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MARCH 2008

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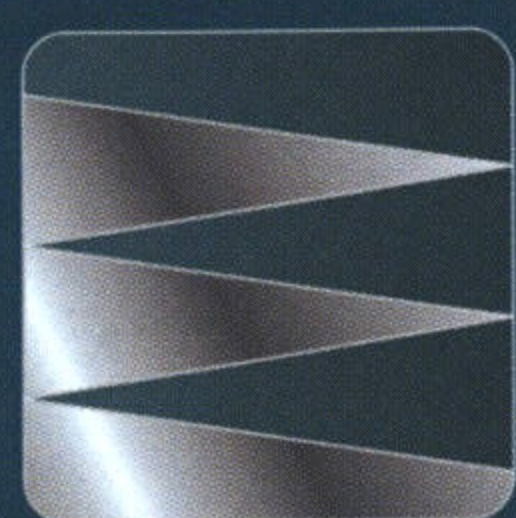


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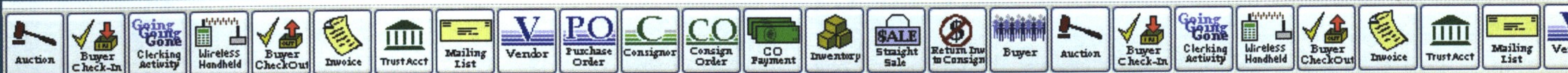




