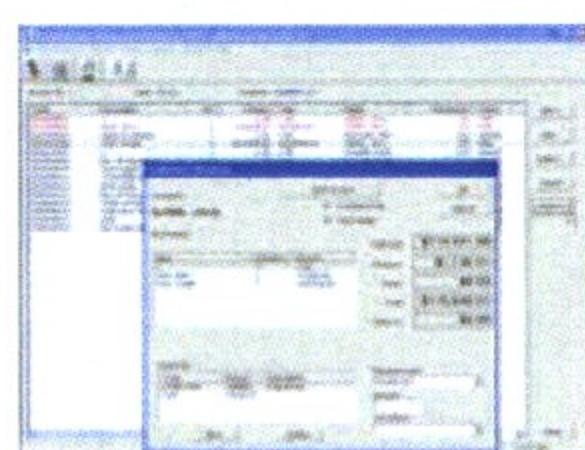


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SOLD II®

Auctioneer of the Month

**Jim & Jan Seeck
Carnival Glass Specialists**



When Jim Seeck became an auctioneer in 1982, the first item he sold was a piece of carnival glass. "I didn't know much about it and talked with the buyer who shared a great deal of insight with me." That began a life interest in these collectibles, and soon Jim and Jan became collectors themselves. Jim admits that their

expertise has been hard-earned, "We've learned from our mistakes and paid for them as well."

Today Jim and Jan are well known experts in carnival glass and have developed a very solid national clientele for these Auctions. Perhaps of even greater importance, they are known for their honesty and integrity in dealing with all buyers and sellers.

One of the reasons that Seeck Auctions became SOLD II auctioneers in 1997 was the speed of clerking and the integration of the absentee bid module. Jan noted that "In a 300 lot sale, we will commonly have 900-1200 absentee bids. SOLD II makes this really easy to manage."

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PUBLIC RELATIONS

Protecting your right to auction government surplus personal property is top priority

In November 2006, the U. S. Federal Register published proposed rule 41 CFR Part 102-35, which set forth goals for the disposal and sale of federal surplus personal property. How does this rule change affect you and your business? If your business contracts with federal agencies to auction surplus personal property, then listen up! In 2007, you might be prohibited from doing this.

Here is an overview of the new program and a plan of action the NAA has developed to respond to this issue.

Overview

The proposed rule is derived from President Bush's Federal Asset Sales e-government initiative, which strives to improve and optimize the way federal government re-uses and disposes of its assets by using a central clearinghouse for federal agencies to sell surplus personal property.

The General Services Administration (GSA) (the agency that oversees this new program) has already begun to implement this new initiative in phases. The first phase began in Sept. 2005 with the changing of the U.S. Government's Official Web Portal, www.FirstGov.gov, "Government Sales and Auctions" section of their website.

Phase two began in Sept. 2006 when the GSA launched a new website, www.GovSales.gov as the central location for listing all government personal property for sale. Federal agencies would post their surplus personal property on this website.

Phase three is intended to begin sometime in 2007 (after the final rule is published). This phase will have a significant impact on your auction business if you auction federal surplus personal property. Phase three will require all federal agencies to use a GSA designated Sales Center to sell their surplus personal property. This means Auctioneers will no longer be able to do business with, and sell, any federal agency's surplus personal property.

Plan of Action

After the initial proposed rule was published in the Federal Register, the NAA immediately issued an action alert to all members seeking your participation in submitting comments to the Federal Register. Additionally, NAA submitted formal comments in opposition to this new program. Our comments will be important in helping the GSA understand how this new program will hurt our industry.

NAA also sent letters to Members of Congress whom we have a relationship with

**"The only limit to
our realization of
tomorrow will be
our doubts of
today."**

**-Franklin D.
Roosevelt**

seeking their input and help on the matter.

Several NAA members responded to our action alert and submitted comments. For example, Massachusetts Auctioneers Association (MAA) President, Stephen Paulin of Worcester, MA, wrote, "I believe the federal government, which serves the public, should utilize the services of the public and independent businesses to facilitate any federal operation whenever possible. I do not believe that independent business should ever be restricted from contracting with any federal agency at any time."

From Liquidity Services, located in Washington, D.C., Chairman and CEO William Angrick, submitted the comment, "There should be no restriction on any agency's use of commercial solutions in the sale of surplus government personal property."

Next Steps

The NAA anticipates a final rule will be published in the Federal Register during the early spring. This will be a crucial point in whether we are able to change this program so that it does not prohibit Auctioneers from selling federal surplus personal property. We will need your help in working on this issue. It is imperative that you look for and respond to action alerts we send out. Please make sure you can receive e-mail blasts from the NAA.

The more people that respond, the better chance we have in creating change. By joining together, we can make a difference.

To stay up-to-date on this issue and to learn more, visit NAA's Auction Action Center located in the Government Relations section. Log into NAA's Members Only section and select "Government Relations" from the left column. Once in the Government Relations section, select "Auction Action Center" from the top toolbar.



Elect Monte Lowderman NAA Director in July 2007



I have a deep passion for and belief in the auction method of marketing.

This passion is exceeded only by my commitment to family.

It would be an honor to serve

YOU!

- Wife, Carrie, and son, Rhett.
- 25 years of service to the auction industry.
- Co-owner/Partner in family auction business.
- BS degree from Western IL University in 1990.
- Graduate of MO Auction School at the age of 18.
- Life member of the NAA.
- Certified Auctioneers Institute candidate.
- Member of NAA Fun Auction Committee - 3 years.
- Member of NAA Long Range Planning Committee.
- IL State Auctioneers Assoc. Board Member.
- 2006 IAC Finalist.
- Church Elder.
- Past VP National Jr. Polled Hereford Board.
- 4-H Club Congress distinction.
- National qualifier 4-H public speaking & demo. contest.
- FFA State Farmer degree.
- Member of Masonic Lodge.
- Proudly supported by the IL State Auctioneers Assoc.

"...watch your character, it's your destiny." - Monte Lowderman



CARRIE STRICKER IS
NAA'S DIRECTOR OF
CONFERENCE AND
SHOW

Conference and Show registration opened February 1

Sign up now for the NAA's 58th International Auctioneers Conference and Show, to be held July 16-21 in San Diego, CA. You'll find innovative, informative and engaging education sessions and networking events suitable for all levels of auction professionals.

The official Conference and Show brochure is included with this issue of *Auctioneer*. The new design of the brochure offers ease in selecting the events you want to attend. The Forms Booklet in the center of the brochure provides everything you need to register for the show, make travel and housing arrangements, donate auction items, participate in contests, and sign up for special activities and tours.

New events to take note of in the brochure include the Benefit Auction Specialist (BAS) designation course (page 6), the Professional Ringmen's Institute Training (page 7), First-Timers and Mentors Breakfast (page 14), the International Junior Auctioneer Championship (page 15), International Ringman Championship and the NAF Benefit Auction (page 17), and lunches served on the trade show floor (page 27).

In addition to the Full, Super Saver 1, and Super Saver 2 Packages, NAA is offering the new Conference and Show on a Shoestring Budget package. Details on the new package can be found on page 34 of the brochure. Sign up on Registration Form A for the package that best suits your needs.

There are two easy ways to register for the Conference and Show:

1--Fax your completed registration forms* with credit card payment information to 913-894-5281.

2--Mail completed registration forms* with check, money order, or credit card information to: NAA Registration, PO Box 413186, Kansas City, MO, 64179-9877.

**Remember that all travel and housing reservations must be made through NAA Travel. You can contact them directly at 877-363-9378.*

NAA is happy to help you with all of your registration questions. Call us toll free at 888-541-8084, ext 34. We look forward to seeing you in San Diego!

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FOR JULY 2007, AT SAN DIEGO, CALIFORNIA



B. MARK ROGERS
CAI, AARE

- ◆ Licensed Auctioneer in 1983
- ◆ NAA Life Member
- ◆ Holds the AARE and CAI Designations
- ◆ Holds the CCIM and GRI Designations
- ◆ Chairman of the NAA Real Estate Council in 1991-1992
- ◆ Served on the NAA Election Committee
- ◆ Served on the NAA Governmental Affairs Committee
- ◆ Served on the NAA Technology Committee
- ◆ Served on NAA Board of Directors
- ◆ Served on NAA Long Range Planning Committee
- ◆ Served on NAA Auction Extravaganza Committee
- ◆ Served on NAA Finance Committee
- ◆ Active member of First Baptist Church where he serves as a Sunday School teacher and served as past church moderator and deacon
- ◆ Gulf Coast Recovery Volunteer
- ◆ Young Life of Surry County
- ◆ Mount Airy Rotary Club - Paul Harris Fellow
- ◆ Habitat for Humanity
- ◆ Shepherd's House
- ◆ Mount Airy Chamber of Commerce
- ◆ Surry Arts Council
- ◆ President of North Surry High School Foundation
- ◆ Ducks Unlimited
- ◆ Conducts fund raising auctions in the community

I WOULD APPRECIATE THE OPPORTUNITY TO SERVE YOU

Turning business dreams into realities

When you think you have a good idea for a new business, how do you determine whether to proceed?

I had a desire to start a new business and waited five years to pursue an idea I had, but I finally did it, with success. You do not have to wait that long. I would like to share the following principles with you to turn your dreams into realities.

First, consider where your business idea came from. My idea was born out of the pain of diverticulitis, a digestive disorder. For five years I was taking prescription drugs, over the counter medicine, even bought a vegetable juicer to drink potato juice, thinking that would cure it, but nothing worked. The next step for me was surgery.

One Saturday morning I was doubled over in pain and I began praying for anything to help. Suddenly, an English nurse I had met came to mind. She believed in holistic medicine. She sent me to the store to bring her several herbs and other ingredients. She then gave me two ounces of a warm liquid mixture to drink, and the pain amazingly left. After only a few minutes I felt marvelous.

Secondly, test your idea. I tested my formula with others who suffered from similar problems. Friends began to tell others, and over the last five years hundreds have tried my formula for their own digestive disorders with similar results. I received so many requests, I decided to begin commercial production and distribution in the hope that others could benefit as I have.

Third, tackle your new business with a prepared plan for success. To avoid as many trials and errors as possible, let me help you identify some obstacles and opportunities.

Conduct a market analysis to find your competition. Is the market saturated or is there a need and place for others? (I found many other products, but none specifically for diverticulitis.)

Have a basic business plan. What will it cost to start your business? (Our first expense was to make an infomercial and air it where the largest concentration of people over 60 lived). What are your ongoing expenses needed for each month? Telephone, rent, Internet site set-up, advertising, insurance and others.

Profit and Loss forecast. When will you get a return on your start up cost? Don't forget all of your licenses, city, state and organizations. These are also costs.

Incorporate. Decide which corporate status suits your purpose best: Sole Proprietorship, S or C Corporation, or an LLC. All of these can be applied for online.

Choose a business name. The name you select should be unique to the product or service you are offering. In an effort to be original, I pondered over more than a dozen before making my final decision.

Register the name. The letters "tm" you see on a product mean it has been registered with the United States Patent & Trademark Office (USPTO).

Open a bank account. You will need to have a Federal Identification Number. This number is necessary in order to open a merchant account with your bank, for internet customers who use credit cards. The phone number for the IRS is (800) 829-4933. Call them for further guidance.

Solicit customers. Develop an effective marketing campaign; determine a budget; establish a time line; use local media ads; design a web site; print a brochure.

Be cautious in engaging the assistance of outside professionals unless you have researched their background.

Track things. Record, write down, lists, every phone call and inquiry you receive from your efforts to help improve any future marketing plan.

Trust God! Now through all these steps I have always trusted God. He has been at the helm of my product. After all of the above I have started producing my "Tummy Tonic."

Good luck in whatever you "think tank" may produce. Go for it and don't look back!



BARBARA FISHER IS VICE PRESIDENT OF THE AUXILIARY. SHE AND HER HUSBAND, BENNY FISHER, LIVE IN POMPAÑO BEACH, FL.

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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.

Use of trademarks (brand names)

A Pennsylvania newspaper recently sent a fax to an Auctioneer saying that advertisers (such as Auctioneers) cannot use brand names such as Black & Decker or Lazy Boy due to not having permission from those companies to advertise those brand names. Is this correct? Here is what the fax said:

"Courts make no distinction between businesses, auctioneers and individuals selling single items. If this is a commercial transaction of any kind, we should not be running brand names unless the advertiser has permission from the owner of the brand to use the name/likeness/etc in advertising....If a business, auctioneer, or individual is receiving compensation for the sale of that item, then the brand name cannot be used without permission. Our department policy will be to make our advertisers aware of this sticky legal ground, but we will not alter their advertising ourselves. It is their decision to comply with the regulations but we will discourage any misuse of brand names. Private party used car advertising is given an exception because the brand name is also a defining description of a product that would be difficult to describe without using the name."

Sandy Brittingham and Jay E. Ziegler, CAI, AARE
Pennsylvania Auctioneers Association

Answer: I have not seen the advertisement referenced in your letter and do not know how the trademarks or brand names were used. So, I cannot comment on the specific advertisement referenced in your letter. I can, however, give you some general information about trademarks and their use.

Trademarks are "protected words, names, symbols, sounds, or colors that distinguish goods and services from those manufactured or sold by others and to indicate the source of the goods." Trademarks are associated with the goodwill for a product and are commonly used to identify the product and bring people into the store.

Generally, the sellers of genuine goods do not need a trademark owner's permission to use the trademark to sell the goods. Sellers (including Wal-Mart, Target, individuals, and Auctioneers) have always been able to use the trademark of a good to sell the genuine article. So long as the advertising is not false and the goods are genuine, the trademark can be used to identify the goods without permission from the original trademark owner.

For example, if a NAA Auctioneer wants to sell a used Whirlpool washer and dryer, he or she can advertise and identify the lot as a used Whirlpool washer and dryer without permission from Whirlpool. Otherwise, how would I be able to distinguish my washer and dryer from other washers and dryers, such as GE? In addition, an Auctioneer can advertise a repaired Whirlpool washer and dryer as a "repaired" or "reconditioned" Whirlpool washer and dryer.

Non-genuine items include such things as counterfeit goods and remakes. If you replaced a Buick body with a Ford body, the resulting vehicle is not a genuine Ford

(but this vehicle could be advertised as a Ford body with a Buick chassis and engine).

Auctioneers need to develop some business sense and know what is being sold. Counterfeits such as new fake Gucci purses or T-shirts bearing unauthorized marks could get an Auctioneer into trouble. One step Auctioneers can take to protect themselves is to insist on the seller producing papers verifying the authenticity of an item (at least for new products or expensive products where such papers should be available).

Auctioneers should generally advertise items that they plan to sell at a future auction. If an Auctioneer sells a Whirlpool washer and dryer, he or she should not hold himself or herself out as a Whirlpool seller or dealer. The fact that an

Auctioneer sold one of their products does not give him or her the right to continually use the trademark. The Auctioneer should not continue to use the Whirlpool trademark, unless he or she has another Whirlpool item to sell. As an alternative to listing items that are to be sold at an auction, the Auctioneer can run a simple advertisement stating that he or she sells used appliances.

In other words, an Auctioneer can advertise the name of verifiable products. For example, an estate sale can be advertised as having Wedgwood China (verifiable by the mark on the dishes), Lladro figurines, Whirlpool washer and dryer, and other products – as long as he or she actually has these items for sale.

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Most firms not weighing all options:

Picking the best competitive bidding methods for your auction



Most Auctioneers today, when planning an auction, are not effectively weighing all the competitive bidding forms to choose the best ones to use at that particular auction, experts say.

And it's little wonder. In years past, most auctions were usually limited to being an onsite event with some phone bidders and advance bids accepted.

But today, to properly fulfill your responsibility to your seller to maximize revenues, you have to consider many more bidding forms. And, the type of sale items often determine the bidding method you should choose. Should your auction be onsite with live online bidding? Should you pull out specific items and offer them in a static online format like eBay to bring top dollar over a longer period? Should you conduct a sealed bid auction or an online-only auction?

And perhaps the bottom line question really is "Are you knowledgeable enough to do this evaluation, or willing to educate yourself about this?"

Yes, being a modern Auctioneer is more complicated than it ever has been.

"We definitely should be providing all available services to our clients," says NAA President Bill Sheridan, CAI, GPPA, AARE. "It is our fiduciary responsibility to capture all the value we can. We must look into all the opportunities."

In April, 2006 NAA announced in a cover story in this magazine that the association had a new, wider mission: to become the umbrella organization for the "competitive bidding method of marketing," including: live, Internet and sealed bid auctions.

"NAA will strive to provide information, education and programs to serve all these type of competitive bidding," the story said. In fact, NAA's new mission statement is "To promote, increase and build the trustworthiness of the competitive bidding method of marketing, including: live, Internet and sealed bid auctions, and enhance the professionalism of its practitioners."

This story is intended to further that effort and spur your desire to consider all options.

"We definitely should be providing all available services to our clients," says NAA President Bill Sheridan, CAI, GPPA, AARE. "It is our fiduciary responsibility to capture all the value we can. We must look into all the opportunities."

Veteran Auto Auctioneer Paul C. Behr, CAI, of Denver, CO agrees it is good for Auctioneers to widen their view of successful bidding formats.

"I just conducted a very successful auto auction where in a Denver blizzard we had seven bidders in the lane and 125 bidders on line," he said. "The Internet was very effective for us. It is good for all of us to learn how to use it. The sealed bid method is still quite controversial. Some people see it as not helping the auction method, and I agree with that."

Behr, who owns World Wide School of Auctioneering in Mason City, IA, said instructors at the school are increasingly stressing to students to learn the advantages of all competitive bidding methods, thus the strong emphasis on technology at the school.

Auctioneer Rob Doyle, CAI, who auctions personal property, antiques and real estate, says the progressive Auctioneers are already building their businesses into a "one stop liquidation solution" for clients.

"Clients are already expecting us to put their property in the best venue where they will get the highest price, and for each piece that may not always be the local auction. That may be on eBay for some pieces that need a wider audience," he said.

Clients don't want to have to research values themselves. They want the Auctioneer to know the best place to sell the item.

Where to learn and protect yourself

So, how do you learn to evaluate when live, Internet, sealed bid (and mixtures of all three) are best choices for your auction?

This should be an ongoing process from several sources, experts say. One story, like this one, cannot cover it all adequately, especially because each auction is slightly different (but some guidelines are discussed further below).

Here are a few of the best sources to learn

- Talk with veteran Auctioneers who use different methods. Use them as mentors.
- Post a question about your specific auction on NAA's discussion forum and read the advice quickly posted from experts
- Contact online auction providers to ask them questions and be willing to try their services.
- Take NAA classes on this topic.

View this as a career-long, ever-building skill of judgment.

In the meantime, especially while you are learning, it is important to protect yourself legally from a claim by a seller that you did not offer their merchandise in the best bidding formats to maximize their revenue.

Auctioneer and former practicing attorney David F. Gerlach of Hartland, WI, who is also a senior appraiser in the American Society of Appraisers, recommends that Auctioneers "exercise reasonable care" (a frequent legal standard) in working for clients.

Use price reserves or contract language to protect yourself, he said.



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said.

"The way to protect ourselves is to have clients place minimums on their goods. If there's no reserve, Auctioneers should put right in the consignment contract that the seller has authorized the Auctioneer to work to the best of his ability and cannot guarantee an exact price, or words to that effect," he said.

He recommends researching closely whatever you sell. "There are all kinds of databases available, such as Farmers Hotline, Plastics Hotline, The Book (for machinery and equipment), and Iron Max," he said.

A few guidelines for online and sealed bids

Online auction service providers give some guidelines of merchandise that has global appeal, making them worth the cost and work of conducting an Internet auction: artwork from well-known artists will have global appeal; rare items of any type, and unusual or extensive collections are a few of the top suggestions.

When posting items for Internet bidders, remember that Internet bidders rely heavily on photographs and descriptions. "You must be to the point, honest and accurate. Because the Internet bidder cannot physically attend the auction, photographs and descriptions may be the most important component of your online auction," says Bruce Hoberman, president of Proxibid.

The sealed bid method of sale is being used by many Auctioneers successfully today as one more tool, often in conjunction with open outcry auctions.

