

# Auctioneer

JANUARY 2008

The official publication of the National Auctioneers Association

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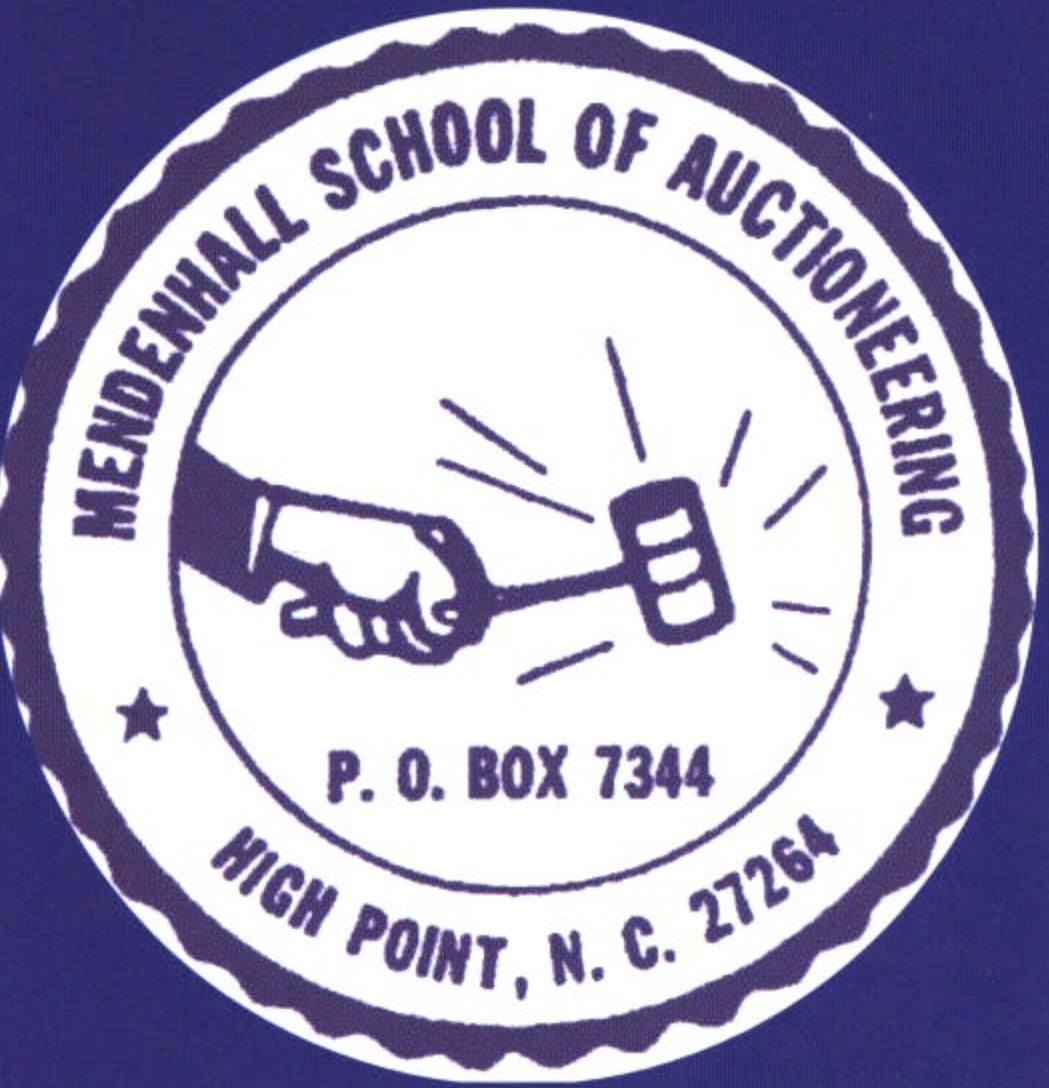
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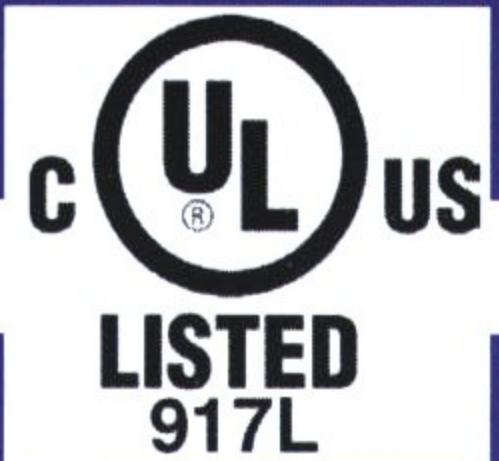


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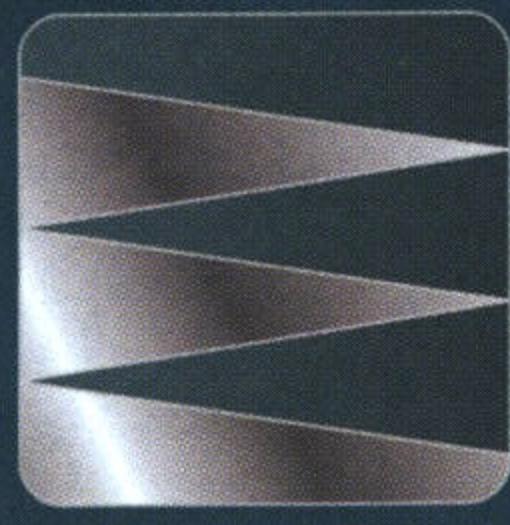
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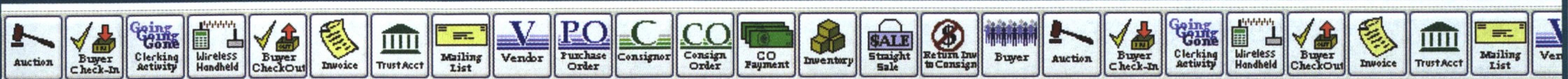
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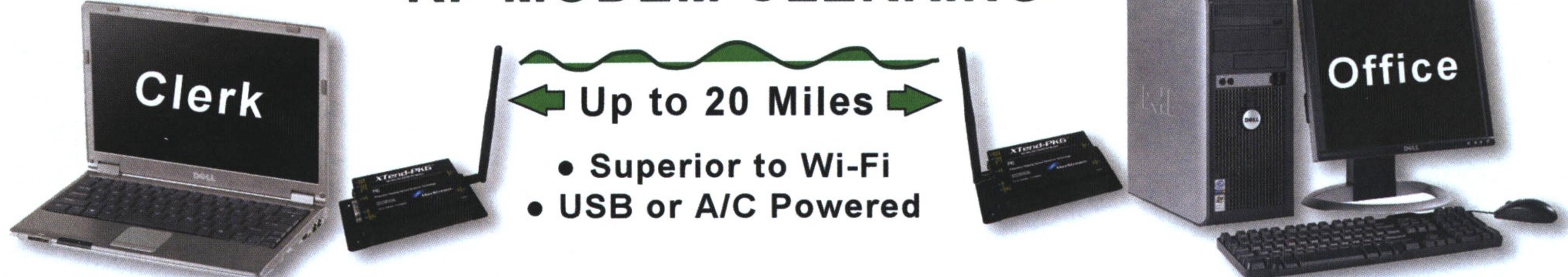


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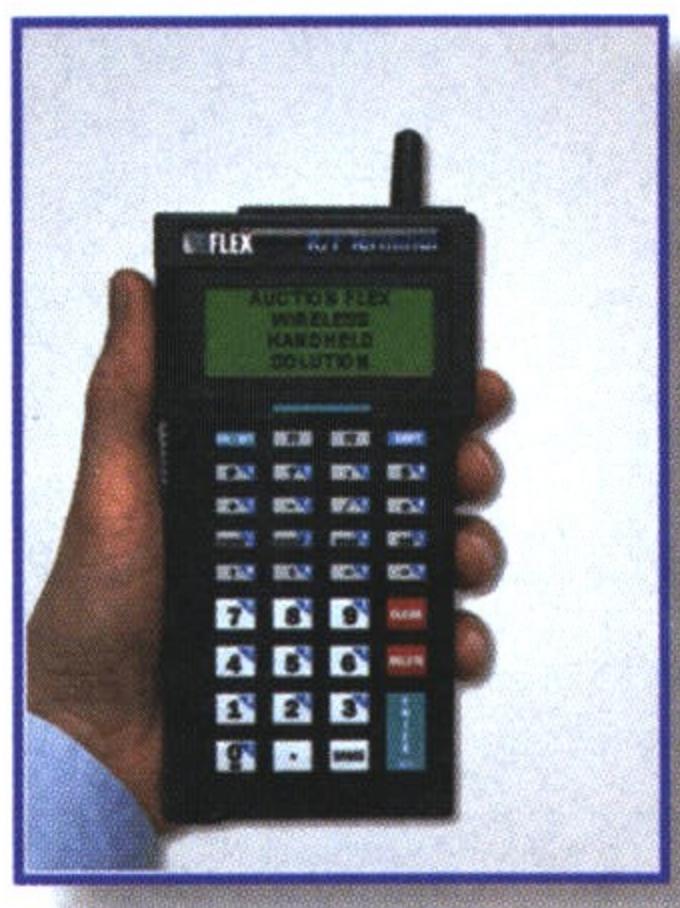
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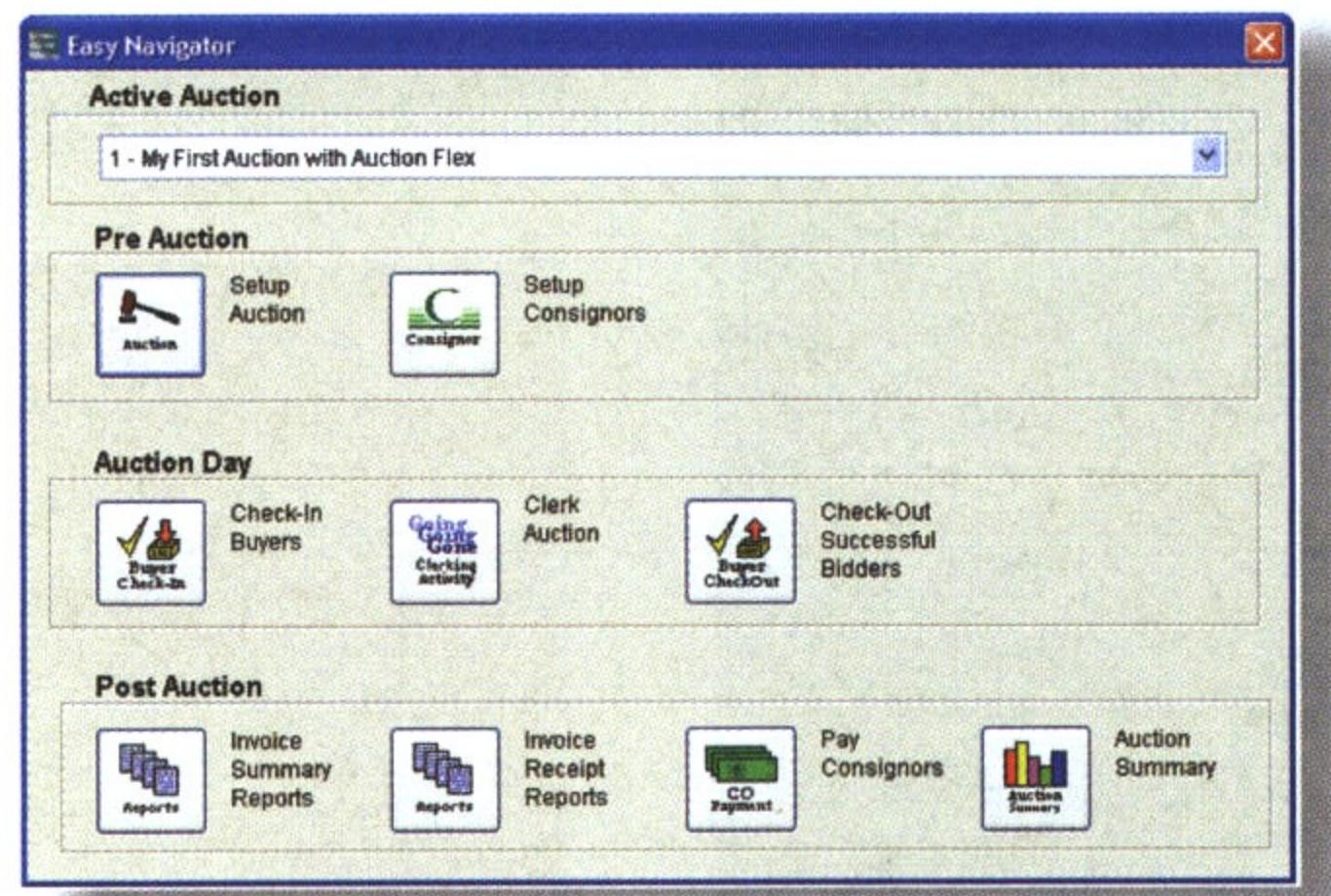
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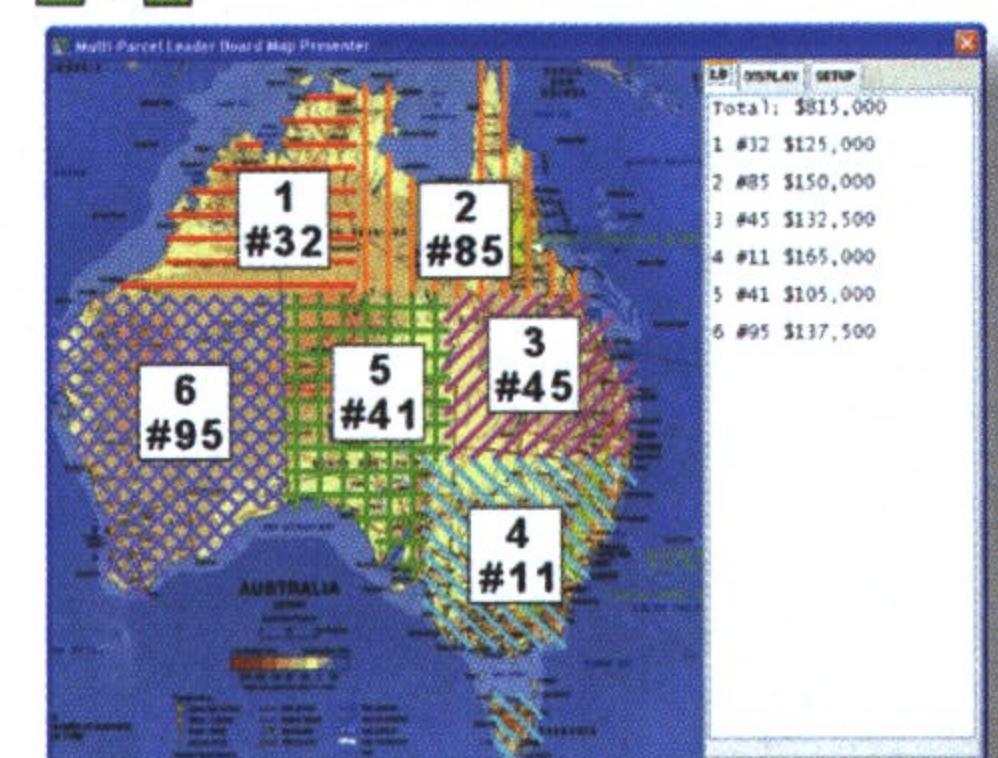
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**Louisville Slugger Museum  
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**Natural History** 13<sup>th</sup>

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An advertisement for 1-800-THE-SIGN. It features a woman in a yellow and white patterned shirt standing on top of a tall white sign post, holding a sign that says "New Frame". The sign post is leaning against a black background. The 1-800-THE-SIGN logo is at the top, with the phone number 843-7446 and website www.1800thesign.com. A large red starburst graphic with the price "\$68.88" is prominently displayed. The text "Out the Door in 24!" is also visible. The bottom right of the ad says "Next day delivery available".

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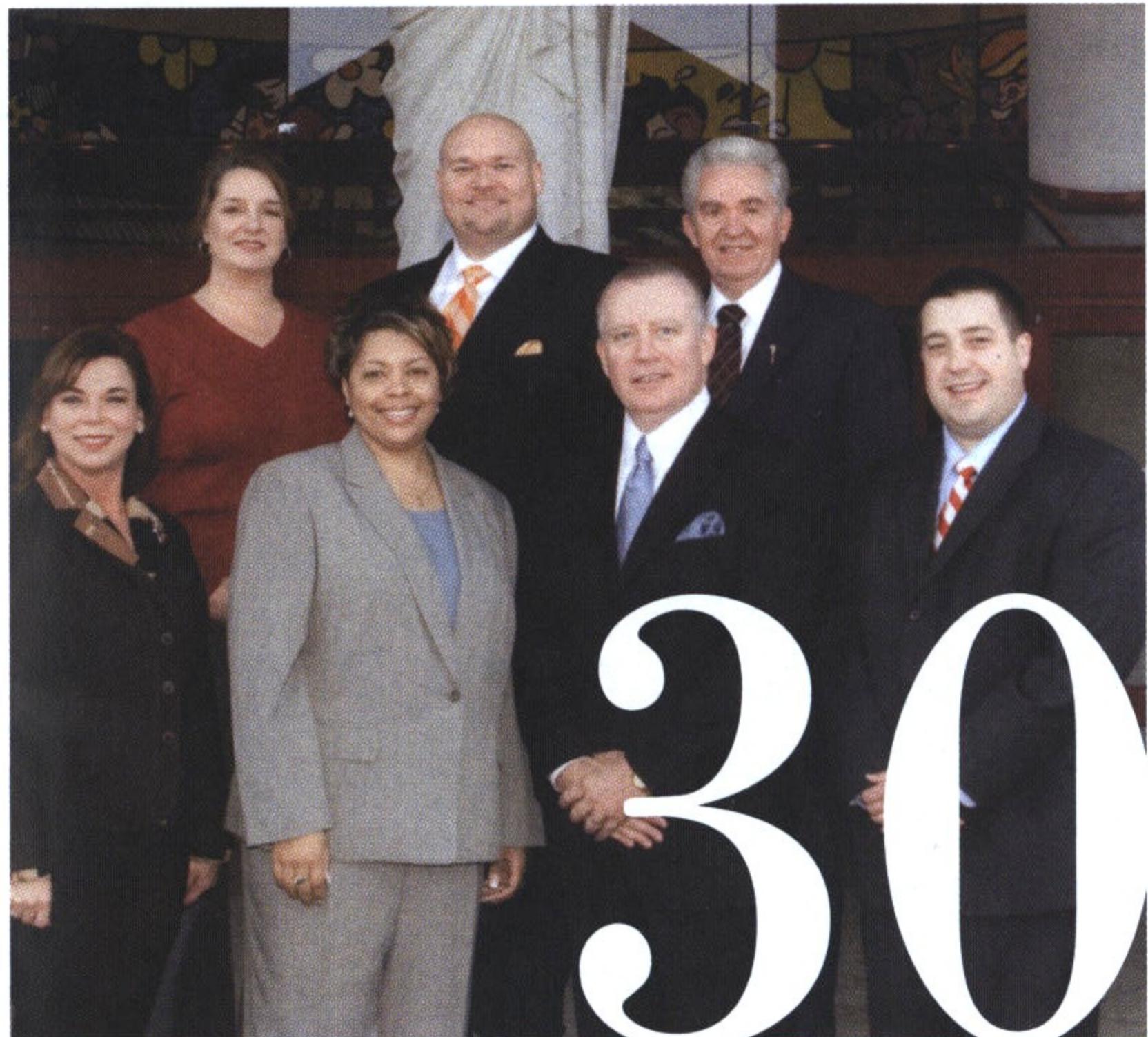
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# Auctioneer

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The official publication of the National Auctioneers Association

JANUARY 2008 VOLUME 60 NUMBER 1



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## On the cover

As we settle in to our post-holiday schedule of writing thank you cards, packing away holiday ornaments, and begin writing out our New Year's Resolutions, the NAA encourages you to add one more New Year's Resolution to your list: Take time to have a St. Jude moment. This year commit yourself to helping raise donations for the children of St. Jude Children's Research Hospital. Left to right: Anna, Tristan, Shalea.

# Auctioneer

The official publication of the National Auctioneers Association

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Banker

  
WILLIAMS & WILLIAMS  
worldwide real estate auction

# Mailbox

Let the NAA and fellow members know how you feel.

## GOVERNMENT RELATIONS

### **Bad legislation avoided with NAA's help**

Dear CEO Bob Shively,

We have apparently avoided the passage of legislation in New Jersey prohibiting governmental entities from employing Auctioneers who use the buyer's premium.

We were only alerted of this pending legislation this past Thursday regarding today's committee meeting. Your staff immediately sprang into action and worked through the weekend to craft an intelligent and coordinated rebuttal. I must single out particularly Chris Longly who was constantly on the phone with me over the past five days including late Sunday night. His enthusiastic and aggressive response to this challenge is a credit to the association and its values. It is times such as these that make me especially thankful that the NAA is there over watching and supporting auctioneers interests. Thanks again for the great job.

Maximillian M. Spann, Jr.  
Clinton, NJ



## MEMBER SERVICES

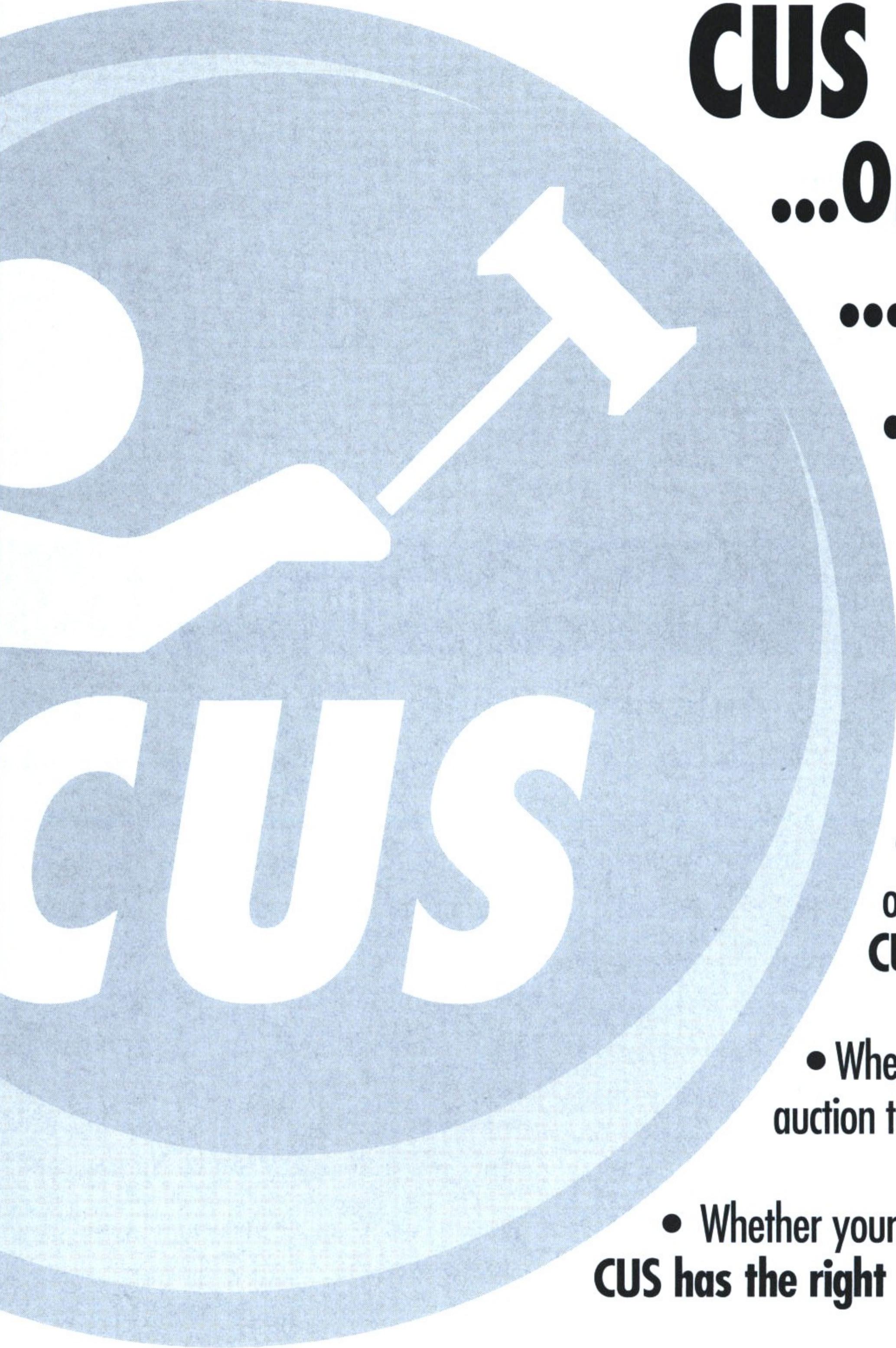
### **I'm impressed with NAA**

Dear NAA,

I just wanted to tell NAA thanks for sending a "Thank You" when I renewed my membership recently. This was the best email I ever received from NAA. I am very impressed that the organization said Thank You.

Ken Barrett  
Tilton, N.H.

*We want to hear from you! Send letters and questions to  
Auctioneer, 8880 Ballentine, Overland Park, KS 66412  
or email to [publications@auctioneers.org](mailto:publications@auctioneers.org)*



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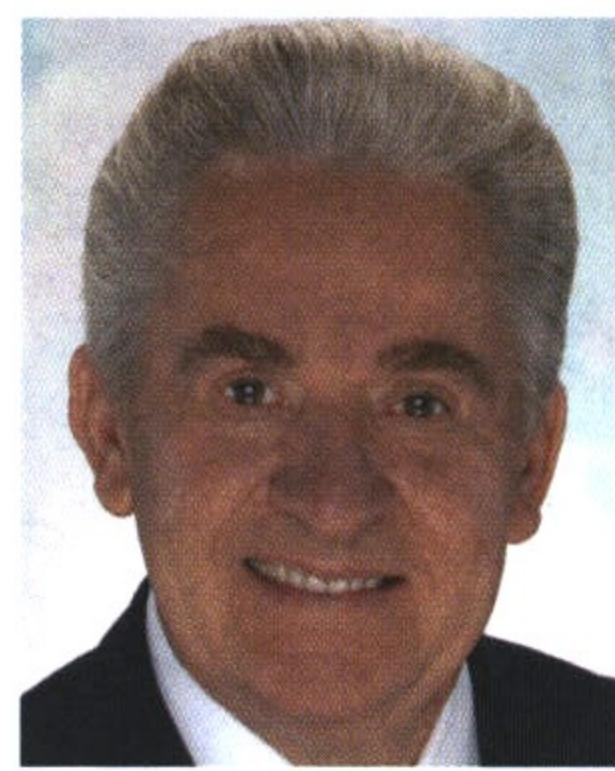
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# Serving Your Auction Clients

## Boundless opportunity and awesome responsibility



By Thomas L. Williams, CAI  
NAA President

Auctioneer should take this responsibility to the highest level possible, giving the client the very best in both service and professional expertise.