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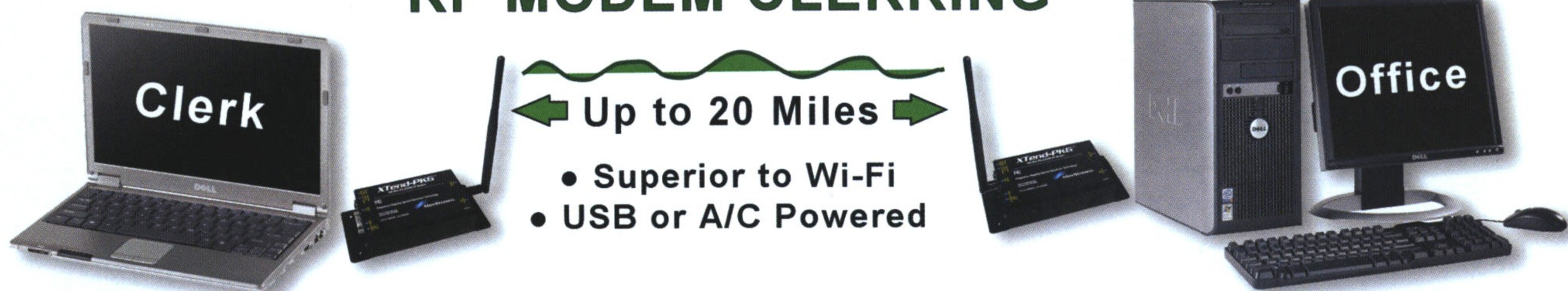
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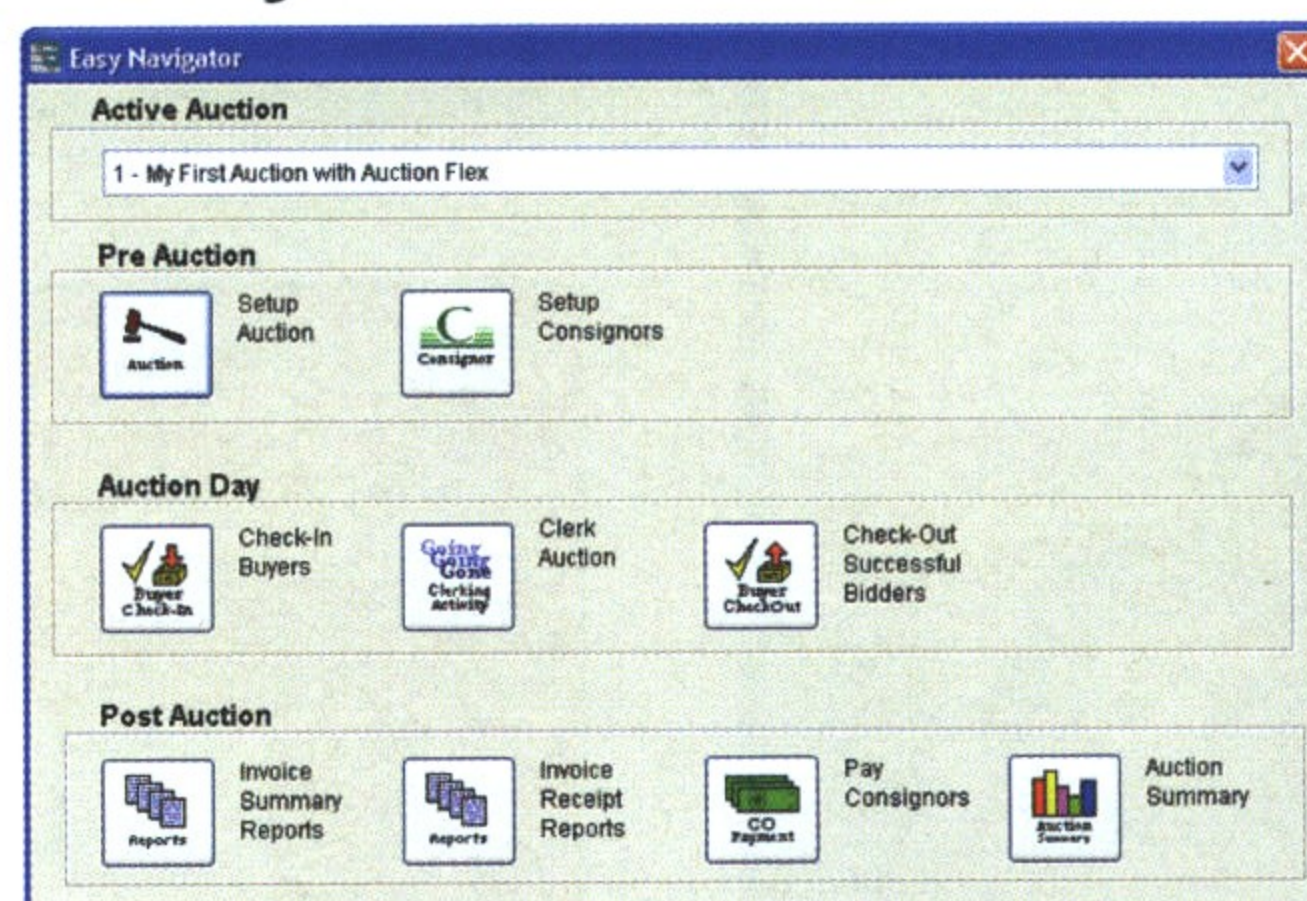
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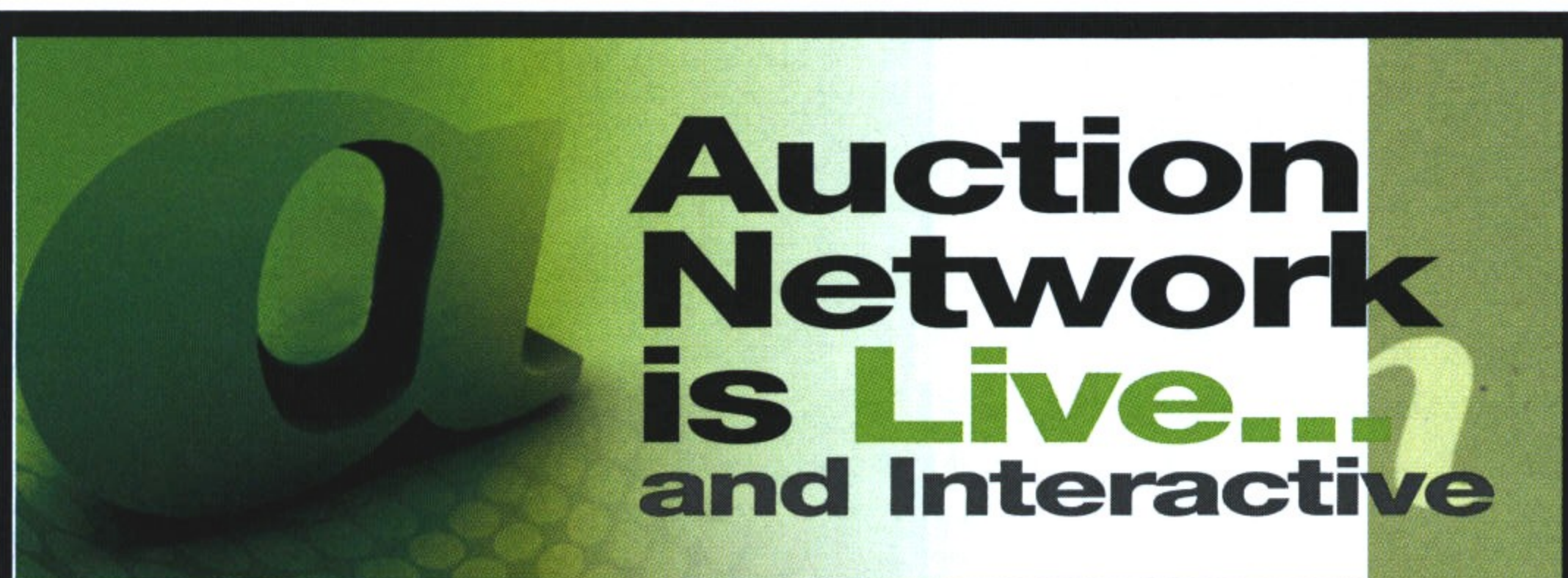
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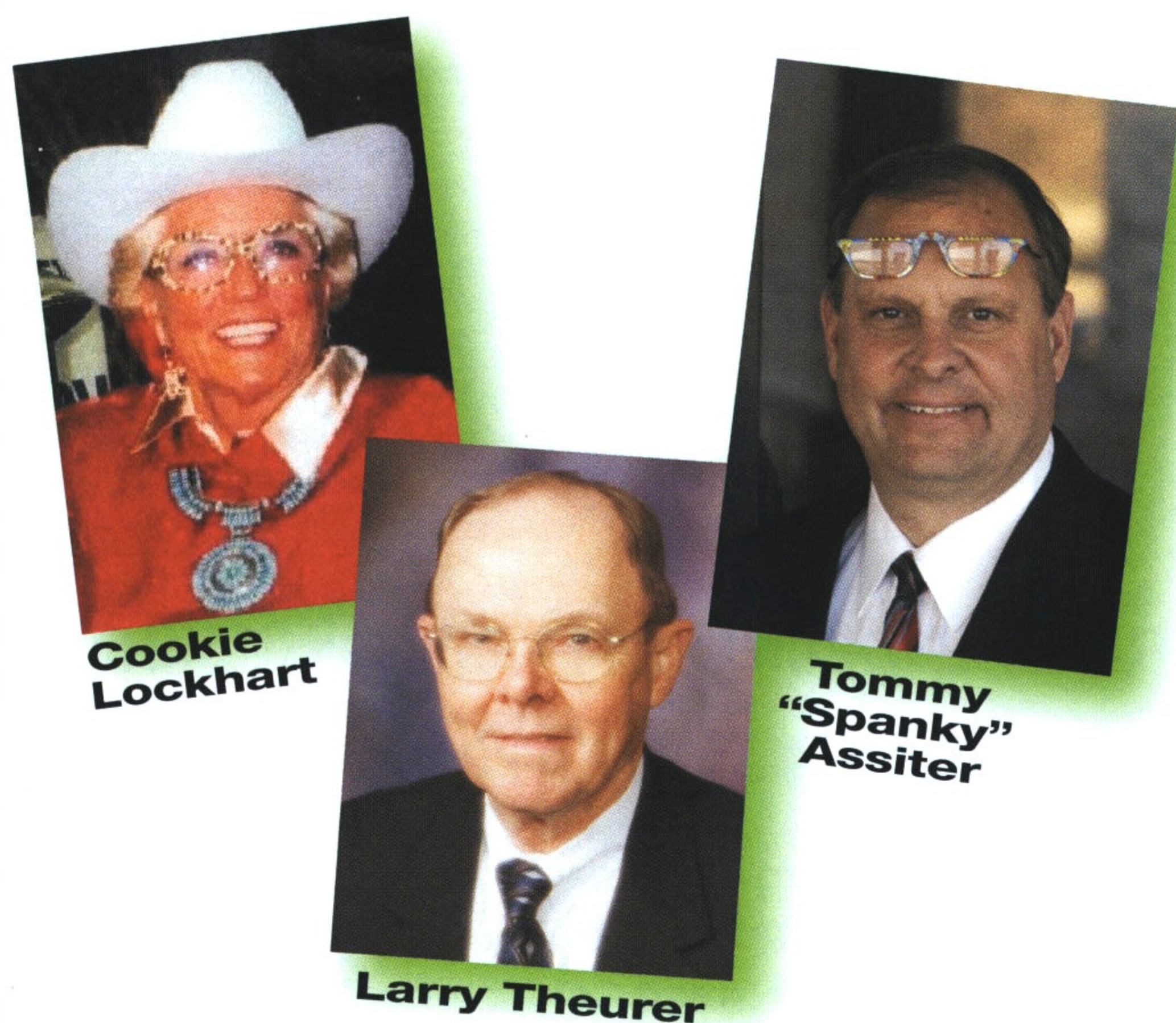
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**MARCH 2008 VOLUME 60 NUMBER 3**



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## On the cover

NAA has unveiled a new website with a Multiple Listing Service-style list of real estate auction properties for sale by NAA members.