A sealed bid method generally involves accepting bids on a property in a sealed envelope, with each bidder not being aware of the other bidders' amounts. When envelopes are opened and the high bid discovered, the seller can accept the high bid or choose from at least two ways to proceed: one avenue is to have an open outcry auction starting at the highest sealed bid amount, or to solicit another round of sealed bids from bidders.

Sealed bid is especially useful in select cases, including when there are only a few interested bidders. Perhaps the strongest advantage of the sealed bid method is that a highly motivated bidder sometimes submits a very high bid in an effort to be sure to win the property, Auctioneers say.

Auctioneer Jerome J. Manning, of Yarmouthport, MA, last year gave a prime example.

"I conducted a sealed bid auction on behalf of an electric utility in New England with a reserve of \$500,000 and subject to the buyer posting a bond or irrevocable letter of credit in the amount of \$3.25 million guaranteeing environmental cleanup. The value of the sealed bid method was made quite clear to me when we received

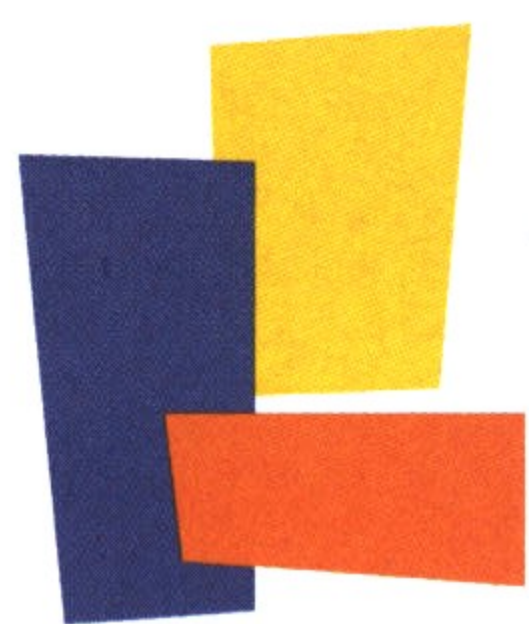
"The way to protect ourselves is to have clients place minimums on their goods. If there's no reserve, Auctioneers should put right in the consignment contract that the seller has authorized the Auctioneer to work to the best of his ability and cannot guarantee an exact price, or words to that effect,"

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five bids. After opening four submissions, we had a high bid of \$1.05 million. To our complete surprise, the last bid was in the amount of \$12.025 million. An outcry auction would not have produced this result. The utility had previously offered the property to the city for \$1.00 subject to environmental cleanup and was rejected," he said.

Auctioneer Ann F. von Forthuber, CAI, of Baltimore, gives the following advice.

"We conduct mostly real estate auctions. We have used sealed bids when (1) property is unique and does not provide access, so we prepare all the information and send it out upon request/response to advertising or (2) when seller is a very private individual and does not wish for a live auction to be called from the premises. Auctioneers must make sure the seller is serious and not playing games of just wanting to see what the advertising will produce," she said.

"We also accept 'pre-auction offers' in somewhat the same format as a sealed bid and open them just prior to the auction. They are intended for bidders who are unable to personally attend. Since our goal is to derive the highest and best price for the seller, any pre-auction offers and/or sealed bids are open and made a part of the live auction."

Used where auctions prohibited

Auctioneer Joe Soderholm, of Maple Plain, MN, said he used the sealed bid method to sell out a Volkswagen dealer that had the parts stored in a commercial Mini-Storage facility.

"Auctions were specifically prohibited according to the provisions of the lease contract on the storage facility. For this purpose, the sealed bid process worked exceedingly well. We did a mailing and marketing campaign, had the prospective bidders assemble during a specific inspection period and prepare a sealed bid for the entire inventory. It worked flawlessly and fit the time span to avoid another month's rent on the facility."

Johnny B. Mitchum, vice president of Roebuck Auctions, said "Our approach has been to use the format to pre-qualify a few bidders (say 5 or 10) for the 'outcry' auction. A footnote is used when soliciting sealed bidders which states 'seller reserves the right to accept the highest sealed bid and not have the 'outcry' auction.' The later caveat tends to induce sealed bidders to give better bids. If the seller does not accept the highest sealed bid, it is stipulated that the high bid becomes the opening bid at the outcry auction."

As you can see, the level of complexity and judgment is high in choosing which bidding methods fit with your specific auction. But, it is your job as a professional Auctioneer to grow more efficient in making these decisions.

Story by Editor Steve Baska



Announce your candidacy for office in 2007

NAA members who wish to be elected as an officer or director of the association at the 2007 International Auctioneers Conference and Show in San Diego, CA in July must announce their candidacy by March 1, 2007.

Candidates must submit ALL of the following by March 1, 2007

1. A letter of intent to seek an officer or director's position.
2. A brief response (about 75 words) for each of seven questions to be answered by all candidates. Each question (listed below) should have a 75-word answer.
3. A color photograph of yourself.
4. The following profile information: Marital status, children's names and ages, number of years in the profession, years as an NAA member, previous work history, community activities, hobbies/special interests, member of which state association(s), number of auctions you conduct annually, and your auction specialty.

A profile of each candidate, with their photograph and answers to the following seven questions, will be published in the May issue of *Auctioneer*, and will be available on the NAA web site. The profile is intended to help members learn the candidates' goals and views.

The seven questions are:

1. If elected, what would you recommend or do that would grow the NAA membership during the next three years while you serve? Be specific and results-oriented.
2. What auction and life experiences do you possess that will benefit NAA and the membership by your serving on the board?
3. What are the top five goals that NAA should include in its Long-Range Plan for the next five years? Briefly explain your answers.
4. What changes do you foresee in the profession in the next 5 to 10 years, and how can NAA be best positioned to address those changes?
5. Most members agree that changes in the industry over the past 10 years have been significant. Given that a growing number of professionals involved in the auction industry today are not traditional bid callers, should NAA offer membership to those making auction marketing their career?
6. In your opinion, how can NAA enhance the image of the individual Auctioneer and the auction method of marketing?
7. Please explain what you see as your role, if elected to the board, and how you will make a difference in NAA, versus the other candidates.

Recommended guidelines

The NAA Candidate Information and Review Committee has developed a set of recommended guidelines for potential candidates. Candidates should know that these are the recommended qualifications that candidates should possess, although these are not required. Any NAA member may run for NAA offices. Suggested qualifications are: Be an NAA member for a minimum of three years; be actively involved at the state level and possibly have held state-level office; regularly attend NAA events, including Conference and Show; have a willingness to provide time, talent and treasure during service to the board; and embrace NAA's Code of Ethics, mission and values.

Mandatory service of directors

The Candidate Information and Review Committee has developed a list of requirements for service on the NAA board of directors. Candidates should be aware that these items are mandatory for all directors. Directors must: Attend two scheduled NAA board meetings; attend NAA's annual Conference and Show; serve on a multiple of NAA committees; be knowledgeable of Roberts Rules of Order (by which meetings are conducted); attend and provide educational presentations at various state association conventions throughout the year, as requested, as the official NAA representative; actively and aggressively recruit new members for NAA; contribute editorial content and articles for NAA publications; and participate regularly on the NAA Website's discussion forums.

NAA Positions Available:

President-elect: Elected annually by vote of the membership. After serving as president-elect, this person goes on to serve one year as president and then one year as chairman of the board.

Vice president: Elected annually by a vote of the membership.

Treasurer: elected bi-annually for a two-year term by a vote of the membership..

Directors: Four are elected to three-year terms by a vote of the membership.

2007 Candidate Information and Review Committee:

Mike Jones, CAI, GPPA (chairperson)

Dennis K. Kruse, CAI (vice chairperson)

R. Bracky Rogers, CAI, CES

Larry Theurer, CAI, GPPA

Joe R. Wilson, CAI

NAA Bylaws (as they pertain to the nominating process)

(1.) Candidate Information and Review Committee. The President, subject to the approval of the Board of Directors, shall appoint a Candidate Information and Review Committee, the members of which shall serve for one (1) year or until their successors are appointed and qualified. The Candidate Information and Review Committee shall be appointed prior to March 1 of each year and will review and validate nominations for officer and director positions in the Association as follows:

(2.) Nominations from the membership for Association positions must be submitted to the Association headquarters office on or before March 1 of each year for the election at the annual meeting in July. No further nominations shall be made after this date except by the Candidate Information and Review Committee as hereafter provided.

(3.) The Candidate Information and Review Committee will interview, either in person or by telephone, each candidate between March 1 and March 15 of each year to review the responsibilities of the position and the suggested qualifications for the position. At the conclusion of the interviews, the Candidate Information and Review Committee will summarize its interviews to be published for consideration by the entire membership.

(4.) In the event that sufficient nominations are not submitted to the Candidate Information and Review Committee to fill the slate of officers and directors to be elected at the annual meeting, the Candidate Information and Review Committee shall solicit qualified candidates to fill the slate. In the event that a full slate is prepared and a candidate subsequently withdraws or is otherwise disqualified, the Candidate Information and Review Committee shall fill the slate. It shall be the specific responsibility of the Candidate Information and Review Committee to present a full slate of nominees at each annual meeting.

(5.) Election and Term of Office. The elective officers of the corporation shall be elected at the annual meeting of the membership. In order to be eligible to hold the office of President, President-elect, Vice President or Treasurer, a member must have previously served a full term on the Board of Directors. The President-elect shall succeed to the office of President if otherwise qualified and available to serve. All officers shall serve for one (1) year or until successors are elected and qualify, except that the Treasurer shall serve for two (2) years or until a successor is elected and qualifies.

(6.) Duties of Officer. The duties of the officers shall be such as their titles, by general usage, would indicate and such as may be assigned to them, respectively, by the Board of Directors from time to time, and such as are required by law.

Colorado association names Heitmann as champion

The Colorado Auctioneers Association (CAA) announced its newest bid calling champion from a field of 15 strong candidates competing at its annual winter conference held January 5-7 in Denver, CO.

Michael Heitmann of Colorado Springs was named the 2007 State Champion Auctioneer after being judged by five professionals who rated his bid-calling ability, presence, poise, and ability to answer tough interview questions. He will represent Colorado at the National Auctioneers Association (NAA) conference in San Diego in July. Heitmann was awarded a plaque and a silver belt buckle.

Heitmann was commissioned in the Marine Corp in 1984 and became a pilot. While on leave, he would return to Montana to keep his auctioneering skills sharp. He entered the Reserves in 1993. He was re-activated in 2001 after the Sept. 11th attacks and returned to duty at Peterson AFB.

An Auctioneer since he was a freshman in college, he decided to keep his skills active while stationed in Colorado Springs and began working part-time for local auction companies

including Ross Auction, Success Auctions, Ed Kovitz Auctions, Best of the West and Holt Auctions. In both 2004 and 2006 he was the first runner-up in the Championship competition, and has been a runner-up in the Montana Auctioneers Association Championships as well.

Heitmann owns his own auction company (MH Bar Enterprises) and serves as the official Auctioneer for the Denver Chapter of the Marine Corps Scholarship Foundation. He fondly recalls being a child and attending auctions with his father who was a salvage oilfield and farm equipment buyer.

Leonard Neil of Aztec, NM was named the 2007 First-time Bid Caller Champion.

The Colorado Auctioneers Association (CAA) serves to promote the auction method of marketing to all buyers and sellers through continued professionalism, education and experience. For more information about the CAA, visit www.coauctioneers.org or contact Shannon Schur, Board Member, at (866) 290-2243.



An educational seminar held at CAA Annual State Convention in Denver, CO.



Dax Gillium, right (a 2007 newly elected board member) and Lu Hayes enjoyed the events.



CAA Past President Steve Hunt, left, receives a past gavel from new President Walt Partridge.



CAA champion Michael Heitmann shows the buckle and plaque he won.



Leonard Neil was Colorado's 2007 First Timer Bid Calling Champion winner.

2006 statistics show strong growth for auction industry, real estate



Auction industry revenues grew by a strong 7.1 in 2006 compared to 2005, says a study by MORPACE International done for the National Auctioneers Association (NAA).

The 7.1 percent indicated in the 2006 year-end study translates into approximately \$257.2 billion of merchandise sold. This is exciting news for the auction industry, and should generate key media coverage.

Also leading the news is the fastest growing section, residential real estate auctions, which grew at a rate of 12.5 percent 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.

"These statistics show the auction industry has seen a progressive increase in the number of auctions and dollars generated in 2006 over previous years. Buyers and sellers are increasingly seeing the advantages the auction method brings to the sale and we are excited to be a part of this shift in public perception," said NAA President William Sheridan, CAI, AARE, GPPA.

NAA will again put together and include a 2006 year-end industry research brochure in the March issue of *Auctioneer*. Additionally, be sure to watch for a detailed story about the continued growth of the auction industry in the March issue. Below are some additional highlights from the MORPACE study for 2006:

- Charity auctions in 2006 generated \$15.6 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 \$12.8 billion.
- Auction companies collectively spent \$3.4 billion on advertising and promoting their auctions in 2006. This represents a 10.4 percent increase over 2005.

If you are interested in purchasing in bulk copies of the 2006 Auction Industry Research yearly brochure, call the NAA membership department at 913-541-8084, ext. 15.

New Online Education course added



NAA's On-Line Learning Committee recently met in Tennessee to continue adding new courses offered by NAA On-Line. A new course called "Bridging the Gap – Auctioneers Working with Real Estate Brokers" was created last month. This new course will teach Auctioneers about getting involved with the growing real estate market. The course will be ready and offered very soon.

Members of the On-Line Learning Committee who attended are, from left, Christie King Ray, CAI, AARE, of J.P. King Auction Company; Dr. Harlan Rimmerman, NAA's director of education; Rhessa Orr Deriso, executive director of Nashville Auction School; Wendell L. Hanson, CAI, AARE, owner of Nashville Auction School. David C. Hart, CAI, AARE, of Rowell Auctions; and Renee Jones, CAI, CES, chairman of the committee.



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MICHIGAN

Michigan adopts Auctioneer registration program

Lansing, MI - On December 29 Gov. Jennifer Granholm signed into law a new voluntary Auctioneer registration program.



Since 1958, the Michigan State Auctioneers Association has struggled to enact legislation to protect the public and to allow the association to form a bond of reciprocity with other states that surround Michigan. It is the intent of this program to help organize the membership of the MSAA in a concerted effort to better serve the public in a professional and lawful manner.

Highlights of the new program:

- Creates a new voluntary registration program for Auctioneers.
- Auctioneers would not be required to be registered through this program.
- Record keeping requirements imposed on registered Auctioneers.
- Requires a written contract between a registered auctioneer and client
- Requires a registered Auctioneer to establish a Trust account

Chairman of the Legislative Committee of the MSAA, Michael Bliss, GPPA, of Mt. Pleasant, says "This program will enable Auctioneers of the state and of other states to work together in a more uniform manner. It brings better regulated consumer protection measures to clients who hire registered Auctioneers and creates a higher code of conduct to give more assurances to the public."

The Michigan State Auctioneers Association, with about 400 members, held its annual conference January 31 to February 4, 2007. The Conference provided several days of educational seminars and classes designed for the aspiring Auctioneer. You can also obtain more info Online at www.msaa.org or by calling the MSAA Office at (616) 785-8288 or by calling Bliss at (989)772-7066.

NAA has updated the state licensing law section of it's website to include this new program.

Sheridan Realty & Auction honored

The Mason, MI Area Chamber of Commerce presented it's 2007 Excellence in Business Award to Sheridan Realty & Auction, co-owned by NAA President Bill Sheridan, CAI, AARE, GPPA and his son, Doug Sheridan.

The chamber's January newsletter featured the company, saying that Doug and Bill "volunteer their equipment and auctioneering skills to the chamber and many other groups. They and the others in their family-operated business do their part and more to help make the Mason area a great place to call home."

TENNESSEE

Bid calling champs named

The Tennessee Auctioneers Association held its winter convention recently with 112 people attending the event in Nashville. Woody Woodruff won the Men's Division of the Bid Calling contest. Melanie Eifling won the Women's Division. There were 15 men and two women competing.



Continuing education was given by W. Ronald Evans, of Washington DC.

Founded in 1958, TAA was organized by a small group of

Auctioneers to protect, promote and represent the interest of the auctioneering profession in Tennessee.

TAA is a statewide organization with members consisting of licensed practicing Auctioneers, apprentice Auctioneers, retirees/inactive Auctioneers, student Auctioneers, part-time Auctioneers and full-time Auctioneers.

The concept of team work and group unity are the essential tools used to build a productive and influential association. To that end, TAA is working to build a stronger more unified association in promoting the auction method.

TAA promotes high professional standards and encourages members to practice the highest principles of integrity in their auctioneering profession.

Members agree to work uniformly to remain competitive in the auctioneering profession.

Charity Auctioneer featured on magazine cover

Terri Walker, CES, of Memphis, TN, was featured in a cover

story and cover photograph in *Memphis Woman* magazine.

The story began by saying "Her charming Southern accent and gracious demeanor makes Terri Walker and in-demand Auctioneer not just in Memphis, but across the U.S. and Canada in this male-dominated profession. Specializing in charity and fundraising auctions, Walker charms both buyers and sellers of everything from antiques to celebrity dinners and vacation packages. Her 18 years of experience as an auctioneer have won her several awards, including first runner up in the National Auctioneers Association's Bid Calling Contest and Grand Champion Auctioneer in the Tennessee Auctioneers Association's Bid Calling Contest."

The story said that Walker grew up in the business with her Auctioneer father and continued with her husband, Lance, who is also an Auctioneer. Together they own and operate Walker Auctions in Memphis, which conducts 85 to 100 fundraising auctions each year for charities that net over \$10 million annually. Most of their auctions are done separately, but Terri and Lance conduct two or three auctions together each year, she said.

In the story, Walker explained why she is successful.

"Honesty and integrity lead to trust. That's what working with a buyer and a seller is all about," she said. Product knowledge is also very important, she added.