Clients put their financial well being in our hands. Quite often our charge is to market assets representing a lifetime of hard work. It is not unusual for us to sell a business enterprise representing generations of endeavor. We must have both the expertise and integrity to handle the job correctly. That is an awesome responsibility. Lack of either expertise or integrity brings the same result to the client: disaster.

Auctioneers taking on tasks they aren't qualified to handle could be likened to doctors doing surgery when only half way through medical school. The end result in both instances could be very serious for the client.

We are morally obligated to deliver the most up-to-date auction methods and expertise to the client. The financial result

for the client is directly linked to the Auctioneers marketing expertise, product knowledge and auction experience. Deficiencies in any of these areas deliver less than the client deserves.

Having the availability of the latest equipment and technology without the experience and training to utilize it appropriately is little better than not having it available at all. When we overstate our ability or experience to secure a client, but lack the ability to deliver appropriately, it is serious misrepresentation.

We must know and admit our limitations. Knowing where to find the talent for the task is the mark of the successful Auctioneer. The simple solution is bringing the necessary talent to the auction to deliver the desired result. You can deliver super auctions when you bring others to the table with the expertise you lack.

Recognize where you need help, put ego aside, and bring those on board that can make your company look great and give your client the best possible auction. It is rare when a well coordinated team effort doesn't surpass a single individual effort. Utilize the best talents of several. Life is more fun and auctions are more successful that way.

Carefully analyze your entire auction

*“Knowing where to find the talent for the task is the mark of the successful Auctioneer.”*

**Join the next online president's chat**

**February 5, 2008, 7:00 p.m. Central**

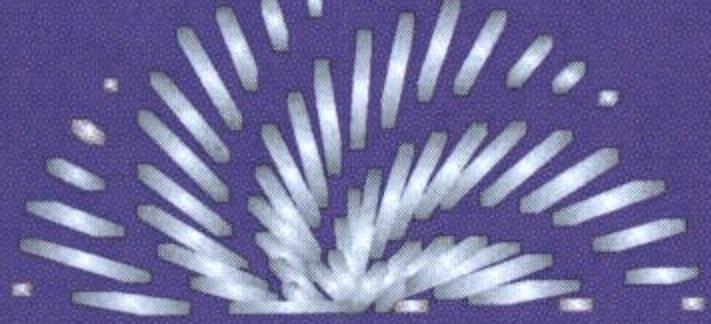
project. Possibly there are significant pieces or collections that deserve an expert's opinion beyond your own. The greatest advantage of being an NAA Auctioneer is having a multitude of friends and experts in every auction venue at your finger tips. You will find many willing to help. They will quickly tell you that a painting needs more research or it isn't exceptional.

Under some circumstances you might choose to have them help with the sale. Countless life long friendships and business relationships have started with a simple phone call looking for additional information or advice. The parties involved profited immensely over the course of time.

Competitive bidding in a fun and fair format is essential for any auction. This simple statement must be adhered to. Whether you chose live, Internet or combination of both, it should be dictated by the product and you. Maintaining the highest level of integrity from marketing through every facet of the auction process is not optional; it is essential for you, your client and the auction profession. Once again this responsibility rests squarely on the shoulders of the auction professional.

It is our responsibility to conduct our business in a manner where sellers and buyers want to participate. It needs to be fun, fair and profitable for all, sellers, buyers and auction entrepreneurs. When out of balance for any of the participants, trouble is on the horizon. The auction

► continued on page 69



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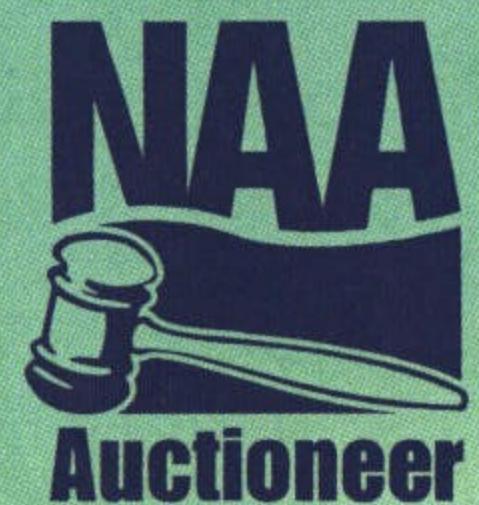
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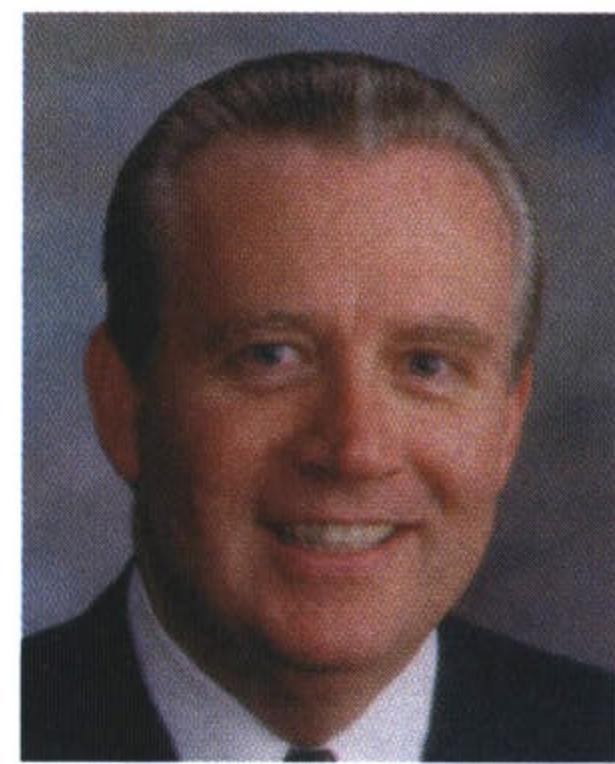
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# Whining and Complaining

## Can criticism serve a higher purpose or is it just negativity?



Chief Executive Officer  
Robert A. Shively, CAE,

complaining and that's what his movement is trying to stop. Since I haven't received my complaint-free bracelet yet ... or his book ... or the t-shirt .... I guess I'm still in the clear though!

His basic concept is hard to argue with. He says:

"Your thoughts create your world and your words indicate your thoughts. When you eliminate complaining from your life will you enjoy happier relationships, better health and greater prosperity. This simple program helps you set a trap for your own negativity and redirect your mind towards a more positive and rewarding life."

So can you go 21 days without complaining? To help you with the effort, he asks you to buy a purple complaint-free wristband to wear (they are only \$1). If you voice a complaint, you place the wristband on your other wrist and reset your 21-day clock. And then "Transform your words and transform your life."

*"Complaints raise legitimate issues and concerns, and often lead to desirable change."*

Darn it. I want to express my reservations about movements like Kansas City minister Will Bowen's "A Complaint-Free World," but to do so would be

Despite what I think is an interesting and worthwhile concept, they've wrapped it in the standard issue business enterprise .... and it is a huge one. It works under the best Internet model: offer a few items at very low cost and then let volume generate major money.

His website does say though that "All donations as well as proceeds from products are used to provide complaint free bracelets for those who cannot afford them as well as for schools, churches, hospitals, prisons, drug rehab centers and other nonprofits and deserving organizations."

Call me a tad skeptical about that.

But still, I struggle with the fact they are selling bumper stickers. It's all from the stock template of "How to Turn Your Idea Into a Movement, Make Money, and Get Worldwide Attention." (Contact me if you'd like to order that bracelet or t-shirt).

I'm all for eliminating unnecessary negative energy in your life and the lives of others and generally try to model that belief in my own actions and words. But complaints raise legitimate issues and concerns, and often lead to desirable change. Remember the popular book, "A Complaint is a Gift"?

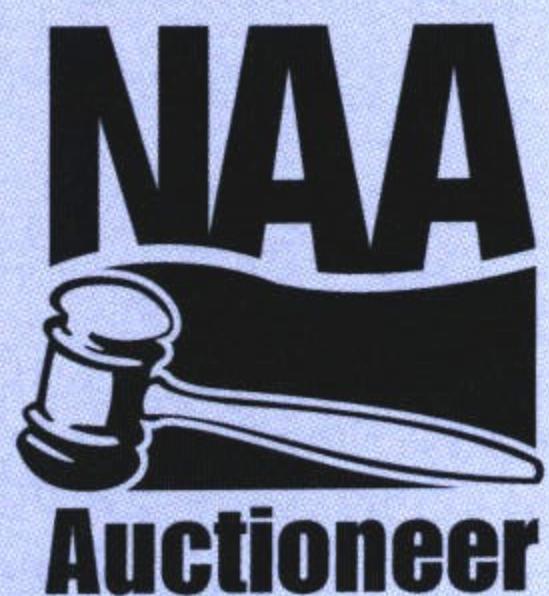


Do you hear needless whining or venting from someone? Slap a bracelet on the person.

Hear an insightful negative observation? Instead of slapping on the bracelet, why not listen closely and see if you can unearth a potential innovation or positive change waiting to be heard and discovered?

There are many movements today of feel-good, all-positive thinking concepts. But to improve our businesses and our lives, let's not stifle appropriately-expressed criticism. It's a key part of life and of progress. Let's just don't get carried away with negativism, which is probably the deep down message that this purple bracelet movement, and others like it, are trying to get across to us.

Robert A. Shively, CAE works out of the NAA Headquarters in Overland Park, KS. He is committed to the NAA and its members and will keep you updated on the organization's progress



## NAA Education Institute

Listed by Event

The NAA Education Institute provides Auctioneers with the information they need to be more successful. From designation and certificate programs to Conference & Show and specialized seminars,

a wide array of educational opportunities abound for those willing to invest in their own success.

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

### Winter Symposium

January 27-30, 2008

Lake Tahoe, NV

### CAI Certified Auctioneers Institute

March 16-21, 2008 Bloomington, IN

### Designation Classes

#### Benefit Auctioneer Specialist

January 13-15, 2008 Columbia, SC

February 9-12, 2008 Bloomington, MN

February, 2008 Indianapolis, IN

#### CES Certified Estate Specialist

January 31-Feb. 2, 2008 Charleston, WV

February 19-21, 2008 Owen Sound, ON, Canada

March 4-6, 2008 Ohio

#### GPPA Graduate Personal Property Appraiser

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Listed by Event

The NAA Education Institute provides Auctioneers with the information they need to be more successful. From designation and certificate programs to Conference & Show and specialized seminars,

a wide array of educational opportunities abound for those willing to invest in their own success.

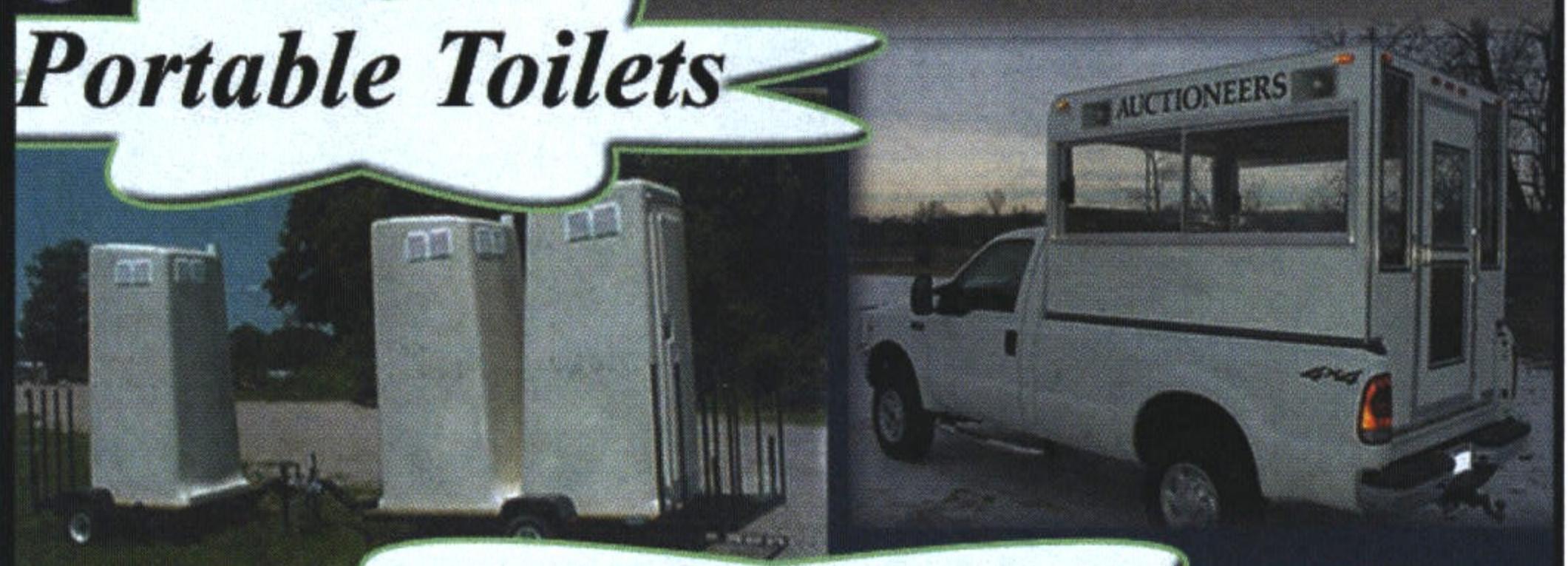
Visit the NAA website today for detailed class descriptions and registration information for the programs listed below.

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# Use NAA's Real Estate Auction MLS

## A website for you that caters to real estate auctions



Ashley Herman  
Director of Member Services

members' requests. The website address is [www.NAArealestateauctions.com](http://www.NAArealestateauctions.com).

This website is for you, the NAA members, because it will allow consumers to search your listings for specific real estate related criteria. The site will be yet another benefit designed to help bring professional Auctioneers together with consumers at no additional fee or cost to the members.

"We anticipate this will be a highly-popular website for the public, and we will appropriately market it to the public. With real estate auctions booming and more people searching the Internet for properties, there is a need for an auction MLS and NAA is going to fill it," said NAA President Thomas Williams, CAI. "I urge all NAA members to post their properties on this new listing service."

The Multiple Listing Service (MLS) is a database that allows real estate brokers to share information about properties with other real estate brokers who will represent potential buyers or will cooperate with a listing broker in finding a buyer for the property.

*There is a need for an auction MLS  
and NAA is going to fill it.*

NAA recently launched a new website with a Multiple Listing Service-style catalog of real estate auction properties for sale by NAA members. The website was built in response to

When real estate agents search the MLS system and they can retrieve information about all homes for sale in a given area or price range. The original purpose of the MLS was efficient communication of information to all participating brokers.

Many consumers already search MLS style systems on the Internet. What many consumers do not realize is that most MLS systems restrict membership and access to real estate brokers/agents who are members of a local Board or Association of REALTORS.

Another challenge to using traditional MLS-style systems was the requirement to input an "asking price" which permitted users to search by the various prices. This feature often did not apply to properties sold by auction as the "market value" could not be determined ahead of time. As a result, many Auctioneers were unable to post their real estate auctions on their local MLS.

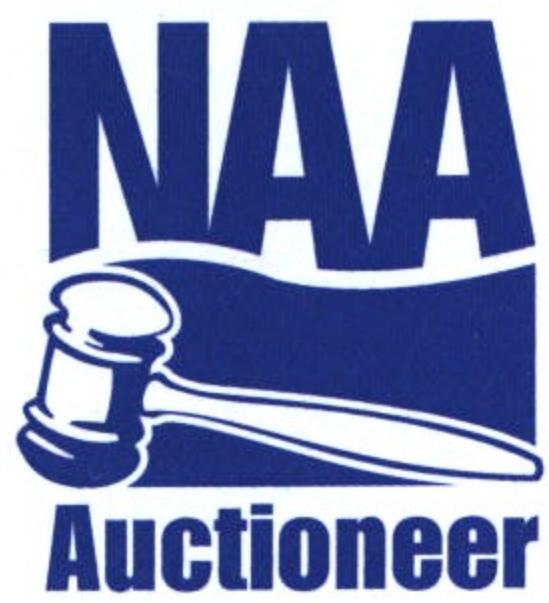
"NAARealEstateAuctions.com was built in response to members' requests for an auction calendar that suited the specific needs of the real estate auction," said NAA



Director of Member Services Ashley Herman, "We feel confident that this website will become the premiere portal for real estate auction listings."

The MLS model in use today dates back to the 1960s when almost all brokers involved in transactions represented the seller, either as the seller's agent or as the subagent of the listing broker. The seller paid the listing broker who, in turn, was responsible for compensating the broker working with the buyer.

For more details or to view the NAA Auction Real Estate MLS, visit [www.naarealestateauctions.com](http://www.naarealestateauctions.com).



# Announce your candidacy for office in 2008

NAA members who wish to be elected as an officer or director of the association at the 2008 International Auctioneers Conference and Show in Nashville, TN in July must announce their candidacy by March 1, 2008.

*Candidates must submit ALL of the following by March 1, 2008*

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 high-resolution professional 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.

Please send the information by email to [joyce@auctioneers.org](mailto:joyce@auctioneers.org) or by conventional mail to the attention of the NAA Candidate and Review Committee, 8880 Ballantine, Overland Park, KS 66214 on or before March 1, 2008.

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?

## 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.

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 scheduled NAA board meetings; attend NAA's annual Conference and Show; serve on NAA committees as requested by the President; 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 and available, as the official NAA representative; actively and aggressively recruit new members for NAA; contribute editorial content and articles for NAA publications as appropriate and when requested; and regularly observe 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 onto serve one year as president and then one year as chairman of the board.

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

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

## 2008 Candidate Information and Review Committee:

Dennis K. Kruse, CAI (chair)

William L. Sheridan, CAI, AARE, GPPA (vice chair)

Mike Jones, CAI, GPPA

R. Bracky Rogers, CAI, CES

Larry Theurer, CAI, GPPA

Joe R. Wilson, CAI

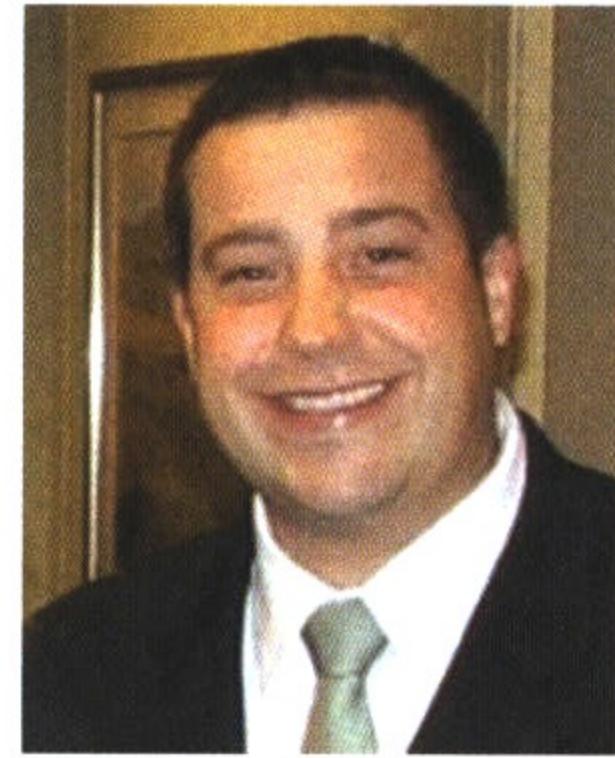
(4.) In the event that sufficient nominations are not submitted to the Candidate Information and Review Committee to fill the slate of officers and directors to be elected at the annual meeting, the Candidate Information and Review Committee shall solicit qualified candidates to fill the slate. In the 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.

# What's your pitch?

## Don't be afraid to pick-up the phone and sell your business and auction the old fashioned way



Chris Longly is NAA's  
Public Affairs Manager

there is one important topic left to be addressed: your "pitch."

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

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

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

In previous columns we have covered topics ranging from tips on writing a press release, to using the NAA's Public Relations website to distribute press releases. However,

### WHAT TYPE OF PITCHES COULD YOU USE

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

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

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

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

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



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

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

### USING STATISTICS

Implementing statistics into your pitch adds credibility to your pitch. These statistics continually change, so stay tuned to the NAA website for updates on industry trends.

In addition to developing a strong "pitch" for your market, you should develop a concise "pitch" about your business. Are you a third-generation Auctioneer? Does your business specialize in a specific niche market? Interesting tidbits about your business always make for a strong "pitch".

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

*One tool that must be utilized in your public relations plan: YOU.*

# Life Lessons

## Life lessons are taught well by auction parents.



Sharon Huisman and her husband, Auctioneer Dave Huisman, CAI, live in Galt, CA.

these are just a few of the “life lessons” that young people need to learn in order to be successful in life.

One might reasonably wonder where exactly a young person could obtain an education in life lessons. As evidenced by the many Auxiliary scholarship applications, one of the best places for these lessons to be taught and modeled is in a typical family auction business.

More often than not, it has been my observation that students who are failing academically do not lack intelligence; they are simply students who will not do the work. Somehow the idea of being responsible for any given task has eluded them. In-class assignments as well as homework are rarely if ever completed by these students. They have never learned the simple lesson of responsibility.

Not all lessons can be learned in the classroom. I love teaching high school English, but I sometimes despair of the lessons I cannot teach my students. Responsibility, perseverance, and a strong work ethic -

An Auctioneer’s son or daughter, on the other hand, is encouraged to begin the lesson of responsibility as a youngster, and their first job usually entails running bid sheets from the clerking booth to the cashier’s office. To be entrusted with such a task enables a child to demonstrate their natural desire to “help” and allows them to feel a part of the auction team. As they grow older and take on positions of greater responsibility, the young person soon recognizes the importance of each team member fulfilling their role. A responsible child will usually grow up to become a responsible adult.

Along with responsibility, perseverance is a life lesson that is sorely lacking in the classroom. Too often students will struggle (only for a short time) with a task or a concept and simply give up. Instead of meeting a challenge, they are too willing to submit in defeat with various excuses. “It’s too hard”! “It will take too long to accomplish.” Or, worst of all, “I am not smart enough.”

Children growing up in the auction business soon learn that one does whatever one has to do to finish the job. If it takes time to figure out a particular situation, then the time will be taken and the situation will be figured out. Challenges, an everyday part of the business, are met;

there is no giving up. Young people who have learned to persevere do not make excuses; rather they make and achieve their goals in life.

The life lesson that is most neglected in the classroom today is a strong work ethic. Many of my students have not been taught to work. Few know the real satisfaction of doing a job well. Regardless of a student’s grade, I often ask this simple question, “Have you done your best work?” Rarely do I have a student reply in the affirmative.

Repeatedly I tell my classes that I would rather have a struggling ‘C’ or ‘B’ student who is truly giving their best effort than to have any number of ‘A’ students who do not have to work to maintain an ‘A.’ I can honestly explain to the student who is working hard for his ‘C’ or ‘B’ that his effort will earn much more than the current grade.

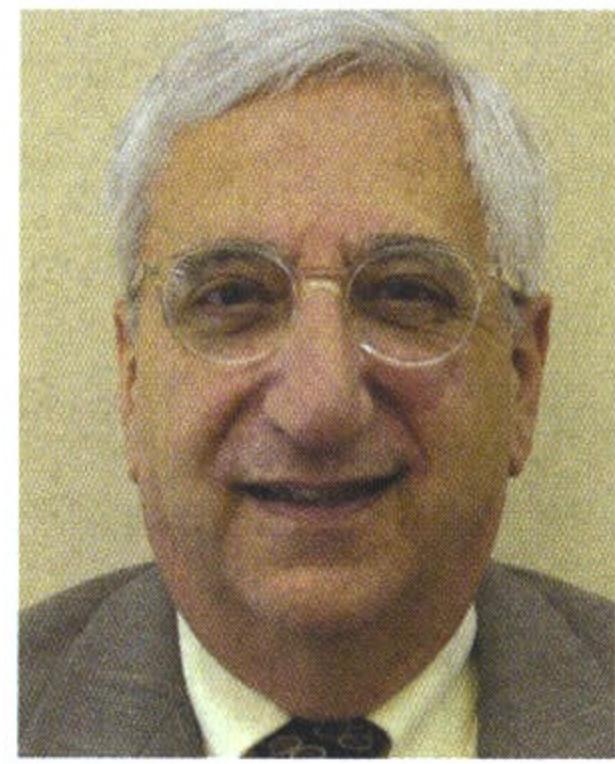
The child of an Auctioneer learns this lesson in part by watching his parents and/or grandparents. He also learns by being a part of a working auction team. Beginning and finishing each job is modeled and practiced regularly in a family auction business, and, consequently, this repetitive process becomes the norm for the children in those families resulting in a strong work ethic.

Responsibility, perseverance, and a strong work ethic: I wish they could be taught consistently in the classroom. Academic learning is necessary; however, it will only propel an individual so far. These vital life lessons are forever invaluable to the individuals who possess them. You Auctioneer moms and dads have every right to be proud of your sons and daughters. You are teaching them the lessons they need to learn via the auction industry.

*“Young people who have learned to persevere do not make excuses; rather they make and achieve their goals in life.”*

# Exciting Education

Prepare for your upcoming auction season by participating in education during Winter 2008.



Dr. Harlan Rimmerman  
Director of Education

During the winter months, many animals hibernate, the days grow shorter and colder and we all enjoy being in a nice warm home. Winter can also be a time to market to new and existing

course has been completely revised to include new and up-to-date information. For those of you with the CES designation, we invite you to audit this new class. As always, anyone with a current designation may audit a class once per year of their designation.

customers, get files caught up, repair equipment or make new purchases and prepare for the upcoming 2008 auction season.

The NAA Education Institute has some exciting plans for the winter months to help you in preparation of the upcoming new year. We are offering a wide variety of classes in multiple locations.

This year at the Winter Symposium we are featuring Keith Girard, a nationally known presenter who will discuss the economy — its past, present and future. There will be ample time for questions and discussion with this well known expert. And as always, there will be time for enjoying all that Tahoe has to offer.

We are also very excited about presenting our first CES class in Canada. The Ontario Auctioneers Association has teamed up with the Education Institute to present this outstanding course. Speaking of CES, the

And, as for the past 31 years, we are once again having the Certified Auctioneers Institute (CAI) at Indiana University. Look for new and exciting changes and events at this year's CAI. We already have enrollees from South Africa, New Zealand and Ireland. CAI continues to grow and get better every year.

Interested in any of our classes? Go at [www.auctioneers.org](http://www.auctioneers.org) to enroll or call the education office for additional help and information — 913-541-8084, extensions 23 or 28.