The website address is [www.auctionmls.com](http://www.auctionmls.com), and members are encouraged to use this free service to post all real estate properties going to auction.

Cover design by Leanna Sisson



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# Mailbox

Let the NAA and fellow members know how you feel.

## NAA HEADQUARTERS

### I'm proud to be a member of NAA

Dear Editor Steve Baska:

I received the February issue of *Auctioneer* with the article in it about me (Headline: "Antiques mall owner becomes Auctioneer to boost her business.")

The article is great. I am so pleased with it. Everything I wanted to say is in there. Thank you so much for choosing to do a story about me. It is a great honor to be featured in our national publication and I am very proud of it. I am proud to be a member of the NAA and the auction profession. Thanks so much.

Anita Eades  
Princeton, WV

## CORRECTION

### He advertises in AntiqueWeek

The cover story in the February 2008 issue of *Auctioneer*, regarding "Top 10 Dangers for Auctioneers," contained a quote from NAA member Doug Davies about where he advertises items that will be sold at auction. The quote did not correctly reflect what Davies said. It should have stated that he advertises almost every week in AntiqueWeek.

AntiqueWeek is an auction and collecting newspaper. It has the largest circulation of any antiques and collectibles publication in the U.S. with over 40,000 subscribers. Its complete issue is also available online each week.

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# A SMOOTH OPERATION



"I was having difficulty selling a property. After my father's death, it seemed like we had it forever. I heard about Williams & Williams from a friend of mine who had successfully auctioned property with them, so I picked up the phone and called them.

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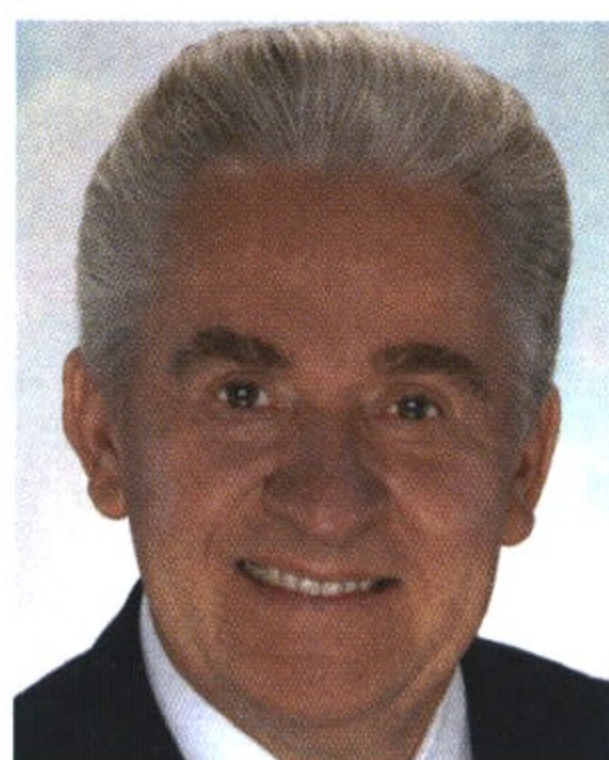
Williams & Williams has a great vision for this business. Auction is a very straightforward process, and that's the way I like to do things. I try to associate myself with people who provide good, reliable information that you can count on, and they've never let me down. With Williams & Williams, auction is a very smooth operation."

**TOMMY WOODS**  
REAL ESTATE INVESTOR



# State leadership

## Why is NAA involved in state association management?



By Thomas L. Williams, CAI  
NAA President

The headline above is an excellent question, but the answers are not what you may think on first blush: that this is a good way for NAA to make extra money. That is wrong!

We strive to make this endeavor revenue-neutral, with no financial loss or gain for NAA. Our goal is to provide the best service (economically and efficiently) we can for our customer, the state associations.

To explain the program briefly for those NAA members unaware, NAA has four employees who manage many services for state Auctioneer associations that desired to partner with NAA. These services include convention planning, newsletter production and other membership services management.

Another thought some people may have is that by being involved with state management, NAA can control the state association and its members. This is also wrong!

The last thing NAA desires is control over the state or the individual member. In fact the opposite is true. NAA should encourage

diversity and uniqueness in both the state and the member. The individuality of the member as

championed by the state association is the backbone of the organization. Encouraging freedom of expression while fostering an environment for new and differing ideas should be NAA's number one goal.

Then why are we offering state management services? The strength of NAA or any association starts with the individual member. Participation in their state association will raise their level of expertise and professionalism. Their full potential will only be realized when they are active in both their state and national association.

The old adage "A chain is only as strong as its weakest link" is absolutely true. We are as strong as our weakest member. The world will evaluate all auctions based on their auction disappointments, on the Auctioneer that didn't represent us well. The easiest and best way to assist and improve the individual Auctioneer is through state offered education, mentoring and networking. As the state association goes, so goes the world of auctioneering for all of us.

State association management is natural for NAA as many national programs are worthwhile when done on the state level. Once the model has been built, efficiency and ease of duplication gives NAA the opportunity to offer an array of services and possibilities for a modest cost. Certainly there are many benefits derived from the close interaction between NAA staff and the state members working together to achieve their individual state goals.

Familiarity makes for better understanding

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**April 1, 2008, 7:00 p.m. Central**

and working relationships for all. In the end it is the ambition and work ethic of the individual state member that will determine the ultimate level of success.

The only time NAA should be involved is when the state feels the services offered are needed and in their best interest. If a state association would like to explore what NAA offers, the state leaders should request a proposal. I must emphasize request, because NAA has been adamant in not soliciting management business, only offering our program when requested.