ILLINOIS

Illinois group names new officers

The Illinois State Auctioneers Association recently elected new officers in its November meeting in Springfield, where 126 people attended. Elected were President Ron Henke, CAI; President-elect Jon Bloomberg; Vice president Alex Belcher; Secretary-Treasurer Terry Dieken; and governors Michael Hobbs and Roger Hertenstein. O.D. Holley was named state champion. The featured speaker was Tommy Williams, CAI, AARE.

continued on 44

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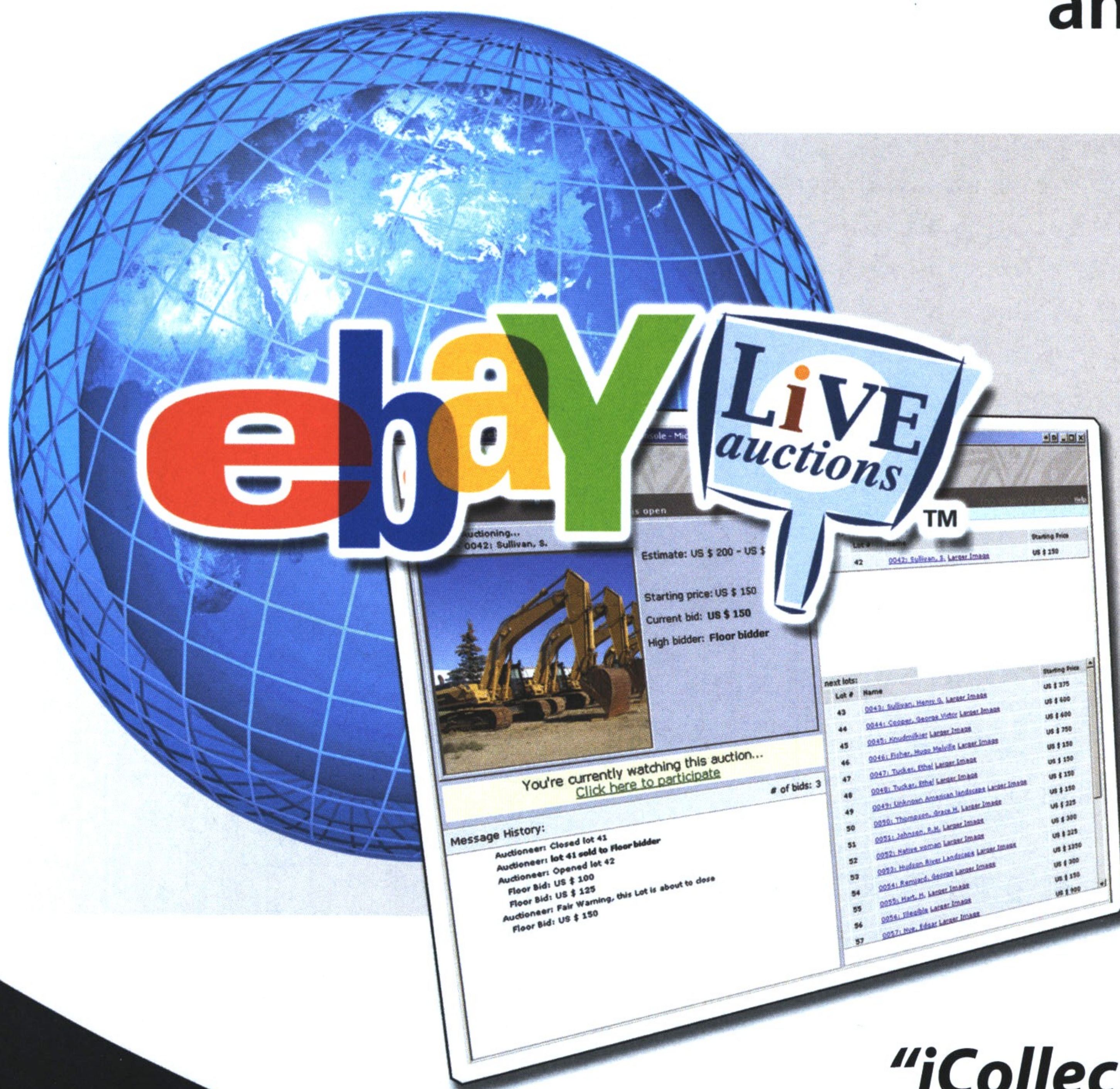
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INDIANA

Real estate Auctioneer voted as Realtor of the Year

Melissa Davis, AARE, of Indianapolis, IN, was recently voted as the Indianapolis Chapter of Women's Council of Realtors, 2006 Realtor of the Year. She currently serves as Vice President of Membership for the Indianapolis Chapter. Melissa Davis is a



Melissa Davis, left, with past president Melinda Woodright.

real estate Auctioneer and managing broker for Christy's Auction and Realty which is located on the southside of Indianapolis. Christy's Realty Division sells real estate via traditional means and the auction method of marketing.

Melissa has nearly 10 years experience in real estate, lending and banking. She earned the designation of Accredited Auctioneer of Real Estate earlier this year,

which less than 500 Auctioneers nationwide have earned this prestigious designation. Not only does she sell real estate, she also sells items weekly at the auction gallery's Wednesday auctions, which features 5 auction rings selling simultaneously. Also, Melissa offers her auctioneering expertise to various charity organizations throughout Indianapolis.

Davis is a state director of the Indiana Auctioneers Association and an active member of the National Auctioneer's Association. She recently competed in the Indiana State Bid Calling Championships and finished in the top five finalists, the only female to compete this year.

MARYLAND

Fox retires from GoIndustry, working on new ventures

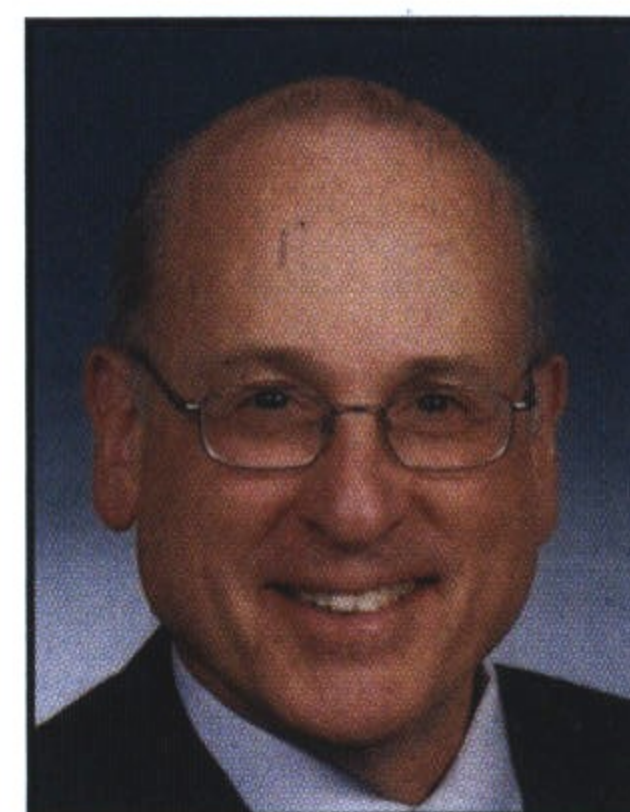
William Z. Fox, CAI, of Owings Mills, MD, former chairman of the NAA Education Institute, has retired as chairman of GoIndustry, the parent company of Michael Fox International.

"I am delighted with the progress that the company has made over the last two years. GoIndustry now leads the way in selling surplus industrial assets over the Internet and is well

placed for the future. I am proud to have been chairman of the company over the last three years."

Fox has spent 40 years with Michael Fox International and the past five with GoIndustry.

"When we became a public company on the London Stock Exchange last January I realized a life long dream, which was to start a company, grow it and take it public. The opportunity of being Chairman of a public company was too much for me to resist so I stayed on for another year. Well the year has literally flown by and I'm now honoring the commitment I made to Myra (his wife), not to mention myself, that this year would be my last."



Fox

Fox added that "I'm just retiring from

GoIndustry so that I can re-order my life a bit. I have a number of other business interests which I have a hand in, including a new real estate auction company I started with two of my daughters about a year ago to auction residential real estate for sellers who choose the auction method voluntarily as an alternative to brokerage. And I'll still be creating business from time to time for GoIndustry/Michael Fox. Most importantly, as many of you know I've been active in pro-Israel initiatives for a good while and I plan to now devote significantly more time and energy to this area. As a Jew, I believe that all Jews, and indeed non-Jews as well, need to be concerned with the safety, security and survival of Israel and I plan to do whatever I can to pro-actively help in these areas."

Fox can be reached at wzfox@comcast.net or at 410-977-2899.

ALASKA / COLORADO

Auctioneers featured in papers

Auctioneer **Chuck Brobst** of Anchorage, AK was featured in his local newspaper in a story about an auction of firearms and other items confiscated by the city's police department. A diamond ring, a trumpet and shotgun were among the items sold. The auction was first time in at least five years that private individuals could purchase firearms from the police department's evidence lockers. For years only federally licensed firearms dealers could purchase the guns, but recently the rules were changes to allow private purchases. Buyers still have to pass a background check, the story said. Brobst was quoted in the story as having mixed feelings about the change in rules to sell firearms.

"It's going to cause me a tremendous amount of paperwork, but I'll make more money, and the city will make more money," he said.

Auctioneers **Shannon Mays, Sam Marshall and Dave Webb**, were featured in photos on Dec. 12 in USA Today's business section with a story about home foreclosure auctions rising and showing an auction by Hudson and Marshall in Denver where those three Auctioneers worked that auction. The story said that foreclosures are expected to continue to increase this year as more borrowers fall behind on payments of their adjustable rate mortgages.

NAA HEADQUARTERS

Speech focuses on the Realtor/Auctioneer team

When Auctioneers speak to Realtor groups, profitable partnerships can result.

A 15-minute presentation is available to NAA members about how Realtors and Auctioneers can join forces to serve customers and make money together. This speech can be given to real estate groups, civic groups and others to enhance the networking and client pool for Auctioneers.

The presentation outlines the benefits of selling real estate through the auction method, including a shortened listing time, no contingencies or negotiations and the potential for higher revenue.

"Real estate auctions are one of the fastest-growing specialty areas in the auction industry," said Mike Jones, CAI, GPPA, former chairman of the NAA. "They are a viable, fun and efficient way to sell homes, land and business property."

"The Auctioneer-Realtor Team" is part of a library of presentations, focusing on various aspects of the auction industry, created by the NAA. Each presentation is accompanied by a slide show and, in many cases, suggestions for handouts are given.

Creation of the presentations began early in 2004 and the list continues to grow. The list includes: Buying Real Estate at Auction, Buying at Auction, The NAA and the Benefits of Membership, Securing a Career in the Auction Industry, Selling at Auction, Auctioneering: An Industry on the Rise, The History and Future of the Auction Industry, The Auction Advantage, Selling Real Estate at Auction, The Auctioneer/Realtor Team: Combining Forces for Success.

A majority of the presentations were created based on members' needs which were expressed both verbally and through a faxed opinion survey. The presentations average 15 minutes in

length, but can be adjusted accordingly.

Promoting the auction method of marketing is a goal for all Auctioneers and this library of presentations can assist them with this task. To access the presentations, go to the "Members Only" section of the NAA website, www.auctioneers.org and click on "PR Toolkit" then go to "Presentations."

Add NAA to your address book

Don't miss out on the regular emails that NAA sends to all members regarding association programs, seminars, notification of deaths of members and other timely news. To ensure that you receive the emails that the NAA sends, please add our email address, naamemberservices@auctioneers.org, to your address book, or your "trusted or approved sender list." In the Outlook software program, the address book is under the "Tools" menu option or under the "To" button when you are composing an email. In Outlook 2003 and AOL 9, images from any sender who is not listed in your address book or approved sender list will not be shown. Add our email address will also aid in making sure our emails get to you and not lost in spam-filters.

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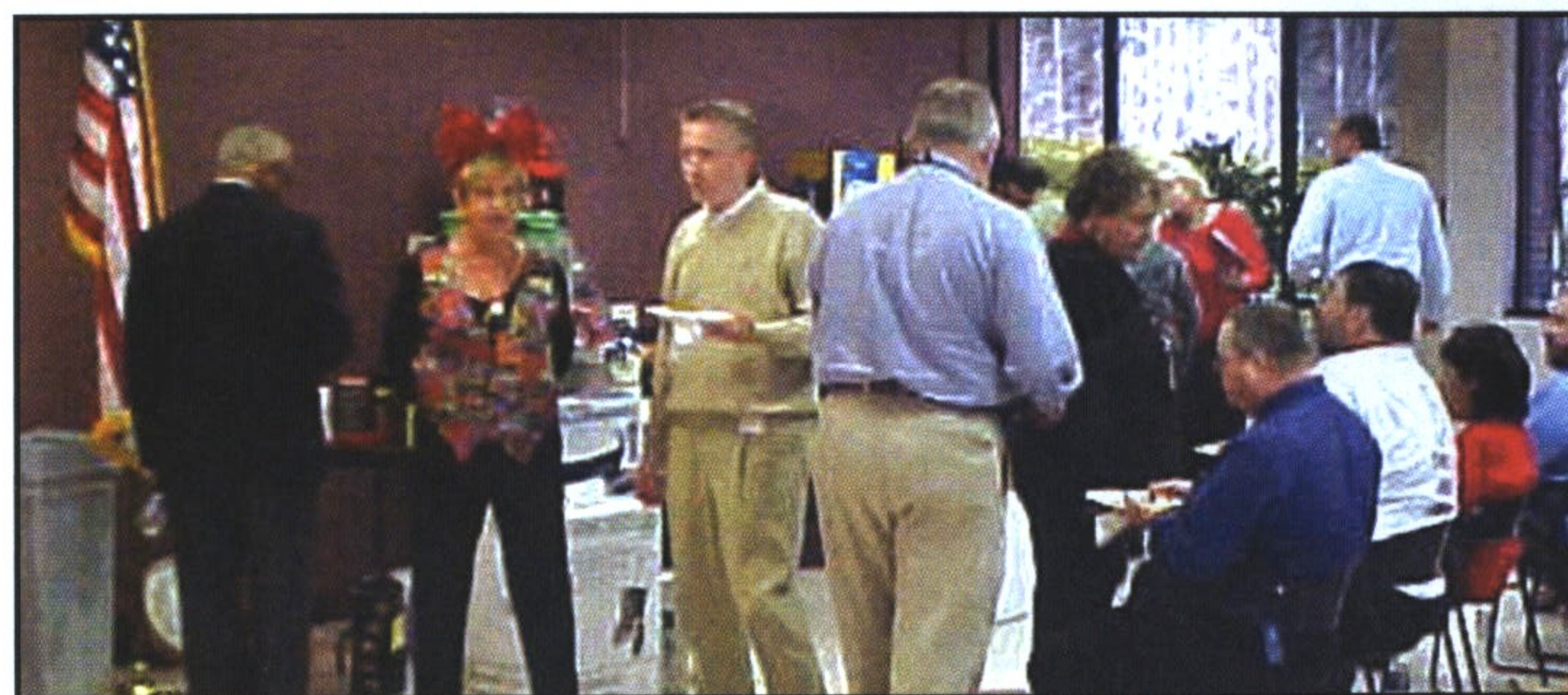
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success stories



Cathy Hearn stands at the podium and in crowd during auction.

Christmas event is success for South Carolina firm

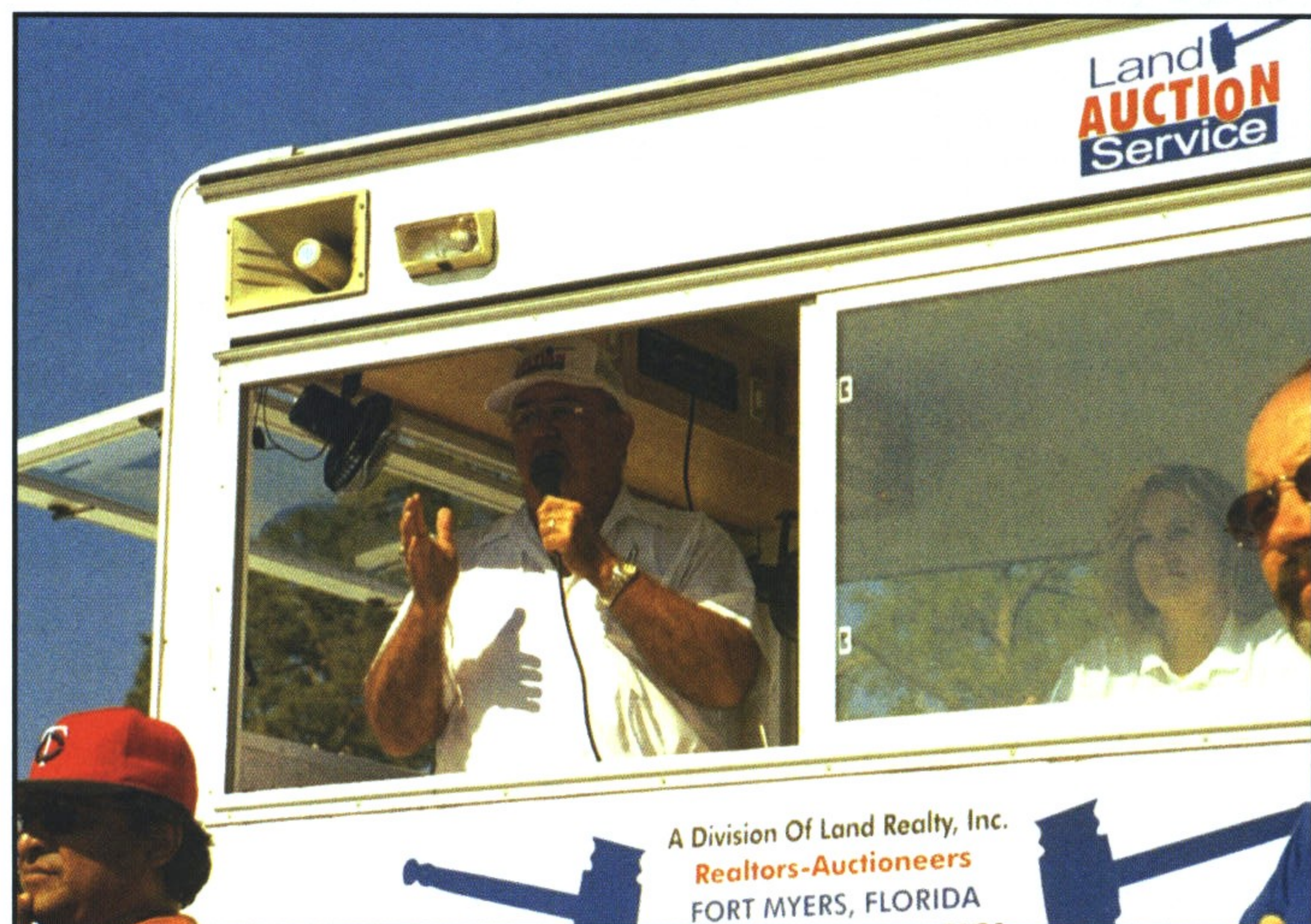
Hearn Auction Services, owned by Will and Cathy Hearn of Columbia, SC, recently hosted an event auction for the sales, marketing and advertising group of Bell South Yellow Pages.

The well orchestrated Christmas party and event auction took place at Bell South's corporate headquarters in Columbia, SC on December 15 with many members of both Bell South and the Hearn Auction Services staff dressed in colorful Christmas garb.

The Bell South employees were rewarded and awarded points for their sales and advertising efforts during the past year and the points accumulated by many of the employees were well into the hundreds of thousands of points. The terms and conditions of the auction allowed each employee to bid on new merchandise donated by Bell South Corporate by using their accumulated points.

They were allowed to bid until they ran out of points and the clerk recorded the points as if they were a monetary bid at an auction. Merchandise ranged from that of computer and electronic equipment to that of tools, household goods and gift certificates to many fine stories and restaurants. Each winning bid was serenaded with the ringing of "Jingle Bells" by colorful ringmen to a very enthusiastic and animated audience.

Lead Auctioneer Cathy Hearn stated that using an event and theme such as Christmas is not only pure entertainment for all involved but also it allows all winning bidders to purchase popular name brand products as a reward for their work ethics and success during the past year.



Frank Land sells from his topper.

Special auctions for Land

Auctioneer Frank Land, with Land Realty, Inc. and Land Auction Services, of Fort Myers, FL recently had two special auctions. One was the Cape Coral Chamber of Commerce auction where Land sold a \$20,000 diamond and 54 Christmas wreaths with gift certificates attached. Total sales were over \$26,000.

The other auction was his October consignment auction, in which he sold merchandize for the city of Fort Myers, the Lee Country Electric Co-op, the Thomas Edison home, and many private individuals. The auction revenue was just under \$400,000.

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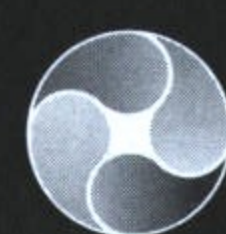
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Register for World Automobile Auctioneer Championship

The World Automobile Auctioneer Championship will be held at Colorado Auto Auction in Denver, CO on April 27-28. The prize money of \$50,000 is believed to be the largest in an Auctioneer competition history. If you are an auctioneer or ring person who sells automobiles at auction you may qualify to enter. For more information and entry form contact Paul C. Behr, of Denver, Colorado, at paulcbehr@comcast.net or call 303-680-1885.

Auctionpay adds 24 packages to Auction Booster Service

Portland, OR -- Auctionpay, a provider of auction software and services for the nonprofit community, has upgraded its Auction Booster service, that offers special travel packages consisting of airfare, hotels, sports and resort activities for sale at benefit auctions and events -- at no risk to the nonprofit.

Auctionpay added 24 new packages to its offerings, for a total of nearly 50. In addition, the company updated the navigation on its web site to improve user access and better display the packages. Categories of items include domestic and international packages, golf and once-in-a-lifetime packages.

"Auction Booster has been very popular with our customers.

We continually search for additional packages -- those they would not be able to easily procure themselves," stated Steve Sterba, Auctionpay CEO and president. "We believe items such as hard-to-find tickets to sporting events like the U.S. Open, the NCAA Final Four or an exclusive package to the Kentucky Derby will generate a lot of interest and help our customers raise more funds for their charitable causes."

"We offered Auction Booster at our Fall event, and were thrilled with the results," said long-time Auctionpay customer Vivian Naylor with the Auxiliary of Condell Medical Center.