*At CAI, we already have enrollees from South Africa, New Zealand and Ireland.*



## Upcoming Education Events

Jan. 5-8	GPPA Harrisburg, PA
Jan. 9-10	GPPA Thermopolis, WY
Jan. 13-15	BAS Columbia, SC
Jan. 27-30	Winter Symposium Lake Tahoe, CA
Jan. 30 - Feb. 1	CES Charleston, WV
Feb. 9-12	BAS Minneapolis, MN
Feb. 17-19	BAS Indianapolis, IN
Feb. 19-21	CES Owens Bay, Ontario
Mar. 4-6	CES Ohio
Mar. 16-21	CAI Bloomington, IN

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**★ INTERNATIONAL  
AUCTIONEER  
CHAMPIONSHIP**

**★ INTERNATIONAL  
JUNIOR AUCTIONEER  
CHAMPIONSHIP**

**★ INTERNATIONAL  
RINGMAN  
CHAMPIONSHIP**

Kids Corner Program

Leadership Institute

Lunch of Champions  
(IAC Champions)

NAA and NAF Annual Business  
Meeting and Election

**★ NAF BENEFIT AUCTION**

NAF Children's Auction

NAF Hall of Fame/Diamond Gavel  
Honoree Reception

NALLOA Education and Meeting

**★ OPENING NIGHT  
EVENT**

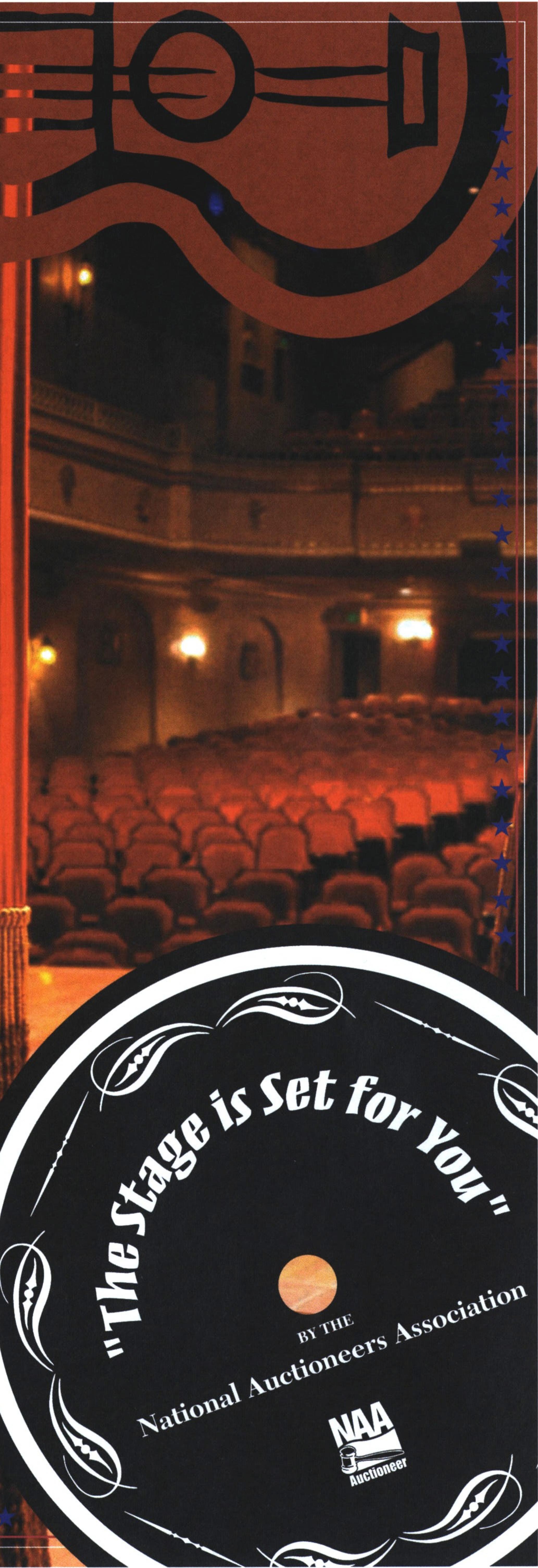
**★ OPENING SESSION**

President's Gala

Roundtable Discussions

**★ TRADE SHOW**

Women Auctioneers  
Fellowship and Dinner





# Storage unit auction dilemma

## Protecting your auction company from a client who may not have appropriate legal paperwork.



*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.*

I sell storage units that sometimes don't pay their rent. A company recently came to me and said they took over the management of their own property back from an outside company. They have 10 units that the management company cannot supply rental agreements to, and the people that have their property in these units have not been in and have not paid them any rent for over a year.

I have never come across this situation, and neither have three other Auctioneers I spoke with. I don't know how I can sell them without a rental agreement. How do I protect my auction company if this is some scam from the old management company to get back at them for firing them. For all I know, they could still be taking payments of rent from these six renters without the owner knowing it, and be pocketing the profits. If we sell

these units, maybe they could sue for the value. How do I protect myself? Would an indemnity clause protect me from lawsuits in this case? The property is small and 10 sheds is about 25 percent of their space.

**- Gilman and Son Auction Services  
Kingman, AZ**

**ANSWER:** Some states have passed statutes to expressly define the relationship between a renter and storage company. In these states, the renter's obligations and the storage company's obligations are prescribed by law. Usually, the statute grants the owner of the storage company a lien on the personal property it is storing. The lien is to cover rent and labor charges incurred to store the renter's personal property.

Additionally, if the owner of the storage

unit takes additional measures to preserve the renter's personal property, then the lien also covers the reasonable expenses associated with the measures taken. Also, the owner of a storage facility is allowed to recover the expenses he or she incurs in selling and disposing of the renter's property. The lien is generally superior to all other liens, except liens perfected prior to the sale of the renter's property and any tax liens.

Generally, these statutes require a written rental agreement containing a bold statement informing the renter that the owner of the storage facility has a lien on all personal property the renter places in storage. The statutes also establish the procedures storage unit owners must follow to dispose of the renter's property.

If a state statute does not exist in a jurisdiction or the storage unit owner does not have a written rental agreement, then the issue may be governed by the state's bailment law. Bailment is a situation that can arise when one party entrusts his or her property to another party for safekeeping. In this instance, the bailor (renter) gives his or her property to a bailee (storage company) for a period of time.

Without a written agreement, however, the storage company may not have a valid lien on the property. The written agreement and state law normally work together and permit the storage company to sell the renter's property. The storage company must generally have a lien on the property before it can sell the goods.

In order for Auctioneers to protect

themselves, they should consider including specific representations made by the storage company in the auction contract. Some suggested representations include, for example, the following: (1) the renter and storage company entered in and have a valid rental agreement; (2) renter is in default of the terms of the contract in that the renter has failed to make payments to the storage company; (3) the storage company has lawful possession of the renter's property; (4) the storage company followed all statutory provisions (if any) and notified the renter that it intends to sell his or her property and that it no longer desires to possess the renter's property; and (5) the storage company has a valid lien on the property or judgment authorizing the sale.

These representations are suggestions and not comprehensive nor applicable in each and every situation. If a storage company is unwilling to make these representations, an Auctioneer should be skeptical about whether the storage company has the authority to sell the renter's property.

In addition to the above representations, Auctioneers should include an indemnification clause. The auction contract should state that the storage company agrees to indemnify, defend, and hold the Auctioneer harmless for any claims brought by the renter against the Auctioneer. This type of clause will not protect an Auctioneer from his or her own fraudulent or negligent conduct, but it would provide protection to an Auctioneer who enters an agreement in reliance on the above representations.

State law and the written contract generally define the duties and obligations between a renter and a storage company. The written contact also explains what should happen when a party defaults on his or her duties and obligations.

An Auctioneer can refer to the contract between the renter and the storage company to determine whether the storage company has the right to sell the renter's property. Bailment relationships, on the other hand, create unique legal questions with respect to the Auctioneer's duty to the renter. In situations where a storage company cannot or will not provide a written contract, Auctioneers should be aware of the potential bailment relationship and question whether the storage company has authority to sell the property.

### BUYER'S PREMIUM VERSUS "SELLER PAYS NO COMMISSION"

As I understand it, when a buyer's premium is used to determine the final contract price on real estate sold, the Auctioneer's commission at closing is posted on the seller's side of the settlement statement. If a real estate Auctioneer uses a buyer's premium and advertises that "The seller pays no commission," could he or she be sued for fraud?

-Tom Starrs, AARE  
Real Estate Auctioneer  
Scottsdale, AZ

**ANSWER:** There is a distinction between a buyer's premium and a commission. A buyer's premium is defined in the NAA Code of Ethics as "An advertised percentage of the high bid or flat fee added to the high bid to determine the total contract price to be paid by the buyer."

A buyer's premium allows the seller to receive the full bid price of the property being sold and the Auctioneer to be compensated the difference between the bid price and the amount paid. For example, if an Auctioneer is engaged to sell a parcel of real estate with a 10% buyer's premium and the property sells for \$100,000, then the buyer must bring \$110,000 to the closing and the seller

► continued

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<http://www.soldii.com>

## ◀ LEGAL QUESTIONS continued from page 21

receives \$100,000 and the Auctioneer receives \$10,000. In comparison, an Auctioneer's commission is a percentage fee earned by the Auctioneer based upon the final sale price. The Auctioneer's commission is generally a percentage of the bid price that is withheld from the sale proceeds and the seller receives less than the amount actually bid for the property. Using the above example, if an Auctioneer was engaged to sell a parcel of real estate with a 10% commission and the property sells for \$100,000, then the seller receives \$90,000 and the Auctioneer receives \$10,000.00.

If the property is real estate and the Auctioneer is to be compensated on a commission basis, then at the closing the commission would be paid by the seller from the sale proceeds. The closing statement should reflect the commission payment and list the expense on the seller's side of the statement. On the other hand, if a buyer's premium is used to shift the costs to the buyer, then the buyer brings more money to the closing than the seller is entitled to receive and the buyer's premium is listed as an expense on the buyer's side of the closing statement.

On the advertising issue, unfortunately, Auctioneers (like all other professionals) can be sued at anytime and for practically any reason. State law usually requires the party alleging a claim based on fraud to particularly describe the circumstances constituting fraud. Advertising certain services and a certain type of compensation for those services (buyer's premium or no commission) may lead to a claim for fraud if the services or compensation for those services deviate from the terms of the advertisement.

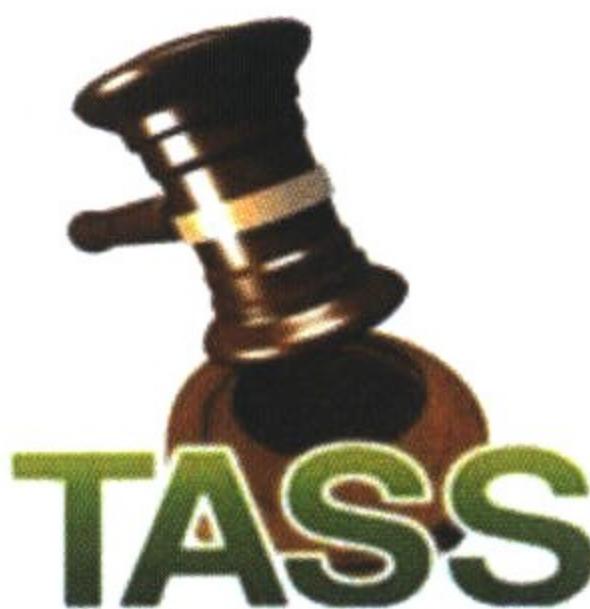
The auction contract should state how the Auctioneer is to be compensated:

a commission, buyer's premium, or both. The seller and the Auctioneer usually negotiate the type of compensation the Auctioneer will earn for selling property and specifically include the compensation method in the auction contract. For an Auctioneer to advertise that the seller pays no commission may be premature because the Auctioneer is advertising that he or she will provide a service that will be compensated based on the seller's agreement to use the buyer's premium to compensate the Auctioneer. It is possible that an Auctioneer advertises that sellers pay no commission, then enters into an auction contract in which the seller and Auctioneer agree to pay the Auctioneer a commission. Under this situation, the Auctioneer may find that a disgruntled seller might file a compelling claim for fraud.

The auction contract is the critical document between the Auctioneer and the seller. A well-drafted auction contract will allow the Auctioneer to make necessary disclosures with respect to its advertisements, services and compensation. Although Auctioneers may spend time and money meeting with an attorney in order to prepare an Auction contract, there are no guarantees that a displeased seller will not sue the Auctioneer. The question is whether the auction contract contains adequate disclosures and disclaimers that provide the Auctioneer with a reasonable defense.

Because some people may use the terms buyer's premium and commission interchangeably, it recommended that the Auctioneer to take the time to explain the differences between these two forms of compensation to the seller. Otherwise, the seller may be confused by the terms of compensation and assert a claim for fraud against the Auctioneer.

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



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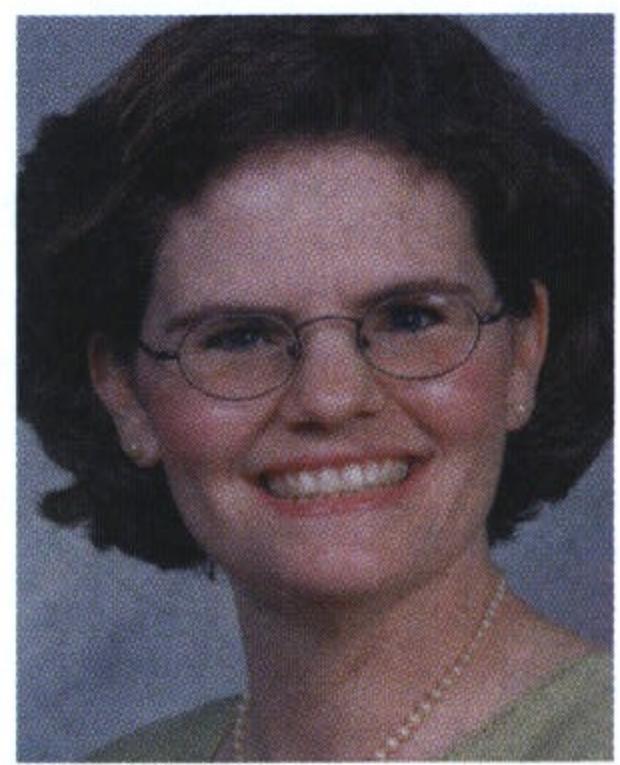
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# Waste Not, Want Not

## The historical impact on the original federal bill regulating government surplus auctions



Lynn M. Ward,  
Curator, National  
Auctioneers Museum

return. In a March 1956 letter of submittal of a report to the Committee on Armed Services of the United States Senate, Lyndon B. Johnson, Chairman of the Preparedness Investigating Subcommittee (and future President of the United States), describes a study of sealed-bid and auction methods.

According to Johnson, the purpose of the study "was to ascertain the method of sale yielding the greatest return to the government....The study revealed that, although the auction sale yields the highest financial return, it is used to a limited degree. The military departments might well consider greater utilization thereof. The general public seems to prefer this type of sale. Also, from the standpoint of administrative expense, it is as reasonable as the other sales methods."

With some urging from B.G. Coats, recognized as the first NAA president, the U.S. Government invited Colonel Bernard Hart, Secretary to the National Auctioneers Association, to attend the "Third National Reorganization Conference of the Citizens Committee for the Hoover Report," February 4-5, 1957 in Washington DC.

Bernie Hart worked tirelessly through 1957 and 1958 to have a proposed Senate Bill, S. 1540, be amended pertaining to the sale of government surplus. He recommended to government officials that all government owned surplus be sold at

public auction by a qualified Auctioneer. Hart wanted to be sure that qualified Auctioneers were secured for the government auctions and not just to those submitting the low bid. He was also concerned with changing a proposal that the government would institute "inactivation" or "debarment" of Auctioneers after

something was done in an unsatisfactory manner rather than setting up regulations and securing the most competent Auctioneer in the first place.

In a letter to a director in the General Services Administration, February 10, 1958, Hart states, *"As you know, we are primarily interested in seeing that qualified auctioneers handle your sales. Your sales are large, the clients are the American citizens, and a poorly handled sale from the auctioneers standpoint is a black mark to the auction method of selling....The officers of the National Auctioneers Association are not interested in promoting themselves individually toward the handling of Government sales. Their interest is in the auction method of selling or the promotion of that method which involves the opposition of any factors that would serve to harm the auction profession."*

He goes on to say "While in most cases competitive bidding provides a fair basis for the acquisition of services it is hardly applicable to professional services in my opinion. If you were faced with the need of a serious surgical operation would you



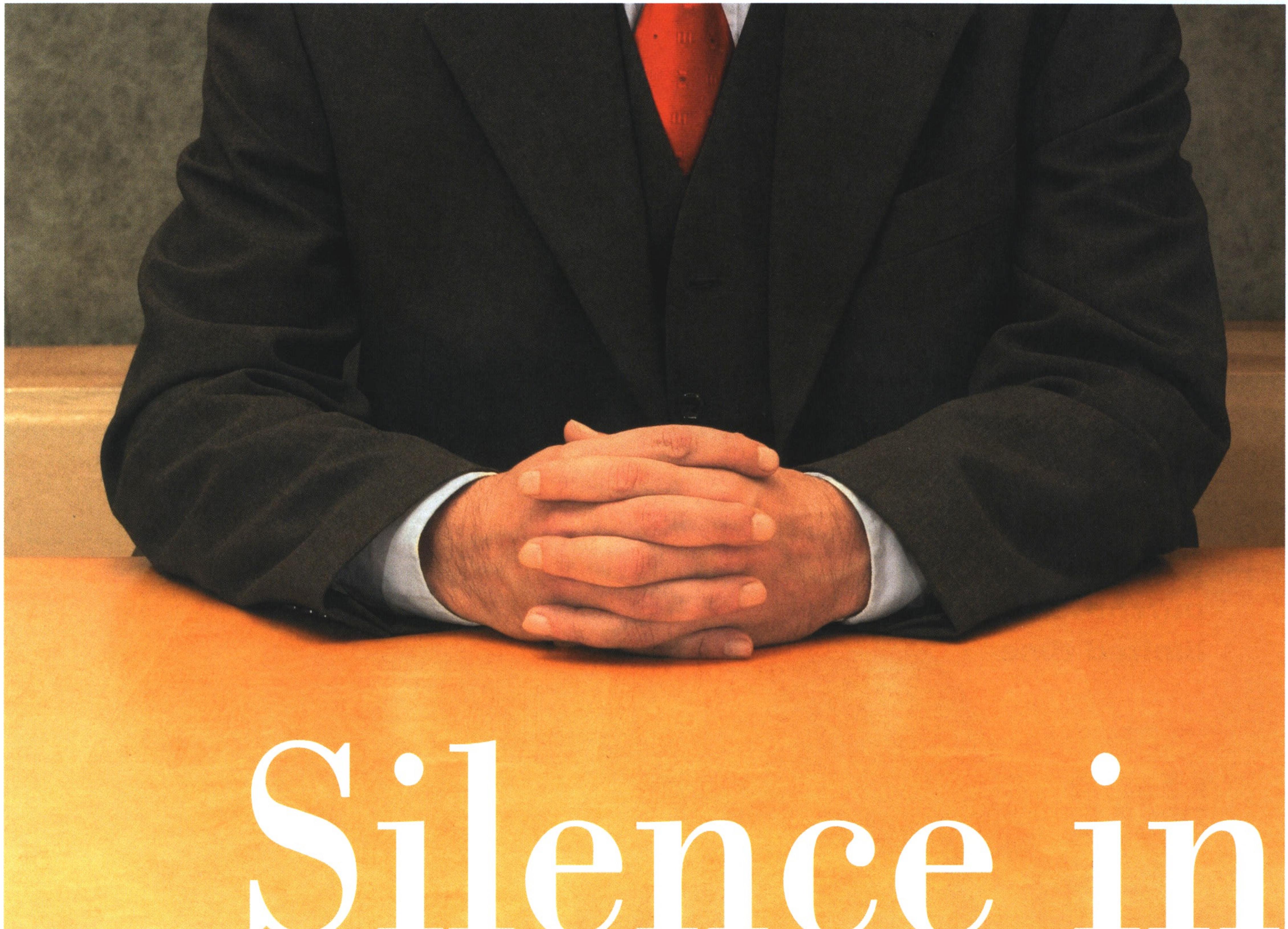
Bernie Hart, NAA Executive Secretary, in his office when the NAA headquarters was in Lincoln, NE

hand the responsibility to the surgeon who submitted the low bid? The dollar volume represented in a Government auction certainly demands the services of an "expert." I hardly think you will get this type man very often if he is compelled to be the low bidder in order to get the job."

Over the next few months, he corresponded with many officials giving guidance in standards and qualification criteria.

In August of 1958, the General Services Administration officially announced the application of new high standards for the certification of Auctioneers wishing to sell personal property for the federal government. Interested Auctioneers were to go GSA regional offices to pick up an application form. Once the forms were completed, the Auctioneer would be placed on a list of eligible qualified Auctioneers to conduct auctions for the government.

Bernie Hart was an Auctioneer and the first "Executive Secretary" for the NAA. He was inducted into the Auctioneers Hall of Fame in 1964. He worked hard in his profession and for the NAA.



# Silence in Negotiating

*Use silence effectively in power negotiations for a win-win outcome.*

*By Liz Tahir*

Silence is a secret tool of power negotiators. Knowing when to listen, not talk. Using facial expressions, not your voice, to make a point. Here are five tips on how perfecting the art of silence can make you a better negotiator:

## 1. LISTEN MORE.

Listening is not passive. One can control the negotiation process by simply listening well. When we listen well, we gain the trust and confidence of others. When people are encouraged to talk, they tell us their needs, their wants, their dreams, and their plan of action; in short, they give us information. When we truly listen to people, we make them feel important, particularly if we are making good eye contact while listening.

The problem is that most of us don't truly listen when others talk. We just can't remain silent long enough to really hear them. Chances are we are just marking time until we can jump in and start talking. We should be aware that every time we do talk, we open ourselves to being vulnerable.

*The timing of pauses  
can determine  
negotiating success.*

## AUCTION WORLD RECORD FOR SCULPTURE IS SET AT \$57 MILLION



The Guennol Lioness (AP Photo/Mary Altaffer)

**NEW YORK (AP)** A tiny limestone lion from ancient Mesopotamia sold last month at Sotheby's for the highest price ever paid at an auction for a sculpture -- \$57 million.

Sotheby's had estimated that the Guennol Lioness, at less than 4 inches long, would bring up to \$18 million. The lion, found at a site near Baghdad, had been on loan from Alastair and Edith Martin to the Brooklyn Museum of Art for nearly 60 years. It is thought to be at least 5,000 years old.

The family decided to sell the lion for financial planning reasons, the auction house said. It was sold through a charitable trust set up by the Martins, and the proceeds will benefit the trust.

At least five bidders attended the sale. The buyer, who wished to remain anonymous, entered the bidding at \$27 million. The previous record for a sculpture at auction was Pablo Picasso's bronze "Tete de Femme," which sold at Sotheby's earlier in 2007 for \$29 million.

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## NOT ALLOWING BID FOR GROUPED ITEMS LEADS TO SELLERS' LAWSUIT

**LONDON (AP)** -- An auction seller is suing Bonhams auction house for a 2003 sale in which the owners' property was sold as separate items, instead of as a group to obtain a higher price, they owners allege.

The peculiar Victorian menagerie included stuffed tea-drinking kittens and smoking and gambling squirrels, a mummified human hand, a Siamese pig preserved in formaldehyde and a two-headed goat, hamsters and squirrels at weddings.

The owners, John and Wendy Watts of southeast England, put the collection up for sale in 2003, hoping it could be kept intact. Instead, it was sold by Bonhams in separate lots for a little more than \$1 million. The Watts are now suing Bonhams, claiming the auction house breached contractual obligations by refusing to allow a bid by British artist Damien Hirst who tried to buy the items for \$2 million.

They also claim Bonhams failed to achieve the best price by not grouping like items together.

The couple said in a statement that they have been in dispute with Bonhams since the auction and feel they have no choice but to go to court. They alleged that Bonhams told Hirst's agent that it was too late to make an offer on the entire collection. The couple is asking for \$1,169,853, the difference in the amount they made from the auction and what they could have been paid had Hirst bought the entire collection.

In an article published in The Guardian newspaper on the day of the sale, Hirst said that splitting up the collection was a tragedy.

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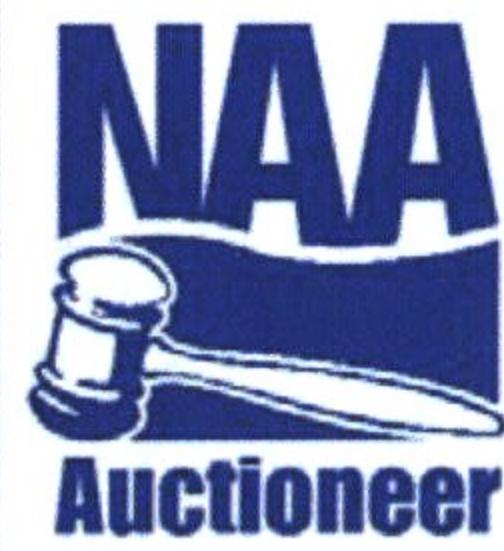
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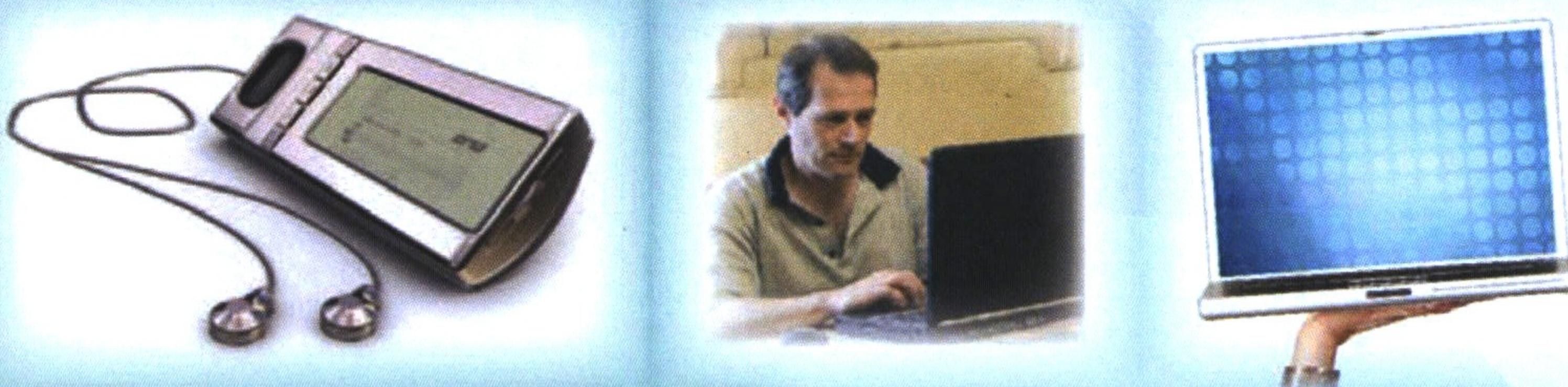
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# Editorial Renewal

## New magazine layout reinvigorates the magazine. Now it is your turn to contribute ideas and stories.

By Stephen Karbik, CAI, AARE  
Chair, Editorial Board

You know Auctioneers enjoy being in the limelight, with all of the glorious attention focused on you during an exhilarating auction event and money flying around everywhere. That thrill, that excitement, that adrenaline rush, it keeps you coming back for more.