The state association should carefully explore all management options available to it. The management decision usually dictates the success of the state association. I must stress that each state must do what is in their best interest after evaluating both the needs and wishes of the membership.

There are many private management firms and state management directors serving their constituents superbly. The only place NAA management fits is when an individual state feels the need for it. Unfortunately I feel there is a perception that NAA wants to take over state management. Nothing could be further from the truth. States with satisfactory management systems, fulfilling their needs appropriately, should proceed as they have in the past.

The goal at NAA never changes: it is to enhance the value of the membership while improving the perception of the auction industry. We feel investing in our state associations when needed is one of our most important initiatives.

### State Associations managed by NAA

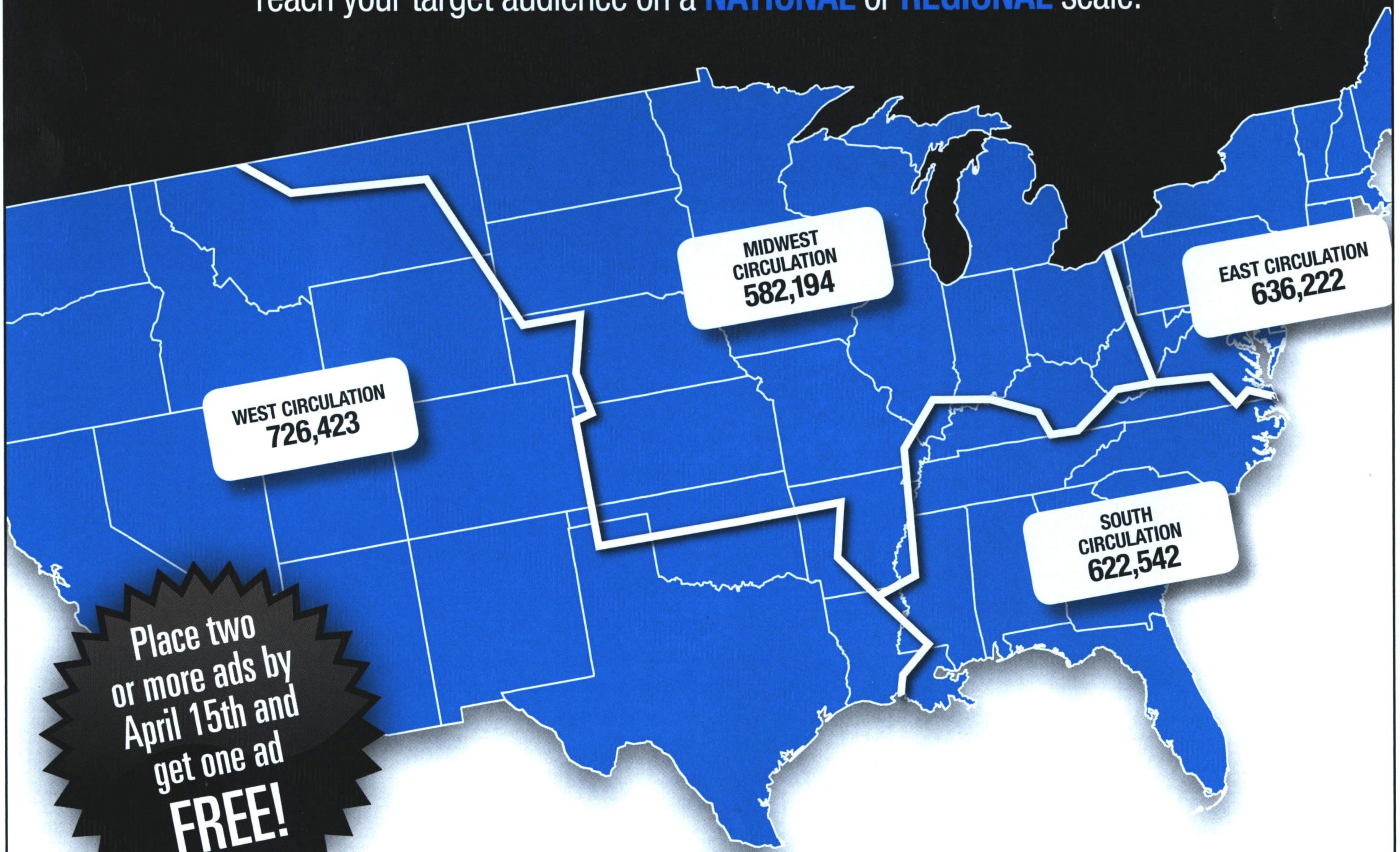
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*Thomas L. Williams*



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Source: 2007 MMR, HHI \$85k+ and 9/07 ABC Publisher's Statement

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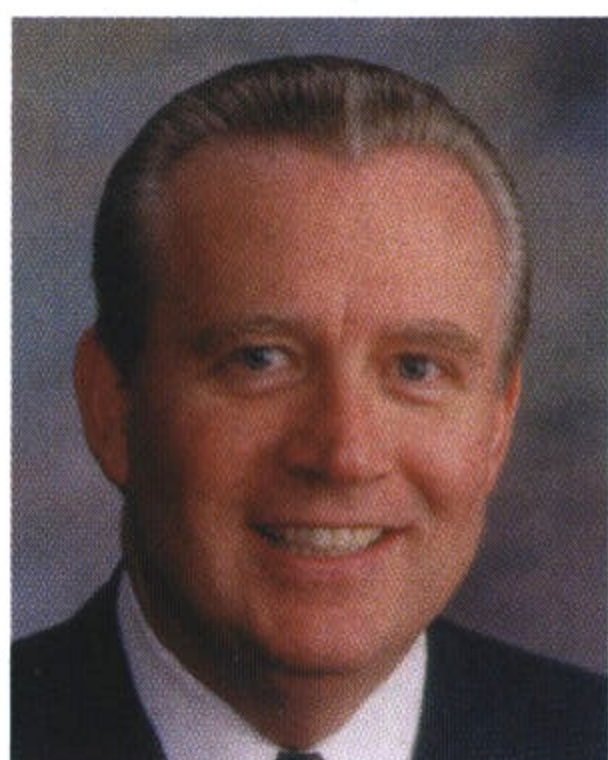
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# Back to the future

A reflection on my eight years at the helm of NAA



Chief Executive Officer  
Robert A. Shively, CAE,

With a challenging new business position on the horizon for me to begin this fall, I would like to reflect on my past eight years at NAA's helm.