"The Auction Booster packages were new and different and items we would never have been able to offer otherwise. We appreciate how easy it was."

Auction Booster is part of Auctionpay's complete suite of fundraising solutions, which include event management software, credit card processing and online fundraising products. Auction Booster items are offered by the nonprofit via live or silent auction and, if sold, the nonprofit earns the proceeds -- the price less the item cost. If the item is not sold, there is no cost to the nonprofit, thus no risk.

In separate news, AuctionPay recently selected Portland's Shriners Hospital for Children as the recipient of its annual holiday giving program and gave \$5,300 to the hospital, the largest donation made by Auctionpay to a charity. Auctionpay employees team together, identify a charity and work to raise money to support the cause as part of its annual holiday celebration. This year Auctionpay held an online auction, using its own software solution.

For more information, visit <http://www.auctionpay.com>.



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Delay of Proposed NAA Bylaws Change

A portion of the proposed change to the NAA bylaws that was printed in an article in the December issue of *Auctioneer* magazine (page 17) is being delayed until after the San Diego Conference and Show following the ratification by the NAA membership of a proposed NAA Articles of Incorporation change.

Below, in red ink, is a portion of what was originally proposed to be changed in the NAA bylaws that was printed in the December issue of *Auctioneer* and is now being delayed.

Portion of the original bylaws change notification now being delayed.

Article III - Directors

1. *General Powers. The business and affairs of the corporation shall be managed by its Board of Directors.*

2. *Number of Directors, Election and Term of Office. The Board of Directors shall consist of the President, President-Elect, Vice President, Treasurer and Chairman of the Board of Directors, who will be the immediate past president, twelve elected members of the Association, four (4) of whom shall be elected annually, and the Chair of the Education Institute Trustees elected as provided in Article XII, Paragraph 3(a).*

The President shall also have the right to appoint one additional board member to serve on the Board of Directors as a voting member who may or may not be a member of the Association whose term shall last for one (1) year.

The President, President-elect, Vice President and Treasurer shall hold office as Directors so long as they hold their respective positions as elected officers of the corporation. The term of office of the elected Director shall be for three (3) years. In addition, the Executive Vice President of the Association shall be a member of the Board of Directors, but shall not be entitled to vote.

NAA will publish the proposed NAA Articles of Incorporation change in the June issue of *Auctioneer* which will serve as the required official 30-day notice to the membership.

NAA will ask the membership to ratify the proposed Articles of Incorporation change during the annual meeting to be held July 19, 2007, during the 58th International Auctioneers Conference and Show in San Diego, California.

LiveAuctioneers appoints Patricia Cline to senior business development post

NEW YORK -- LiveAuctioneers.com has announced the appointment of Patricia Cline to the position of business development manager. A former advertising account manager for AntiqueWeek, Cline has a wealth of knowledge and experience in the antiques and industrial auction sector, with a particular specialty in the Midwestern market.

At AntiqueWeek, Cline started as the advertising account manager handling all states bordering the Mississippi River. Later, her territory was expanded to include all states west of the Mississippi. Ultimately, Cline's responsibilities grew to include the management of accounts for both AntiqueWeek and its affiliated Western-states monthly publication AntiqueWest.

"I am thrilled to be joining LiveAuctioneers at this time," Cline said. "The auction industry is changing, and I want to be part of an organization that is helping to redefine it."

LiveAuctioneers' CEO, Julian R. Ellison, remarked: "We foresee 2007 as a banner year, with not only continued success for our core business in antiques and the arts globally, but also explosive growth potential in the areas of industrial and real estate auctions. Patricia will play an important role in our expansion plans."

Founded in November 2002, Manhattan-based LiveAuctioneers provides real-time Internet bidding capability, in association with eBay Live Auctions, to 530 auction houses in a dozen countries. On average, Auctioneers using LiveAuctioneers' catalog and online-bidding services note an immediate 15 to 35 percent increase to their gross auction results. For further information, log on to www.liveauctioneers.com.



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Recognize and act fast when a stroke occurs

By Valerie Greene

Anyone at your auction or business office daily can suffer a stroke. Are you prepared to recognize and respond to this emergency?

Unfortunately, most people know very little about strokes, except if their grandparents suffered one. But a stroke is no longer only a senior citizen event. A stroke can strike anyone, at any age (it hit me at age 31). That's why you must be prepared.

There are nearly 5 million stroke survivors in America today. But if you want to increase your odds of being a survivor rather than a victim, then you need to know what a stroke is and what to do to lower your chances of having one.

A stroke is a life-threatening event that occurs when there is insufficient blood flow to some part of the brain. The two types of stroke are "Ischemic" and "Hemorrhagic."

Ischemic strokes account for approximately 83 percent of all stroke events. Most commonly, ischemic strokes occur because of blood clotting in an artery (a "thrombosis") or plaque in the wall of the artery. As a result, the artery is narrowed, and blood flow stops.

Hemorrhagic strokes account for 15 percent of all strokes. If bleeding occurs in the substance of the brain, it is called a cerebral hemorrhage.

Both ischemic and hemorrhagic strokes cause brain damage in the area of stroke. This results in temporary or permanent, partial or complete, impairment of various functions, such as speech, vision, memory, and movement.

Here are some tips from a stroke survivor.

1. Learn to recognize a stroke.

One moment you feel completely fine; the next moment you're suffering a stroke. That's how quickly and silently a stroke can seem to sneak up on you. Unfortunately, when most people start to "not feel right," they ignore their symptoms, thinking, "It'll pass" or "It's nothing major." In reality, if you're experiencing stroke symptoms, you only have a three hour time window to take action. That is, if you get medical help within three hours of the onset of the symptoms, there's a good chance of reversing the effects of the stroke. But if you wait too long and keep thinking "It'll pass," then you may miss your window of opportunity and become another statistic.

The signs of stroke are sudden numbness or weakness of the face, arm, or leg, especially on one side of the body; sudden confusion, trouble speaking, or understanding; sudden trouble seeing in one or both eyes; sudden trouble walking; dizziness, loss of balance, or coordination; and sudden and severe headache with no known cause.

Remember, a stroke is a medical emergency. Know these warning signs of stroke and teach them to others.

2. Listen to your body.

You know your body better than anyone else. And your body tells you when something isn't quite "right." Listen to what your body tells you. For example, you may be accustomed to having headaches where you have pain above and behind your eyes. That's your usual headache pattern, but if you have a very different type of headache that you've never had before, more intense, that's a clear warning sign from your body that something isn't right. So rather than dismiss this as just a really bad

headache, pay attention to what your body is trying to tell you and get medical help.

3. Take charge of your health.

Protect your health with a vengeance. It's the most important asset you have. Too many people push their body to the limit. They eat unhealthy, work long hours, forget to exercise, and live a life that's unbalanced. Know where to get medical help at a moment's notice. Therefore, know what hospitals are close to where you live and work, as well as how to get to them. Keep your physician's contact information handy, as well as that of an emergency contact person.

4. Demand care to your satisfaction.

Doctors aren't perfect; they're human and make mistakes, just like we all do. So if you truly think you're experiencing a stroke, or if you just don't feel right, don't allow any physician to dismiss your symptoms as "all in your head" or nothing to be concerned about. If you don't like the answer one doctor gives you, ask for a second opinion...immediately.

5. Take immediate action.

A stroke is a brain attack. It can happen very quickly and requires immediate attention. Every second counts! If you feel you may be having stroke symptoms, call 9-1-1 immediately. If you're with someone who is displaying or complaining of symptoms that resemble that of a stroke, take immediate action.

So take control of your health and learn the signs and symptoms of this silent yet deadly killer. The more you know about stroke, the better your chances of survival.

Author Valerie Greene had a stroke at 31 that paralyzed the left side of her body and left her unable to speak. Today she is sought out as a national keynote speaker. She is the author of "Fire Within: A True Story of Triumph over Tragedy," and the soon to be published, "Driven by Fire: Surviving a Massive Stroke." For more information, please visit www.thefirewithin.net.

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get medical help
at a moment's
notice. Therefore,
know what
hospitals are close.*

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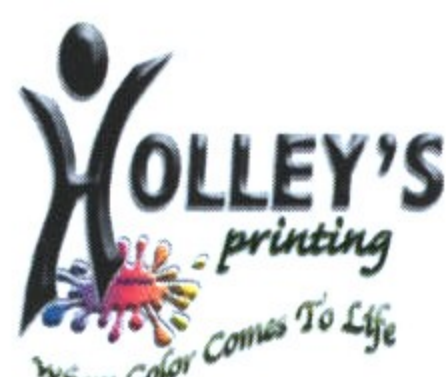
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conference and show

Don't miss the CS brochure and new contest details

The official Conference and Show brochure, with all details about seminars, contests and other events at the 58th Annual International Auctioneers Conference and Show in San Diego, CA. this July is included with this issue of *Auctioneer*. Use it to register for the conference.

Also don't miss in the brochure the details of two exciting new contests at this conference: The International Ringman Championship (IRC) and the International Junior Auctioneer Championship have been developed by the NAA as part of its new mission to involve all constituents in the competitive bidding industry. NAA celebrates the industry at its annual Conference and Show, where a longstanding highlight has been the International Auctioneer Championship.

"Ringmen have always been key to the success of the auctioneer, and NAA wants to highlight their importance," said NAA President William Sheridan, CAI, AARE, GPPA, of Mason, MI.

The contest will evaluate ringmen in six areas: product knowledge; crowd control; performance; communication and relaying bids to the auctioneer; appearance and communication and interaction with other ringmen.

The IRC winner will receive a personalized public relations program developed by the NAA, a trophy and ring. Five finalists will be selected for the contest and will serve as the ringmen for the International Auctioneer Championship contest on Friday.

NAA will also launch a new junior-level auctioneer contest at the conference. The junior championship will be open to youth 12 to 21. The champion will receive \$1,000, a trophy and complimentary registration into the adult section of the International Auctioneer Championship once the champion meets the minimum age requirement for the competition. NAA encourages youth to enter the auction profession and hopes this contest will spark an interest in auctioneering.

Best of Conference and Show set

You may also wish to purchase a special DVD-CD set from the 2006 Conference and Show entitled "Best of Conference and Show." Included on these discs are DVDs of Stephen Proffitt discussing legal issues and Kip Toner presenting on Benefit Auctions. On the CD side are 13 presentations, many with the handouts.

If you would like to order the "Best of Conference and Show" CD-DVD set, please contact the NAA Education Institute by at 888-541-8084, ext. 19, 23 or 28.

The cost is \$125 for the set. Discounts are available for quantity orders.

Auctioneer's collections reflect lifetime of interest and different auctions

By Suzanne Thompson

Since he was a boy, Jasper Jones of Memphis, TN, has always enjoyed collecting things. His first collection was wooden duck decoys from family hunting expeditions. Now he has 91 decoys, which include numerous varieties of ducks such as mallard, teal, canvasbacks, pintails, and bluebill. All of Jasper's decoys have been used in the water and some even contain lead shot.

"Every hunter had his own mark on the bottom of the decoy to help identify them. There is something different about each one," Jasper says.

Being in the auction industry for more than 43 years has given Jasper the chance to amass other unique items and build more collections. They include blowtorches, yardsticks and pharmaceutical scales.

"I always tried to bring something home from each sale," he said. The items he collected from sales are as varied as the auctions have been, but not all of them have made it into a collectible. After auctioning a 2,000-acre banana plantation in British Honduras, Jasper says he took away the largest stalk of bananas he had ever seen. "I have never eaten bananas prepared in as many ways as when I was in British Honduras."

Jasper, 83, started in the auction industry in the 1960s, when he started helping out around Delta Auction Company, where earned \$1 an hour. After working his way through the ranks, he eventually came to own the company.

Since he was an Auctioneer before Tennessee required licensure, when the law changed in the late 1960s, he was "grandfathered" in to receive his Auctioneer's license.

"My license number is 36 and now there are more than 6,000 licenses issued in Tennessee," he said.

Jasper owned Delta Auction and Real Estate Company in Memphis for 40 years. "We sold farms, ranches, merchandise, equipment, and handled liquidation sales. We averaged 125 sales per year." His largest ranch to sell at auction was 76,000 acres in West Texas.



Jasper Jones stands with some of his 264 blowtorches.

At liquidation sales, Jasper, like most Auctioneers, came across a variety of interesting items, some of which he could not resist buying. For instance, he was liquidating a drug store and took an interest in pharmaceutical scales made from oak, marble and glass. This was the beginning of a scale collection, which grew to 121 scales, before he ran out of storage space.

Jasper sold Delta Auction and Real Estate to John Roebuck, of Roebuck Auctions of Memphis in early 2004 and became a commissioned salesperson with Roebuck Auctions.

"I certainly enjoyed my time being an active owner of a thriving company in an industry I love. However, I must say that I had come to a stage in my life where being so directly involved with day-to-day activities had lost its luster. Therefore, selling my company and joining forces with John Roebuck and the outstanding staff at Roebuck Auctions was the perfect move at the perfect time for me."

Where to keep it all

Space is an issue for the collector who has hundreds of blowtorches in his garage. Jasper purchased a furniture store

"I always tried to bring something home from each sale," he said

in Paris, TN in 1974, which he planned to auction off, but at the time he was busy auctioning a chain of 91 department stores in the north. He ended up hanging on to the furniture store, owning and operating it for 25 years, along with the auction business.

On a furniture-purchasing trip at the Pennsylvania House furniture showroom in Highpoint, N.C., he noticed an old brass blowtorch sitting atop a \$5,000 buffet and another on a \$1,000 coffee table, as decor.

"That was the beginning. I thought blowtorches would have an impact in my Pennsylvania House showroom in my furniture store. I added several blowtorches and began my collection, paying as little as \$3 to as much as \$125 a piece for them."

There are now 264 blowtorches of various shapes, sizes, colors, and age in this collection.

"I still bring them home. I have them stashed in my garage, my closet, and around the house with my wife griping like the Dickens about them."

While auctioning off a lumberyard, Jasper noticed some old yardsticks and offered to purchase them from the seller, the beginning of yet another collection. This collection includes more than 1,000 yard sticks some dating back to the early 1900s. Jasper says, "The business phone numbers printed on the yard sticks help to identify the age. Many older sticks bear a three-digit only phone number when phones were scarce and a cell phone was not even dreamt of. My business telephone number was 353 when I was 15 years old in

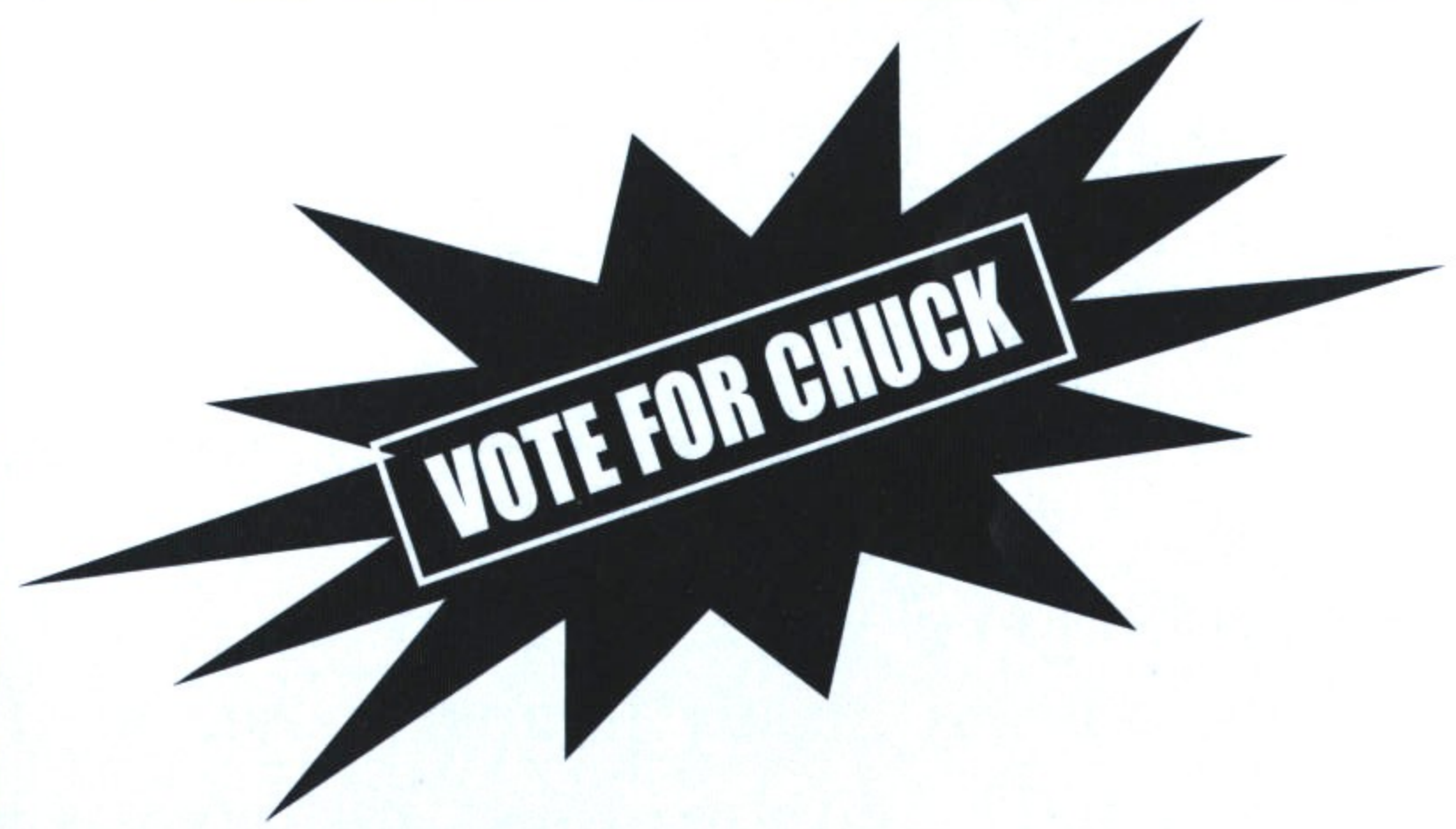
the furniture business. There would not have been 500 phone numbers in the county," he adds. "The older the business phone number, the greater the personal value of the yardstick."

Jasper says the collections he has built are just one of the benefits for being an Auctioneer.

"It's just the enjoyment of my life – the auction business. There is nothing greater." Jasper will attend his third year as CAI candidate in March as 84 years of age.

Writer Suzanne Thompson works for Roebuck Auctions of Memphis, TN.

Chuck McAtee, AARE For NAA Director



Chuck McAtee, AARE For NAA Director

- Visionary in the Auction Industry
- Past President and Chairman of the Board for the California State Auctioneers Association
- 15+ years experience in the Auction Industry
- CAI Class II in '07
- Owner of Pacific Auction Exchange, Inc.

"My goal is to increase membership and involvement to the National Auctioneers Association through our Franchise Network of Strategic Partners"

Issues to consider when offering Internet bidding

By Andy Kaufman

The auction method of marketing started in ancient times when two people competed to exchange their goods for an object owned by another. As the auction process matured, Auctioneers quickly realized that the more bidders they could have present at their event, the greater potential for higher prices and therefore greater profits.

Originally this caused auctions to be held in the main bazaar or market of a town, a location where people out shopping would wander past the auction and possibly have an interest in what was being sold. The clever marketers would announce what items would be offered on upcoming calendar days so that the word could travel to interested buyers.

After the printing press was invented, auction notices could be printed, posted and distributed. The rise of the newspaper industry a couple of centuries later provided a guaranteed readership for auction notices and a reliable way to get the message out in a timely fashion.

Still, the distribution of these newspaper advertisements was mostly limited to the local papers; before the automobile, traveling to an auction was not easy. Radio and television added the ability to quickly reach large numbers of potential buyers, however with the high cost of placing these advertisements and the ephemeral nature of a 30 second spot, this media was an economically feasible choice only for products that had the broadest interest.

Since the 1950s, every business and interest has had its own trade magazine. These publications specialize in a niche market that allows Auctioneers to direct their announcements to individuals who are specifically looking for auctions that focus on these areas of interest. With most people now having a car and a telephone, everyone who was interested could travel to an auction or call the auction and possibly leave a bid.