While the rush might not be quite so intense, it certainly is personally satisfying when you can produce a piece of work that survives the short-lived auction event and becomes part of the perpetual written body of knowledge in our auction industry. You can achieve this accomplishment by contributing guest articles or stories to *Auctioneer*.

The magazine's editorial board is offering to all of the membership the opportunity to write and submit articles about any auction related topic. We can also refer you to professional freelance writers to help you craft and develop your storyline or business insights into a well-written text for all of your fellow Auctioneers and auction peers to enjoy. Every one of you has a story to tell or an industry position you want known, so here is the easy opportunity to opine.

Ideas you may want to consider for publication include stories about your auction events from beginning to end with a focus

on key decisions made during the process that were pivotal to the success or failure of the event, empirical studies or on-point examples on the use of certain auction techniques, like the buyers premium, absolute auctions or multi-par auctions, or Then and Now comparisons to demonstrate and interpret industry trends. There are many other potential topics to explore as well, including humorous "Dave Barry"-type columns.

We welcome all article ideas. To take advantage of the professional writer assistance program, please submit your article idea and contact info to the Editorial Board at [editorial@auctioneers.org](mailto:editorial@auctioneers.org).

Speaking of humorous content, as we unveiled in the December 2007 edition, we have launched one of the most exciting new editions to *Auctioneer* – the "Gavel Gab" cartoon. You can be part of this monthly funny by coming up with your own ideas and submitting them to us via email as well. In conjunction with expert cartooning by Bob Bliss, we welcome your unique humorous twists on our industry as we make decisions on which cartoon idea we will pursue for next month's edition. If we like your cartoon idea, we will publish it and give you a byline alongside the cartoonist.

We hope to hear from you – in fact, the entire membership is interested in hearing from you!



One of the new features of *Auctioneer* magazine is the monthly cartoon. Each month the cartoon will humorously make light of auction related issues and news.

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# [A NEW YEAR'S RESOLUTION ]

# Take Time for a St. Jude Moment



**St. Jude Children's  
Research Hospital**

ALSAC • Danny Thomas, Founder

*Finding cures. Saving children.*

By Christie King, CAI, BAS, AARE

Sit down with Auctioneer Forrest Mendenhall, CAI, AARE and ask him what he was thankful for this holiday season and he will tell you he is thankful for family, friends, good health and most importantly, St. Jude Children's Research Hospital.

To Forrest, St. Jude saved his life and he is repaying them for the life that he almost lost. Forrest tells an amazing story about his own personal battle with lymphoma in 1991 and how the cancer research conducted at St. Jude has truly impacted his life and the lives of countless other cancer patients across the world. A second chance at life has driven Forrest to give back to St. Jude and help it continue its groundbreaking medical research and charitable work. Forrest's donation: Raising over a quarter million dollars in donations since 1996.

As we settle in to our post-holiday schedule of writing thank you cards, packing away holiday ornaments, and begin writing out our New Year's Resolutions, the NAA encourages you to add one more New Year's

Resolution to your list: Take time to have a St. Jude moment. This year commit yourself to helping raise donations for the children of St. Jude's Children's Research Hospital.

This commitment to help raise funds for St. Jude can come in a variety of ways. In the case of Forrest Mendenhall it is through his auction school, Mendenhall School of Auctioneering. Each quarter the students who attend his school are asked to bring items that they wish to auction for a St. Jude charity auction. Students also solicit local businesses in High Point, North Carolina for donations whether it be cash or items to be auctioned.

"The community embraces and looks forward to our quarterly St. Jude auctions," said Mr. Mendenhall.

The local newspaper also helps with the auction by highlighting the upcoming auctions, drawing large crowds and amazing results. The prized item Forrest has the most success raising donations with: St. Jude ties. Last year, Forrest sold a single tie for \$3,800. But the success doesn't end there, the back-up bidder wanted a tie as well, so Forrest sold him one as well for the same price. Two ties. \$7,600. That is what you call a successful fundraiser!

Community involvement is the key when hosting a St. Jude auction. Auctioneer Jack Hines, CAI, AARE, GPPA of Ellsworth, Wisconsin hosts an annual St. Jude auction every May and the results get better every year.

"You would be amazed by the responses you receive from businesses when you ask for donations," said Mr. Hines. "In all my years of hosting St. Jude auctions I have never had a business say no."

His annual St. Jude auction is held in conjunction with his business' general



Patients and their families attended the Annual Toy Auction where the children bid on items and pay with play money.

auction and the commission received is turned over as a donation to St. Jude along with the donations raised from St. Jude items sold.

"If people don't buy an item at the auction, they will come up and write a check to St. Jude because they want to offer their support."

In addition to his local annual auction, Jack has also incorporated selling St. Jude auction items in his teaching at World Wide College of Auctioneering where he has been an instructor for the past forty-one years.

"My students will buy St. Jude ties and quilts and donate them back and we will start the process all over again. It is a wonderful event for both the students and St. Jude!"

One activity members have begun incorporating in their daily auction business is starting their auctions with a St. Jude item. "Starting the auction by selling an item for

St. Jude first is a great start to an auction," says St. Jude Committee Chairwoman, Christie King. "It prepares the audience for the auction ahead, helps them adjust to the auction speed, and ultimately raises donations for a tremendous cause. It is a win, win for everyone!"

Members have also made arrangements with sellers to donate an item they are auctioning that day where the proceeds will go to St. Jude.

[WWW.AUCTIONFORHOPE.ORG](http://WWW.AUCTIONFORHOPE.ORG)

To assist members with their New Year's Resolution, St. Jude recently unveiled its Auction for Hope website: [www.auctionforhope.org](http://www.auctionforhope.org). This website allows NAA members to sign-up, register their St. Jude benefit auction and order a kit filled with materials to help them organize their event.

The St. Jude Auction for Hope kit includes special St. Jude/NAA bid paddles, flyers, podium signs, and a CD with customizable materials such as auction

*The goal of the NAA for Auction for Hope is for every member to "take time for a St. Jude moment" and commit to raising \$2,000 by National Auctioneers Day on April 19, 2008.*



Forrest Mendenhall, CAI, AARE

*A second chance at life has driven Mendenhall to give back to St. Jude and help it continue its groundbreaking medical research and charitable work.*

*Forrest's donation: Raising over a quarter million dollars in donations since 1996.*



item solicitation letters, press releases, St. Jude talking points, and thank you letters. Everything an NAA members needs to organize a St. Jude Auction for Hope auction is included in the kit.

#### AUCTION FOR HOPE – CURE4KIDS

As discussed in previous Auctioneer articles, St. Jude and the NAA have a proud history of working together to advance St. Jude's miraculous work and research. Over the past 10 years, NAA members have raised over \$3.8 million in donations. The newest partnership, Auction for Hope, helps raise awareness about St. Jude and raise capital for the hospital's program, Cure4Kids.

Cure4Kids is the leading international education and collaboration website dedicated to supporting the care of children with cancer and other catastrophic diseases worldwide. Cure4Kids provides not only high quality content for continuing education, but also web communication tools to support collaborations among pediatric oncologists and health professional. All content and services are provided at no cost to the users. Cure4Kids provides education content to more than 10,000 doctors, nurses and other healthcare professional in 155 countries.

The NAA is honored to be a part of this program and provide doctors with the groundbreaking research findings of St. Jude to meet the needs of their patients without cost.

#### 2007 ST. JUDE TOY AUCTION

On November 13, 2007, NAA and St. Jude hosted the annual St. Jude Toy Auction. A distraction from daily treatments, over 100 children and parents filled the auditorium of St. Jude and participated in a fun filled toy auction. Donated by the NAA, children of all ages were provided with a variety of toys to choose from when bidding.

2007 IAC Champions Denise Shearin and Bryan Knox engaged the lively bunch of children with two hours of entertainment and fun. Joining Denise and Bryan were NAA president Tommy Williams, St. Jude Committee Chairwoman Christie King, NAA CEO Bob Shively and NAA Public Affairs Manager Chris Longly.

"I have a greater appreciation for the simple things in life after this humbling experience," said 2007 IAC Champion Denise Shearin. "As a mother, it was wonderful to see the support the children provide each other, as well as the parents. Seeing the joy in their faces while facing adversity was empowering."

Children were given Auction for Hope bid paddles and play money to purchase the toys. The toys were free, but the overall experience provided the children with an opportunity to be a part of an auction, hear the auction cry and compete for prizes.

LEFT: Children attending the Toy Auction were at various stages in their cancer treatment. Some wore masks to protect their compromised immune systems while others were still attached to IV's.



LEFT: For many children, this was their first experience with the fast paced, lively fun of an auction.



LEFT: Front Row: St. Jude Committee Chairwoman Christie King, IAC Champion Denise Shearin, NAA CEO Bob Shively, NAA Public Affairs Manager Chris Longly. Back Row: Lynda Knox, IAC Champion Bryan Knox, NAA President Tommy Williams

ABOVE: Some of the patients were not old enough to understand how to bid on items, so they received help from their families.



*The items sold at the auction were hand selected by the NAA and purchased at a local Memphis retailer. The toys ranged from childhood classics like Mr. Potato Head to new favorites such as Dora the Explorer.*

"It was an amazing experience watching the fierce competition and the excitement in their eyes as they reached for the sky with their bid paddles," said Christie King. "The smiles on their faces when they won their prizes was truly priceless."

In addition to the Toy Auction, NAA representatives were provided with a tour of the hospital and research facility and were treated to lunch with a St. Jude family.

In 2008, St. Jude has committed itself to bringing the top ten Auction for Hope fundraisers to participate in the Toy Auction and tour the hospital.

#### NATIONAL AUCTIONEERS DAY – APRIL 19, 2008

The goal of the NAA for Auction for Hope is for every member to "take time for a St. Jude moment" and commit to raising \$2,000 by National Auctioneers Day on April 19, 2008. Whether it is raising \$2,000 by starting every auction with a St. Jude item, or hosting a community St. Jude Auction for Hope, our goal is to grow on the NAA's previous financial support and help St. Jude continue its amazing research in the treatment and cure for cancer and other catastrophic diseases. Like Forrest Mendenhall says "You have to plow a little back in if you want a good harvest."

#### ABOUT ST. JUDE CHILDREN'S RESEARCH HOSPITAL

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tennessee, St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay.

For more information visit: [www.stjude.org](http://www.stjude.org).



## Important Update

**When submitting donations raised for St. Jude's Auction for Hope, members must send donations to NAA Public Affairs Manager Chris Longly.**

**Checks must be made payable to St. Jude, but donations must first be received by the NAA.**

**DO NOT send the donations directly to St. Jude.**

**National Auctioneers Association  
Attn: Chris Longly  
8880 Ballentine  
Overland Park, KS 66214**

ABOVE LEFT: 2007 IAC Women's Champion, Denise Shearin confirms the bid with one of the many St. Jude patients attending the auction.

LEFT: NAA President Tommy Williams calls bids while St. Jude committee chair Christie King spots bids.

*In the lower left corner of the photo is part of one of the many little red wagons used in lieu of wheelchairs to transport children too weak from treatment or too young to walk. While the wagons are certainly more fun than wheelchairs, they are also one of the many ways St. Jude's works to make children's cancer treatment less intimidating.*



## WHO DOES SHE THINK SHE IS?!

by Karen Halliburton

This article is reprinted in its entirety from the December 2007 issue of Sister 2 Sister magazine.



## SHE'S Auctioneer DENISE SHEARIN

**W**hen you think of a live auction, what's the first thing that comes to your mind? It's the auctioneer's chant, of course. You picture lips moving faster than the Energizer Bunny on speed—calling bids, raising bids. Most of the crowd are bidders, but others come just to hear the auctioneer in action. It's business, but it's also entertainment.

A huge milestone in the auction business came in July 2007 when Denise Shearin became the first African American to win the women's division of the National Auctioneers Association's (NAA) International Auctioneer Championship. This is an industry that didn't even have a women's division until 1994. And this is a sister who had only been auctioneering for 17 months. She walked off with the coveted trophy, a signature ring and a \$10,000 cash prize. Denise and her male counterpart Byron Knox are in the limelight, making appearances for the NAA and the auction industry—a business that in 2006 brought in more than \$250 billion.

### The auctioneer's world

The auction industry has been around for thousands of years. There are family-owned auction houses that pass auctioneering skills down from generation to generation.

The advantages of auctioning over other sales institutions are speed and convenience. "It's an accelerated marketing of the property," Denise said. "It's taken on a specific date at a specific time. The property is sold as is, and this keeps the owners from having to make any further modifications."

It's a common mistake to think that the auctioneer is in some way an expert in the product he or she is auctioneering. That's not always the case, but they are experts in auctioneering.

Working the auction is a collaborative effort between the auctioneer and a ring person, also called a spotter. The spotter will bring the items up to the auctioneer. They scope out the audience to help the auctioneer identify the bidders. In some auctions, the bidder may raise a paddle. Other times the bidder may nod his or her head. It's the spotter's job to be the auctioneer's extra eyes—to recognize and interact with prospective bidders. It's the auctioneer's job to sell the item. For Denise, "This is the most exciting time."

### The making of an auction hero

Denise Shearin was born in Washington, D.C., and grew up in Prince George's County, Maryland. The most influential person in this Scorpio's life was her mother Patricia, who passed away in 2004. Patricia raised four children as a single parent. "In doing so, she was a very selfless person," said Denise. "She made sacrifices for the betterment of us all, and I think about her often." Denise's most treasured possessions are any things that remind her of her mother, "whether it's a picture or pieces of paper that she's written on. I have birthday cards that she gave me decades ago." The daughter is thankful for their many shared moments. "I consider the faith that she had in my abilities and how she encouraged me to look for more challenging opportunities as opposed to settling. Reflecting on my mother reinforces my firm belief that failure is not an option."

Denise holds a Bachelor of Business Administration degree in insurance from Howard University, where her mother worked as an accountant. Denise has worked at various jobs, from pest control salesperson to database administrator. She's also a self-taught computer whiz. And then there is that other thing about

## DENISE SHEARIN

Denise, which probably had a lot to do with the twists and turns of her career: "I look at situations a little bit differently," she explained. "I've used the power of visualization to put myself in situations before I actually get into (them)."

Denise first got her taste for her unusual profession while she was a real estate investor, dealing with an auction house in Maryland. "I observed the big caller, and it looked like a challenge. From the outside looking in, it looked like fun. I thought, why not give that a try? And it was fun. And it still is.

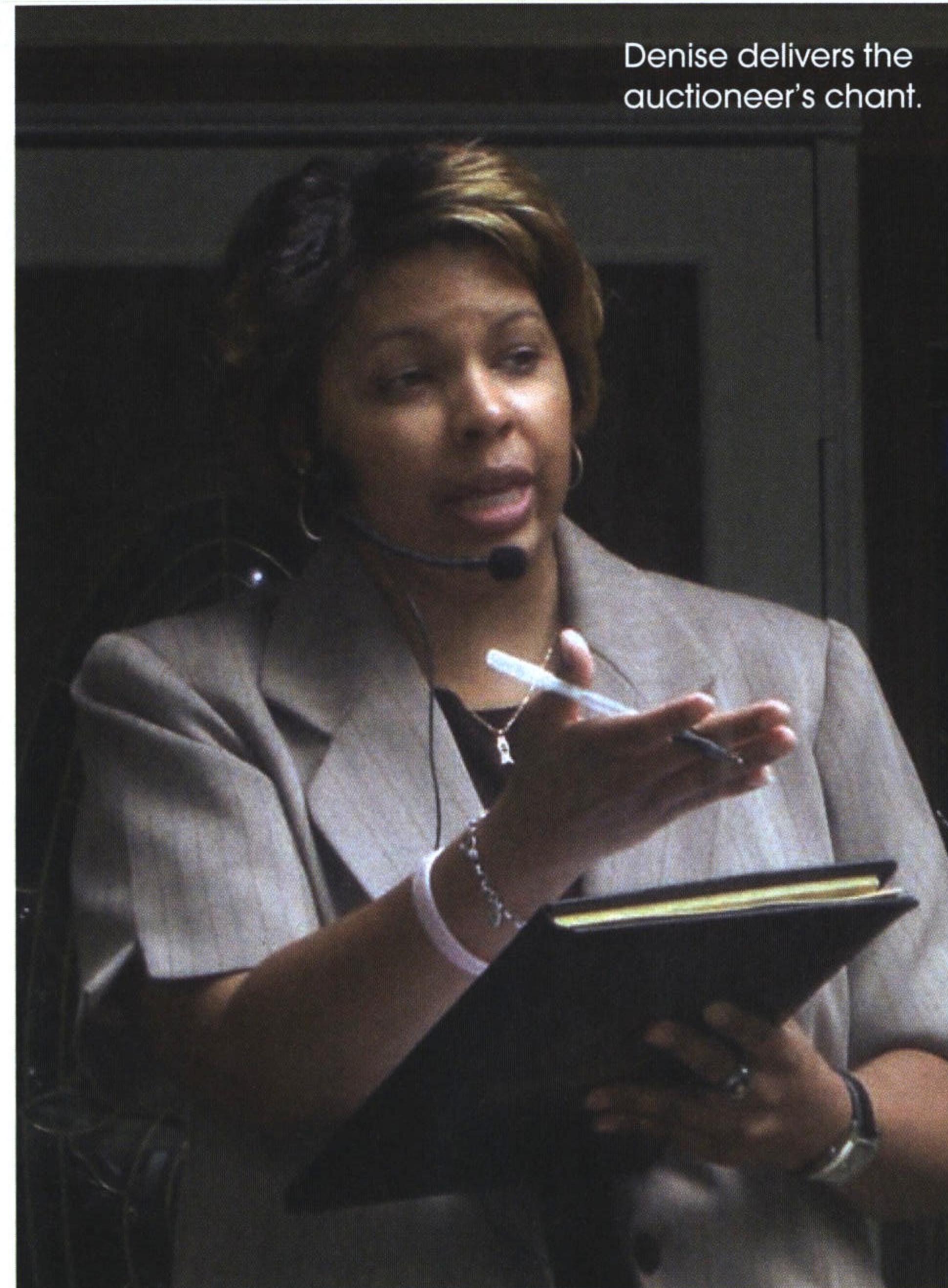
"I pushed myself, knowing what it was that I wanted," Denise said. She enrolled in the Texas Auction Academy in March 2006. The 10-day course gave her a solid introduction to the auction industry. She also learned how to perfect the auctioneer's chant.

### The auctioneer's chant

The focal point of any auction is the auctioneer's chant. It is a learned skill. "You have to practice number drills and the different increments—like 5, 10, 15, 20—that auctioneers customarily use," said Denise. "You have to practice those for at least an hour a day. You have to practice proper breathing to help the chant along."

Denise's chant takes the listener on a melodic, pulsating, high speed, syncopated rhythmic adventure. It's spine tingling. You think, when does she stop to grab some air? Girlfriend delivers turbo-charged, perfect, poetic clarity.

Being a closet singer (her words) for



/// I've used the power of visualization to put myself in situations before I actually get into [them]. //

years helped with her award-winning chant style. She loves singing around the Maryland home that she shares with her fiancé, Jeffrey. And she delights in singing duets with their 2-year-old daughter Jaiden.

The chant is almost an art form, but Denise explained that auctioneering is a lot more than talking fast: "What you see on auction day is a very small part of what the auctioneer does," she said. "Most people think the auctioneer just comes to the auction that day, but there's a lot of prepping beforehand. The auctioneer is responsible for having the contracts, doing marketing work, dealing with inquiries and arranging for the auction. There's a lot that goes into it." Despite all the hard work, she insists that "it's a fun industry. And it can be a

lucrative option for someone."

### Making auctions a comfortable place

In the coming year, Denise plans to expand her home-base area and take her services nationwide. She's most passionate about real estate auctions, both residential and commercial.

When Denise's services aren't being contracted out by an auction house, she's running her own enterprise, Tapesin Realty & Auction Solutions, based in the Baltimore/Washington area. The star auctioneer's business provides auctions for the liquidation of assets, including real estate and personal property. "Real estate is one of the fastest growing parts of the auction industry," she said. Is that true even now, with the housing bubble bursting? "It is a tougher sale now than it was a year and a half ago because of the present downturn in the real estate industry. However, I think the market will start to turn itself around," she said.

Denise's dream is "making auctions such a comfortable place that the owners of these fabulous properties are confident enough to realize that the auction method has a selling advantage." The poised professional also wants to introduce the auction profession to high school students on career day. "I absolutely want people to know this is a viable career option," she said. "It's probably not one that most people think of."

The one challenge that makes Denise nervous is the "rocking chair test." Come again? She explained: "The rocking chair test is when my hair is grayed a little bit more and I have more years behind me than ahead of me," she said. "I'm sitting on my porch in my rocking chair and I'm just looking back on my life. I'm trying to determine, did I give myself all the opportunities to succeed in life that were put ahead of me? Did I give myself a good chance to live a fulfilling life? That's one test I don't want to fail." **S**



# Auction Network

*Be a part of the new Auction Network. Submit your news and upcoming auctions events for possible inclusion online and on TV.*

*Now, viewers won't just see the auctions themselves but they'll also learn the stories behind the items being auctioned.*

The Auction Network is broadcasting online at [www.auctionnetwork.com](http://www.auctionnetwork.com) and is asking NAA members for details about their upcoming auctions.

The network has production underway for unique events featuring live interactive auctions, pre-produced auctions, and profiles of dynamic auction personalities.

"We have some fascinating auctions already on the network, so whether you click the VOD button on our site or watch the streaming video our hope is that seeing these terrific auctions will encourage NAA members to alert us to their own upcoming auction events," said Network CEO Pam McKissick. "We have the IAC, profiles of the Hall of Fame inductees, horse sales, celebrity auctions, space memorabilia, but there are so many more stories out there and we're counting on NAA members to tell us about them."

The first live and interactive auction on the network was held on November 20, Auction Network executives have scheduled a series of pre-recorded shows allowing viewers to experience a broad range of auction entertainment. These include:

- **"Keeneland Yearling Sale 2007":** A behind-the-scenes look at the world's premier thoroughbred horse auction, where monarchs and titans of the industry competitively bid millions of dollars.
- **National Auctioneers Association Competitions:** While you can see some of the most experienced and talented Auctioneers in the world any time on

Auction Network, you can also catch the next great thing on a series of shows filmed during competitions held at the National Auctioneers Association's Annual Conference and Show.

- **"Stars For A Cause":** A front-row seat for one of the biggest celebrity charity auctions of the year, as Julien's Auctions puts celebrity-autographed portraits by pop artist Nicolosi on the block to benefit the Prince's Trust and the Hollywood Museum.
- **"Auction Royalty":** Starting out by profiling two of the most recent inductees into the Auctioneer Hall of Fame - Cookie Lockhart and Spanky Assiter - this show gives insight into the lives of world-renowned auctioneers and the industry they lead.
- **"Outer Space":** A rare auction event, featuring the sale of Apollo 11 lunar pilot Buzz Aldrin's personal space memorabilia and other historic items from the Space Race era.
- **"Peter Fonda":** The American flag from "Easy Rider" will be up for grabs, as Peter Fonda auctions his personal movie memorabilia and visits with the Auction Network about his life and career.
- **"Cattle Baron's Ball":** Model Cindy Crawford kicks off one of Texas's biggest charity auctions at the famed Southfork Ranch in Dallas, with custom watches and luxury automobiles among the items on the block to benefit the American Cancer Society.
- **South African Wine and Real Estate:** Whether it be glitzy rare wine auctions or the sale of dozens of high-dollar properties in 24 hours, no one does auction quite like South Africa - and shows centered around these events will demonstrate why.
- **"Gibson GuitarTown Austin":** Gibson GuitarTown serves as the host for this unique event, where Julien's Auctions will sell guitars designed by music-loving celebrities like the Dixie Chicks and Billy Bob Thornton.

"The initial roster of auction programming demonstrates the depth and breadth, fun and excitement of the auction industry," said McKissick. "We want our viewers to attend live auctions whenever they can because live auctions are fun. We've even created insert programming called Auction Roadtrips to let people know that if they drove to the live auction there would be lots of wonderful things to see in and around the place that auction occurs. If they can't attend in person, we want to give them a front row electronic seat to the auction by using this highly interactive, real-time bidding network."

"Now, viewers won't just see the auctions themselves but they'll also learn the stories behind the items being auctioned. You're not just going to see Peter Fonda's 'Easy Rider' flag auctioned off, you're going to hear about

what that film and that flag meant to him. In South Africa, you won't just see real estate and wine auctioned. You'll see cultural reporting as well. You're going to be part of that experience," said Fontana Fitzwilson, the network's general manager.

The live auction held November 20 featured Gibson guitars and the Osbourne family at the 02 Dome in London for its first live, interactive auction. Julien's Auctions' "Gibson GuitarTown London," where rock memorabilia like a guitar inspired by music legend Paul McCartney were available for bidding from anywhere in the world.

On November 30 through December 1, the Auction Network was in Los Angeles for one of the most anticipated celebrity auctions of the year. Ozzy and Sharon Osbourne sold personal property from three of their homes, many of the items recognizable from their hit television show, "The Osbournes." Julien's Auctions carried out the sale, and the event was broadcast with live, interactive bidding capability on Auction Network. A portion of proceeds from the auction helped the Sharon Osbourne Colon Cancer Foundation.

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# Association News

## National and state association headlines from across the country and around the world.



### NATIONAL

#### **NAA bringing ease and convenience to registration process.**

Two new ways to register for Conference and Show

NAA is committed to finding ways to make things easier for the membership. Conference and show registration is no exception. This year there are two new ways to register for conference and show bringing ease and convenience to the process.

For the quickest and easiest way to register, conference attendees can go to [www.auctioneers.org/conference 2008](http://www.auctioneers.org/conference 2008) and click on the online registration link. Simply complete the registration forms, provide credit card payment information, and click "submit". It's as easy as that!

NAA is also adding the convenience of Fax on Demand. Conference attendees can call the Fax on Demand phone number and request registration forms to be sent directly to any home or office fax machine. Using the phone keypad, registration, contest entry/auction donation forms can be requested. Registration forms can then be complete and mailed or fax back to NAA for processing.

Look for additional online registration and Fax on Demand information in the Conference and Show brochure mailed with the February issue of Auctioneer magazine and on NAA's conference

website at

[www.auctioneers.org/conference 2008](http://www.auctioneers.org/conference 2008).

Conference and Show registration begins on February 1, 2008.

#### **NAA and National Association of Realtors**

NAA promotes auction method at NAR convention

NAA personnel staffed a booth at the National Association of Realtors annual convention in Las Vegas, NV from November 13-16.

"During the four days we were there, the response to our booth was excellent. Many individuals stopped by to learn more about the auction method of marketing as well as information about our AARE class, membership, and general information about NAA," said Dr. Harlan Rimmerman, director of education.

The following NAA members helped with the booth: Tommy Williams, Bill Sheridan, Randy Wells, Mark Rogers, Jere Daye, Barbara Bonnette, Pam Rose and John Nicholls.