I'm pleased with our accomplishments over these eight years since 2000, but I didn't do it alone. In fact, I don't take any specific credit for anything. For anything of any importance to happen, it takes a whole lot of people to make it go: the staff, the board of directors allocating the resources, and the membership to embrace it. The membership must become attracted to ideas and programs, and get excited by them. I think oftentimes the CEO's role is overrated.

With my successes aside, I have made my share of mistakes and have not been able to please everyone. My "guidepost," if you will, in decision-making is to ask, first, "What's in the best interest of the organization?", then "What's in the best interest of the staff as a whole?" and, finally, "What's in the best interest of the individual?"

I've always had a special place in my heart for the Auctioneer. I think I'm wired a lot like they are—early to bed, early to rise, straightforward. I connected with them earlier in life when my wife Candy and I

were frequent visitors (and buyers) at auctions across the country. During that time I spent a lot of time watching the sun come up and the sun go down attending auctions.

Many people have asked me what I am most proud of at NAA, and the answer is easy—the great staff that works hard each and every day to help the members, provide world class service and make this great association even better. Those that know the NAA staff know exactly what I am talking about.

What will be my legacy at NAA? Well, I am confident everyone will have their own individual opinion, and I thank President Williams for his generous and kind words last month in his President's article. My response is very simple and can be best summed up by an email I received from an NAA member whom I am not sure if I have every had the pleasure to meet or know, but his words made me feel really good. He wrote: "Because of Mr. Shively's untiring effort and commitment, I am proud to be an Auctioneer."

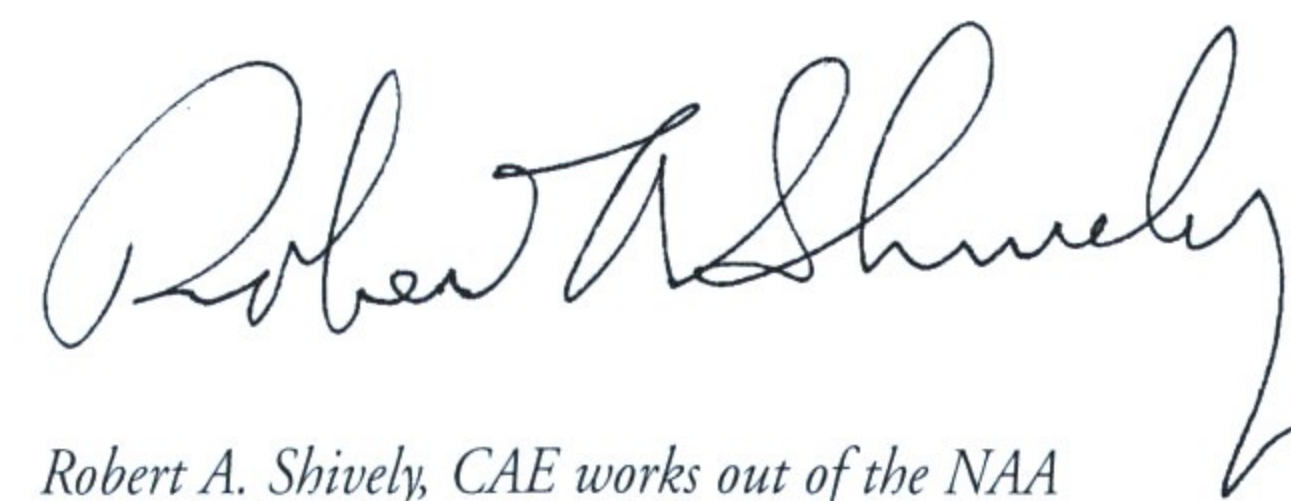
The old political adage – "Are you better off today than you were before?" -- probably is a good acid test. There are many more opportunities to pursue and ideas to explore that the next CEO will embark on and pursue. This association has been blessed with great leadership that has the best interest of the membership at heart and I am confident that will not change.

The last eight years have been an absolutely incredible experience for me. I have been blessed to work closely with many of you during my tenure with NAA. You have taught me and supported me in ways I never dreamed possible. Stepping out from the traditional approaches, you have courageously chosen a different path and ultimately changed the auction method of marketing as we know it today. It's been an amazing journey for me to be part of.

You have conveyed upon me a spirit of brotherhood which was unimaginable when I accepted the position just after convention in Norfolk, VA eight years ago. Quite frankly, I'd never before experienced such a display of camaraderie among business competitors.

Now comes the time, though, for me to step aside and let someone else lead this great association. I believe a new leader will see and embrace additional opportunities to make the association even better.

Please accept my heartfelt thanks for your friendship, candid advice, and your tireless support. I wish each of you continued business success and much happiness.



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

*"Because of Mr. Shively's untiring effort and commitment, I am proud to be an Auctioneer."*





## 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.

### CAI Certified Auctioneers Institute

March 16-21, 2008      Bloomington, IN

### The Appraiser as Expert Witness in the Courts

April 22, 2008      Gaithersburg, MD  
July 11, 2008      Nashville, TN

### USPAP

April 23-24, 2008      Gaithersburg, MD

## Designation Classes

### Accredited Auctioneer Real Estate

April 19-24, 2008      Gaithersburg, MD

### Auction Technology Specialist

April 13-16, 2008      Overland Park, KS

### Benefit Auctioneer Specialist

July 6-8, 2008      Nashville, TN

### CES Certified Estate Specialist

July 6-8, 2008      Nashville, TN

### GPPA Graduate Personal Property Appraiser

April 19-22, 2008      Gaithersburg, MD  
July 6-8 and 11, 2008      Nashville, TN