So far this discussion has focused on how the Auctioneer has historically gotten out the word about their auction.

Advertising was only half the equation, getting the bidders to the auction was the other half.

The Internet merges both halves of the Auctioneer's marketing needs. Almost 1 billion homes worldwide are connected to the Internet. It not only has the ability to transmit text, data, pictures, video and voice, but it has the flexibility to work bi-directionally; not only can one receive information from the Internet, but they can send it as well. Unlike television which pushed information to the viewer, the Internet is designed for people to pull information.

A web site that is easy to navigate and does not contain a lot of time-consuming distractions will bring clients back to see the offerings in your upcoming auctions. This requires that you build your web site such that the information is constantly updated so that the web site stays fresh. Adding an Internet bidding component that includes a catalog with clear color pictures will increase the traffic to the web site along with raising the final price achieved for most

lots in your auction.

The bidding component will open your auction to the world. In many cases it will be less expensive for a buyer to purchase an item using Internet bidding than it would have cost them to travel to the auction. The Internet allows bidders to bid in your auction from the comfort of their home. Ease of use raises the comfort level of the visitor.

The Internet also provides a low cost publishing alternative. You can build an electronic brochure for the auction and email it to your customer list. There are many tools available for your computer that will allow you to easily put together this brochure and there is no additional expense to email it to your customers. This saves you the expense of printing and postage. Since you will also have clients who do not use a computer, the electronic brochure that you produce to email can also be printed and mailed.

Adding an Internet bidding component that includes a catalog with clear color pictures will increase the traffic to your website along with raising the final price achieved for most lots in your auction.

Goals for your Internet component

Leveraging your investment in Internet technology should be based on your business needs and priorities. By defining your goals before adding Internet to your business, you will create a benchmark for measuring the success of your endeavor.

Some of your goals could be:

- Lower cost of direct mailing.
- Increased attendance at auctions.
- Increased prices at auction.
- Expanded bidder list.
- Increased access to auction data.
- Increased bidder satisfaction.
- Increased consignor satisfaction.

An Internet search tool satisfies a business requirement to match items in your auctions with potential buyers. Search engines may be utilized independently of your client management tool, and independently of the bidding engine.

Internet search engines will bring up your web site or online catalog when matches to the search criteria are found. However, your site could be listed very far down in the list. Search sites do offer to place you at the top of the search list for a price. You must determine if the payment is worth the exposure. Many trade publications also have websites that will list your auction for a fee.

The cost of Internet auction software packages varies as greatly as do the features available from one package to another. You must define what you want from the software and how you want to use it before making your decision.

Consider these questions:

Do you want to use Internet bidding interactively during the floor auction, which may upset your regular loyal attendees, or do you want to use the Internet to only accept bids prior to the floor auction and then the auctioneer will execute them in the same manner as any left bid?

Do you want to keep your bidder information confidential?

Do you want access to all the auction bidding information: underbidders, highest up to bid?

Do you want all the auction data to be under your control?

Do you want to supplement your live auction calendar with absentee-only sales, using both online and printed catalogs? Should your bidding package create a printable catalog for you?

Will you select a bidding package with flat rate pricing per auction with no commissions, or will you pay a commission on each item to the software vendor?

Are you willing to train someone on your auction staff to run the online clerking software, or will you require the software vendor's technical staff person to be on-site (adding to

your costs)?

If you have decided to use the Internet for live interactive bidding, you must also be prepared for the worst-case scenario, the Internet going down. Does the package provide you with the ability to print or download information about your left bids prior to the start of the live auction, or at any time during the live auction? This procedure can provide a back-up of all Internet bids received, so that in case of an Internet failure, the live auction can continue.

The Internet allows you to publish your advertisements and your catalog. It allows you to send out mass mailings. It has the potential to bring a billion people to your auction. All this can be done at a fraction of the cost of all other options previously available through the other media.

Andy Kaufman and Irene Kaufman have over 60 years of computer experience between them and are principals of Real Time Auction Method, which provided its first computer auction package in 1982 and has been providing Internet Bidding Solutions since 1996. The Internet Auction Package supports interactive live floor bidding, pre-bidding for live auctions and full absentee auction functionality. With over 100 customization options, the software can be easily tailored to meet the requirements of most auctioneers. Flat rate pricing (no commissions) leaves more profits for auctioneers and their consignors. Personal service to each customer guarantees that their custom Internet Auction Package supports their business model. To try a live demonstration online or for more information about the product features, please go to their web site at <http://www.rtam.com>.

Correction to technology providers story

Due to an oversight by NAA staff, CUS Business Systems was not included in a recent story about a meeting of online auction providers. CUS is a provider of static/eBay style online auction services fully integrated with their main auction software products.

The story in the December issue had the headline "Online service providers meet with NAA to plan education of members." NAA tried to include all known providers of online auction services, but missed inviting CUS. At a meeting in Kansas City with NAA leaders, 12 providers discussed how NAA can better educate Auctioneers about the advantages and details of conducting online auctions. CUS was not contacted about the meeting and did not have the chance to participate, but has now been invited to all future meetings and will participate in writing articles about online auctions.

Today Show feature generates unprecedented coverage for industry



NBC's popular morning show, the Today Show, aired a three-minute segment on Dec. 27 on what it takes to become an Auctioneer. This is the widest-viewed national television show feature about the auction industry in recent memory.

If you missed it and would like to view it, the segment can be seen on the homepage of NAA's Website www.auctioneers.org. Click on the Today Show graphic on the right side of the screen that says "Today Goes to Auction School."

The segment about auctioneering included footage of auction school classes and interviews with NAA's president, the 2006 International Auctioneer champions and Dennis Kruse, CAI, president of Reppert School of Auctioneering. The segment gave the auction industry positive exposure to millions of morning television viewers across the country.

The Today Show's Midwest correspondent, Kevin Tibbles, who is based in Chicago, visited Reppert School of Auctioneering in Auburn, IN while a class was in session.

Footage was shot of the school's instructors teaching classes

also interviewed by Kevin Tibbles. They both gave Kevin a crash course in the bid calling technique that an Auctioneer must possess.

Tibbles acted as Auctioneer by doing a mock auction of the original Batmobile (used in the 1960s television series Batman, starring Adam West).

A transcript of the segment is below.

Introduction by ANN CURRY, co-host: So maybe you've been part of an auction on eBay, or at your local flea market, or even a famed auction house like Christies. But did you ever wonder what it takes to be an Auctioneer? Well, we sent NBC's Kevin Tibbles to school to see if he had what it takes.

KEVIN TIBBLES reporting

Long before there were rappers, there were these folks. (Clip of auctioneers)

TIBBLES: The silver-tongued oratory of the Auctioneer is as old as America itself, a rhythmic chant that is the beating heart of the economy.

Mr. BILL SHERIDAN (President, National Auctioneers Association): It is the last bastion of the competitive free enterprise system in America. The largest auction you can think of happens in New York City every day in the stock market. That's an auction.

TIBBLES: And it's an industry constantly evolving. While traditional farm auctions remain, everything from real estate to oil leases to charity vacations are on the block today. It isn't your grandfather's auction anymore. These days, chances are the cows and horses have been replaced by horsepower. Even rare collectibles, and they've propelled live auctions into a quarter trillion dollar a year industry. Holy revenue, Batman. (Clip of Auctioneer)

TIBBLES: But with the average Auctioneer's age pushing 50, the business is seeking new recruits.

Unidentified Man: We represent the seller, and the seller hires us to do a job. It's our job to get as much money as possible. All right?

Offscreen Voice: Yes.

Man: Can I have an amen?

Group: (In unison) Amen.

TIBBLES: Many greenhorns come here to Indiana's Reppert School of Auctioneering, the nation's oldest. The best in the



IAC champions John Nicholls, center, and Barbara Bonnette were interviewed by NBC's Kevin Tibbles, left.

to students over two days. At the school, NAA President William Sheridan, CAI, AARE, GPPA, did a one-on-one interview with Kevin Tibbles about the history of the Auctioneer profession and where the industry stands today.

"This feature was great exposure for our industry," Sheridan said. "It showed auctions in progress and auction school classes."

IAC champions John Nicholls of Fredericksburg, VA and Barbara Bonnette CAI, AARE, GPPA of Alexandria, LA were

business are Barbara Bonnette and John Nicholls. And why do you do it?

Ms. BARBARA BONNETTE: I like it. It's the thrill of the deal. It's exciting. I mean, the number one reason people go to auctions is excitement.

Mr. JOHN NICHOLLS: And auctions mean action.

Ms. BONNETTE: Yup.

Mr. NICHOLLS: You take the U out of auction, what do you have? Even you can answer that one. Action.

TIBBLES: I got it.

Mr. NICHOLLS: You got it.

TIBBLES: But how can you tell if someone wants to bid? The eyes have it.

Mr. DENNIS KRUSE (Repperts School of Auctioneering): Because you can control some of your body movement, but you can't control your eyes. And your eyes will tell us if you want this item. If you're good for another bid, he's going to bid \$30. If I got 25, and he goes 30. I mean, come on, I know you want it. And then he'll bid \$30 because you really do want it.

TIBBLES: My goodness, I'm going to go home broke. At last it's time for my debut.

Ms. BONNETTE: This is what you've worked for.

Mr. NICHOLLS: You've taken your class, you've done your drills. Now it's time to throw you to the lions.

TIBBLES: Sold!

Mr. NICHOLLS: Greatest word in the English language.

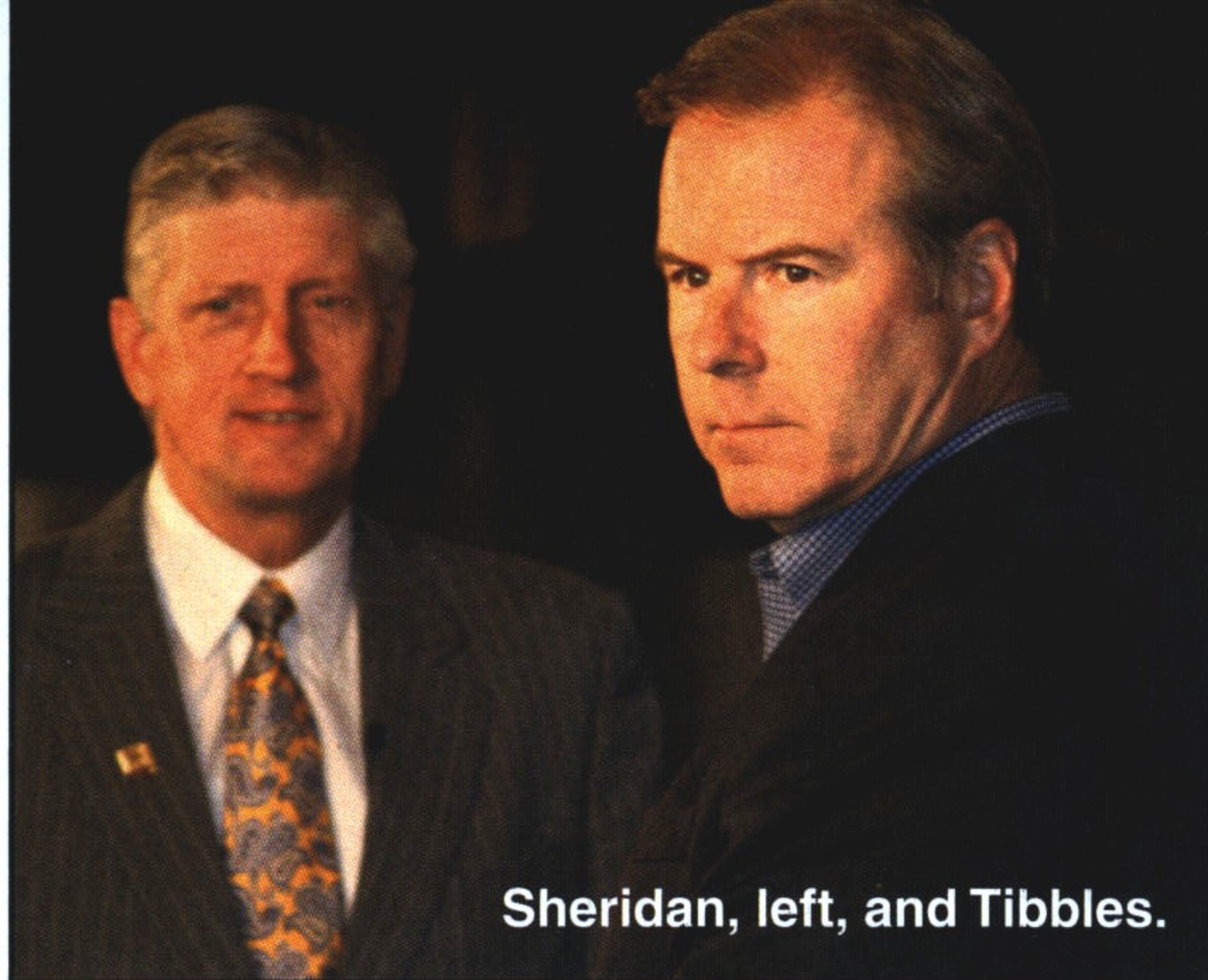
TIBBLES: At today's auction, ladies and gentlemen, we have one final special item to put on the auction block. It is a tube of hand sanitizer from one of the most hygienic people you'd ever like to meet. The host of your favorite morning program: Matt Lauer.

Crowd: (In unison) Ooh.

TIBBLES: That's right, hand sanitizer, conveniently borrowed from Matt's very own desk. The auctioneer's art form put to the test. We're going to put this on the auction block. It is unique, perhaps priceless, beginning at \$5,000. One person's toiletries...

Unidentified Woman: Yup.

TIBBLES: Six thousand. Let's go all the way to 6,000. (Unintelligible). Six thousand.



Sheridan, left, and Tibbles.

Offscreen Voice: Yes.

TIBBLES: Now seven. Seven, seven.

Woman: Yup.

TIBBLES: Am I bid 12? She's nodding.

Woman: Yup.

TIBBLES: In the hands of a pro...

This is a very special tube of hand sanitizer. Am I bid...

Thirteen once, thirteen twice, sold for \$12,000 US dollars.

Now there's a bargain. For TODAY, Kevin Tibbles, NBC News, Auburn,

Indiana.

MATT LAUER, co-host: I think...

CURRY: He went to a lot of trouble for that.

LAUER: I'd like to go back to the phrase "borrowed" from my desk, because I noticed it was missing. That was stolen from my desk when Kevin was here last time.

CURRY: Oh, yeah, so now we get to launch him off. We could--we could turn him into a detective and have him go do that school.

LAUER: Meanwhile, yeah, and I've been without Purell for about two weeks.

CURRY: Oh, darn. Heck, I'm not going to touch your hands then. That was funny, though.

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Flea market sellers charged with selling guns without license, no record-keeping

ST. LOUIS (AP) -- Seven men have been indicted on federal criminal charges in St. Louis, primarily for dealing firearms without a license or failing to record firearms sales at the Rutledge Flea Market in northeast Missouri.

The popular market operates once a month from March to November, selling everything from antiques to children's toys to live animals.

The indictments came from a Bureau of Alcohol, Tobacco, Firearms and Explosives undercover operation out of the Rutledge Flea Market. Federal investigators then executed search warrants at multiple locations in eastern Missouri and southern Iowa, seizing more than 1,000 weapons.

"The seizures in this case are truly remarkable," said U.S. Attorney Catherine Hanaway, standing next to a table holding revolvers, pistols and shotguns. "These guns will be off the streets, and I think that's what's truly important in this case."

Hanaway said if unlicensed dealers sell guns and don't record buyer information, it hampers the ability to trace weapons used in violent crimes.

The flea market's new manager and one of its new owners, Bob Sands, said the market started in 1948 as a dog and gun auction. He said the flea market, located on more than 90 acres in Knox County outside of Rutledge, will operate within the law. But, he questioned if authorities may be making an example of some of those indicted.

"This is a bunch of old guys down here in the country. They like their dogs, and they like their guns, and they're not going to hurt anyone," he said.

Federal authorities said they weren't trying to prevent the lawful sale of firearms, but that people dealing in firearms need to be licensed if they do it as their livelihood or for profit. They said in one instance more than 600 weapons were seized, in another more than 450. They said if weapons sales were not recorded, the weapons could not later be traced if they were used illegally.

The Missouri men indicted for dealing without a federal firearms license are Ronald Harvey of New London, 64; Vaughn Fogle of Memphis, 73; Daniel Brashers of Ferguson, 64; James Milburn of Powersville, 61; and Larry McCracken of Ewing, 67. The Iowa man is Donald Webb of Creston, 61.

Another Iowa man, Ivan Lemley, 64, of West Point, was a licensed firearms dealer but is charged with selling two firearms without noting the name, age and residence of the person buying them.

Lincoln collection sells for \$1.2 million; library did not realize value of photo

MILWAUKEE (AP) -- A county library has sold a collection including a rare autographed photograph of President Abraham Lincoln for \$1.2 million to a local historical society.

The Green Bay-De Pere Antiquarian Society has one year to raise the money, according to the agreement the Brown County Library announced.

The items, including letters signed by presidents Thomas Jefferson, John Adams and James Madison, original oil paintings by artist Howard Pyle and Persian rugs, had been in storage for several years because the library could not properly maintain them, said Terry Watermolen, president of the library's board.

The board decided to sell them to raise money to supplement the library budget, but members didn't want the pieces, especially the picture of Lincoln and his son, to be split up or sent outside of the Green Bay area, Watermolen said. Neither did the Antiquarian Society.

"These were items that were donated to the library through the years, most of them in the early part of the century," said Nanette Hoppe, the society's governor. "At that time, the library was the only cultural entity in the area because the museums had not yet been established."

Christie's Auction House of New York examined the collection last summer and valued it at \$1.2 million and \$1.7 million, Watermolen said.

The original photograph of Lincoln and his son, Tad, is considered one of the key pieces in the collection and was valued at about \$300,000. The picture's autograph reads: "A. Lincoln & Son" and was given to Gustave Matile, an attorney who worked at the White House with Lincoln and later moved to Green Bay. His estate donated it to the museum after his death in 1908, according to library files.

The picture was taken by Matthew Brady, a noted Civil War photographer who took many pictures of Lincoln while he was president. There are only two like the photo in existence, Watermolen said, and the other one is in a private collection.

The Antiquarian Society, which places artifacts throughout the area in historic buildings, plans to exhibit most of the items at the Neville Public Museum of Brown County and other institutions, said Hoppe, who has not yet seen the Lincoln photograph.

"It's in a bank vault right now," she said. "It was in the library for a long, long time, until it was realized how valuable it was."

The society plans to start fundraising soon. It has four

continued on 64

Three-step process to land a federal government contract

By Marsha Lindquist

Any company that does contract work for the federal government knows that oral presentations are a part of the game. Unfortunately, because giving a federal government presentation is so different from a typical business presentation, many companies don't receive as many contracts as they'd like.

Realize that the federal government is not your typical audience. They come into the room and may or may not shake hands and greet you. All the federal government members stoically sit on one side of the table, and you and your team sit on the other. They cannot react to anything you say, and they cannot comment on anything until the question and answer time. Essentially, while you're presenting, you get no feedback, no body language, and nothing to indicate

whether you're doing okay.

Additionally, the federal government sees many different groups of people present to them each day. And they often watch the same kinds of materials being presented repeatedly. They score you with a point system every step of the way, and they reward the contract to the company with the most points.

So in order to stand out, catch their attention, and get the highest score, you need to present materials that are different and unique.

If you're tired of continually presenting for federal contracts and rarely getting picked, perhaps it's time to brush up on your presentation skills.

While the actual specifics of presenting to the federal government are complex and the topic goes very deep, following are some initial tips to get you on the right path.

Three Steps to Presentation Success

All federal government presentations have three distinct informational phases: 1) the people who will work on the project, 2) the project's management, and 3) the company's problem solving abilities. Let's go over each in detail.

1. Present the people behind the project.

During the first phase you need to talk about the individuals who will be working on the project. These are the actual hands-on key personnel who get named in the proposal and who the government will be interacting with, not the ghostwriters who crafted the proposal in the background.