"We gave away nearly 500 DVDs about the AARE program as well as information about the Morpace study, membership applications and samples of Auctioneer and Auction World," Rimmerman said. "And, prior to the convention, NAA member Ted Cucuro taught the six hour NAR course on Real Estate Auctions. Randy Wells also participated on the Tuesday discussion auction forum. Bill Sheridan attended the NAR board meeting."

#### **Two new membership classes approved**

The Board of Directors of the National Auctioneers Association last month approved two new membership classifications: one is called "Regular Member and



NAA members at the NAR convention were, from left, Dr. Harlan Rimmerman, Pam Rose, Bill Sheridan, John Nichols, Barbara Bonnette, Thomas Williams, and Mark Rogers.

Spouse" and the other is called "Auction Support Team."

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

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

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

## Benefit auction question is answered

Auctioneer Steve Kelley wrote to NAA saying that "I read the article in Auctioneer magazine recently about publishing the Fair Market Value (FMV) of benefit auction items in the auction catalog, and a question comes to mind when I read the answer to question #1. That question was "If a charity fails to publish FMV, and the IRS audits the buyer and researches the deduction, not only is the deduction not allowed, the charity is liable for the tax,

interest and penalty."

My question: "Is the Auctioneer also liable along with the charity?

When contacted by Auctioneer magazine with this question, Benefit Auctioneer Kip Toner provided this answer.

"Keeping in mind that I recommend, to obtain a definitive answer, you ask a qualified professional such as a tax attorney for a tax question or a CPA for an accounting question, here is what I have been told about the auctioneer being liable in a case like the one you cite. Generally the obligations of the IRS fall on the non-profit organization, not on its employees or persons retained by contract such as the auctioneer. So I think you are clear of liability from the IRS, unless you acted negligently and said something like, "Oh don't even worry about the IRS, there are no regulations that apply to a non-profit!" The question remains, however, if you might have liability from the non-profit organization itself.

To protect yourself from liability from the non-profit, be certain to document that you advised the non-profit that there are IRS regulations to which the non-profit must comply. Further, document that you advised the non-profit to seek appropriate

## Wall Street Journal starts auction blog

NAA members can submit information on luxury homes that will be displayed on national publication.

The Wall Street Journal and the NAA recently partnered to start a blog highlighting million dollar homes being auctioned.

The blog (a commentary style article) appears on [www.wsj.com](http://www.wsj.com) and features million dollar homes up for auction or sold at auction since November 15, 2007.

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

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

To be considered for the Wall Street Journal blog, send the following information to [wsjauctions@auctioneers.org](mailto:wsjauctions@auctioneers.org).

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

professional counsel from a qualified person such as a tax attorney or CPA in IRS compliance matters. If you can clearly document these two points, it appears a case against you would be very difficult. Keep in mind that many non-profits do have attorneys and CPAs who help the non-profit already, so the non-profit may well have resources available to address questions about IRS compliance. I hope this is helpful."

► continued



November 2007 class at World Wide College of Auctioneering in Mason City, IA had students from 16 states.

## VIRGINIA

### Auctioneer proud of his granddaughters

Auctioneer Frank E. Bolton, CAI, GPPA, CES, of WoodBridge, VA, is proud that his granddaughters, Natalie and Christina Horn, of Denver, CO. served as Junior Denver Bronco Cheerleaders last year.

The seven year olds performed in pre-game and halftime football game shows with the official Bronco Cheerleaders in games in August, September, October and December. They performed a new routine at each game. The regular Denver Bronco Cheerleaders supervise junior squads of girls in several age groups.

The Horn girls were chosen based on their energy, eagerness and ability to perform in front of 80,000 plus people.

"They were chosen over thousands of other girls," Bolton said. "That is quite an accomplishment. I am very proud of them."

He has a right to be proud considering neither has ever participated in organized cheerleading before. Of course they have genetics on their side, as their mother, who grew up in Leesburg,

Virginia, was a high school cheerleader, before graduating Magna Cum Laude with high distinction from the University of Colorado, Colorado Springs.

Grandpa Bolton, known as PePaw to his granddaughters, has always enjoyed performing in front of crowds, whether as a 14-year-old singing in a group at the Grand Ole Opry or auctioning anything from household items to tractors, electronics, horses, emus and pythons. When the crowd is just right and the mood strikes, Bolton often breaks into song, which has earned him the title, the Singing Auctioneer.

His granddaughters performed before crowds that Bolton can only dream of, including 76,000 fans at Invesco Field at Mile High, the Denver Bronco's stadium, as they did before Colorado Rockies' baseball fans on last July. Grandpa Bolton and his wife, fellow auctioneer, Donna Bolton, are very pleased.

The girls have been very excited. "Go Broncos, go," cheered Christina. "I just love the Broncos!" Natalie agreed, saying, "We are cheerleaders with the official cheerleaders for the Broncos. We are so lucky."

*(Some information from E. Bruce Davis, Writer, Bull Run Observer).*



Jim Lestinsky, of LaPorte, IN was named 2007 Indiana Auctioneers Association Champion Bid Caller.

## INDIANA

### Indiana names Lestinsky 2007 bid call champion

Auctioneer Jim Lestinsky, of LaPorte, IN was named Champion bid caller at the 2007 Indiana Auctioneers Association convention in Columbus, Indiana. He competed against his fellow auctioneers on Friday, November 9.

Contestants were judged on their bid calling skills, including rhythm, voice quality, and clarity. Competitors were also judged on their responses during an interview round. As Indiana's Champion Auctioneer, he will compete next year in the International Auctioneers Championship (IAC) competition in Nashville. The IAC winners of the male and female division are considered by the industry to be the world's best Auctioneers.

"I chose to compete in this year's competition to be a role model to my two children who compete in athletics and civic groups. I wanted to show them that you are never too old to compete for what you want," said Lestinsky. "Winning the competition with my children there has made the experience all the more memorable."

Jim Lestinsky began auctioneering in 1993. The owner of Lestinsky Auction Services, he specializes in real estate, farm machinery, antiques, and gun/firearm auctions. He and his wife, Lori, have two children.

Also at the convention, Auctioneer Dennis Kruse,

## SHAWN TERREL CAI, AARE

### CANDIDATE FOR NAA BOARD OF DIRECTORS



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

*It is my goal to leverage my experiences, professional skills and abilities to better promote the auction industry and to advance the causes of the National Auctioneers Association and its members. Your vote would be greatly appreciated.*

CAI, was inducted into the Indiana Auctioneers Association's Hall of Fame. He is also an educator, industry leader and State Senator. A graduate of Indiana University, Dennis' careers have placed him in the classroom, steel mill, factory, and legislature. Upon marrying his wife, Kay, Senator Kruse decided it was in the best interests of his young family to return to his hometown and join the family business. Charged with the advertising and auction organizing responsibilities, Dennis helped the family's real estate and auction business flourish and grow. Dennis established Kruse International along with his father and brothers in 1971, the first and largest collector car auction company in the world.

Kruse is the past state president of the Indiana Auctioneers Association, and past president of the National Auctioneers Association. He resides in Auburn, Indiana with his wife, Kay, and has four sons and three grandsons.

Also at the convention, Sandy Bauermeister was inducted in to the 2007 IAA Auxiliary Hall of Fame. "I am so humbled and so very grateful for this most prestigious honor. What a surprise also!"

The association's Lifetime Achievement Award went to Whitey Shively. Starting in 1940 at the age of 13 Whitey began selling livestock. In 1946



Whitey Shively

he started working auto auctions. He averaged 70,000 to 80,000 miles a year on the road for 20 years working five auctions a week in four states at a time when we didn't have most interstate highways and the modern comfortable automobiles that we have today. He also built his own very successful auction company.

He was married for 52 years. He and his wife raised 2 children, each of whom are very successful in their own professions. He has two grandchildren that always bring a smile to his face when you ask about them.

Knowing the responsibility of the auction was not to pay more money than its competitors, but to provide a safe environment, more professional service, thereby giving the buyer and seller a more positive auction experience. Shively is a three-time cancer survivor. In 2003 he received the "Bernie Hart Award" from The National Automobile Auction Owners Association for being "Auctioneer of the Year". By receiving this award he was recognized for his contributions to

the industry through out his career and placed in their Hall of Fame.

## OBITUARY

### Don R. Legere, CAI

Real Estate Auctioneer Don R. Legere, 81, of Russell, KS died Thursday, Nov. 15, 2007. Legere was born June 1, 1926, in Macomb, IL. He operated Don Legere Auction and Realty in Hays and Russell for several years.



Don R. Legere, CAI

Survivors include his wife, Berdina, of the home; five daughters, Rebecca Stites of Ellis, Rhonda Yost of Salina, Nancy Harman of Hays, Donna Seibel of Emporia and Mary Neely of Derby; nine grandchildren; six brothers; and two sisters.

The funeral was held at Trinity United Methodist Church, Russell. Graveside services at Hill City Cemetery. Memorials may be made to the Shriners Hospitals for Children, in care of Russell Funeral Home, 610 N. Elm, Russell, KS 67665.

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# In the Industry

## News and notes from the auction industry.



Auctioneer Brenda Walters, center, received the Distinguished Service Medal from Col. Roger Soldano and Laurence Krutsch, both of the Michigan National Guard.

### AWARDS

#### **Brenda Walters receives Distinguished Service Medal**

Walters send over a ton of supplies to deployed soldiers

Michigan Auctioneer Brenda Walters has received the Department of Military and Veterans Affairs Distinguished Service Medal awarded by Thomas Cutler, Adjutant General of Michigan and presented by Col. Roger Soldano, of the Pleasant Lake, Michigan National Guard.

The award was presented for her exceptional meritorious service. It's a prestigious state award reserved for those who have

meritoriously served the Michigan National Guard. This award can be given to both soldiers and civilians.

As Chaplain of the Concord-Pulaski Memorial American Legion/Aux. 81, she coordinated and participated in many activities that directly aided soldiers and families during times of extreme hardship. As a result of her outstanding leadership she organized events that contributed to over a ton of care packages for deployed soldiers.

Walters gave many hours of her time helping to make pre and post unit deployment activities special for the community, families and soldiers.

Spc. Laurene Krutsch of Horton, MI also

presented Brenda Walters with the U.S. National Guard Army Team medal, for supporting her during her two tours in Iraq.

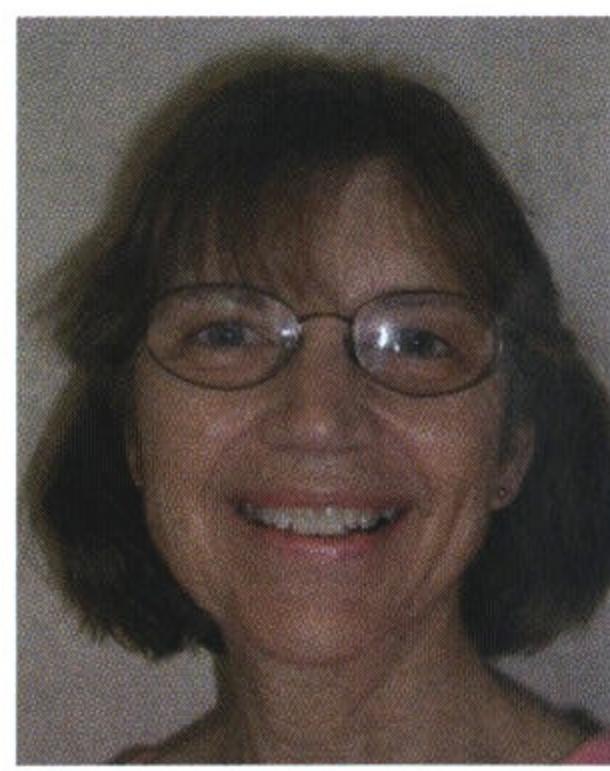
Walters belongs to the auxiliaries of the American Legion, Veterans of Foreign Wars, Purple Heart and the Sons of the Union Veterans of the Civil War. Having been born on Veterans Day, patriotism flows through her veins. She has had ancestors serve in wars back to the Revolutionary War. Her great-great grandmother Lindley, served as a solider during the Civil War. Walters, says she gets her savvy from Lindley.

Walters encourages youth to participate in veterans and patriotic programming in her community of Concord, MI. So much so, that she was recently nominated for the 2008 Women of Distinction by the Irish Hills Girl Scout Council of Michigan. The honor goes to a woman who makes a difference in their communities in regards to mentoring/role modeling for girls and other women.

Brenda Walters is a co-partner of Bos-Walters Auctioneers & Associates, LLC of Jackson and Concord, MI. Walters is a ten year auctioneer veteran, having owned a business prior to teaming up with Timothy Bos of Jackson. Both are graduates of Reppert School of Auctioneering. They are members of the NAA and MSAA, are Certified Estate Specialists, as well as affiliate members of the Jackson Area Association of Realtors. At their November auctions the duo honor veterans. On other patriotic holidays, they say the Pledge of Allegiance.

## NEW HIRE

### Doll expert joins Julia Co.'s staff



Dorothy McGonagle

James D. Julia Auctioneers recently announced that well-known doll authority Dorothy McGonagle has recently joined their staff. She has a private business buying, selling and appraising rare antique dolls and as such, is an independent dealer.

The association with Julia's is that of an agent and as such, will represent Julia's at various upcoming doll functions. Will travel to examine collections and also serve as cataloger for doll collections within the Julia company. Dorothy had been the department head of the doll division for another auction firm but recently left that position. McGonagle obtained a B.A. in English Literature from Boston University and has been a doll collector for nearly 35 years. She is an active UFDC member, dealer and researcher. She has authored "The Dolls of Jules Nicolas Steiner, A Celebration of American Dolls from the Collections of the Strong Museum," contributed to many other books and written numerous articles for doll magazines. She has given programs and seminars on dolls in the USA, Germany and Australia.

Dorothy has been an important fixture within the doll world for many years now and is extremely well liked by collectors and dealers alike. Her honest, sincere and scholarly approach to collectors has over the years, been much appreciated and as such her associate with the Julia company is a tremendous asset.

As an agent, Dorothy is available to discuss auction details for prospective clients, do free doll evaluations, will be available for pick up of consignments at many doll shows and of course is always available for consultations regarding collections. McGonagle can be reached by contacting Julia's by phone at (207) 453-7125, by fax at (207) 453-2502, by mail at PO Box 830, Fairfield, ME 04937 or via the website [www.juliaauctions.com](http://www.juliaauctions.com).

## DVD AVAILABLE

### Korrey offers DVD of bid calling

Auctioneer John Korrey, of Iliff, CO, the 2002 World Livestock Auctioneer Champion, has produced a DVD of bid calling techniques that Auctioneers and auction students may find helpful. In the DVD he demonstrates bid calling control, timing, communication, working with ring people, clerks, and more.

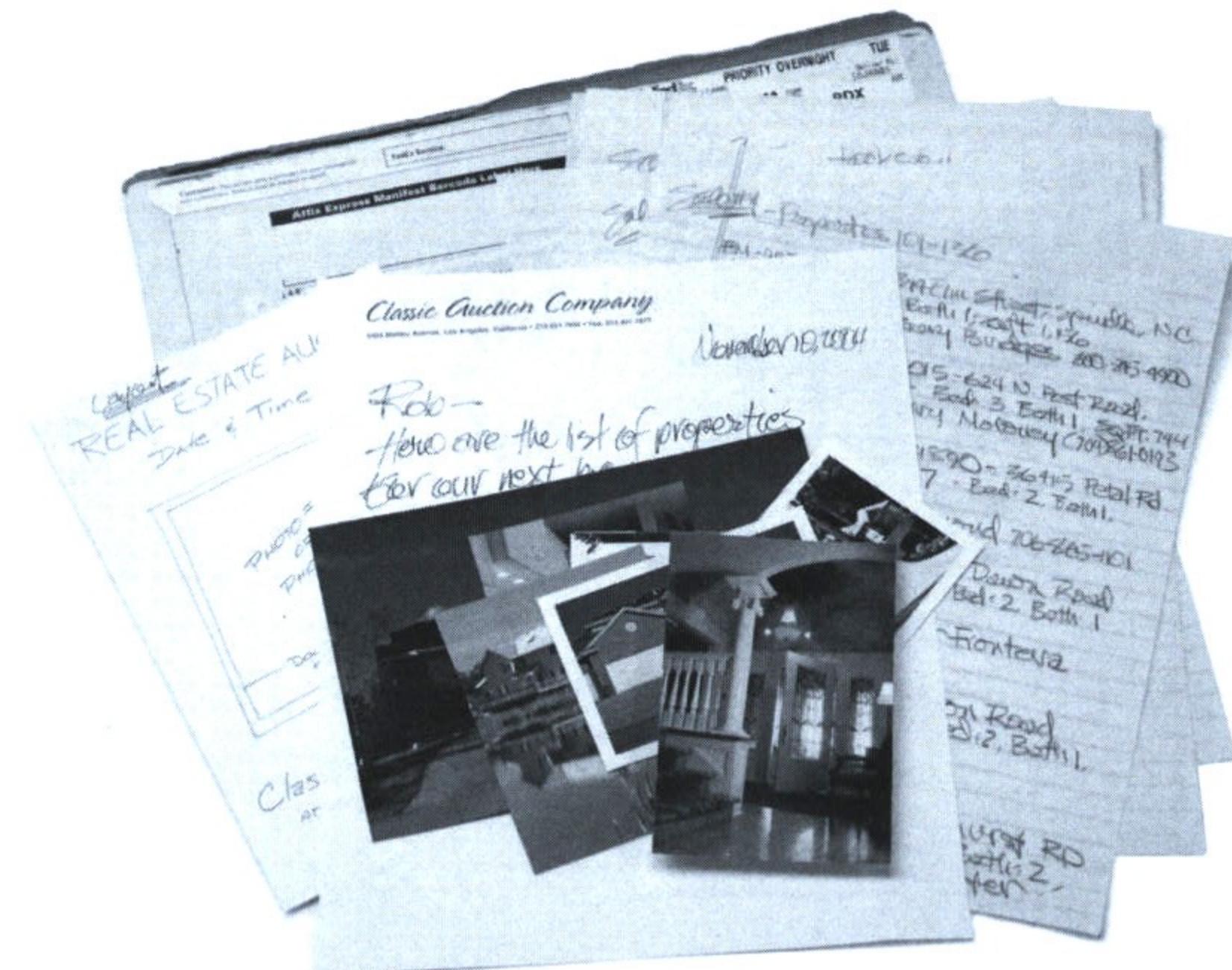
Korrey shows his chant in many different and diverse settings. He works in livestock, industrial equipment, farm and ranch, real estate and charity events as well as Internet and television auctions.

From a young age John Korrey new that he wanted to be an Auctioneer. Traveling with his father every week to various livestock auctions when his dad would sell the produce that he raised on their farm and ranch, but John's attention was on the Auctioneer, and he later went to Reisch Auction School. John wanted to pass on some of his experience in the auction profession and his hope is to pass on tips to everyone from the beginning Auctioneer to the seasoned ones. He has traveled to over 35 states and 4 foreign countries auctioneering livestock, equipment, and many charity events.

A portion of proceeds from DVD will be donated to St. Jude's Children Research Hospital. The DVD is offered for sale for \$59.95, which includes shipping and handling. Call (970) 522-4906 for more information or visit [www.chantofachampion.com](http://www.chantofachampion.com)

► continued on 47

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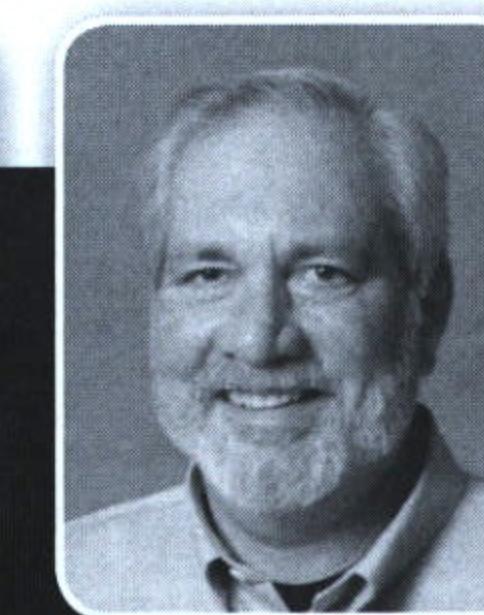
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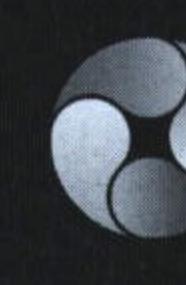
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# Public Speaking

## How to handle tough questions when speaking to a group

By Dianna Booher

If you're speaking to a civic group or other organization about auctions or another topic, often the audience will have questions. They may even throw tough or hostile questions at you. Preparation is a key in handling tough questions.

Here are a few practical tips for preparing for question-and-answer periods, particularly when you expect difficult questions from skeptics.

### HYPOTHETICAL QUESTIONS

Often when people ask a hypothetical question, they have an agenda—they are looking for a forum to express their own opinion. Whatever answer you give will be "wrong," and they will change the details about their hypothetical situation and proceed to set you straight about what will or will not work.

### Tip: Sidestep the Details

Refocus by responding, "There are so many unknowns and variables in hypothetical cases that it's difficult to give a meaningful response to that situation." Or: "I prefer to stay focused on the current mission in formulating policy for our charitable contributions. For the present situation, I still consider. . . ."

### Tip: Probe for the Real Issue and Address That Concern

Examples: "Is your concern in raising that question the safety issue?" If the audience member confirms that the safety issue is what prompted the hypothetical situation, then you can proceed to comment in general on the safety issue rather than getting bogged down in hypothetical details.

### SHOW-OFFS

Generally, this "question" is a monologue—either an opinion or a barrage of data. Then, after the dump, the asker tacks on a limp question at the end, such as "Wouldn't you

agree?"

### Tip: Call for the Question

Example: "Would you please restate your question?" or "Were you just stating an observation, or is that a question?" After some fumbling, the participant may or may not come up with a question that you can answer briefly and use to regain control.

### Tip: Acknowledge the "Comment" and Move On

Examples: "Thank you for that observation." "Good information to have." "You sound as though you've had some experience with similar situations." "I'm sure others may feel as you do." "That's something else we may want to consider in the decision." Break eye contact, and move on.

### HOSTILE

People ask hostile questions for any number of reasons: (1) They disagree with what you have said or have wrong information. (2) You have not established credibility with them. (3) They have misunderstood you. (4) They think they are "saving the day" for their organization. (5) Their personality makes them always look for the cloud in every silver lining. (6) They have a hostile tone and facial expression without realizing it. (7) They are angry with someone else and are taking it out on you—consciously or unconsciously. (8) Their question is neutral, but you have had a bad day and are "reading hostility into the question."

### Tip: Rephrase a Legitimate Question Minus the Hostile Tone

If the question is, "Why are you demanding six years of experience for all subcontracted work? I think that's totally unreasonable," rephrase it: "Why do we think six years' experience is necessary? Well, first of all..." Don't feel that you have to refute an opposing view in great detail, particularly if the hostile view is not well

supported. Simply comment: "No, I don't think that's the case." No elaboration is necessary. Your answer will sound authoritative and will make the asker appear rude and argumentative if he or she rephrases and continues. Avoid matching hostility with hostility.

### Tip: Acknowledge and Accept Feelings

By acknowledging and legitimizing the feelings of the asker, you may defuse the hostility and help him or her receive your answer in a more open manner. Examples: "It sounds as though you've been through some difficult delays with this supplier" or "I don't blame you for feeling as you do, given the situation you describe."

### Tip: Agree with Something the Questioner Has Stated

If possible, try to find something within the hostile question with which you can agree. This typically diffuses some of the inclination to argue with whatever response you provide. Then give your answer.

You can handle Q & A sessions. This is not something to fear—think of it as just one more component for which to prepare and to use to win over your audience. By learning these Q & A tips you're already ahead of the game.

*Author Dianna Booher works with organizations to increase their productivity and effectiveness through better oral, written, interpersonal, and cross-functional communication. She is a keynote speaker and prolific author of more than 40 books, including her latest *The Voice of Authority: 10 Communication Strategies Every Leader Needs to Know and Communicate with Confidence?* Dianna's communication training firm, Booher Consultants, Inc., is based in the Dallas/Ft. Worth Metroplex and serves many Fortune 500 clients. [www.booher.com](http://www.booher.com) (817) 318-6000.*

## PROMOTIONS

### Matt Price named District Marketing Chairman for Boy Scouts

**GARNER, NC** The Boy Scouts of America has a long history of assisting 11 to 17 year old youth males in becoming leaders in society through programs that build character and ethics. Auctioneering, one of the oldest used methods of selling has always looked for men and women of high character and ethics. On November 15 the two merged by naming Auctioneer Matt Price of Fuquay Varina, NC, of Blue Hound Auctions, LLC as District Marketing Chairman.

"This is a great opportunity to help scouting by exposing this fantastic program to more youth, parents, and prospective leaders," Price said. "It is going to take a lot of work to make it happen, there is a ramping up and tweaking of how to deliver the program that needs to be accomplished before we can perform."

The district, formed in 2004 from exponential growth, is proclaimed to have the best retention rates and unit creation rates in the council. "In order to be the best, you have to get the best people to get the job done," stated one of the speakers at the ceremony.

Price plans on using marketing tradition and new ways to market scouting. Some learned through the auctioneering business, and some learned the hard way. "There are a lot of people out there to talk with, and a ton of people to get involved into Scouting. There is an entire field of traditional and online marketing opportunities that exist in the community, honing in on those opportunities will be critical to the survival of scouting units today, and the creation of new units in the future," Mr. Price concluded.

Price is a former Boy Scout co-president of Blue Hound Auctions, LLC. A Fuquay Varina, North Carolina based auction firm that serves clients' auctioneering needs live and online. The company was founded in 2006 with partner Ash Cherry, also a former Boy Scout and performs estate and personal property auctions. Currently, Price is a Unit Commissioner and Assistant Scoutmaster with Troop 444, a new troop located in Fuquay Varina, NC.