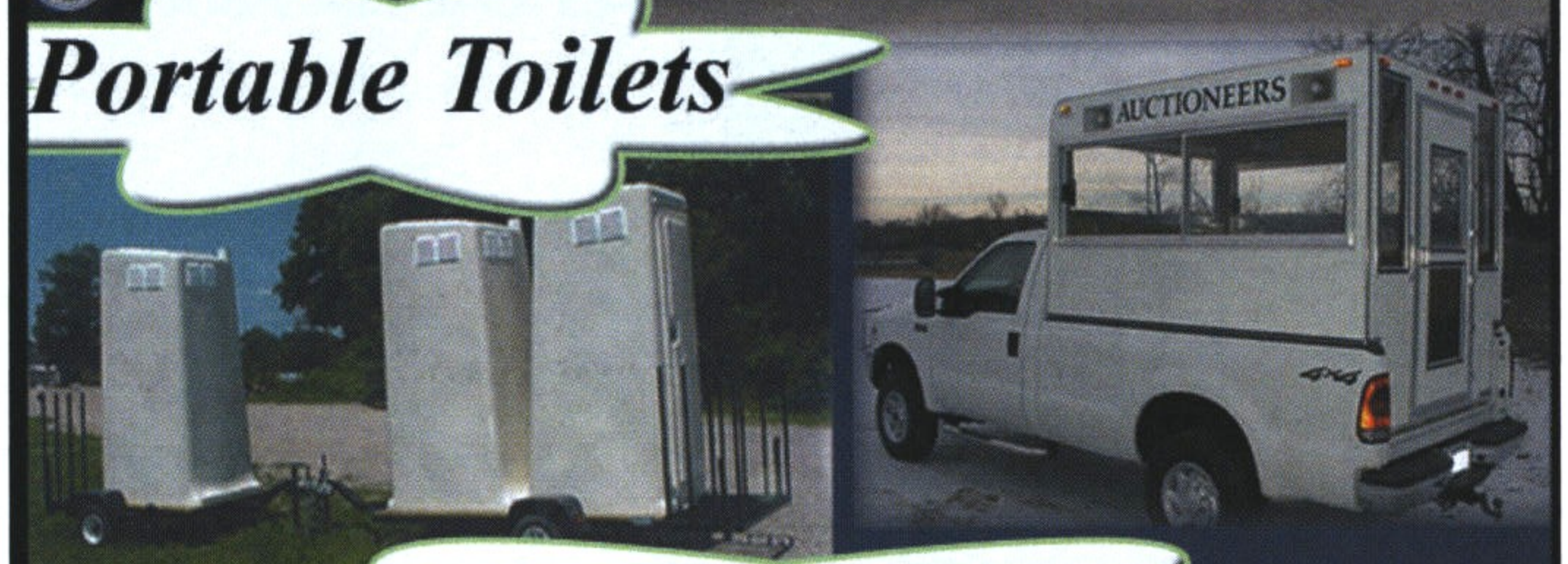
**Are you interested in bringing NAA Education to your area? Call 913.541.8084, Ext. 28**  
**Check the NAA website for changes and additions.**

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# Saving time and money

## Maximize your NAA services



Ashley Herman is  
NAA's managing  
director of member  
programs

We're fresh into the new year and in tradition many of us have made a few New Year's resolutions. These resolutions might entail something along the lines of improving your companies marketing mix, following up on clients leads more promptly, prioritizing job responsibilities, preparing presentations, etc. It's now March...are you staying on track with your New Year's resolutions?

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

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

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

For example, NAA has developed a new online Learning Center providing members the freedom to update their skills when they want and where they want. The NAA Learning Center provides you and your staff unlimited access to NAA's every growing library of seminars, webinars, recordings of NAA Conference and Show education sessions and much more! This valuable educational material can be downloaded to your personal computer, iPod or MP3 Player. Think of what you're saving...the cost of new education alone can be over \$500, add in travel and hotel expenses and the cost can be significant. The NAA Learning Center has packaged these educational opportunities into one program valued at over \$1,000!

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

Another example is NAA's new comprehensive E&O Insurance Program and Licensing Bonds. It is the first of its kind that will cover your business in general auctioneering, appraisals and real estate in one simple policy. This new program is not only unique in its coverage, and offering, but it is extremely affordable and attractive. Better yet, the application and affordable pricing is available to view on NAA's website, [www.auctioneers.org](http://www.auctioneers.org). Sign in as a member and click on NAA Insurance Plus for additional information.

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

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

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

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

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





# NAA Insurance Plus

## **NEW!!!** **E&O Insurance** **and Licensing** **Bonds**

**NAA's new comprehensive E & O Insurance Program is the first of its kind that will cover your business in general auctioneering, appraisals and real estate in one simple policy.**

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

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

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

### **E & O Insurance Program**

<b>Per Incident or Aggregate</b>	<b>Self-Insured Retention</b>	<b>Premium</b>
\$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**

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

**START SAVING MONEY TODAY!**

**For pricing information visit,  
[www.auctioneers.org](http://www.auctioneers.org) and click on  
NAA Insurance Plus!**



# On Capitol Hill

## NAA leader testifies before Congress against GSA property disposal plan



Chris Longly is NAA's Public Affairs Manager

Procurement Subcommittee.

The subcommittee was called to discuss H.R. 752 and the disposal of surplus Federal personal property through the General Services Administration (GSA). In April 2007, the GSA proposed a rule change (FMR 102-38) as part of its eFAS initiative which, if enacted, forces Federal agencies to cease their internal disposal activities and either move their surplus property sales to GSAauction.gov, or apply to be a Federal Asset Sales (FAS) Sales Center.

The NAA has been following this issue since its introduction and has submitted numerous comments challenging and opposing the proposed rulemaking. If enacted, the proposed rule will have a chilling effect on private sector Auctioneers who currently assist Federal

On February 13, 2008, NAA President Tommy Williams, CAI testified before the U.S. House of Representatives Government Management, Organization, and

agencies in the disposal of their surplus property, as they will be forced out of this market. The NAA firmly believes that the Federal government, its agencies and the taxpayers are better served by using the services of a professional Auctioneer, as opposed to sales being handled by unqualified, inexperienced agencies.

The following testimony was given by Mr. Williams in opposition to the proposed rule before members of the committee and the GSA.

### TESTIMONY

Chairman Towns, Ranking Member Bilbray, and Members of the Committee, my name is Tommy Williams and I am the president of the National Auctioneers Association and co-founder of Williams & Williams Auction Company in Tulsa, Oklahoma. I appreciate the opportunity to speak before you today about our opposition to the General Services Administration's (GSA) proposed rule 41 CFR 102-38 governing the Federal Asset Sales Initiative (eFAS) and the sale of surplus government property.

The National Auctioneers Association represents the interests of approximately

6,000 professional auctioneers who conduct on-line and in-person auctions throughout the United States and around the world.

Auctioneers have been an effective and efficient partner of government agencies for years. These contracts have ranged from selling surplus computers for state agencies to the disposal of surplus vehicles for Federal agencies. However, as I will describe later, if GSA's proposed rule is enacted, agencies will no longer be able to choose the best option for their individual needs, thereby eliminating the beneficial role of many experienced, knowledgeable private auctioneers.