Make sure you present information that's new and different, not the same data you already covered in the written proposal. Remember, in the written proposal phase you've likely already given resumes of the key personnel.

You've already covered each person's past accomplishments and educational background. Now you want to give the federal government insight to the peo-

ple behind the team.


Have each key personnel member speak for him or herself, with the focus being how your past personal experiences translate to your current professional life, and how that specifically impacts the project you're now presenting on. When you're done, always talk about the features of "you" and the benefits of why you need to be on the team for this project. Give insight about yourself that can't be gleaned from a piece of paper. Show how your experience has significance to the project. Most organizations that present orals to the federal government never go beyond what they supplied in the written proposal, and that's one of the biggest mistakes you can make.

2. Present the project management aspect.


The next phase you'll present is how you'll manage the project. Some things to consider and include in your presentation are: How is your organization set up? How are you set up to handle problems? Who are the players who handle problems? How do you draw on other pieces of your organization, not just the key personnel? How do you draw on other strategic alliances or subcontractors? How does everyone, internally and externally, work together?

What are some of your established processes? What have you done on other projects that are similar to the one you're proposing to the federal government now? In essence, the federal government wants to know about "you the organization"-what you've done in the past that proves what you can do in the future.

You may have covered a lot of this information in your written proposal, but now you're revealing the live and in-person part of it. One of the deadliest things to do during this phase is present your materials in a "humdrum" kind of way. You need to exude


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excitement about the organization and show your passion for the project. You need to talk about not only each individual's commitment to the project, but also how the organization as a whole and the management team is committed to the project.

3. Present the problem solving process.

For many companies, this final phase-the problem solving simulation-is the most difficult. It's also the one piece most organizations do not spend enough time practicing. As such, they lose a lot of points here, often resulting in missed opportunities.

The challenge is that many people presume that because their team has tackled many problems together in the past, they don't need to practice problem solving now. Nothing could be further from the truth. Even if you're a group of seasoned problem solvers, you still need to practice how you solve a problem.

How can you possibly practice problem solving? Quite simply, you have someone from the outside (preferably a consultant) present you with case study problems that you have typically faced in the past. It could be a technological problem, a community problem, an HR problem, a financial problem, or even a terrorist problem. There are so many different problems that can come up in the course of you doing business. You then simply need to practice with the entire team how you would solve the problem.

When you do this for the federal government, they'll present you with a possible problem, give you some time to confer-

ence about the problem and ask questions, and then they'll watch how you solve the problem. Realize that the federal government doesn't care what your final solution is; they care about your approach to the problem. They're watching how you solve problems and how you work together as a team. That's why you need to practice this problem solving simulation on a daily basis for two to three weeks straight before going live in front of the federal government. The more you practice problem solving, the better you'll do as a team.

Secure Your Future with Government Contracts

Working with the federal government can be both professionally and financially rewarding. The key is knowing how to give a winning oral presentation that earns you the contract. By recognizing how federal government presentations differ from typical business presentations, and then practicing accordingly, you can land more contracts quickly and easily, and positively impact your company's bottom line.

Author Marsha Lindquist is a business strategist, author and speaker. As CEO of The Management Link, Inc., She has over 20 years experience as a business consultant who works with her clients to transform their organization through her Value Advantage formula. She has enhanced communication for BP Amoco, Fleishman Hillard International Comm., and Northrop Grumman. Visit: www.MarshaLindquist.com or email: Marsha@MarshaLindquist.com.

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How to deal effectively with office conflict

By Patti Fralix

In business and personal life, most people do what makes sense to themselves, regardless of the impact on others, which causes conflict.

The conflict can be overt or covert. If this conflict is managed well, which means without negativity and the inappropriate display of anger, results and relationships can be sustained, and even improved. Unfortunately, too often the opposite occurs. To improve your business' atmosphere, stop the cycles of act/react and find better solutions.

Let's discuss conflict and solutions.

Covert conflict (unseen) occurs when people have differences yet do not discuss them openly. There are two types: avoiding and ignoring. Covert conflict creates internal stress, discomfort and even ulcers.

Avoiding conflict is similar to "hiding one's head in the sand, thinking (and hoping) that the issue will go away or be resolved on its own. These thoughts are often subconscious. Ignoring is making a conscious decision to not deal with the issue. This decision can be positive or negative, and the difference relates to one's intention.

It can be that you want to let a small issue go by for some reason.


Overt conflict (open, seen) occurs when people openly disagree and choose to confront it with the other person. This occurs as a result of different perspectives, expectations, beliefs, values, and sometimes just information. When one decides to confront an issue with another, that decision should be made with full knowledge of the possible, and even probable, types of responses, of the other person.

The most common types of responses are: competitiveness, compromise and negotiation. One should anticipate and prepare for those possibilities, including the appropriate response to each.

Overt conflict is preferable to covert conflict, since it is not possible to resolve covert conflict. Covert conflict is like an undiagnosed and untreated disease that usually gets worse if left untreated.

Here are just a few ways that companies can help employees prevent and resolve conflicts:

- Utilize personality assessment tools
- Utilizing personality assessment tools



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can help companies make better hiring decisions. One benefit of these tools is that they increase and/or improve understanding of the different communication styles and how to communicate most effectively with different types of people. Some conflicts can be prevented with this knowledge.

People are usually either a direct or indirect communicator. The direct communicator has more "bottom-line" talk. The indirect communicator uses more qualifiers, which often "soften" what the individual is saying.

- **Create an environment that is welcoming to diversity**

One of the reasons for the increase in conflicts is the increase in diversity without an increase in understanding and acceptance of the differences. Diversity in and of itself is not positive or negative. It becomes positive when the differences create opportunities for individuals, companies, the marketplace, and society as a whole. When those differences create unresolved conflicts between people, the opportunities are usually lost.

- **Make sure there is role clarity and common understanding of responsibilities and deadlines**

Too many conflicts occur because managers fail to provide employees with information related to their job responsibilities and the company in general. Who is accountable for what becomes even more important to clarify in an environment of teamwork and project work. While teamwork is becoming more prevalent and necessary, too often teamwork decision making results in a lack of role clarity.

- **Commit to conflict management**

Discuss conflict on a general level so that employees understand that change and opportunity always involves conflict. Make sure people understand that managing conflict effectively is a company expectation. Treat employees as adults, expecting that they solve their own problems. When an employee complains to a manager about another employee, the manager's first questions should be, "Have you discussed your concern with [name of employee]?" The manager should be a resource in helping employees to manage their own conflicts, functioning as a coach.

- **Implement a communication model for handling conflicts**

Many problems can be diffused by effective communication. There are three steps that anyone can use to man-

age conflicts effectively:

1. Focus first on the desired outcome of the interaction. This will usually include that the relationship be maintained, and hopefully improved.
2. Ask More Questions/ Make Fewer Statements. This will improve understanding.
3. Use the dominant communication style of the other person, Direct or Indirect, even if it is not your dominant style.

When conflict is understood and managed effectively, results and relationships are improved.

Author Patti Fralix's book "How to Thrive in Spite of Mess, Stress and Less," inspires positive change in work, life, and family through speaking, consulting, and coaching. She is founder and president of The Fralix Group, Inc., a leadership excellence firm based in Raleigh, NC. Patti has spent the past 15 years providing practical solutions to audiences of all sizes. For more information, please contact her at pfralix@fralix-group.com.



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months to come up with \$50,000, according to the agreement. It paid the library system \$10,000.

The purchase is by far the most expensive the society has undertaken, Hoppe said.

The \$1.2 million sale price will be used to create a library endowment that is expected to generate between \$50,000 and \$70,000 each year, Watermolen said.

"That type of money can do substantial things over a period of time," he said.

Widower plans to auction quilts raise money for cancer research

CRAFTSBURY, VT (AP) -- Sitting at his late wife's sewing machine, stitching together small patches of fabric into a quilt, Frank Halden has a pretty audacious goal: eradicating cancer.

He wants to use the Internet to raise millions of dollars by auctioning quilts, those he makes himself and those that others donate, to help fund research into a cure for cancer. To him, the hope of raising \$25 million isn't unrealistic.

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"We're looking for the Doctor Salk of cancer," said Halden, referring to Jonas Salk, who developed the first vaccine against polio.

He doesn't see any reason why he can't help create the Dr. Salk of cancer by selling quilts, the life's passion of his wife before she died from lung cancer on April 18, 2003.

He points out that the Internet is worldwide, after all, so he doesn't see why he can't sell 1 million chances to win one of his quilts for \$25 apiece. "This is a passion for me. I honestly believe I can help find a cure for cancer," Halden said.

But he hasn't found anyone whose enthusiasm for his project matches his own. He contacted the Lahey Clinic in Massachusetts, where wife Hallie-Jo Collins received much of her treatment before succumbing to lung cancer in April 2003.

"The problem is a lot of these people don't think we're for real," Halden said. "The Lahey Clinic didn't, but after we gave a donation, they were excited."

The Lahey Clinic is far from alone. Big cancer research organizations don't encourage individuals to create fundraising events on their own, preferring instead to rely on their own established events and channels.

"We get quite a few of these in a given year," said Richard Lewis, spokesman for the American Cancer Society's Vermont operations, with whom Halden consulted early on as he was planning his event. Lewis told Halden that the American Cancer Society doesn't support such projects because it focuses on two major fund-raisers of its own each year.

"Anybody who wants to raise funds in support of the American Cancer Society mission can do so as part of Relay for Life or Daffodil Days, which are both well-established," Lewis said.

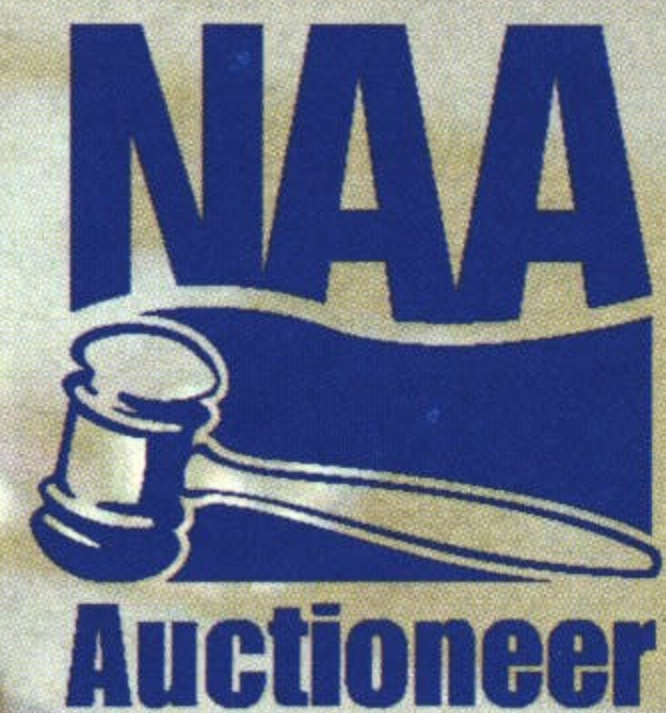
Nonetheless, the society does get money from such third-party, or unsolicited contributions. For the first four months of the New England division's fiscal year, it has raised \$245,000 through such unsolicited contributions and \$584,000 from people making gifts in memory of someone. The division's overall fund raising so far this fiscal year has totaled \$7.2 million.

"We appreciate the funding that comes in unsolicited, but it's important for people to understand that we feel we have the mechanisms," Lewis said.

Halden feels his background as a salesman will help meet his goal. "I'm a salesman. If I can't sell to one-third of 1 percent of the population, I'm not doing a very good job," he said, referring to his potential audience via the Internet.

Halden made one quilt last year, a colorful, queen-sized spread in the "Indian puzzle" design. It had a rainbow of colors, two shades of green, red, yellow, orange, purple and blue. Halden posted a picture of the quilt online and talked it up as much as he could but ended up raising just \$2,800.

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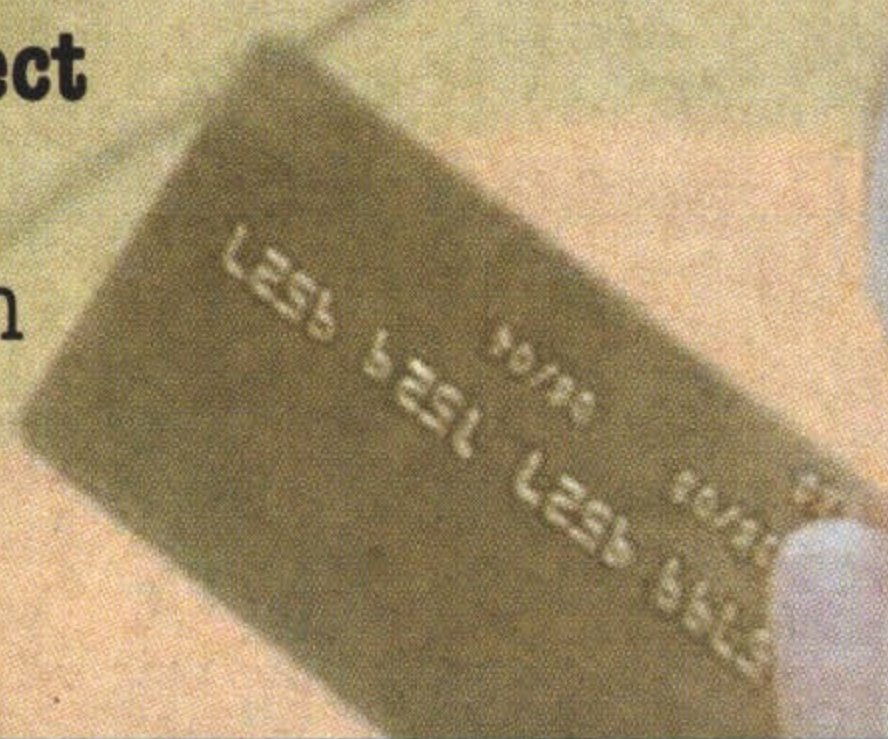
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Would you recommend membership? Survey says "Yes"

the Ultimate Question ANSWERED

During the 2006 annual meeting of the American Society of Association Executives, held in Boston, MA, I attended a session presented by Fred Reichheld, Director Emeritus and Fellow at Bain & Company and bestselling author of *The Loyalty Effect* (1996) and *Loyalty Rules* (2001).

During this session Reichheld introduced and discussed his recently released book, *The Ultimate Question—Driving Good Profits and True Growth*.

By Robert A. Shively, CAE, is CEO of the National Auctioneers Association

As explained in the book's preface, the book shows how companies can put themselves on the path to true growth -- growth that occurs because their customers love doing business with the company and sing its praises to friends and colleagues.

Ultimate Question offers hands-on guidance on how to:

- Distinguish good profits from bad;
- Measure Net Promoter Score and benchmark performance against world-class standards;
- Quantify the economic value generated by customer word of mouth;
- Assign accountability for improving customer relationships;
- Identify core customers and set priorities for strategic investments;
- Move customers beyond mere "satisfaction" to true loyalty;
- Create communities of passionate advocates that stimulate innovation and growth.

“Ultimate Question” offers hands-on guidance on how to:

- Distinguish good profits from bad;
- Measure NPS and benchmark performance against world-class standards;
- Quantify the economic value generated by customer word of mouth;
- Assign accountability for improving customer relationships;
- Identify core customers and set priorities for strategic investments;
- Move customers beyond mere “satisfaction” to true loyalty;
- Create communities of passionate advocates that stimulate innovation and growth.

80.8% of NAA members feel that they are receiving equal or greater value compared to their annual membership dues investment.

Reichheld introduced the idea of how associations could utilize this same system and approach that is currently used by for-profit corporations. In his book he introduces the concept of NPS (Net Promoter Score) which is derived by determining how strongly customers would recommend a company based on their experience. Leading firms like Harley-Davidson, Costco, eBay, Apple, Southwest Airlines, and Dell have used this approach to transform ordinary customers into promoters.

This seminar stirred my curiosity and led me to immediately begin developing a strategy to employ this method for the National Auctioneers Association (NAA). Upon returning home from the conference, I contacted NAA's research partner, First Generation Consulting in Overland Park, KS, and provided a copy of the book to them. I also requested a follow-up meeting to discuss how NAA could implement the ultimate question for its membership.

Reichheld discourages adding multiple questions to survey instruments. He believes that all an organization really needs to know is if the customer

would recommend the product or service. In NAA's situation the relevant question is would a member recommend affiliation in NAA to a non-member.

The challenge I pondered was the sheer diversity in our association with full and part-time members (approximately 85% of the almost 30,000 Auctioneers are estimated to be part-time). So, I wanted to be able to segment the answer to the ultimate question by number of auctions conducted annually. I was interested in how the diversity between full-time and part-time Auctioneers would affect the likelihood of recommending NAA membership. I decided that asking members to provide the number of auctions they conducted annually would provide insight as to whether there was a link between size of operation and recommending NAA membership. Also, I wanted to test whether the amount of value received from annual NAA dues investment was related to the size of an Auctioneer's operations.

While number of auctions conducted annually does not necessarily equate to “part-time” and “full-time,” it does give a good indication of the level of business operations. Also I felt strongly that there was a relationship between NPS (Net Promoter Score)

42.3% perceive they are receiving value that is twice or more of their dues investment

NAA 2006 Member Survey

After completing the following survey, detach the postcard and mail it to the National Auctioneers Association. Postage is already included.

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Thank you for your participation.



NAA 2006 Member Survey

Your responses will remain anonymous, so please answer as honestly and accurately as possible.

1. Approximately how many auctions do you conduct annually?

- 1 ☐ 10 or fewer 2 ☐ 11-25 3 ☐ 26-50
4 ☐ 51-100 5 ☐ Greater than 100

2. On a scale of 0 to 10, with 0 indicating "never" and 10 indicating "definitely" how likely would you be to recommend NAA membership to another Auctioneer?

Please circle the appropriate number.

| Never | | | | | | | | | | | Definitely |
|-------|---|---|---|---|---|---|---|---|---|----|------------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

3. What value do you get from NAA in comparison to your annual membership dues investment?

- 1 ☐ Value received is less than the investment
2 ☐ Value received is equal to the investment
3 ☐ Value received is twice the investment
4 ☐ Value received is greater than twice the investment

and the value members perceive in their annual dues investment. As such, my ultimate question survey was three questions.

1. Approximately how many auctions do you conduct annually? (10 or fewer; 11-25; 26-50; 51-100; Greater than 100)
2. On a scale of 0 to 10, with 0 indicating "never" and 10 indicating "definitely" how likely would you be to recommend NAA membership to another Auctioneer?
3. What value do you get from NAA in comparison to your annual membership dues investment? (Value received is LESS than investment; Value received is EQUAL to investment; Value received is TWICE the investment; Value received is GREATER THAN TWICE the investment)

A five-by-seven inch fold-over card with return postage prepaid was mailed to almost 6,000 NAA members asking these questions. The return rate was almost 20% that were received in time for the final report (more than 100 were received following the final report).

A frequency distribution was tabulated for the second question on the willingness to recommend NAA membership to another Auctioneer. According

to the Ultimate Question guidelines, responses of 9 and 10 are counted as "promoters," and members providing a score of 6 or less are classified as "detractors." Scores of 7 and 8 are perceived as neutral, and are tabbed as "passive."