## TECHNOLOGY - INTERNET

### NumisMaster: Worldwide coin collecting site

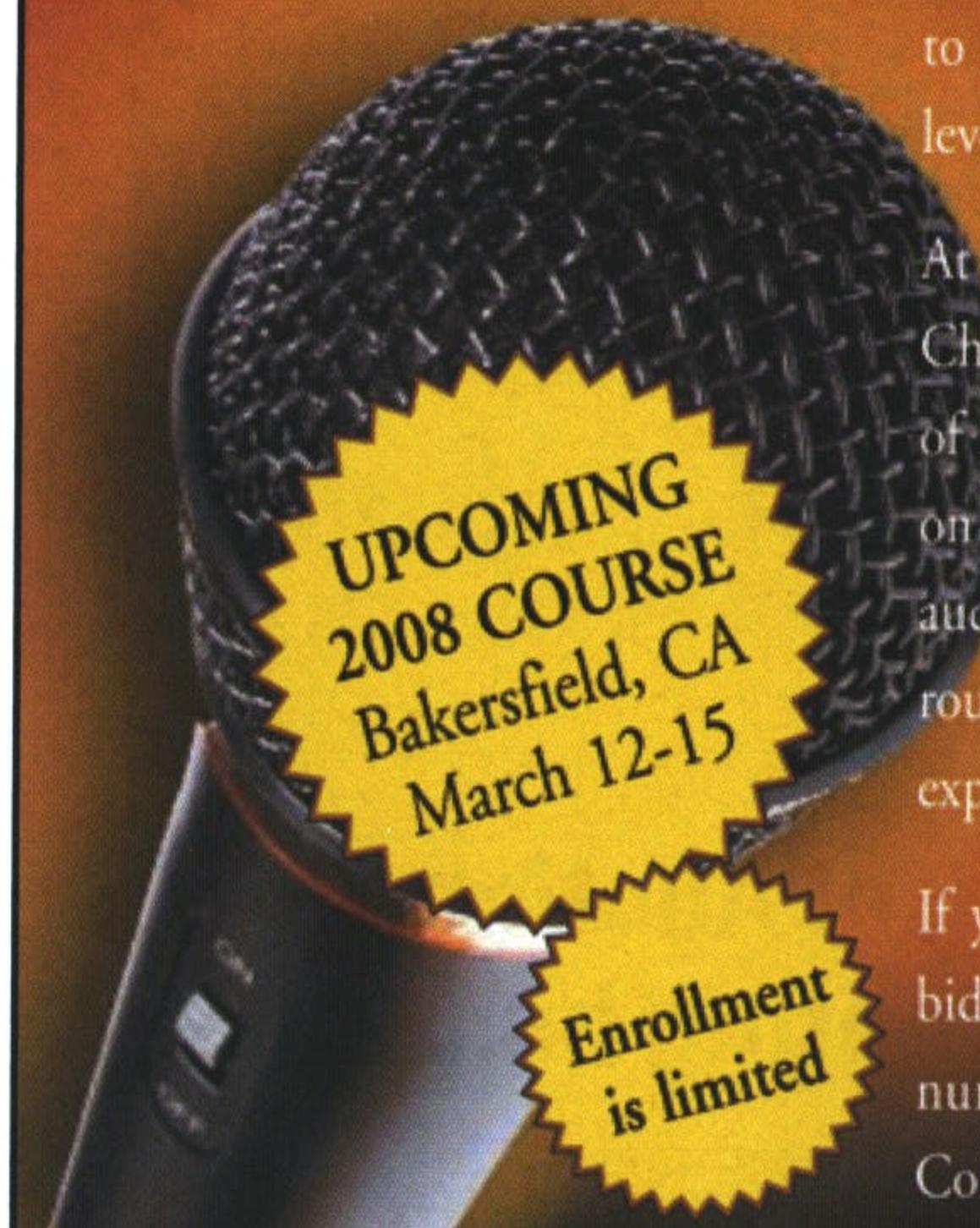
**WISCONSIN, WI** – In just over six months as a fully operational coin collecting portal, NumisMaster.com, the coin pricing and news resource from Krause Publications, has proven to be a destination for enthusiasts worldwide. Visitors from 169 different countries have made their way to NumisMaster.com.

NumisMaster features three items of regular interest to coin collectors around the globe:

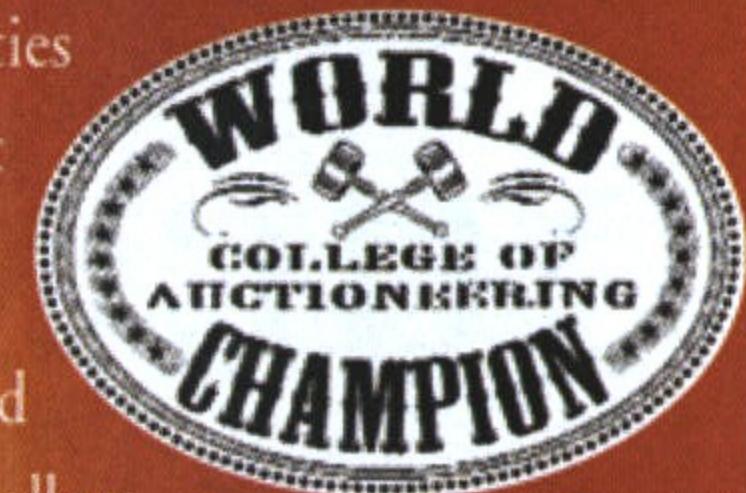
- International coin information, including photos, pricing, and other statistics, derived from the acclaimed Standard Catalog of World Coins line of price guides. These guides cover world coin values from 1600 to date, as well as unusual world coins.
- News from the editors of World Coin News, which has featured coverage of market trends and coin issues from around the world for more than 30 years.
- Blogs from world coin experts such as David Harper, Tom Michael, and Colin Bruce.

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# Success Stories

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

## ART AUCTION

### Wisconsin Auctioneer sells painting high

An original signed painting by American artist Francis Coates Jones sold at auction for \$153,000 on October 31 by Richard Ranft, president of United Country Beloit Auction and Realty, Inc.

"We had 14 phone bidders from all over the country," said Ranft, "along with a number of on-site bidders in the crowd. There was a lot of excitement about this piece. The bidding began at \$5,000, and after a certain point it was down to a bidding war amongst our phone bidders."

"That was record price for one of his paintings ever sold! Right here in the Midwest with bidders from all over the country and only one saw it personally. All the rest depended on our definition and digital photos. It's amazing what technology has done," Ranft said.

The painting - "Boy and Girl Fishing" - is a 30x36 inch oil on canvas. Ranft said that the gavel fell on the final bid of \$153,000 from a collector in New York. After buyer's fees, the total price of the painting was \$168,300.

Born in Baltimore in 1857, Jones is a well-known artist with works hanging in a number of museums, including the Metropolitan Museum of Art in New York City. He died in 1932.

In addition to the Jones painting, a number of other art pieces were sold at the

auction, including: three signed oil paintings by Jackson Pollock; an original Alexander Calder untitled lithograph signed and dated 1969; several etchings by Salvador Dali; an oil on canvas by Muninger; an original lithograph by Edwardo Manet entitled 'Le Chat et Les Fleurs'; an original untitled lithograph by Paul Cezanne; and a serigraph by Roy Lichtenstein titled 'Still Life with Crystal Bowl.'

For more information, call United Country Beloit Auction and Realty, Inc. at (608) 364-1965 or visit [www.beloitauction.com](http://www.beloitauction.com)

## BRONZE COLLECTION

### Kaminski's Fall Fine Art Auction sells rare bronze gladiator at \$6,900

Kaminski Auctions' Fall Fine Art Auction, held on October 20 in Danvers, MA, took place at the Sheraton Ferncroft Resort, and included one of the largest single-owner collections of bronze and marble sculpture ever to come to the auction market.

The most coveted lot of the day was undoubtedly a 19th Century European School bronze by T. S. Gerome titled "The Gladiator." The statue, originally estimated at \$600-\$800, was speculated to have been from the Andy Warhol Collection. After a feverish volley between

two bidders, one by phone and one on the internet, the piece realized a final price of \$6,900, soaring above its high estimate and lending legitimacy to claims of its provenance.

"The bronze collection, one of the largest ever featured in an auction, generated a great deal of interest and many pieces sold well above estimate," said Frank Kaminski, owner of Kaminski Auctions. "We're happy to accept consignments in any volume. From a single item to entire estates, our goal is to help our consigners achieve the highest possible price for their valuables."

Auction-goers arrived in droves to bid on a vast selection of fine art including rare and valuable paintings, sculpture, works on paper and more. The fervent bidding of those in attendance and on the phones was supplemented by a torrent of eBay Live online bidders, who accounted for approximately 30% of the day's sales. Northshore magazine was the media sponsor for the event.

An outstanding array of paintings, fine prints, watercolors and drawings highlighted the auction. A painting by Victorian artist, Alfred de Breanski, Snowdon & Pass of Llanberis, attracted considerable attention from bidders, realizing a final price of \$9,200. Breanski, regarded as one of England's most accomplished landscape artists, derived inspiration from the picturesque, but characteristically desolate Scottish countryside.

Other notable paintings included Sailboat

at Sea by Charles H. Woodbury. This unframed 8" x 10" piece astonished the crowd, more than doubling its high estimate of \$1,800 at a final price of \$3,910. Fishermen, by Jack de Loudres Leonard, was also a surprise success. While little-to-no information was available on the artist, the quality of this WPA style painting was evident, with its final price reaching \$5,175.

Underscoring the success of this important group of paintings were two works by popular female artists: Braiding a Rug by Agnes M. Richmond and The Artist's Garden in Giverny by Mariquita Gill. Richmond is renowned for her independent, dignified portraits of women, while Gill's impressionistic depictions of landscapes and garden scenes highlight her body of work. Both artists proved highly collectible as each of the two paintings realized a final price of \$13,800.

A rare bronze and marble sculpture collection offered over 90 original 19th and 20th century works ranging from traditional to Art Nouveau, and from stunning Art Deco to sleek contemporary. Among these lots was a remarkable life-sized marble statue of Venus. The statue, which measured in at a prodigious 66 inches, dazzled the crowd and achieved a final price of \$9,775.

Additional pieces of fine bronze sculpture accentuated the importance of this vast collection. A large bronze by Robert Toberentz, The Snake Charmer, sold to an online bidder for \$5,175. Representing the popular equine category was Cheval a la Barriere, a piece by Pierre-Jules Mene, which realized \$4,945 and Rearing Horse with Groom by Louis de Monard, which brought \$3,737.

Kaminski Auctions, headed by Frank Kaminski, specializes in appraising and auctioning fine art and antiques. As part of a complete estate service package, Kaminski provides expert appraisals, local and national advertising for all sales, competitive fees, and itemized accounting of all transactions for heirs and representatives. For information, visit [www.KaminskiAuctions.com](http://www.KaminskiAuctions.com) or call 978-927-2223.

## REAL ESTATE

### Auctioneer Kurtz sells KY property

Kurtz Auction & Realty Company recently sold the following properties at auction:

On October 19, Kurtz sold 166 acres in Henderson County, KY for \$282,200 or \$1,700 per acre. This property had 1,500 feet of frontage on the Green River. Improvements include tobacco barns and storage sheds. The Auctioneer in charge was John Kurtz.

Kurtz sold two farms totaling approximately 100 acres for \$400,421. This property is ten miles east of Henderson, KY. A 60.5 acre farm sold for \$3,762 per acre and a 40 acre farm 1/4 mile north of the above tract sold for \$4,300 per acre. Auctioneer in charge was Joe Mills.

Kurtz sold 105 acres of cropland and woods in Daviess County, KY for \$506,000 or \$4,819 per acre. The Auctioneer in charge was Jim Goetz.

Kurtz Auction and Realty Company sold 150 acres in Christian County, KY for \$790,000. Improvements on this property include an older two bedroom brick home. This land sold for \$5,267 per acre. The Auctioneer in charge was Mike Melloan.

Kurtz Auction and Realty Company is a regional auction marketing firm with a history going back to 1945. Kurtz has more auctions of farm land scheduled in the upcoming months. For more information on other auction results and scheduled auctions, go to [www.kurtzauction.com](http://www.kurtzauction.com) or call (800) 264-1204.

### Stopol auction draws over 1,000 bidders

**SOLON, OH** – More than 1,000 registered bidders participated – over 729 in person and more than 306 online -- in an auction held November 13-15 by StopolAuctions L.L.C. to sell plastics manufacturing equipment from the former Hoover plant in North Canton, OH.

Solon, Ohio-based Stopol Auctions is the leader in hosting and managing plastics industry auctions.

Stopol Auctions held the three-day event at the former Hoover plant, which is now owned by TTI Floor Care North America. The auction featured more than 70 injection molding machines from some of the top brands in plastics processing, including Cincinnati Milacron, HPM, Reed and Van Dorn.

The event – which was web cast on [www.stopol.com](http://www.stopol.com), also included a variety of auxiliary equipment, several fork trucks, robots, mills, lathes, and an array of tools, accessories and office equipment.

"We billed this as the largest plastics auction of the year, and the number of people that placed bids – both in person and online – surely backs up that claim," said Stopol CEO Neil E. Kruschke, Jr. "When a larger corporate entity consolidates operations, it gives the small and medium-sized companies a chance to acquire highly desired equipment at cost-effective prices. It also helps them capture more marketshare. I think that is the primary reason why we attracted a record number of bidders."

Stopol is the plastics industry leader in providing solutions for processors' production needs through its five lines of business -- Equipment Sales, Auctions, Liquidations, Appraisals and Business Services (merger and acquisition consulting). With the industry's largest diverse inventory of equipment, Stopol allows manufacturers to add capacity and capabilities quickly and cost effectively. As the industry's premier provider of auction and liquidation services, Stopol further enhanced its reputation as an industry innovator in 2004 when it created StopolAuctions L.L.C. and launched an interactive auction Web portal that allows a global audience to buy and sell new and used plastics equipment and other assets using their PCs. In addition, monthly contact with 30,000 customers and 15 years of purchasing data provide Stopol with unparalleled market intelligence that we leverage to our customers' advantage.

# Tech Talk

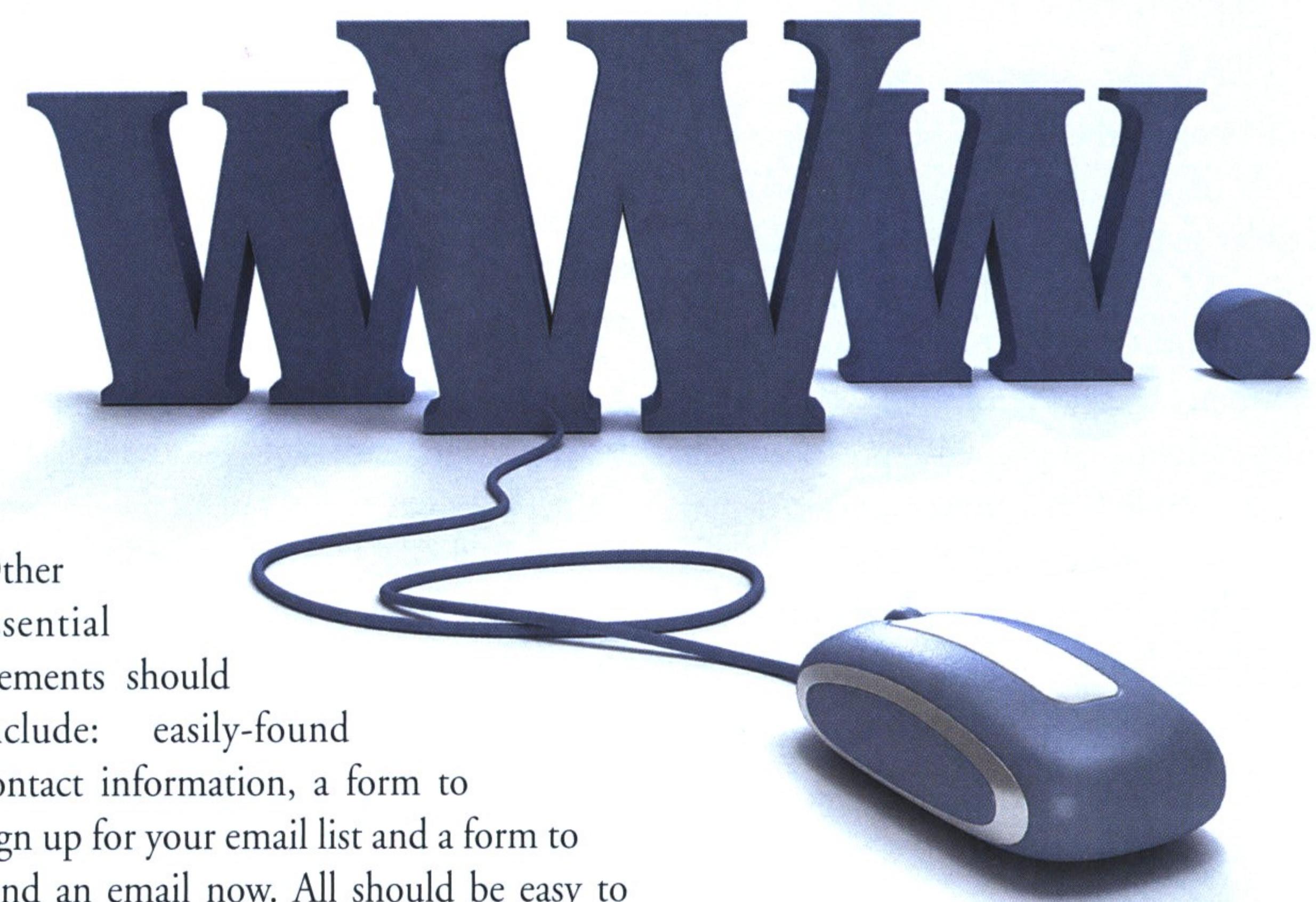
When evaluating your current website, what issues should you consider?

## WHAT ARE THE ESSENTIAL ELEMENTS OF A GOOD WEBSITE?

**SM:** Keep your home page content "alive" by incorporating your auction calendar. Your home page has to be alive and changing at all times. Keep your layout clean and legible. Do not try to put too much information on one page. Stay away from flashing banners and non-compliant\* web items. Have a complete calendar of your upcoming auctions. People are coming to your site to see what you have for sale. Have lots of pictures.

**AT:** Good websites are viewable and accessible from any computer or device using any browser or software. I think a site should look the same on a Mac running Safari as it does on Windows running Internet Explorer. I think sites should require as little additional technology like Flash or Java as possible. I design using XHTML and CSS because it's light and doesn't require any additional components. A good website shouldn't have advertising or require or even suggest that the user navigate away from that site.

**DW:** A good website should be easy to read and contain information the user is looking for. In the auction world, Auctioneers get two main types of users; potential clients (sellers) and customers (buyers). There should be separate sections that address both of these markets and make it easy for them to find the information they want.



Other essential elements should include: easily-found contact information, a form to sign up for your email list and a form to send an email now. All should be easy to find.

Do not forget to prominently display your telephone number as many people will want to call you if you have the right content on your site to make them want to learn more.

**DM:** Pertinent, up-to-date information presented in a clean, easy-to-read format.

## WHICH WEBSITES DO YOU LIKE?

**SM:** I'm prejudiced. We recently completed a redesign of [www.mbauction.com](http://www.mbauction.com). Also like [www.kramerauction.com](http://www.kramerauction.com) and [www.rbauction.com](http://www.rbauction.com).

**AT:** I like the newer, standards-based websites like Wordpress, Facebook and [mozilla.com](http://mozilla.com) because they're clean and elegant and don't have anything moving or

making noise without specific requests from the user. They don't have confusing navigation like drop-down menus that reduce accessibility.

**DW:** I like Google, it is simple and easy to use. A web site that has tons of content, yet is easy to navigate, is the online edition of the *Wall Street Journal*. EBay is also pretty easy to use. I believe a site has to look to its target market and base its design on what the target market wants.

**DM:** Too many to list. Auction Services puts out a lot of good looking websites.

## WHAT ARE THE GOALS OF YOUR COMPANY'S WEBSITE?

**SM:** To professionally represent our company and our clients. To clearly and

*This month's Tech Talk Columnists are Technology Committee members Scott Musser, BAS; Aaron Traffas, CES; David Whitley, CAI, CES; and Darron Meares, GPPA*

easily communicate our products and services. To be an ambassador for our company to the world.

**AT:** Our company's site (<http://www.purplewave.com>) aims to be as simple as possible to allow anyone to place bids on any item from any device. We acknowledge that most users want to find items within auctions, not information about us, so that's the aspect on which we focus the users' initial attention.

**DW:** The goals of our company website are to attract sellers and give potential buyers notice of what will be available for sale. One large goal is to collect email addresses. Our site is old and stale and needs updating.

**DM:** To provide information to assist our buyers and sellers with their auction needs.

**IF YOU COULD GIVE ANY ADVICE TO SOMEONE CONSIDERING CREATING A WEBSITE OR REVISING THEIR EXISTING WEBSITE, WHAT WOULD YOUR ADVICE BE?**

**SM:** Keep it clean. Don't get bogged down in putting too many items on any one page. Don't embed auto-play video or audio anywhere on your site. Don't put your picture on your homepage. Folks aren't visiting your website to see what you look like.

**AT:** For an Auctioneer looking to create or redesign a website, it is important to make the correct assumptions about the intentions of the users. I believe users want to find auctions, so the most important part of the homepage or first page of a site should be the calendar. If the user is seriously looking for institutional information like the Auctioneer's history or contact information, he or she will be more than willing to click a link to navigate to that section. Also, the Internet is the most powerful marketing tool. The auctioneer who pictures every item and describes it on the website will always be more powerful than the auctioneer who types a paragraph listing the items for sale and posts a picture gallery.

**DW:** Start simple. Keep it clean. Do not hide the information. Make links for upcoming auctions, potential sellers and contact info. Make sure you have a prominent email list sign-up box. Use a company that has an auction calendar system in place.

This makes listing your auctions easy and gives you the option to add lots of information, images and video.

**DM:** Leave off flash pages, animations and bright colors... KISS the website!

**IN YOUR EXPERIENCE, WHAT IS THE BIGGEST MISTAKE SOMEONE COULD MAKE REGARDING THEIR WEBSITE?**

**SM:** Not having one!!!

**AT:** The biggest mistake someone could make building a website is to use Flash without offering an alternative content delivery mechanism. Also, a user shouldn't have to do anything other than load a page to get the content. Mouse-overs and drop-down menus only make it harder for the user to obtain content and may even obfuscate the navigational structure of the site.

**DW:** There are several big mistakes an Auctioneer can make with a website. The first is not proofreading the copy. I have seen many websites with bad grammar, misspelled or wrong words and an overall look and feel that it was completed by a third grader. Your web site is you. It is what many potential sellers use to gauge the professionalism you operate with. Make it do that. Another mistake some can make is trying to add too many bells and whistles. Follow the KISS principle.

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



**VOTE FOR  
J.J. DOWER**

- ✓ **NAA member for 20 years (present life member)**
- ✓ **Business Management degree from Lincoln Memorial University**
- ✓ **Mendenhall School of Auctioning**
- ✓ **CAI graduate 1991**
- ✓ **Married 22 years to Traci Ayers Dower and has two daughters; Addison and Alissa**
- ✓ **AARE certification 2006**
- ✓ **Partner, Auctioneer, and Broker at Hack Ayers Auction and Real Estate for 20 years**
- ✓ **Past president and Hall of Fame member in the TAA**

► continued on 71

# New insurance programs

Two new great benefits to start next year including E&O and bonds.

NAA Members have been asking for a comprehensive Errors and Omissions Insurance Program that would cover their business for general auctioneering, appraisals and real estate.

NAA's new E & O Insurance Program is the first of its kind that will cover your business in all three areas in one simple policy. This new program is not only unique in its coverage and offering, but also in the available pricing it is extremely attractive:

Additional higher limits with equally-attractive pricing is available to those members requiring greater coverage. The three options listed should fulfill the requirements of the vast majority of members. Now there is absolutely no reason why NAA members do not carry E & O Insurance!

The application process has been simplified and should take less than five minutes to complete. Simply go to the NAA Members-Only section of the website and "click" on the E & O icon.

Also for those members that reside in states that require bond insurance or members that simply like to carry a bond for clients that require them, NAA has also developed a very attractive price for bond Insurance. Simply "click" on the same icon and you will be directed to information and

pricing. Again NAA has worked directly with the provider to simplify the application process.

These are programs that members have been telling NAA that they want and once you investigate these new programs you will discover yourself that NAA HAS DELIVERED!



**Check it out and start saving money today!**

## E & O Insurance Program

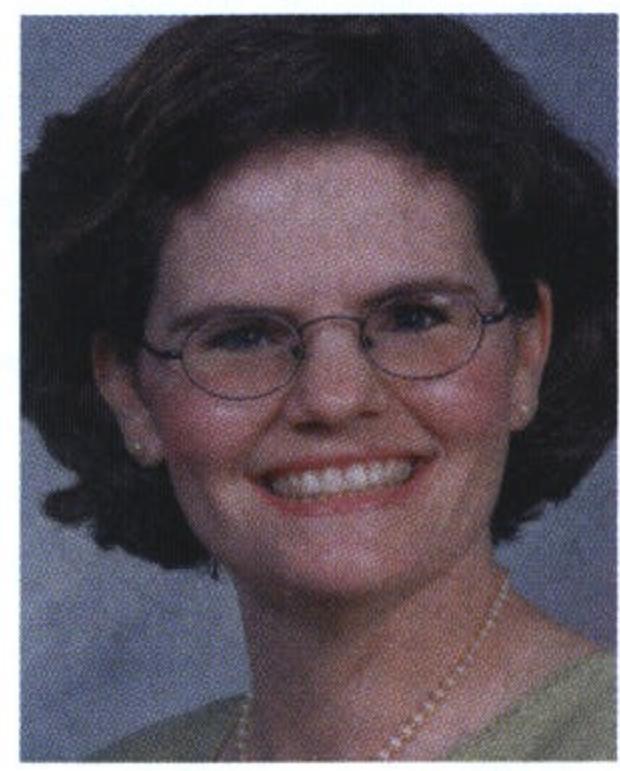
Per Incident/Aggregate	Self-Insured Retention	Premium
\$25,000/\$50,000	\$2,000	\$115.00
\$50,000/\$100,000	\$2,000	\$150.00
\$100,000/\$200,000	\$2,000	\$200.00

## Licensing Bond Program

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

# Waste Not, Want Not

## The historical impact on the original federal bill regulating government surplus auctions



Lynn M. Ward,  
Curator, National  
Auctioneers Museum

In the 1950s, the U.S. Government started seriously comparing the methods used to dispose of surplus property. They were, not surprisingly, finding that auctions yield the highest financial

return. In a March 1956 letter of submittal of a report to the Committee on Armed Services of the United States Senate, Lyndon B. Johnson, Chairman of the Preparedness Investigating Subcommittee (and future President of the United States), describes a study of sealed-bid and auction methods.

According to Johnson, the purpose of the study "was to ascertain the method of sale yielding the greatest return to the government....The study revealed that, although the auction sale yields the highest financial return, it is used to a limited degree. The military departments might well consider greater utilization thereof. The general public seems to prefer this type of sale. Also, from the standpoint of administrative expense, it is as reasonable as the other sales methods."

With some urging from B.G. Coats, recognized as the first NAA president, the U.S. Government invited Colonel Bernard Hart, Secretary to the National Auctioneers Association, to attend the "Third National Reorganization Conference of the Citizens Committee for the Hoover Report," February 4-5, 1957 in Washington DC.

Bernie Hart worked tirelessly through 1957 and 1958 to have a proposed Senate Bill, S. 1540, be amended pertaining to the sale of government surplus. He recommended to government officials that all government owned surplus be sold at

public auction by a qualified Auctioneer. Hart wanted to be sure that qualified Auctioneers were secured for the government auctions and not just to those submitting the low bid. He was also concerned with changing a proposal that the government would institute "inactivation" or "debarment" of Auctioneers after something was done in an unsatisfactory manner rather than setting up regulations and securing the most competent Auctioneer in the first place.