Let me first provide you with a couple of stories from our nationwide NAA membership to show how the Federal government, small business customers around the country, and Federal taxpayers have been well-served by our Auctioneers.

Before the GSA told the U.S. Forest Service that private auctioneering options were no longer allowed, Jerry King of Fletcher, North Carolina and his family business managed the sales of heavy equipment for the agency. Prior to Jerry's work for the Forest Service, the agency's returns on their sales of surplus property were only a fraction of the property's value. Thanks to Jerry's experience selling vehicles and equipment and his business' extensive mailing list of over 70,000 prospective customers, Jerry was able to double and even triple the returns for the agency.

Jerry likes to tell the story of his first auction for the Forest Service when he was interrupted mid-way through the auction by the agency's property manager who enthusiastically insisted that Jerry sign-on as their permanent auctioneer. Jerry and his employees had already doubled the returns of

*If GSA's proposed rule is enacted, agencies will no longer be able to choose the best option for their individual needs, thereby eliminating the beneficial role of many experienced, knowledgeable private auctioneers.*

► continued on page 70



# The other side of the gavel

## Sale of my home at auction opened my eyes



Marsha Laya is First Vice President of the Michigan State Auctioneers Association Auxiliary

As an auction employee and board member of the Michigan State Auctioneers Association Auxiliary, it wasn't difficult for me to imagine what it might be like to sell my personal property at auction.

In addition, it has been a lifelong source of pride for me to live "in the world, but not of the world." It seemed that sorting "want" from "need" was never an issue. It was never an issue until Glassman Smittendorf Auctioneers accepted the challenge to sell my home and personal property at auction. Suddenly, "want" and "need" blurred. I wanted all those treasures. I needed all those memories preserved. Mostly, I wanted TOP dollar for the real estate.

My home was not only a nest and sanctuary, it was also my personal "museum" where those treasures from family, friends or travels were proudly displayed. The house was also a part time hobby. Through various projects, I learned to restore woodwork, install dry wall, replace a thermocouple, hang wallpaper and install and maintain new landscaping with the help of my close friend, Sue. But it was time to downsize and move into our newly purchased retirement cottage on a small lake near Battle Creek. Something had to be sold, and my house in St. Joseph was the logical choice.

Once the decision was made to sell my "museum and sanctuary", life became pure hell for Lee Smittendorf. Not only was Lee my Auctioneer, he is also my partner for life. Fortunately, Lee has considerable practice being patient with women in general and with me in particular. He endured my insanity while I worried, fretted and overextended myself.

My doubts increased when I shared my plans to sell at auction with friends not necessarily acquainted with selling real estate at auction. I was surprised and shocked that the most common comments went something like this: "Don't you think your property is worth more? Don't you think you can sell it through a real estate broker? Why would you want to sell at auction and get less than what you could negotiate conventionally?" Goodness! Is this the attitude of the populace (NOTE: this is fertile ground for creative advertising)? I was certain that everyone who came to the auction would expect to buy my house for far less than it was worth.

If these doubts were raging in my experienced head, how do others endure and prepare for an auction? Many of our customers have never attended an auction. They wander into the auction industry with misty understandings and lofty expectations. If a seasoned auction employee can fly over the cookoo's nest, where does that leave our temporarily sane customers? While nightly discussions in our household would revolve around my anxiety, doubts and anticipations, that luxury is not available to our customers.

It became painfully apparent that all those phone calls and frequent visits Lee would make to sellers were necessary. They give new meaning to "customer satisfaction". Daily contact with Lee was therapy for my jangled nerves. I found that I also needed reassurance from the entire Glassman-Smittendorf auction crew and they delivered. They delivered not only prior to auction day but the end results speak for

themselves. Everything sold, even the real estate.

Thank you to John senior, Laverne, John junior and Jerry Glassman, Harold Howe and Lee Smittendorf! I've had the privilege of personally experiencing how you deliver customer satisfaction. It is my hope that this story simply reinforces what every auctioneer already knows: patiently be there to quickly answer even the most ridiculous question and provide support when doubts and anxieties arise.

### A message from Annette Wells, President of the NAA Auxiliary

**In reaching out to our Auxiliary State Associations, I asked Marsha Laya, a fellow NAA Auxiliary member from Michigan, to allow us to reprint the article, "From The Other Side of The Gavel" for this issue of Auctioneer. It is reprinted here, and I hope you enjoy reading it as much as I did.**

**NAA Auxiliary history was made recently when the Michigan State Auctioneers Association asked that our seminar, "Customer Service Pays Great Dividends" be presented at their January convention in Bay City. This was the first time any of our Education seminars have been presented at a state convention and I want to thank the MSAA for allowing me to be a part of their program.**

**I met some outstanding board members at the MSAA Auxiliary business meeting including: Mary Joe Cole, Marsha Laya, Joyce Braun and Kim Narhi. The passion they showed for their Auxiliary was not only in the giving of their time, but also in their voice and their heart. Thank you all for allowing me to hear and feel that passion while you lead your auxiliary into the future.**

**Wishing you all great success,**

**Annette**

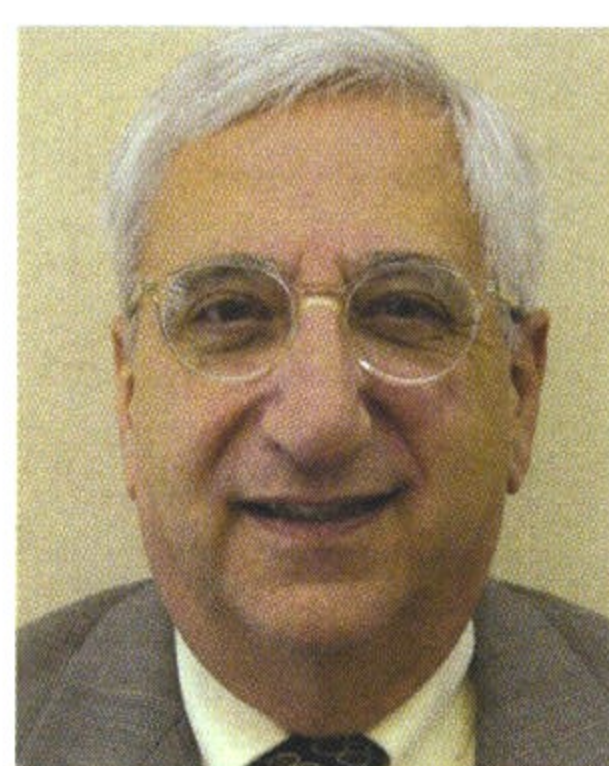
### Correction

**The December 2007 Auxiliary column was printed with a photo and mention of Teresa Christy as the author. This was not correct. NAA Board member Kim Ward wrote the article about scholarships given by the Auxiliary.**



# New classes begin

Spring will be here soon and the NAA Education Institute is ready to launch several new auction classes



Dr. Harlan Rimmerman  
Director of Education

The new Auction Technology Specialist class will be presented on April 13 to 16 at NAA headquarters, in Overland Park, KS. This is your opportunity to be in the charter class

of this new designation. And, even if you do not take the course, you are welcome to take the free online courses that are required before taking the live ATS course.