Key Findings:

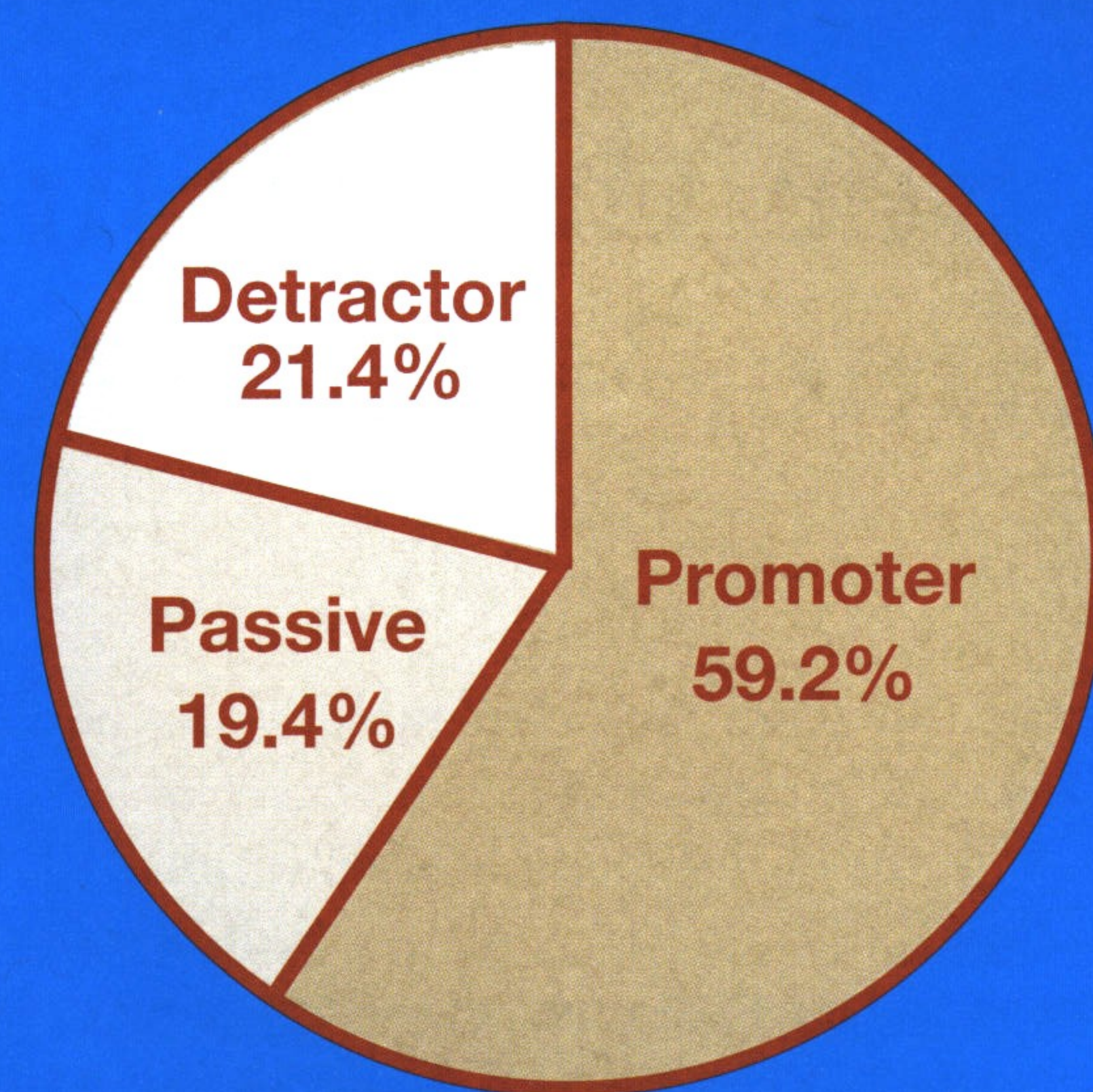
- NAA's NPS (Net Promoter Score) is 37.8% (Promoter score (59.2%) minus Detractor score (21.4%)—the Passive score does not affect the overall NPS as these people do not promote or detract from NAA. While this score does not rival those corporate leaders mentioned earlier in the article, it is significantly better than the 5-10% NPS average that is referenced in the book.
- Overall, 80.8% of NAA members feel that they are receiving equal or greater value compared to their annual membership dues investment. 42.3% perceive they are receiving value equal to twice or more of their dues investment.
- There has been a longtime belief within the association that "part-time" members do not get the same value for their dues investment from NAA that full-time larger companies receive. The results of this study clearly do not support this

Value/Investment Perception Segmented by Auctions Conducted Annually

| | 25 or fewer | 26-50 | 51-100 | >100 |
|---|-------------|------------|------------|------------|
| Value received is LESS than investment | 22.6 | 15.6 | 16.2 | 19.5 |
| Value received is EQUAL to investment | 40.8 | 42.9 | 35.6 | 29.9 |
| Value received is TWICE the investment | 16.6 | 16.4 | 18.5 | 15.9 |
| Value received is GREATER THAN TWICE the investment | 20.0 | 25.1 | 29.7 | 34.7 |
| Total | 100 | 100 | 100 | 100 |

Segmentation of Recommendation Scores by Annual Auctions Conducted

| Annual Auctions Conducted | Promoter 9-10 score | Passive 7-8 score | Detractor 0-6 score | Total |
|---------------------------|---------------------|-------------------|---------------------|-------|
| 10 or fewer | 59.5 | 18.4 | 22.1 | 100 |
| 11-25 | 55.3 | 23.2 | 21.5 | 100 |
| 26-50 | 61.2 | 18.5 | 20.3 | 100 |
| 51-100 | 60.5 | 15.7 | 23.8 | 100 |
| Greater than 100 | 60.0 | 21.8 | 18.2 | 100 |



Nearly 80% of members conducting 25 or fewer annual auctions believe the value they receive is equal to or greater than their dues investment.

belief. Although members conducting more auctions perceive a greater value from NAA, nearly 80% of members conducting 25 or fewer annual auctions believe that the value they receive is equal to or greater than their dues investment.

- Although “full-time” Auctioneers are more likely to indicate that they receive more value from their investment than part-time Auctioneers, members conducting fewer auctions per year are just as likely to promote NAA membership.

Conclusions:

- NAA’s overall NPS compares favorably with the corporate world and it will provide an excellent benchmark for future follow-up studies to see if NAA is improving. NAA would like to challenge other associations to do a similar study and have The ASAE Center develop a report for associations like Reichheld did for the corporate world in the *Ultimate Question*.
- With 59.2% of NAA members classified as “promoters,” our “member-recruit-a member” campaign should yield excellent results. NAA

will be implementing this program this coming spring.

- Dispelling the belief that “part-time” Auctioneers receive less value and were possible detractors to the association should support a more aggressive membership recruitment approach to this large group of potential members.
- Discussion of possible future dues increases (which was not an objective of this study) for the association will likely be more favorably embraced by knowing that more than 80% of the membership is receiving good value for their dues investment.

We will use these survey results to help improve NAA, and I’m very pleased that so many members feel they are getting good value from their membership.

ANSWERED

See the business value of “thinking time,” and stopping wrong processes

By Dan Coughlin

Here are seven actions to improve your business outcomes, career and personal life.

1-- See the business upside of downtime.

People oftentimes say they get their best ideas while in the shower. That's because they stop doing activities for a moment and give their brains a chance to relax. By going on vacations, getting home early, and watching your kids play soccer, you can actually gain ideas on how to improve your business results. Seems paradoxical, but when you buy into this concept you will stop doing so many activities and achieve even better business results.

2--Schedule thinking time.

Since ideas come to you when you get away from work activities, schedule one hour a week just to think. Find a space away from your home, office, employees, and customers. Go there for one hour a week. Take out a blank sheet of paper, write down the most important desired business outcome for your organization, and turn that outcome into an open-ended question.

If the goal is to increase sales by 10%, the question might be, "How can we increase sales to our current clients by 10%?" Then answer that question with as many ideas as you can think of for 45 minutes. Finally, select your best idea and spend the last 15 minutes building your action plan. That one hour can make the rest of your working hours far more productive. It can allow you to work a lot less while achieving a lot more.

3--Say "No."

How many good ideas are you acting on? Notice I didn't say, "How many good ideas are you considering?"

It's healthy to consider a lot of ideas. It's like sifting through sand to find gold, but don't try to do more than three great ideas because before you know it you've turned gold into sand. Trying to do too many ideas at once is a sure-fire way to generate mediocre results.

4--Stop doing the wrong things.

The key to Toyota's greatness can be summarized in a single word, "Stop." On the manufacturing floor any Toyota employee can simply see something that is wrong with an automobile and say, "Stop." Then the assembly process comes to a halt until the problem is fixed.

Look at your projects. Is there anything that's going wrong? If so, stop the process and fix the problem right away. One of the biggest time wasters is redoing work you've already done.

5--Beat yesterday.

Here's one more secret to Toyota's success. It's not that they

are just saying stop. With each step in everything they do, they sincerely try to get better. They call this "kaizen," which basically means, "How can we make today better than yesterday, and tomorrow better than today?"

Look around your business. When do you need to say "no" and "stop"? Instead of doing a lot of good ideas, focus on doing a few great ideas. But it's not enough just to do fewer things. Do those few things with such focus and attention and with such a desire to improve that you do them better than you've ever done them before.

6--Use the 1-3-6 Rule.

Here's the rule:

- One - Write down the single most important business outcome you want to improve in your organization.
- Three - Then write down the three things you can do that would have the greatest positive impact on improving this business outcome.
- Six - Then, and here's the hardest step, write down the six things you are going to stop doing so you will have the time and the energy to do the three things that matter the most.

People invariably say everything they're doing is important, and they can't stop anything. While it may be true that everything they're doing is important, not everything they're doing is as important as everything else they're doing. Some important things will have a greater impact on improving their desired outcome than other important things.

7-- Sacrifice to accelerate.

In summary, look around you and decide what you can let go. What meetings, projects, customer visits, and processes can you stop doing? Find the fewest activities that will have the greatest positive impact on improving your most important business outcome. Then do those two or three activities to the very best of your ability within a reasonable time frame. And then go home.

Author and keynote speaker Dan Coughlin provides practical advice to accelerate key business outcomes. As an executive coach, he has spent more than 3,000 hours on-site working with executives in over 20 industries. His clients include Toyota, McDonald's, Marriott and others. His new book, "Accelerate: 20 Practical Lessons to Boost Business Momentum," arrives in bookstores May 2007. For more information, please contact: dan@thecoughlincompany.com, or visit www.businessacceleration.com.



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Auctioneers & Valuers organization, who provided our group with a lovely reception. Pictured below are several NZAA members who met with our tour group.

5. On Tuesday, October 24 the group attended the Auckland Fish Market auction where the group met with manager Nigel Thomas, (pictured below in the middle photograph) who gave a presentation on how the auction worked. The Market operates New Zealand's only "Dutch



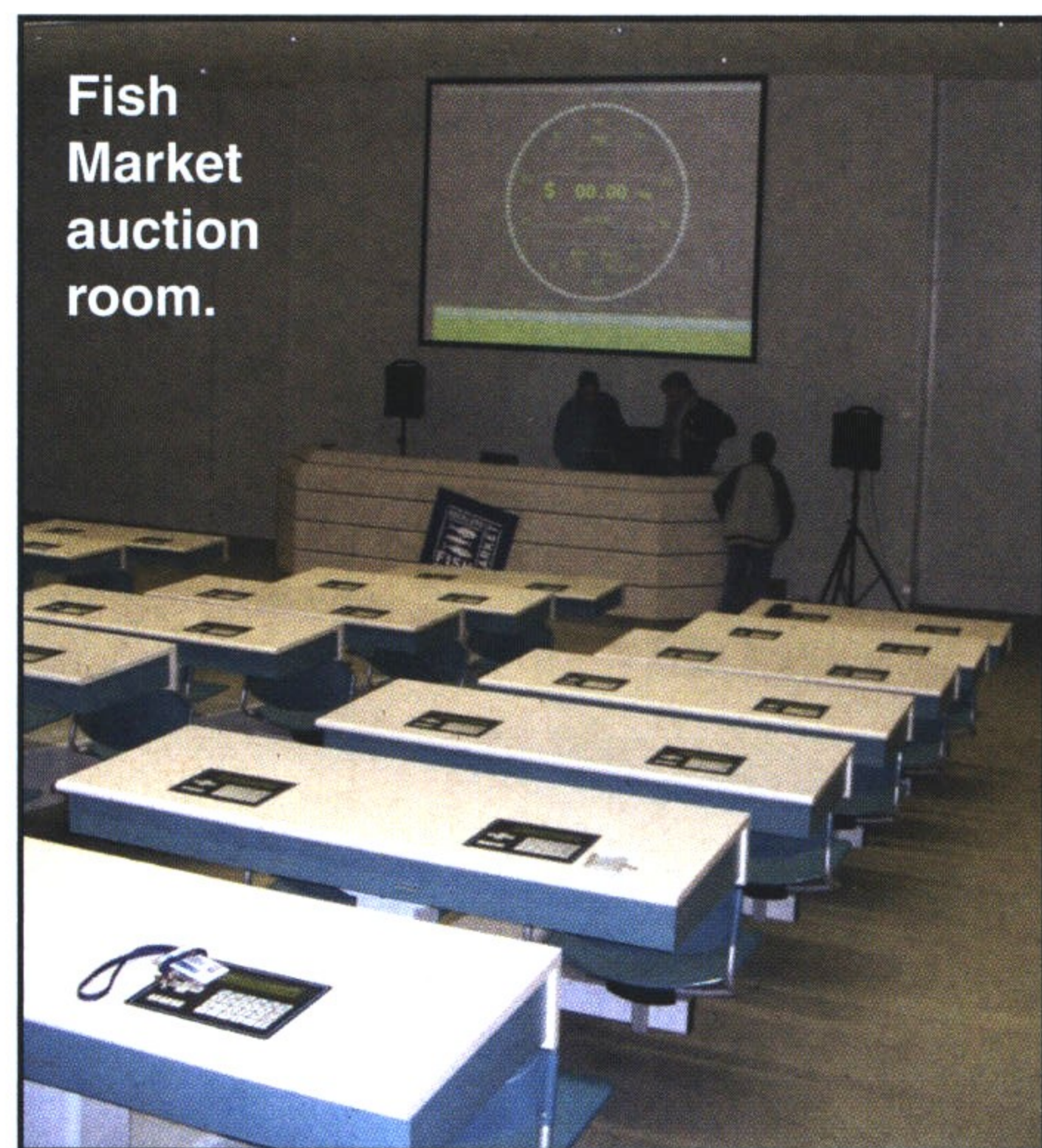
Tour group and NZAA members.



NZAA members.

auction" for seafood. The auction system enables all buyers to have equal access to the daily seafood catch. The auction room, (below left) has a seating and consoles for 85 buyers, looking out over an auction floor that can accommodate more than 3,000 fish bins offering a wide range of species. The auction involves a large bidding "clock" that displays a description of each lot on offer. The Auctioneer starts the clock about \$2 above the price per kilo that each lot is expected to receive, and the price drops every ten seconds until a buyer stops it by entering a bid on their keypad. The buyer's name appears on the clock to confirm the price and the quantity of the transaction.

6. The group met for an evening dinner at Orbit's, the revolving restaurant at the top of the Sky Tower, where the group was able to take in an incredible 360 degree view of Auckland.

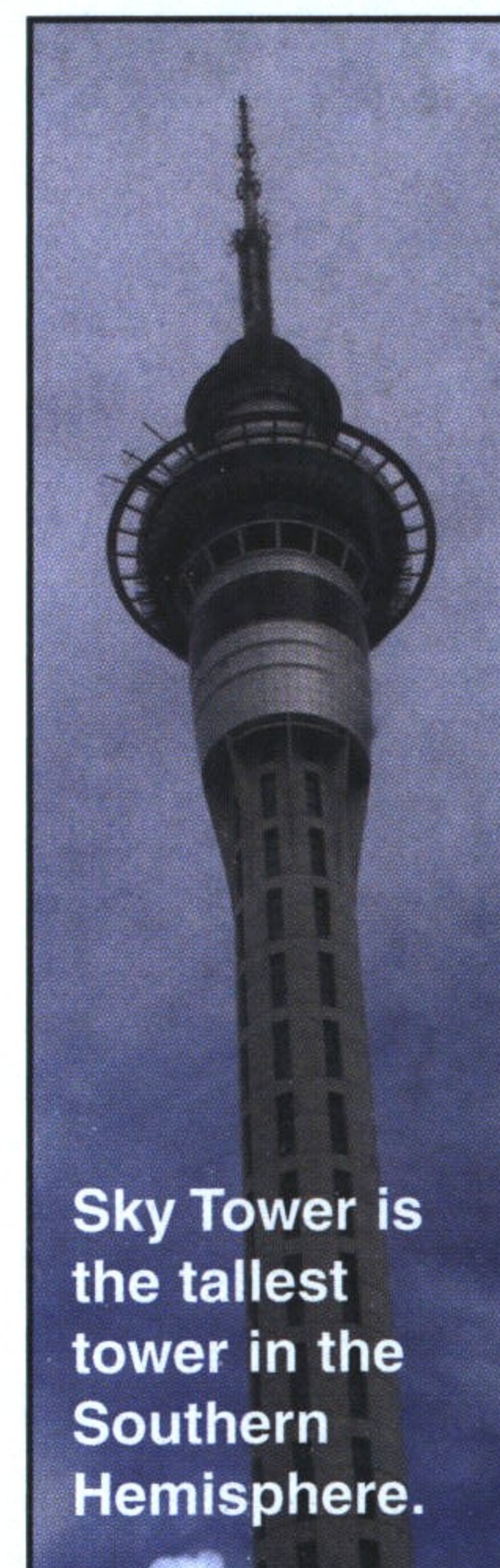


Fish Market auction room.

Look for highlights of the Study Tour to Melbourne, Australia in the March issue.



Pictured above: Manager Nigel Thomas (in light blue shirt) along with Max Spann; Eddie Haynes; Walt Driggers; Kim Hagen; Ron Evans; Gail and Jerry Burke.



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education, continued from 14

newest group of candidates. We would also suggest that you help promote CAI and recruit some new candidates.

All CAI designation holders and candidates are also invited to attend special sessions during Conference and Show. Look for more information to be released soon on these opportunities.

Speaking for the CAI Committee and the NAA Education

Institute, we hope to see you at Indiana University during March 18-23. If you would like additional information on CAI, please call the NAA Education office at: 888.541.8084, extension 19, 23, or 28.

A registration form is also included in this issue of *Auctioneer*.

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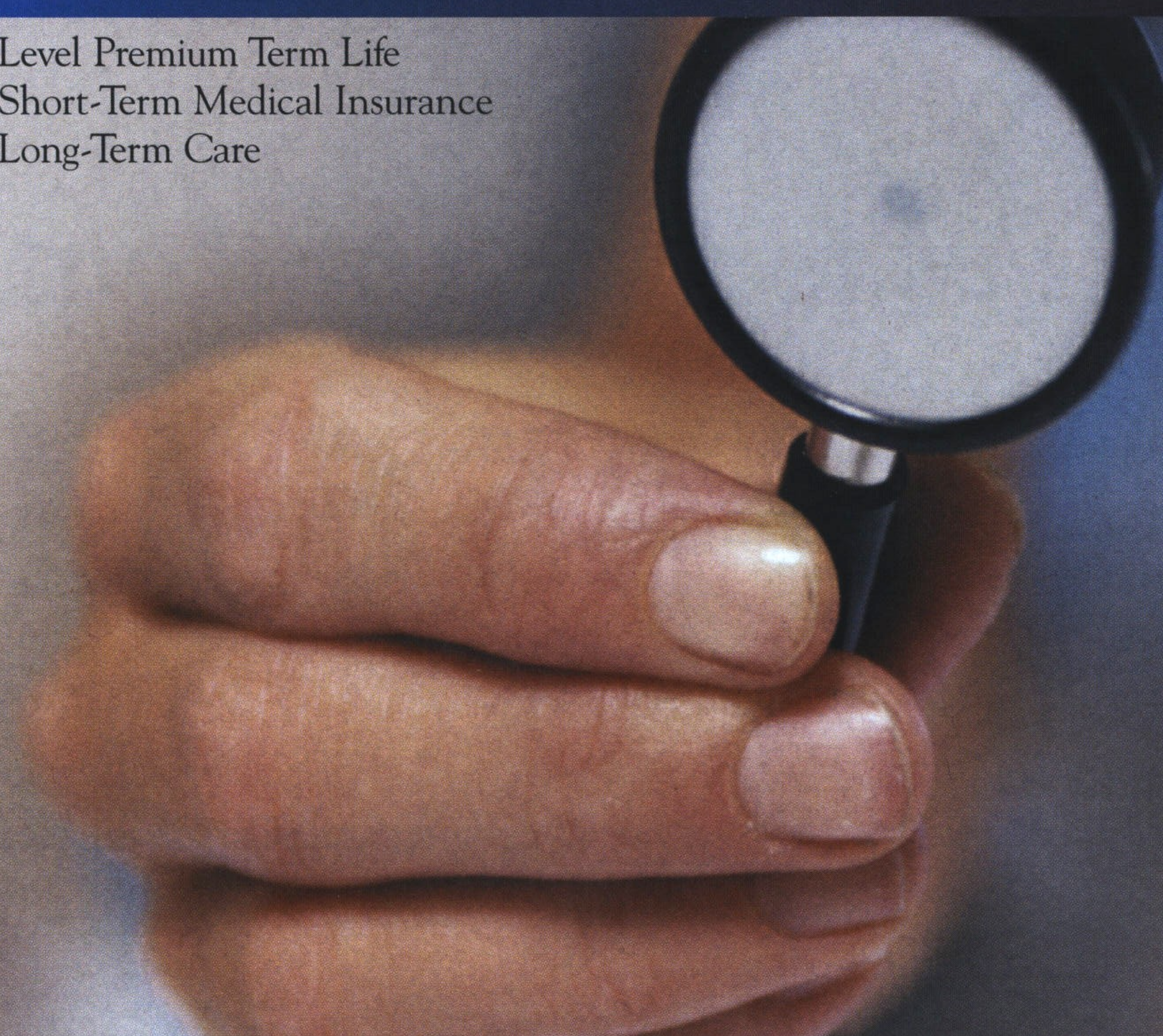
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Upcoming state association events...