In a letter to a director in the General Services Administration, February 10, 1958, Hart states, *"As you know, we are primarily interested in seeing that qualified auctioneers handle your sales. Your sales are large, the clients are the American citizens, and a poorly handled sale from the auctioneers standpoint is a black mark to the auction method of selling....The officers of the National Auctioneers Association are not interested in promoting themselves individually toward the handling of Government sales. Their interest is in the auction method of selling or the promotion of that method which involves the opposition of any factors that would serve to harm the auction profession."*

He goes on to say "While in most cases competitive bidding provides a fair basis for the acquisition of services it is hardly applicable to professional services in my opinion. If you were faced with the need of a serious surgical operation would you



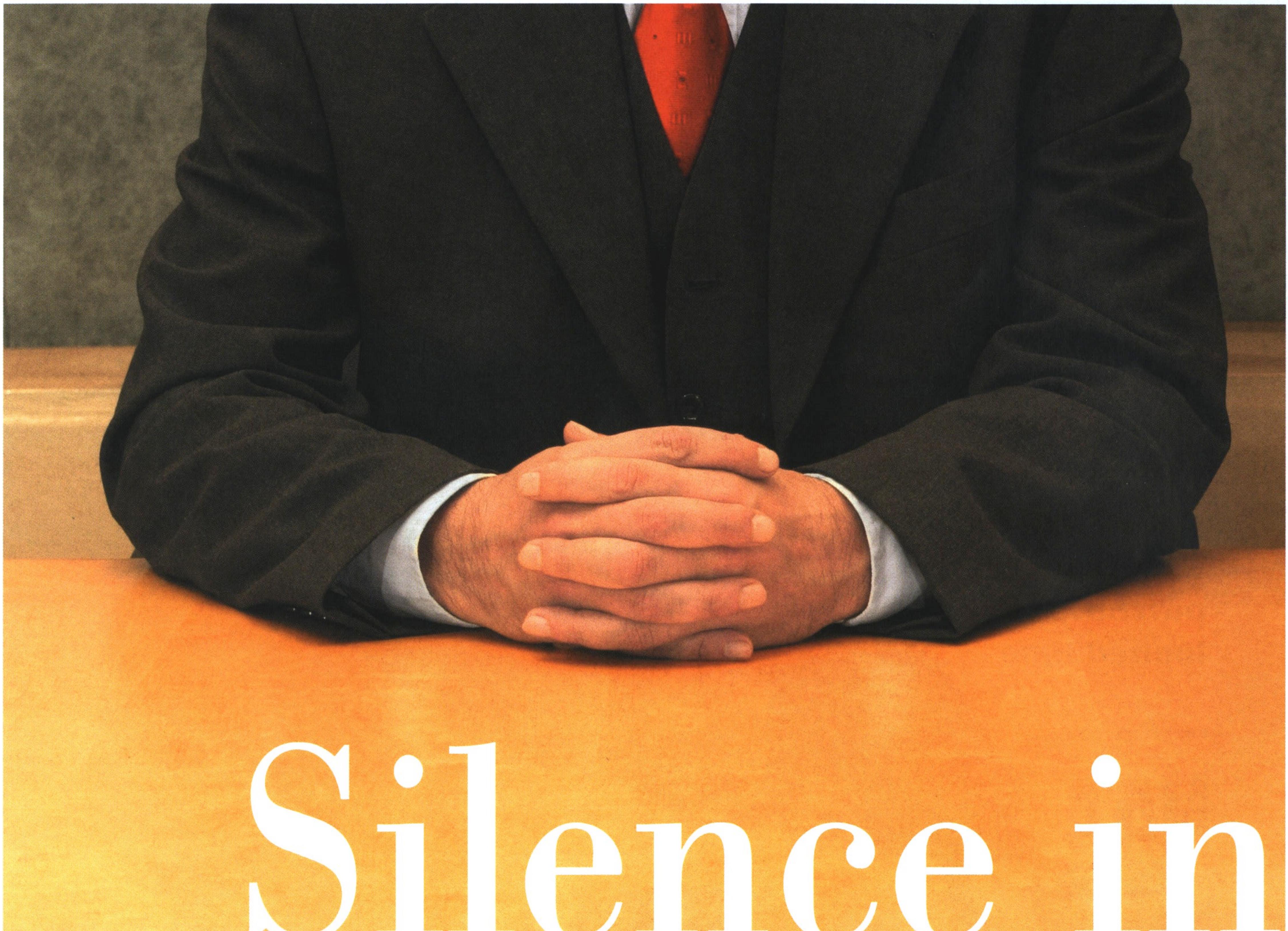
Bernie Hart, NAA Executive Secretary, in his office when the NAA headquarters was in Lincoln, NE

hand the responsibility to the surgeon who submitted the low bid? The dollar volume represented in a Government auction certainly demands the services of an "expert." I hardly think you will get this type man very often if he is compelled to be the low bidder in order to get the job."

Over the next few months, he corresponded with many officials giving guidance in standards and qualification criteria.

In August of 1958, the General Services Administration officially announced the application of new high standards for the certification of Auctioneers wishing to sell personal property for the federal government. Interested Auctioneers were to go GSA regional offices to pick up an application form. Once the forms were completed, the Auctioneer would be placed on a list of eligible qualified Auctioneers to conduct auctions for the government.

Bernie Hart was an Auctioneer and the first "Executive Secretary" for the NAA. He was inducted into the Auctioneers Hall of Fame in 1964. He worked hard in his profession and for the NAA.



# Silence in Negotiating

*Use silence effectively in power negotiations for a win-win outcome.*

*By Liz Tahir*

Silence is a secret tool of power negotiators. Knowing when to listen, not talk. Using facial expressions, not your voice, to make a point. Here are five tips on how perfecting the art of silence can make you a better negotiator:

## 1. LISTEN MORE.

Listening is not passive. One can control the negotiation process by simply listening well. When we listen well, we gain the trust and confidence of others. When people are encouraged to talk, they tell us their needs, their wants, their dreams, and their plan of action; in short, they give us information. When we truly listen to people, we make them feel important, particularly if we are making good eye contact while listening.

The problem is that most of us don't truly listen when others talk. We just can't remain silent long enough to really hear them. Chances are we are just marking time until we can jump in and start talking. We should be aware that every time we do talk, we open ourselves to being vulnerable.

*The timing of pauses  
can determine  
negotiating success.*

## 2. THE 10-SECOND STRATEGY.

Silence makes most of us uncomfortable. We are conditioned to noise, not being silent. Try this test: the next time you are negotiating with the other party, and they say something like "well, that's my offer," don't utter a word for 10 seconds. It's practically guaranteed they will jump in with another offer or more information, anything to break the silence. When you get comfortable with 10 seconds, bump it up to 20 seconds. The silence will hang like lead and drive 'em crazy!

## 3. ASK QUESTIONS.

A good way to learn silence is to ask questions, another secret weapon of successful negotiators. The person asking the questions controls the conversation. While you can get information from the person answering the question, generally if you have done your homework, you should already know the answer before you ask. Lawyers are taught to never ask a question without already knowing the answer; good advice.

What you are really doing here is getting the other person to talk, perhaps to verify your information, but really to feel more comfortable working with you, and therefore to trust you.

Let's turn that around. Realize that when someone asks you a question, there is no law that says you have to answer. Try remaining silent. The questioner will likely start talking again. A good negotiator who really does not want to answer a question might, after awhile, say something like "before I answer that, tell me why you ask." Throw it back. Remember, there is no law that states you have to answer questions asked of you.

## 4. PAUSE MORE BETWEEN SENTENCES.

In a recent study, a team of scientists showed that in listening to a musical symphony, just a one-to-two second break between movements triggers a flurry of mental activity. So could a one-to-two second pause between sentences be just as powerful in helping others comprehend our information? Any comedian will tell you that it is the timing of pauses in their delivery that determines their success. Those of us who are fast talkers have to learn to be more deliberate and practice this art of pausing between sentences for more emphasis.

## 5. THE FLINCH, THE SHRUG, THE SMILE.

These actions are all guaranteed to carry a powerful message, as you remain totally silent! The flinch is the quick, jerky movement of the shoulders, with a pained look on your face, as if you have just been stricken. It sends an immediate message you did not like what you heard. Once you flinch, then what? Why, remain silent.

Wait for the other party to speak, and they quickly will, chances are while scrabbling to sweeten the deal. The shrug of the shoulders sends the message that you just don't care; you're not interested. Again, remain silent. And the smile. A silent smile is powerfully enigmatic (ask Mona Lisa), and the other party is left to guess what you are thinking. And, yes, again, don't let the first person who speaks be you.

Power negotiators, whether sellers or buyers, know that what you don't say is sometimes more powerful than what you do say. Use these tips the next time you negotiate and enjoy the power that silence brings.

*Author Liz Tahir honed her negotiating skills through years of making multimillion deals in company boardrooms. A former corporate executive, Liz leads Liz Tahir & Associates as a marketing consultant, conference speaker and business writer. She delivers seminars and workshops on improving negotiating skills for better success in today's international marketplace. For more information about her services, go to [www.liztahir.com](http://www.liztahir.com), or call her at (504) 569-1670.*

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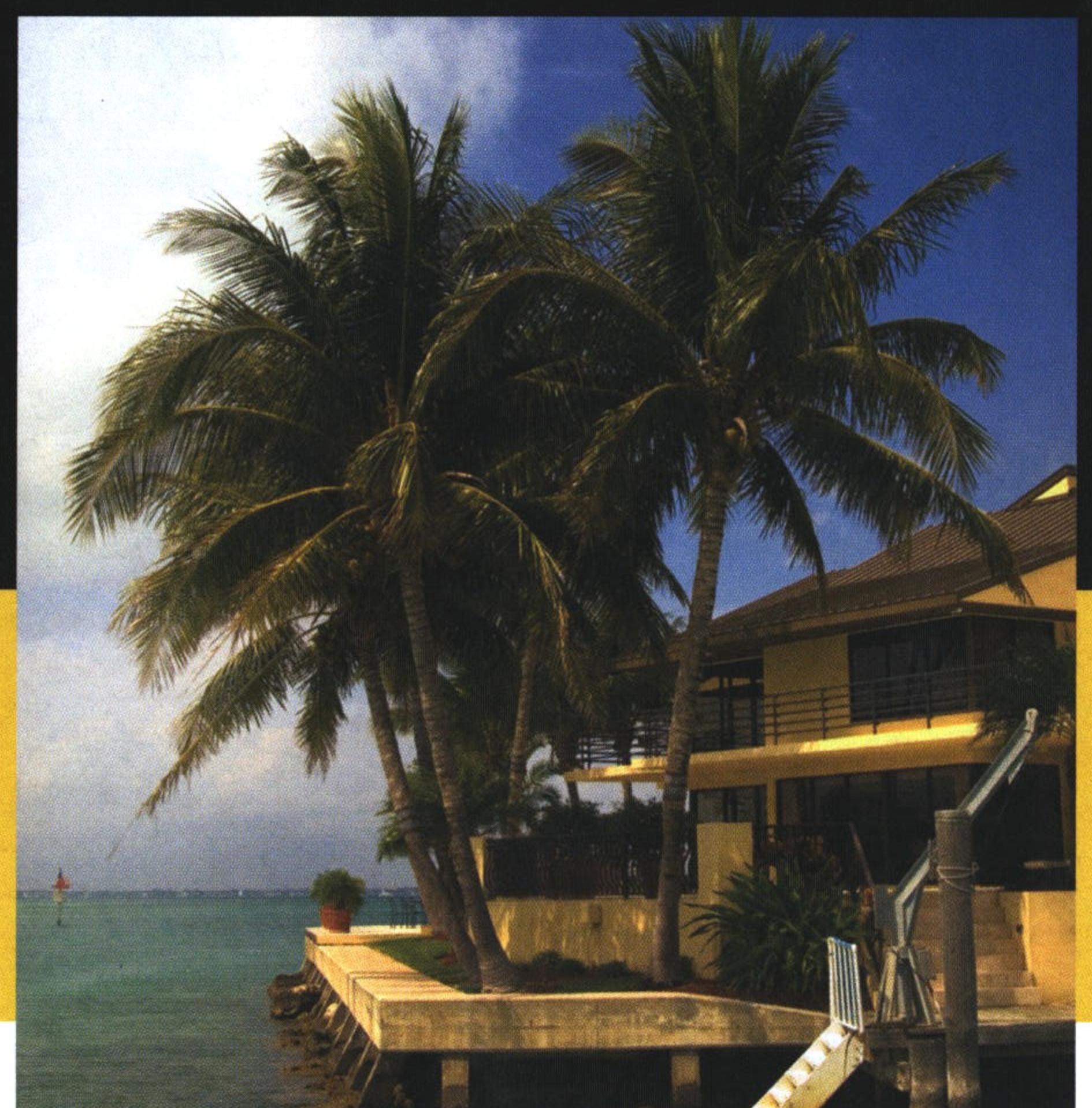
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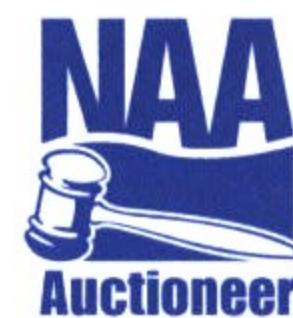


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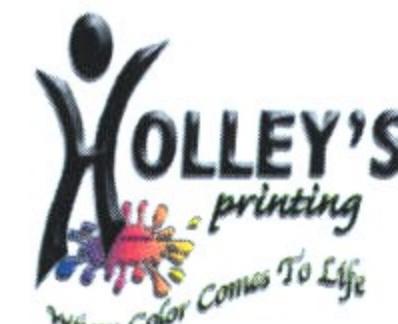
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# Carli celebrates 20 years in the business

By Hope Sims

Auctioneer/appraiser Joe Carli, owner of JC Auction Services Inc, of Plymouth MI has been in business 20 years this month.

Carli conducts auctions at the Plymouth Community Cultural Center three Saturdays a month. He remembers his first auction on Jan. 12, 1988.

"It was in Dearborn, MI and there were about 30 people in attendance. I just graduated from Missouri Auction School two weeks earlier, and I was untested and nervous, relying solely on my professional training. I picked up the microphone and the rest is history. I found my true passion," he said.

Shortly after that first auction, he retired from General Motors with 32 years of service behind him. "I was eager for the next facet of my life. I'm living proof it is never too late to try something new. That is what built our strong nation, just plain hard and honest work."

Carli has now done over 2,000 estate auctions, 400 estate tag sales, 500 business liquidation auctions, 300 U-haul delinquent storage room auctions, and 400 charity auctions.

"We sell everything to the highest bidder, with no reserves, no hidden bidders, and no games; just an earnest and straightforward auction company celebrating 20 years of integrity," he said.

Carli's most well-known auction was for Mell Farr, formerly Form Motor Co.'s golden boy. "If you are from Michigan, you will have heard of Mel. After he retired from the Detroit Lions football team, he opened two Ford dealerships. They went in to debt up around \$50 million to Ford Credit, which foreclosed. I was called upon to liquidate these assets. The only way one could attend was by invitation or if you owned a Ford dealership. Hundreds of Ford people came to get a little piece of Ford history and we even sold Mel's superstar cape."

Carli also did an auction for the Mayflower Hotel once at Main Street and Ann Arbor Trail in the heart of downtown.

Another auction was of coins. "We sold thousands of silver dollars, silver dimes and silver half dollars. This two-day coin auction netted

From left, Joe Carli, his wife Carol, son Joe III, and daughter-in-law Hope.

over \$200,000."

He also did a 14-hour auction of surplus items for the U.S. Postal Service.

A 1997 auction included a 1920 Tin Litho, Buddy L, John Deere pickup truck that sold for \$5,500. Only 12 are known to exist.

"I cannot fail to remember the honor won in 2002 of being named the Best of Detroit by the Detroit Free Press readers as the best Auctioneer."

"I would like to give a special thanks to my wife, Carol, and my son, Joe Jr., and his wife Hope. Without your commitment, I would not be celebrating this milestone along life's path. And thanks to all my staff for their continued hard dedicated work," he said.



The JC Auction Services staff include, from left, Zach, Mary, Beth, Pam, Gene, Phyllis, Rhonda, Terry and Dave.

# After the water retreats

## NAA Conference and Show photographer recovers further from flood damage

Mat Mathews, who has been the official photographer at NAA's annual Conference and Show for three years and met thousands of NAA members, has further recovered from damage to his studio building and property in severe flooding near downtown Gainesville, TX in June.

Mathews had very limited insurance to cover loss of computers, so NAA members helped Mat with financial donations in July during NAA's 58th Annual International Auctioneers Conference and Show in San Diego, CA, where Mat took photos.

"I want to thank all the NAA members who helped. Several gave \$20 or more and just think how that piles up. I was in trouble and now I can see the light out of the tunnel," he said.

Mathews will work at NAA's 2008

Conference and Show in Nashville, TN.

His building was inundated by about four feet of water throughout the structure, damaging sheetrock. Much of his computer equipment and studio finished work was lost. He has run his business in its present



*After the flood, debris was piled up in front of Mathew's building, in Gainesville, TX.*

location for the past 26 years.

But despite the damage, the flood caused some benefits. "An old tree that was covered by a bush became exposed after the flood, and the tree now makes a beautiful artistic background for photos," Mathews said. He has revamped the outside area of his studio and it is better than before, including an improved small wooden bridge.

"In a catastrophe, it's easy to see the bad

things, but you can also see good things," he said. "You just have to look for good things and not have a negative attitude."

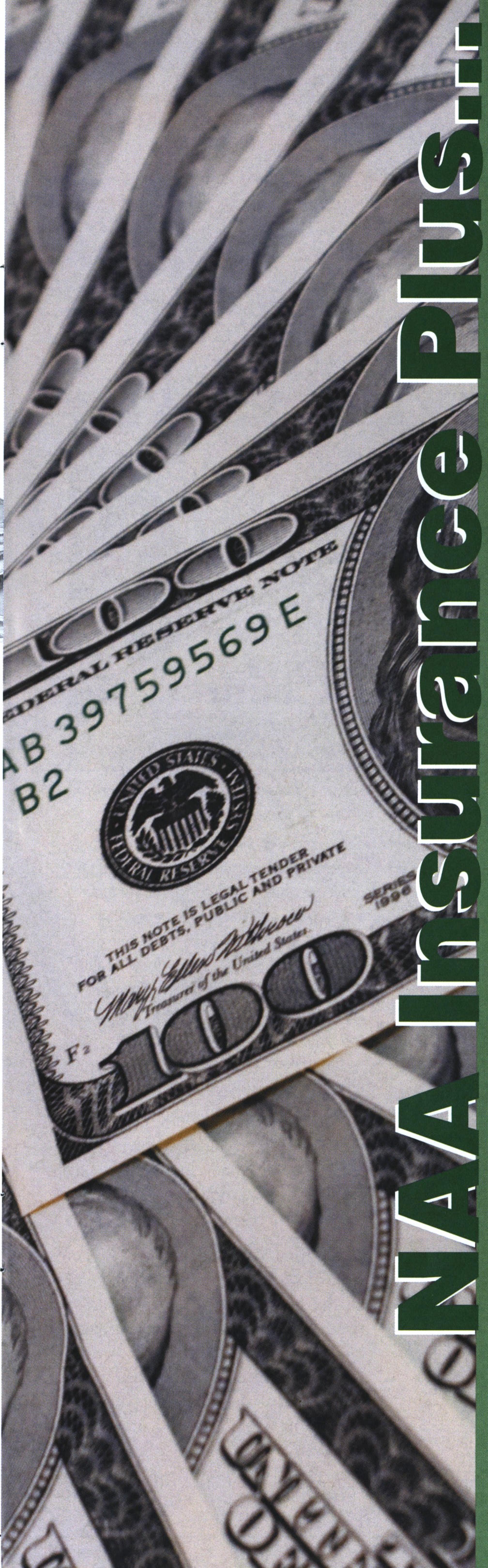
Mathews is still working to repair some interior areas of his studio, including sheetrock that was soaked in the flood; repairs not covered by insurance.

Mathews, 72, has been working so hard on his property improvement and photography that he has not had time to enjoy his hobby of running marathons of 26.2 miles.

He also wants NAA members to know that he has a new website address: <http://www.matsimages.com/>, where photos from last year's convention can be viewed, and where he will post images shot in 2008. His new email address is [mat@matsimages.com](mailto:mat@matsimages.com).



Mat Mathews at NAA's Conference and Show in San Diego last July.



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## **Licensing Bond Program**

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# Leading the way

## One year after starting new auction division, United Country leads industry

Auctioneers Mike Jones, CAI, GPPA, and Shawn Terrel, CAI, AARE, are helping United Country Real Estate change the way the traditional real estate industry operates.

Today this giant real estate company of 683 offices teaches a blended approach of considering auctions and traditional brokerage for every property.

In December 2006, Jones was hired as president to start the new division: United Country Auction Services, and Terrel was hired as vice president a month later. United Country Real Estate & United Country Auction Services is the largest fully integrated organization of Auctioneers and real estate professionals in America.

"It takes vision and capital to start a division like this," Jones said.

In the first 10 months, Jones and Terrel have welcomed over 50 veteran Auctioneers onboard as United Country franchisees across the country, nearly triple the projected number anticipated. Among these are many NAA members and leaders. When United Country's traditional brokers have properties to auction, Jones and Terrel refer the brokers to the veteran real estate Auctioneers.

The result has been a boom in the number of auctions conducted by United Country franchisees.

"We auctioned \$86.5 million in property as of November, 2007, which is only nine months after our auction division started.

*"We could not be happier with how business has gone in 2007, and 2008 should be even better," said Jones.*

We expect to hit \$100 million for the first year, and so far this year we have evaluated over \$532 million in properties proposed for auction," said Terrel.

United Country (UC) has more than 3,500 affiliates and specializes in rural properties. Only five to 10 percent of the company's 683 offices were doing any auctions before one year ago, and there was no auction education or marketing to them. But Jones and

Terrel have spent substantial time teaching these traditional brokers in regional meetings about the benefits of auctions. Some brokers are also attending Texas Auction Academy, owned by Jones.

"We do not expect them to instantly become real estate Auctioneers, but we want them to understand how Auctioneers think, how to identify properties for auction, qualifying buyers and sellers, and how to network with Auctioneers," Jones said.

With heightened awareness conventional offices are now considering the auction method of marketing as a viable solution to their clients needs.

"We could not be happier with how business has gone in 2007, and 2008 should be even better," said Jones.

Terrel said new programs in 2008 include a residential and land mortgage program offered to buyers. "The idea is for buyers and sellers to have a one-stop shop in United Country. We can take care of all their needs," he said. This will also include referrals to UC Auctioneers who can sell an estate's personal property, as well as the real estate. The United Country home warranty program has already been implemented for selling homes at auction.

"A home warranty at auction is something new for most Auctioneers since we usually sell in As-Is condition, but the warranty can provide more confidence and raise the value of the property," Jones said.

United Country Auction Services was not created as a reaction to the declining real estate market. Conversely United's leadership recognized the auction method's increased global acceptance and wanted to use it as a blended model, combining auctions and traditional methods for selling real estate. The ability to leverage over 60 professional home office



Mike Jones, left, and Shawn Terrel lead United Country's auction division.

# eBay launches new service

## eBay tries to make buying easier with new social networking service.

SAN FRANCISCO (AP) -- Hoping to woo shoppers who say eBay Inc. has lost its folksy appeal, the world's largest online auction launched its own version of a social networking service and is promising other customer-friendly features.

The "Neighborhoods" feature encourages users to post photos, product reviews, tips and responses, creating a far more visual and interactive experience than eBay's text-based discussion forums.

For example, among the 600 new neighborhoods is "Shoe Heads," intended as a haven for footwear buyers. Others range from Beyonce to Battlestar Galactica.

"People who are passionate about certain brands, trends, celebrities or products have been discovering and trading with one another for years," said Jamie Iannone, an eBay vice president in charge of buyer experience. "Neighborhoods makes this even easier."

The move is one result of a broad reorganization strategy started in late 2006, when the San Jose, California-based e-commerce leader's scorching growth rate began to slow.

Individuals listed 480 million items on eBay in the second quarter of 2007, down 6 percent from the first quarter and down 2 percent from a year earlier. The number of listings by "power sellers" who operated eBay stores was 79.1 million, unchanged from the previous quarter but down 25 percent from a year earlier.

Many users complain that the site's size, it listed 559.1 million items worth \$14.46 billion (euro10.3 billion) in the second quarter, can

make it tough to find and purchase a specific product quickly. Users are turning to rivals such as Seattle-based Amazon.com, Salt Lake City, Utah-based Overstock.com Inc. and Chicago-based uBid Inc.

"We knew we had to change things internally because we could not innovate with the effectiveness or speed we needed," spokesman Hani Durzy said.

Marketplaces President John Donahoe spearheaded a philosophical shift this year in which engineers, product managers, quality assurance representatives and other employees were regrouped from traditional function-based silos into two teams, a buyer experience team and a seller experience team.

Neighborhoods, which aggregates postings from eBay blogs, guides and reviews, was the brainchild of an "engagement" subgroup of the buyer-experience team.

Later this year eBay will roll out "One Click Bid," which should boost a buyer's chances of winning



during the final 15 minutes. eBay also plans to streamline its "My eBay" service and speed its cumbersome checkout process.

And it is beta testing features called "Snapshot View," the e-commerce equivalent of window shopping; "Best Match," an automatic sorting option; and "Countdown," which features improvements in real-time auction monitoring.

Building a sense of community should keep buyers and sellers at eBay longer, experts said.

eBay building neighborhoods is the equivalent of Nordstrom or another brick-and-mortar retailer adding a cafe and lounge.

"The idea is this will provide more 'stickiness' so a user will come back more often, spend more time there and will more likely purchase items," said Karsten Weide, an analyst at research firm IDC. "This should make consumers' lives a whole lot easier."

*"We knew we had to change things internally because we could not innovate with the effectiveness or speed we needed,"*

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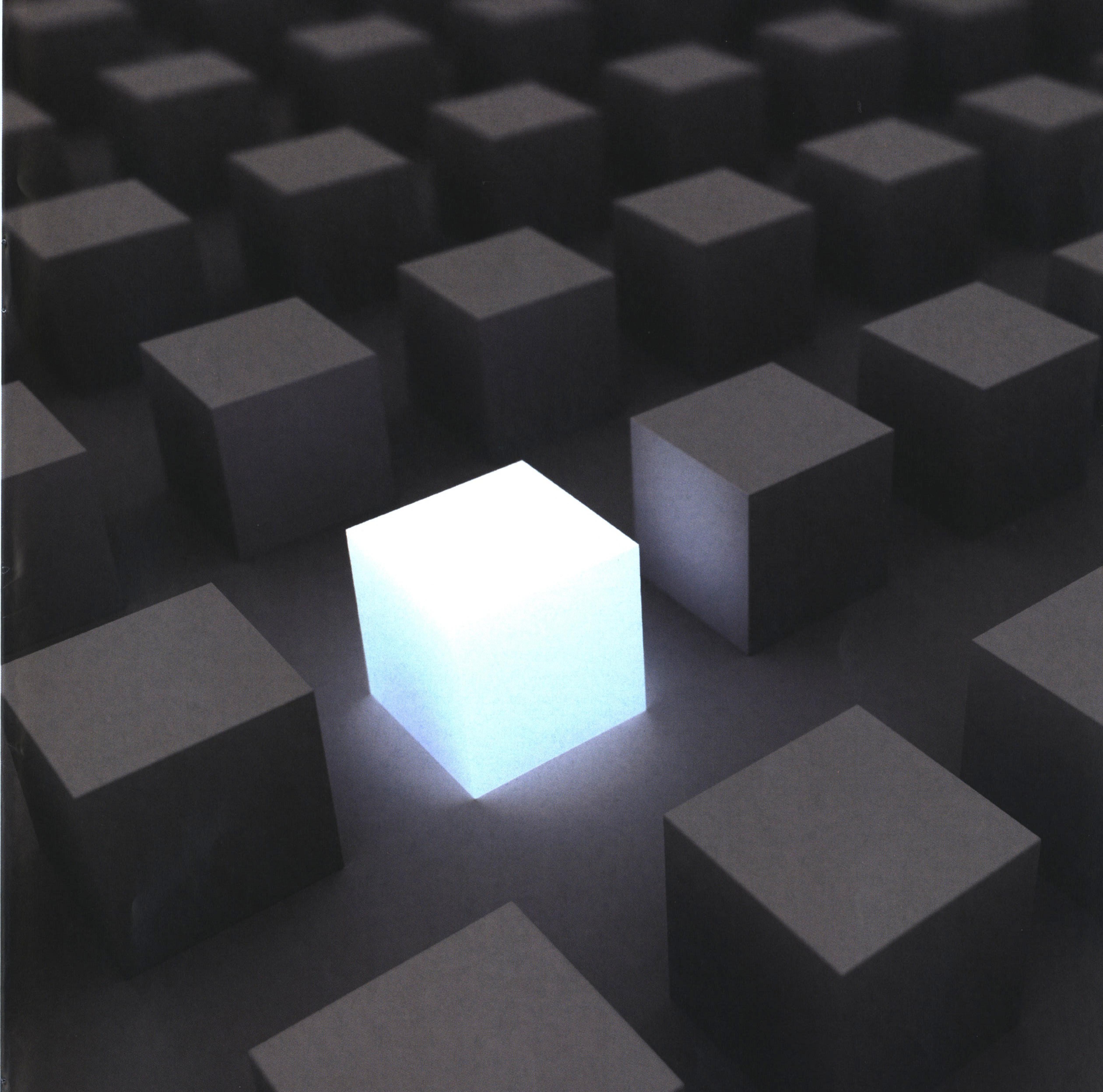


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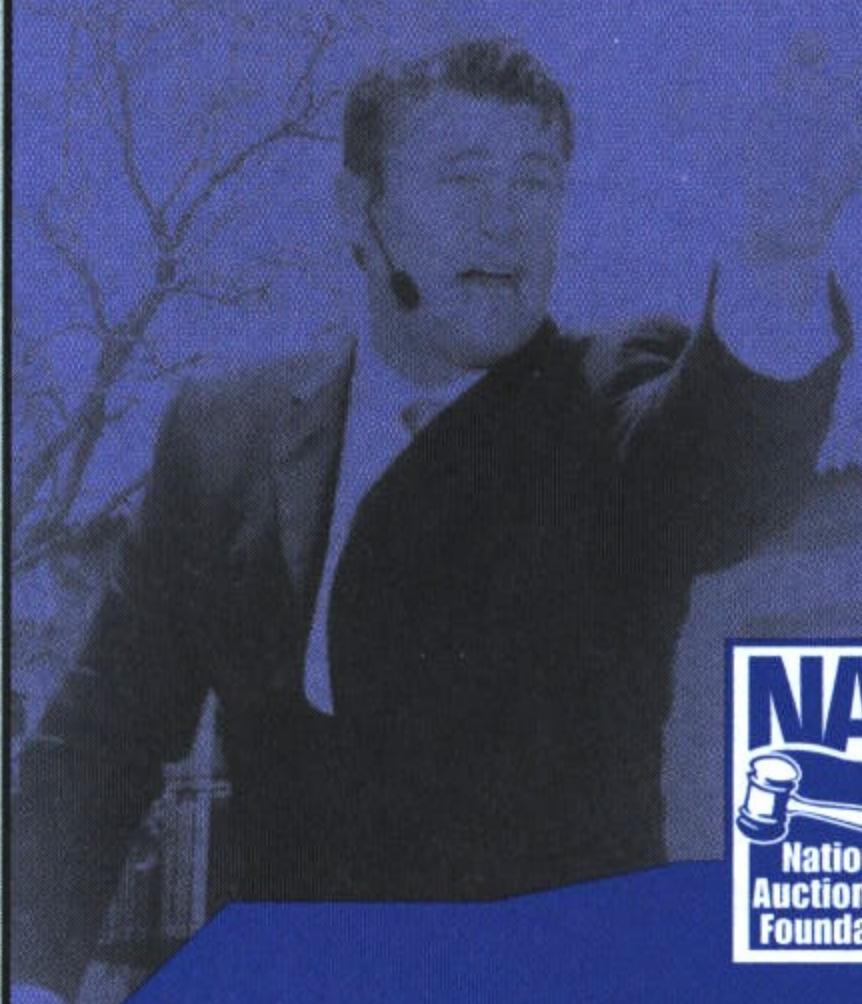
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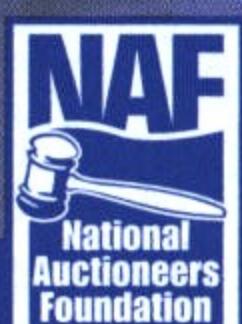
## Upcoming state association events...

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



## AUCTION INDUSTRY RESEARCH STUDY

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



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

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

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## ◀ FROM THE PRESIDENT continued from page 21

should be fair for all concerned. Every time the auction process is abused, leaving the client or customer with a less than satisfactory experience, you have seriously abandoned your responsibilities.

A well conducted auction gives rise to other excellent auction opportunities for the entire auction community. Failed auctions stigmatize the process for all involved. Sadly the price for unprofessional behavior by one Auctioneer will be paid by all auction marketers regardless of their expertise, competence or diligence.

My opening comment being an NAA Auctioneer is an awesome responsibility is fact. Each and every one of us must honor that responsibility at every stage of the auction process from listing to final settlement. You are a part of the world's leading organization of auction professionals. NAA's educational opportunities for honing your auction expertise are unequaled.

You are surrounded by many who are willing to share and help you reach for the stars. It is your responsibility to honor every Auctioneer that has gone before you or will come after. Leave a legacy of an Auctioneer who knew his or her responsibility and tried to live up to it every day of your career. Conduct every auction like it was your mom's; the rest will be easy.

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

*Thomas L. Williams*

employees and more than 30 field staff gives United Country the competitive edge needed in today's ever changing market place. United Country's infrastructure provides their franchisees with technology support, marketing solutions, business planning, training, education, and consulting services.

Terrel said the UC franchisees have been extremely open to the auction method because many are from rural areas where farm and livestock auctions have been a tradition, so adding real estate is a natural fit. "When you look at the socio-demographic profile of buyers and sellers that United Country has been dealing with for over 82 years, it is perfectly in line with the same buyers and sellers we have been dealing with for years in the auction industry. That is what made this company the perfect partner for auctioneers and auction marketing companies."

"At first we were concerned that some of the traditional brokers would see auctions as competition, but that was not the case. In fact, brokers and agents are looking for a competitive advantage and new ways to sell property, so they have been extremely open to learning about the auction method of marketing."

"As United Country continues to expand, we become further established in urban and commercial/industrial markets" Terrel said.

Jones and Terrel continue educating their brokers through articles in UC magazines and publications. A recent article explained the method and benefits of well executed multi-parcel auction. The auction division also recently hired a new Director of Marketing, Kevin Oldham. Oldham's advertising background delivers cutting edge marketing concepts combined with a wealth of experience and education.

## FFA PARTNERSHIP

An important partnership was recently formed with the Future Farmers of America (FFA) as UC conducted the FFA's annual alumni auction in November at the 2007 FFA Convention in Indianapolis, IN. United Country Auctioneers from across the U.S. participated in conducting the live auction fundraising event sponsored by the FFA Alumni Association. The auction was a fundraising record for the annual event, drawing in nearly 850 on-site bidders and over 40 on-line bidders.

For the first time, the FFA's live auction was broadcast around the world through a live Internet simulcast. Online buyers accounted for over 20 percent of the auction's total sales.

"We registered Internet bidders from 22 states and three different countries

(New Zealand, Brazil and Canada) and received over 220 pre-bids on 57 lots prior to the auction. The high ticket item of the night was a 2008 Ford F-150 pickup that sold on-site for \$24,500 with the runner-up bidder being online," Terrel said.

## AUCTIONEER FRANCHISEES

Veteran Auctioneers say they are finding great success with United Country. Former NAA President Larry J. Theurer, CAI, GPPA of Wellington, KS said "Last summer I contacted the owners of a 7,000 acre ranch in Nebraska about selling their property. The sellers were aware of United Country and agreed to meet with me to further discuss the marketing and selling of the ranch. We were fortunate to be able to sell their ranch this past November for 25 percent more than appraised value. I feel confident our firm would not have been selected to sell the ranch had we not been associated with United Country."

Auctioneer Leroy Hendren, of Jay, OK, said "I have been in the real estate auction business for 15 years and joined United Country approximately 3 years ago. I was apprehensive at first about paying a royalty fee to anyone since we were enjoying a stable auction market in our area along with what I considered to be steady and normal growth. But over the past 3 years since joining United Country our company has doubled it's growth in numbers and in revenue. I attribute most of this growth to United Country Auction Services, a working national network, lead flow, access to buyers, professional advice, cutting edge technology, and technical support in the field. I believe that three major things have advanced my career in the auction business, joining the NAA, going to CAI, and my affiliation with United Country."

Mike Fisher, president and CEO of United Country - The Redfield Group, of Alabama, said "I have been in the high end real estate auction business since 1999 and have looked at several programs that were attempting to build a national network of auction professionals. I can say that, after years of searching, United Country has developed the best model to accomplish just that. Although we market on a national scale, United Country has added value that can not be found anywhere else in our industry. Web traffic of nearly 1,000,000 visits per month, national advertising of listings, third party relationships and a database of over 300,000 profiled buyers has added tools to our already powerful marketing campaigns that truly separates us from any of our competition. United Country is a very strong organization that is positioned perfectly to take real estate auctions to the next level."

Auctioneer David R. Hudgins CAI, AARE, of Fairview, TN, said "I conducted 33 auctions since May 1st, as United Country - Hudgins, 13 of those auctions were United Country referrals. Five of our auctions had high bidders, out-of-state, from the United Country Confidentials list. All of those bid over the phone during the live auction. Yesterday, our 113 acre Tennessee farm sold to a United Country buyer from Maryland. The back-up bidder was a United Country buyer from Virginia. Another bidder drove up from Atlanta, GA to participate, again from the United Country Confidentials list.

The marketing has exceeded all expectations! Our Dec. 4, Southern Colonial on 50 acres, attracted 4,900 visitors and inquiries. We had to hire an additional staff member to manage the inquiries and replies for our last three auctions. I cannot even imagine what is ahead for us in 2008!"

*Story by editor Steve Baska, with information provided by United Country.*

*"At first we thought the traditional brokers would see auctions as competition, but it was not that way. In fact, the brokers are looking for new ways to sell, so they have been extremely open to learning about auctions," said Terrel.*

## ◀ TECH TALK continued from page 51

DM: To try to make the page "over the programmers head" ... especially when the programmer is sitting in the auction company's office. Making hundreds of changes gets costly. It is like buying cars... there is no need to keep up with the "Joneses" ...

\* Web standards are basically the use of correct web coding standards as laid out by the World Wide Web Consortium (<http://www.w3.org>). The web standards which are of most concern to modern business are XHTML and CSS coding practices. In the words of the W3C, "The XHTML family is the next step in the evolution of the internet." In order to achieve appealing presentation it used to be the case that various HTML hacks would have to be utilised by web designers to make a page look appealing. The most commonly known 'hack' (which is still in use today) is the use of tables to layout page structure. (source: [evolt.org](http://evolt.org))

### COLUMNIST BIOGRAPHIES

#### Scott Musser, BAS

Scott Musser is Managing Partner and Technology Officer for Musser Bros. Auctioneers. Musser Bros. maintains offices in four northwestern states and conducts approximately 60 agricultural and commercial auctions per year. Musser and his wife Teresa also conduct 20+ benefit auctions with their firm, CharityChant.com. Scott also provides auction services to Euro Auctions Ltd in Europe, conducting 10 auctions per year in North Ireland, Germany and England.

#### Aaron Traffas, CES

Aaron Traffas graduated from Kansas State University in May, 2003, with a bachelor's degree in agriculture and majored in animal science and industry. He became a CES from the NAA Education Institute in the fall of 2005. Originally from Sharon, KS, and now a member of the National Auctioneers Association and the Kansas Auctioneers Association, he was hired in September 2001 as a computer technician. He now coordinates Kansas surplus auctions as well as estate auctions using his designation. Traffas is currently Vice President of Purple Wave Auction, Inc.

#### David Whitley, CAI, CES

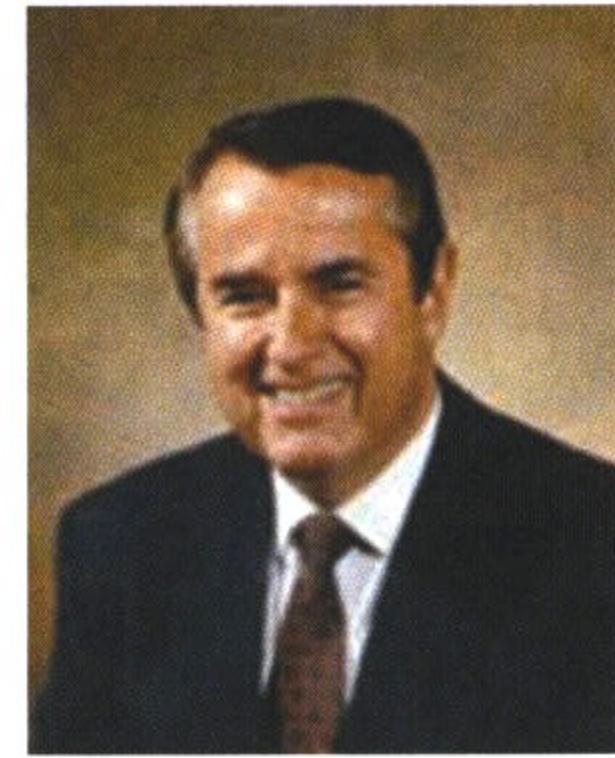
After attending auction school, David Whitley operated a weekly auction in Fort Collins, Colorado for several years and worked as a contract auctioneer. He returned to the University of Wyoming, eventually earning BS & JD degrees. Whitley is currently lead auctioneer for Rocky Mountain Estate Brokers Realty LLC and Whitley Auctions.

#### Darron Meares, GPPA

Meares is a second-generation Auctioneer and has been around the auction industry since the late 1970s attending and working his first auction around the age of five years old. He is co-owner, Auctioneer and lead asset appraiser for the Meares Auction Group, which averages over 125 auctions per year. Meares serves on the South Carolina Auctioneer Association Board of Directors and is the chairman of the Education committee; in addition, he is an auction school instructor with the Southeastern School of Auctioneering and teaches Continuing Education seminars across SC, NC and GA.

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By John Peckham

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## TRICK #2: BE AN INSTANT WIZARD

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Want to wow your company with a magic show for the holidays? Here's an easy on-line trick you can amaze your friends with --- and you don't even have to know how it works.

Someone reportedly tried this out on the Great Houdini and even fooled the great one. Try it and have some fun for the holidays. Guaranteed to blow your mind.

## GREAT PLACE #1: EVALUATE CHARITIES WITH EASE

[HTTP://WWW.CHARITYNAVIGATOR.ORG](http://WWW.CHARITYNAVIGATOR.ORG)

It's the time of year when folks open their wallets and pitch in to help the many worthwhile charities. But how can you be sure that the group you are considering is functioning responsibly and on an economically-sound basis?

You can get help at this great place which is the nation's largest and most utilized evaluator of charities. Their team of professional analysts examines thousands of America's best-known charities to help you with your charitable decisions. The site is easy to navigate by charity name, location or type of activity and also features donation tips, along with top-10 and bottom-10 lists which rank efficient and inefficient organizations in a number of categories.

## GREAT PLACE #2: HOW STUFF WORKS

[HTTP://WWW.HOWSTUFFWORKS.COM](http://WWW.HOWSTUFFWORKS.COM)

Ever wonder how TiVo sets work? How users set them up to skip through commercials? How the banking system insures your deposits? How REITs Work? Why snow is white? This great place has all the answers and is organized in sections like Communication, Computer, Electronics, Entertainment, Food & Recipes, Health, Home & Garden, Money, Business ,Credit and Debt, Financial Planning, People, Science and Travel -- just to name a few. Or you can do a simple word search to find out how Oliver R. Smoot became a standard of measurement.

Worth bookmarking for the day you really need to know how stuff works.

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at [www.REcyber.com/reintelligence/cybertips.htm](http://www.REcyber.com/reintelligence/cybertips.htm). Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at [bostonjack@earthlink.net](mailto:bostonjack@earthlink.net). The Society's worldwide web office is open 24 hours a day at [www.REcyber.com](http://www.REcyber.com). Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at [www.REcyber.com/reintelligence/cybertips.htm](http://www.REcyber.com/reintelligence/cybertips.htm). 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](mailto:info@auctioneers.org).

## PROGRAMS

### St. Jude and NAA Partnership

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

### International Auctioneer Championship

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

### International Junior Auctioneer Championship

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

### International Ringman Championship

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

### National Auctioneers Day

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

### NAA Marketing Competition

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

## President's Award of Distinction

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

## NAA Education Institute

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

## 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](http://www.auctioneers.org). NAA's site receives over 4 million hits per month and increases the exposure of member auctions.

### NAA Credit Card Program & Free Check Recovery

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

### Discount Advertising Rates

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

### Discussion Forum

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

### NAA FREE Website

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

## Access NAA Online

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

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

### Government Relations

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

### Health Insurance - NAA Insurance Plus Program

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

### Learning Center

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

### NAALive.com

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

### Office Products and Supplies

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

### Prescription Drug Program

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

## State License Laws Guide

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

## Travel Services

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

## PRODUCTS

### Books

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

### Membership Directory

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

### Merchandise

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

### Newsletter

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

### Opportunity Kit

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

### Buyers Guide

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

### Customer Survey Card

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

Wayne Kessler (left) and his son John Kessler compete in a World Tobacco Auctioneering Championship contest in the early 1980s. Photo courtesy of the National Auctioneers Museum.

## NEXT MONTH:

The February cover story will be on "Top 10 dangers faced by auctioneers today," and your input is sought for this story.

This top 10 may include: lack of adapting to recent and coming changes, lost business from lack of a website, poor marketing techniques, poor financial planning and bookkeeping, and more. One issue could be lack of a sophisticated buyer email database: more buyers are willing to give Auctioneers their email, and we want to communicate via email because it is inexpensive, but the buyers don't want to just get an email notice about every auction you have. Some buyers only want to receive email notices about auctions that have property they are interested in. If an auctioneer does not have a way of accurately categorizing their buyer's based on a detailed interest level, they will find that the buyers will stop reading their emails.

Another issue may be a lack of training. The marketplace for Auctioneers is now regional and even national for some times of property being sold. An auctioneer may find that they are



competing against another auctioneer that is several states away for the same auction. And if the seller is new to the area, like an heir to an estate, your reputation may not carry the day. So, having the best credentials possible is important.

Please send your suggestions for some or all of the top 10 dangers today to editor Steve Baska at [steve@auctioneers.org](mailto:steve@auctioneers.org), along with your comments on why you've chosen those topics, and what the solutions are. We will try to include your comments in the story.

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## NAA WANTS YOUR NEWS

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

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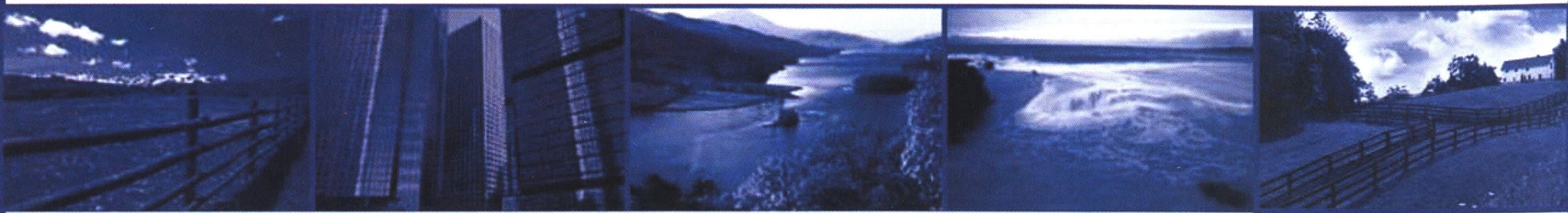
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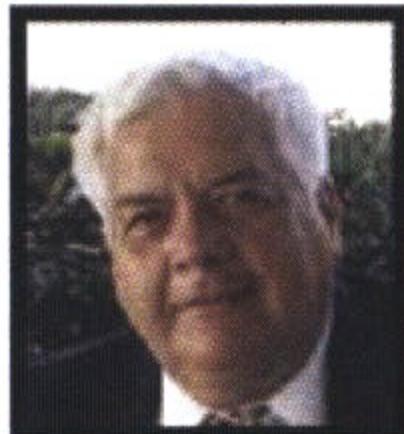
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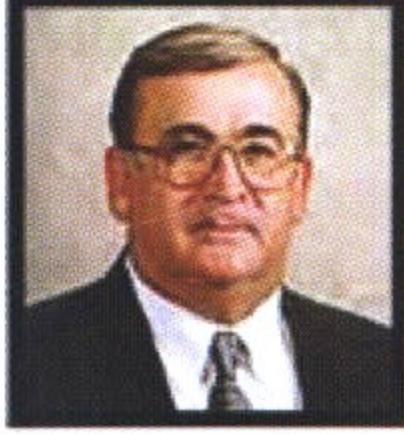
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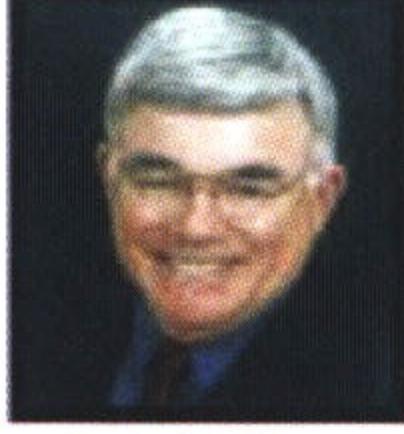
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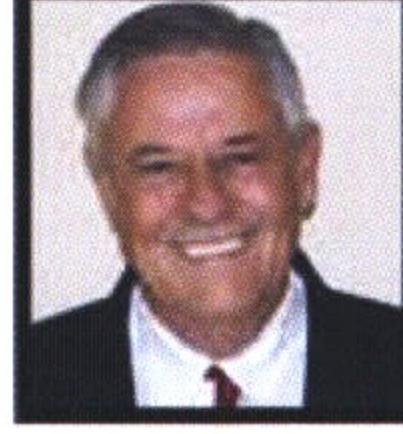
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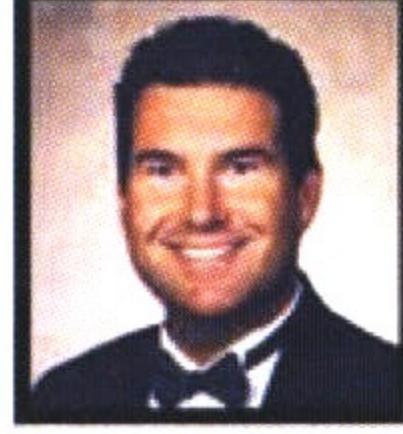
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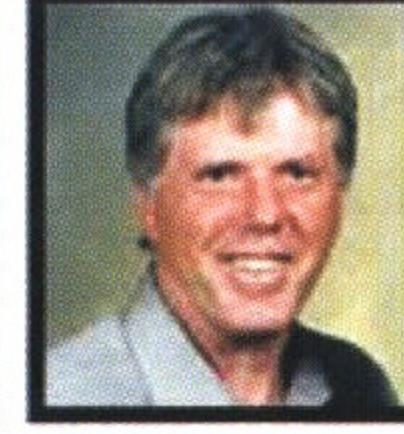
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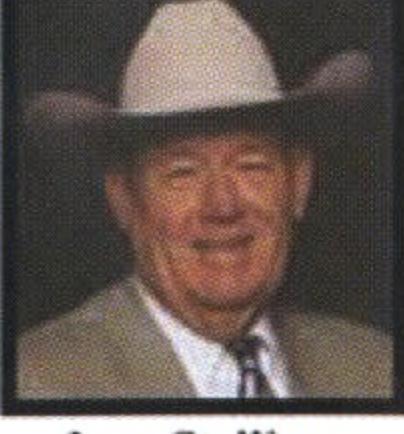
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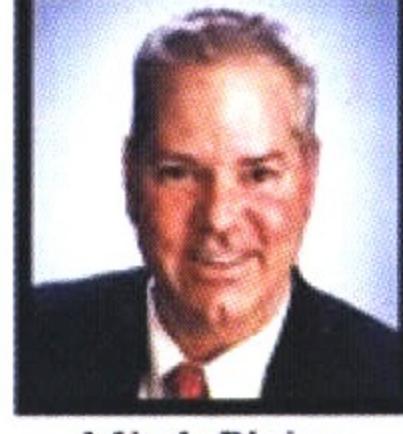
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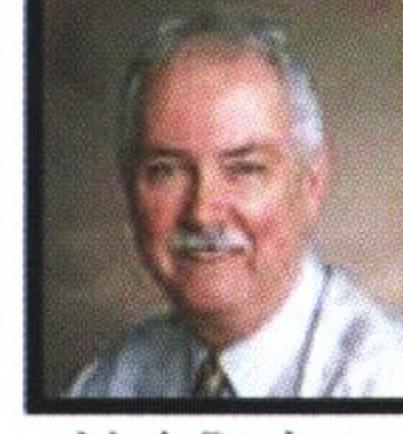
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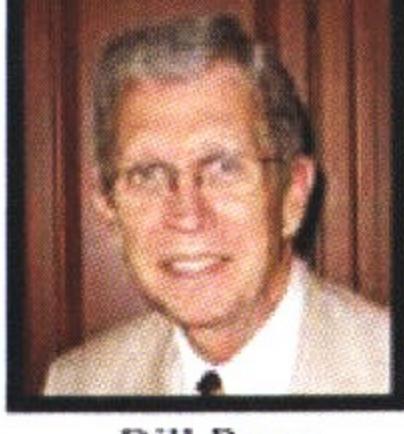
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