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Feb. 2-4: Oklahoma State Auctioneers Assoc., Oklahoma City, OK
Feb. 11-12: Oregon Auctioneers Assoc., Clackamas, OR
Feb. 17-19: Kentucky Auctioneers Assoc., Lexington, KY
Feb. 18-20: Georgia Auctioneers Assoc., Greensboro, GA
Feb. 23-25: Missouri Professional Auctioneers Assoc., Lake Ozark, MO

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.

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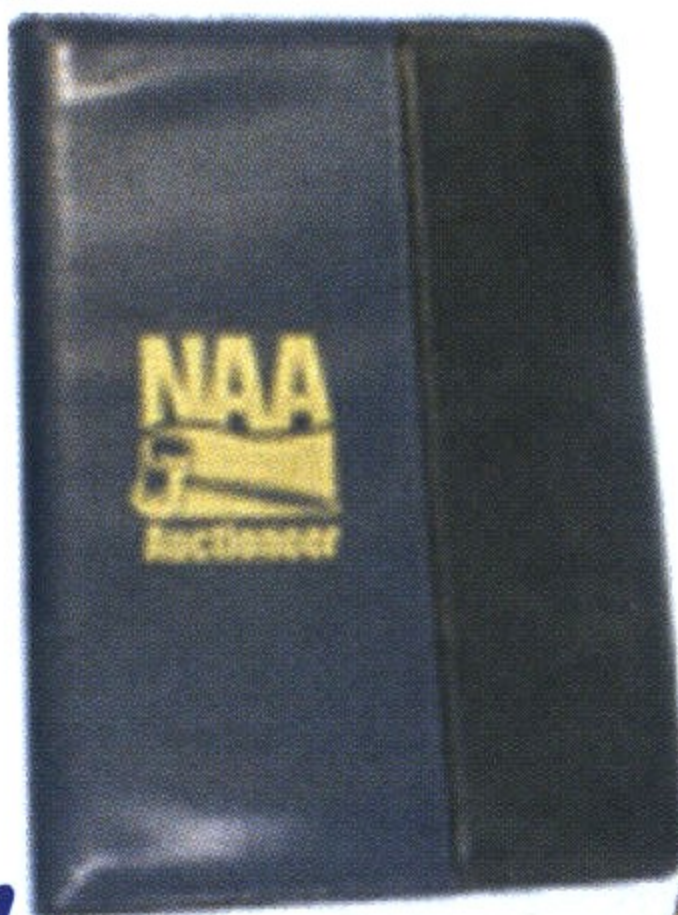


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Elimination of the Grievance Procedure



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It takes a significant amount of time and resources to properly investigate a matter and consider a grievance. In addition to these considerations, the majority of such claims filed lack any merit.

The NAA board of directors is considering several revisions to the association's Code of Ethics. One of the revisions being considered is the elimination of the grievance procedure (when someone files a complaint against a member, asking the board to investigate).

This modification, however, does not represent a change in the goals or mission of the NAA. The NAA was created to be an advocate for Auctioneers and high ethical standards. Its mission is "[t]o promote, increase and build the trustworthiness of the competitive bidding method of marketing, including live, Internet and sealed bid auctions, and enhance the professionalism of its practitioners."

The NAA will continue to advocate for Auctioneers and encourage the highest ethical standards.

The board of directors is considering the elimination of the grievance procedure for three reasons. First, the NAA does not have the ability and resources to properly review and resolve grievances. Second, the NAA does not have the authority to appropriately penalize an Auctioneer for unethical conduct. Third, the Auctioneer Licensing Commission of each state should begin to assume the responsibility for enforcement of the Code of Ethics.

In order to illustrate these issues let's consider a hypothetical example. John Doe is a licensed Auctioneer and member of the NAA. He enters into a written contract with a seller for the sale of valuable personal property. On the day of the auction, John Doe sells the personal property for approximately \$400,000. He told the seller that the proceeds from the sale must be deposited into his trust account. The following day John Doe deposited all of the proceeds into his trust account. Afterwards, he withdrew all of the funds from the trust account and left town.

The NAA does not have the ability and resources to properly review and resolve grievances. The seller, in the above example, would have to contact the NAA and file the grievance. After receipt of the grievance, the NAA would attempt to contact John Doe to find out what happened and begin its investigation. John Doe left town in the example, so the NAA may have difficulty locating him. Once the NAA locates John Doe, if it does, it can attempt to obtain information about the sale. If John Doe refuses to return phone calls and respond, the NAA does not have any authority to force him to respond. The NAA can notify and work with the police, since this is also criminal behavior, but the Grievance Committee does not have the ability to do anything on its own.

After reviewing the response from John Doe, if he gives one, the committee determines whether the grievance has any validity. If so, the committee must notify John Doe of his right to submit additional evidence or request a hearing. If John Doe does submit additional evidence, the committee must notify the seller and gives him another opportunity to submit evidence. After reviewing all of the evidence and conducting a hearing, if one is requested, the committee must report its findings and make a recommendation to the board of directors. There is also an appeal process that can be initiated.

As you can see, it takes a significant amount of time and resources to properly investigate a matter and consider a grievance. In addition to these considerations, the majority of such claims filed lack any merit. A grievance may be filed by a buyer

or seller simply because he or she is unhappy with the results of the sale. It is inefficient for the NAA to spend time and money on claims that lack merit.

In addition, the NAA does not have the authority to appropriately penalize Auctioneers for unethical conduct. Regulation 2.7 explains that the Committee, after its investigation, "shall report its findings and recommendation to the board." It further explains, "These recommendations may include censure, suspension or revocation of the individual's membership." These penalties are minor when compared to John Doe's conduct and will not deter others from engaging in such unethical behavior. In order to prevent unethical conduct, Auctioneers that steal from their clients should be fined and/or have their licenses revoked. The NAA grievance procedures simply are not significant.

Finally, the Auctioneer Licensing Commission of each state should begin to assume responsibility for enforcement of the Code of Ethics. The Code of Ethics has received deference and consideration by various courts throughout the United States, including one of the seminal cases concerning auctions without reserve. See *Pyles v. Goler*, 109 Md. App. 71, 674 A.2d 35 (1996). In *Pyles*, the Court referred to a number of definitions set forth in the NAA's Code of Ethics. The Court of Special Appeals of Maryland later relied on the Code of Ethics to decide the issue on appeal in *Express Auction Services, Inc. V. Conley*, 127 Md. App. 447, 453 54, 732 A.2d 1012, 1015 16 (1999).

Licensing Commissions are beginning to take an active role in enforcing the Code of Ethics. The NAA has actively supported this trend as well. In the Uniform Auction and Auctioneer Licensing Act ("UAALA") there is an expansive list of prohibited acts. Section 5-101(w) specifically prohibits "[e]ngaging in conduct determined by the Commission to be unethical, unprofessional, and of a character likely to deceive, defraud, or harm the public."

In addition, UAALA gives authority to the Auctioneer License Commission in each state to respond appropriately to the offense. Under section 5-103 of UAALA, the Commission has authority to do any of the following: (1) impose a fine in an amount not to exceed \$10,000.00, (2) issue a letter of reprimand; (3) placement of the Auctioneer on probation for a period of time and subject to conditions as the Commission may specify; (4) order payment of restitution to each consumer affected by such violation; (5) suspension of license for a period of time established by the Commission with or without automatic reinstatement; and (6) revocation of license. The Commission would not be able to send John Doe to prison, but it would be in a position to help prevent this from happening to another seller.

In conclusion, the NAA board of directors should eliminate the grievance procedures set forth in the Code of Ethics. In addition, the board of directors should continue encouraging the highest ethical standards and the enforcement of the Code of Ethics by Courts and Auctioneer Licensing Commissions.

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JOHN PECKHAM IS THE EXECUTIVE DIRECTOR FOR THE REAL ESTATE CYBERSPACE SOCIETY. IN THIS COLUMN IN *AUCTIONEER*, HE PROVIDES TIPS FOR USING TECHNOLOGY IN THE BUSINESS WORLD.

INTERNET TRICKS AND GREAT PLACES

TRICK #1: AN EMAIL TO THE FUTURE

<http://futureme.org/>

Want to set up an email message to be sent on any date you pick in any year at any time during the next 30 years? How about a reminder each week for the next year to the children to take out the trash, clean up their room and do their homework? How about a note to yourself each day for the next month to lay off cake for the new year?

This is a simple service. Just type in the address of your desired recipient, your message, select the date you want the message sent and click "Send to the future" It's as easy as that. Let your imagination take over from there.

TRICK #2: WATCHING ROAD RAGE DRIVERS

<http://www.platewire.com>

What can you do about those drivers who cut you off and go on down the highway tailgating and causing general havoc? Didn't want to get involved in a police report?

Just jot down the miscreant's license plate number and go to this neat site where you can enter it along with a description of the offensive behavior. You can also browse and search through your state selection from thousands of reports. As you might imagine, some are quite colorful.

GREAT PLACE #1: FILE CONVERSIONS

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

Why spend a bundle buying expensive software to convert files to the popular and useful PDF format? You may prefer to use this handy place to get the same thing done simply and at no cost.

This service accommodates a raft of file formats. All you do is select the file you wish to convert and click the "convert" button. A link to the converted PDF file is in an e-mail that is instantly sent to you. This one trick pony will even convert web pages for you. Easy, quick and it's free.

GREAT PLACE #2: SLEEPING IN AIRPORTS!

<http://www.sleepinginairports.net/>

Stuck in an airport for the night with no hotel space available? Maybe you should visit this handy site that contains hundreds of tips for those stranded overnight. You can read contributions from fellow travelers describing their pleasure or disdain for airports around the world.

You will also find tips for coping with an unexpected sleepover, lists of favorite and least favorite airports, airport photos and lots of information that will be helpful if you find yourself stuck for the night. Sweet dreams!

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

Get Sold On St. Jude Kids

NAA members have raised over \$3 million to help children since 1999. Opportunities to participate by members vary from donating a percent of auction proceeds to holding a "special" fundraising auction for the St. Jude children. St. Jude has developed special marketing support kits that can be obtained by contacting St. Jude at 800-457-2444 or visit the St. Jude Volunteer Service Center website at www.vscs.org

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 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 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, GPPA and CES. Visit www.auctioneers.org to learn more about NAA's business-boosting programs, or e-mail us: education@auctioneers.org. Phone: 888-541-8084 (extension 23 and 28).

Online Education

Earn continuing education credits by taking auction-related classes at home. NAA Online, in partnership with the Nashville Auction School, provides six classes, with more planned in the future. Price is \$95 for NAA members. For details call 931-455-5840.

SERVICES

Auction Calendar

Members are allowed to post their auctions on the NAA Auction Calendar on its web site—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*, *Wall Street Journal*, *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. Any question that you have pertaining to the auction profession can be easily addressed by other members of the association. Check this frequently, as many topics are discussed on this forum. Call NAA Web Services at 913-541-8084 or 888-541-8084 ext. 25 or log on to www.auctioneers.org for more information or to sign up.

Access NAA Online

NAA's Web site, 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.

Errors & Omission Insurance

Protection against claims for financial loss. Call PRO Insurance Managers at www.pro4.us, 816-941-0030, or 1-877-CALL-PRO (225-5776).

Free Web Site Development & Hosting

Members can individualize information about themselves and their company as well as post all of their auctions. This free web site development also includes free web hosting service. To take advantage of this service log on to www.auctioneers.org. With \$75 domain name registration.

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. For more information contact Erica Brown, Public Affairs Manager at ebrown@auctioneers.org.

Health Insurance

Program provides excellent coverage options at affordable prices to members, families and employees. Options for both individual and group coverage with "A" rated (highest available) carriers. Call PRO Insurance Managers at www.pro4.us, 816-941-0030, or 1-877-CALL-PRO (225-5776).

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 login on to www.NAALive.com or call 877-456-LIVE.

Office Products and Supplies

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

Prescription Drug Program

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

State License Laws Guide

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

Travel Services

The lowest available member rates for travel—Guaranteed! NAA Travel handles all

of the annual Conference and Show and Winter Seminar arrangements. This service is free and can be used for all your business or pleasure travel needs. Call NAA Travel at 877-363-9378.

PRODUCTS

Audio CDs

Audio CDs of the recorded NAA Educational Conference sessions can be purchased by e-mail: craigm@cmcg.com or calling 800-747-8069; fax: 818-957-0876. For a complete listing of available sessions, log on to www.auctioneers.org.

Books

This comprehensive 92-page legal guide, *Waiting for the Hammer to Fall, A General Overview of Auction Law* by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 888-541-8084, ext. 28; fax: 913-894-5281; or e-mail: info@auctioneers.org.

Membership Directory

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

Merchandise

NAA provides a great selection of apparel and miscellaneous promotional items that members can purchase at very attractive prices. Log on to www.auctioneers.org for available products or 866-331-0112.

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, please call 913-541-8084 or 888-541-8084, ext. 20; fax: 913-894-5281; or e-mail: wdellinger@auctioneers.org. To learn more about the benefits of advertising please call 913-541-8084 ext. 20.

Buyers Guide

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

Customer Survey Card

NAA provides to you customer survey cards, which you can give to customers at your auction to get their feedback with 17 questions like "How did you learn about this auction?" The results can be used to improve your business. Send the cards to NAA and get a detailed report back. An order form can be downloaded from the NAA website, or call member services at 888-541-8084, ext. 15.

NAA advertising notice to readers

Auctioneer accepts advertisements from a variety of sources, but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the National Auctioneers Association or *Auctioneer* of any product or service offered through the advertisement program. The NAA and *Auctioneer* encourage you to investigate companies before doing business with them.

Furthermore, *Auctioneer* is designed to provide information of general interest to Auctioneers. The reader's use of any information in this publication is voluntary and within the control and discretion of the reader.

Finally, the NAA does not mediate disagreements that may arise between buyers and advertisers.

Next month:

The March magazine cover story is planned to be a study called "The cost of doing business." Detailed information will be provided about varied aspects of running an auction business. Auction business owners, managers and employees should find this of great interest, and as a tool to help businesses toward cost savings and success. Watch for this news

you can use in next month's magazine.

Other stories will include the 4th Quarter 2006 auction industry statistics results. NAA provides this examination of the industry's varied sectors four times a year. Real estate has been the fastest growing category for some time. We'll see how the industry overall and each segment are faring in today's economy.

The Auctioneer's Valentine

In the early 1800s, there were not ready-made greeting cards for Valentine's Day or other holidays. Auctioneers and others relied on small published booklets called Valentine Writers to find the appropriate heartfelt messages to send to their beloved.



From the booklets they could choose from generalized poems or from several written especially for Auctioneers. Occasionally the booklets even came furnished with answers that the recipient had written back in response to the Valentine poem. Some of the entertaining responses were favorable and others not so favorable. It remained for the intrepid admirer to take a chance when sending a poem, and hope for the best.

Here is a short Valentine Day poem from an Auctioneer to his sweetheart, and her answer back to him, as published in one of those booklets. We hope you get a kick out of this Auctioneer's experience from centuries past and may you fare better yourself this February!

Valentine. From an Auctioneer.

Your eyes, dear maid, my heart has 'strained,
In execution taken;
A bill of sale must be obtained,
Nought else will save my bacon.
And when th' important day arrives,
And Cupid's Auctioneer,
I hope his hammer, love, will knock
Me down to you, my dear.

Her Answer:

I tell you what, good Mr. Puff,
I've of your courtship had enough;
She is to blame who'er relies
On one so used to framing lies;
Besides, in peace I ne'er could slumber,
Lest, like a lot of useless lumber,
You'd knock me down; so Sir, adieu,
I'm not a lot of goods for you.



(Poem and answer discovered in the booklet, and submitted to NAA, by Martha Miles.)

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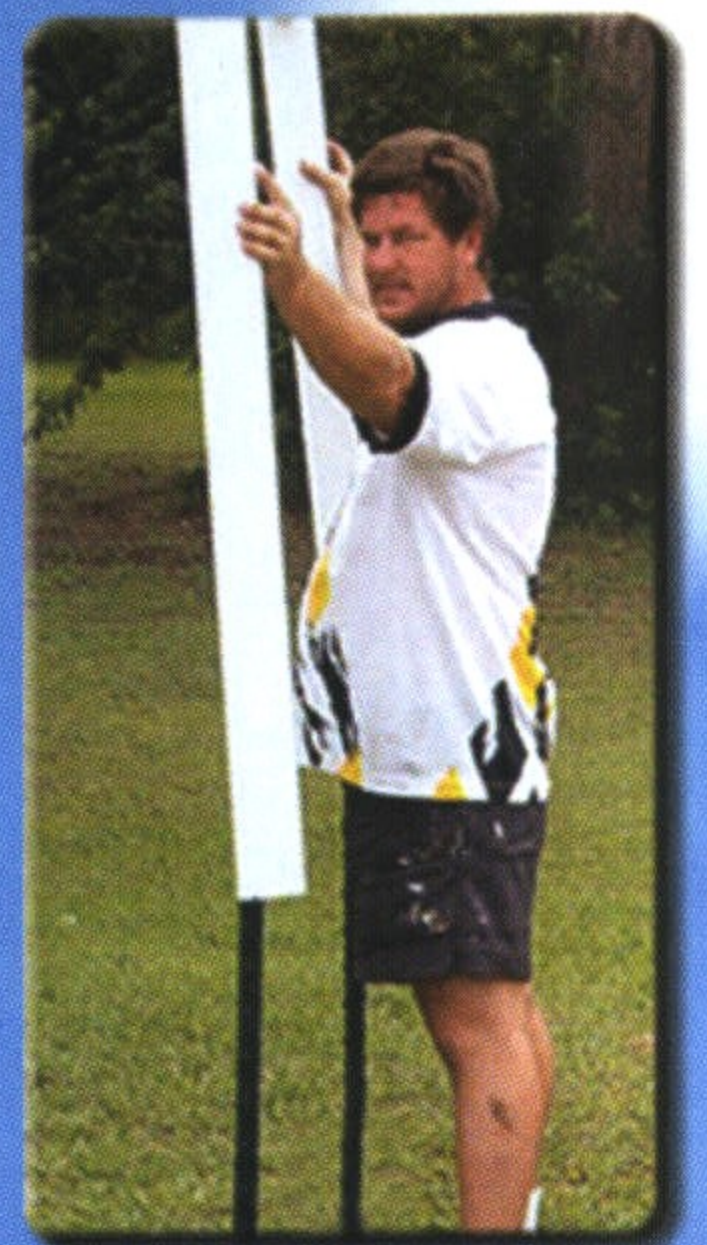


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- 4x4 Sign - \$68.88
- 4x8 Sign - \$98.88
- Bidder Getter - \$48.88

PVC Frame Available From \$65

Please see web site or call for complete pricing information



Post Pounder and T-Bars Not Included



UPS Shipping from \$15.

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FREE Design - Color Proof Posted on Web Site

www.800TheSign.com