Regardless if you plan to get the designation or just want to learn more about technology, all you need to do is go to [www.auctioneers.org](http://www.auctioneers.org), click on "Education and Designations," then click on "Auction Technology Specialist." Then click on the ATS courses: The Internet the World Wide Web and Digital Lifestyles. These courses are free and available to any NAA member.

If you plan to obtain the ATS designation, you will need to pass both courses and submit your completed certificates with your class registration. Then, come join us for the charter class of ATS. After completing the four-day class, you will then be required to pass the class exam and submit documentation of both a static and live auction. After obtaining the designation, you will need to submit proof of 24 hours of continuing education credit



every three years and pay the yearly designation dues.

Starting April 19, the Education Institute will be offering AARE (Accredited Auctioneer of Real Estate), GPPA (Graduate Personal Property Appraiser), The Appraiser As Expert Witness and USPAP (Uniform Standards of Professional Appraisal Practice) at Gaithersburg, MD., just outside of Washington, DC.

The AARE class will start on April 19 and conclude on April 24. Learn how to sell real estate using the auction method of marketing. The GPPA class will also start on April 19 and conclude on April 22. The last day of this class is the Appraiser As

Expert Witness course, which may also be taken as a stand alone one-day course. Finally, on April 23 to 24, we will be offering the 15 hour USPAP course. If you want to learn to become an appraiser, now is the time.

By attending both GPPA and the USPAP courses you will fulfill your designation requirements for GPPA. To complete earning your GPPA designation, you will need to turn in an appraisal after 90 days, and then complete two additional appraisals within two years.

AARE and GPPA designations both require 24 hours of continuing education credit every three years as well as paying the yearly designation dues.

To register for any of these courses, go to [www.auctioneer.org](http://www.auctioneer.org) and click on Education and Designations, then go to the designation course you wish to sign up for. Or, call the Education office at: (913) 541-8084, extension 19, 23 or 28.

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

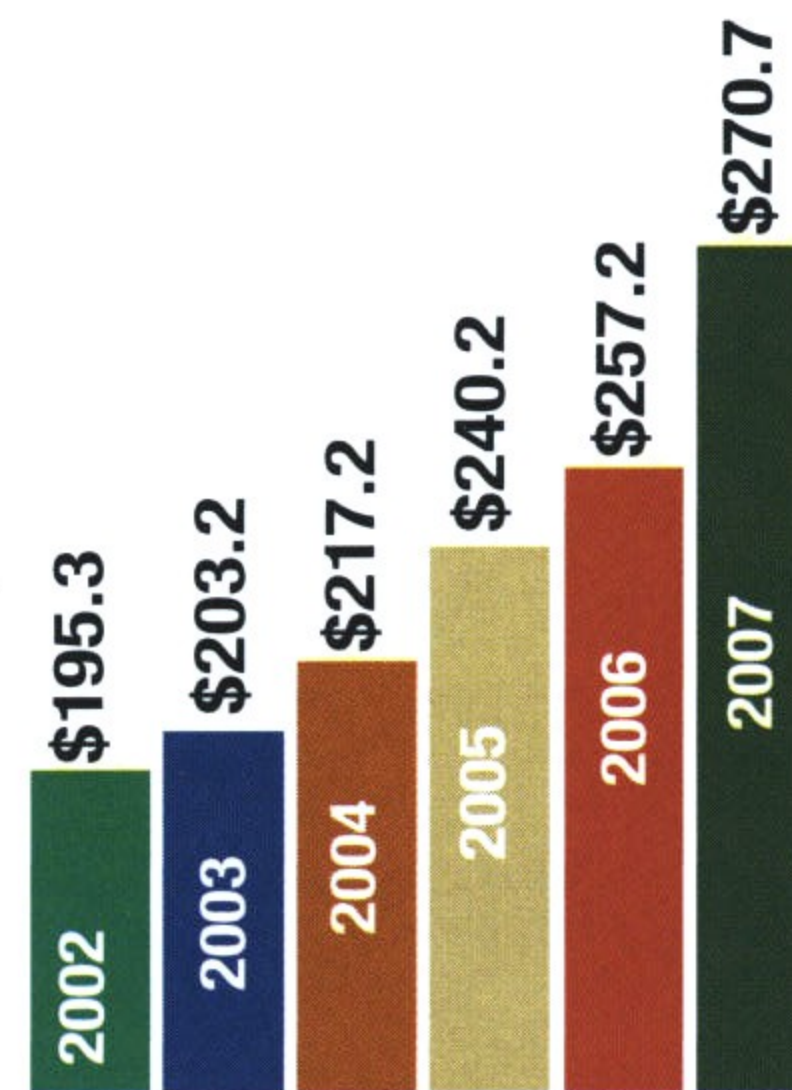


# 2007 Auction Industry Growth **\$270.7 BILLION**

## AUCTION INDUSTRY GROWS 5.3% IN 2007

*The live auction industry's revenue grew 5.3% translating into \$270.7 billion and is documented in this report produced by the National Auctioneers Association. With an increase in all sectors of the real estate market and charity auctions, public perception of auctions is changing and becoming the first choice for people who want to sell and buy real and personal property.*

*For the fifth consecutive year, the auction industry showed significant growth. This report shows this growth overall and by sector. This report only measures live auctions and does not include online auction sales.*



Value of goods sold at auction  
2002 = \$195.3 billion  
2003 = \$203.2 billion  
2004 = \$217.2 billion  
2005 = \$240.2 billion  
2006 = \$257.2 billion  
2007 = \$270.7 billion





## COMMERCIAL AND INDUSTRIAL REAL ESTATE SALES CLIMBED 32.7% FROM 2003 TO 2007.

### APPROACH TO ESTIMATING INDUSTRY SALES

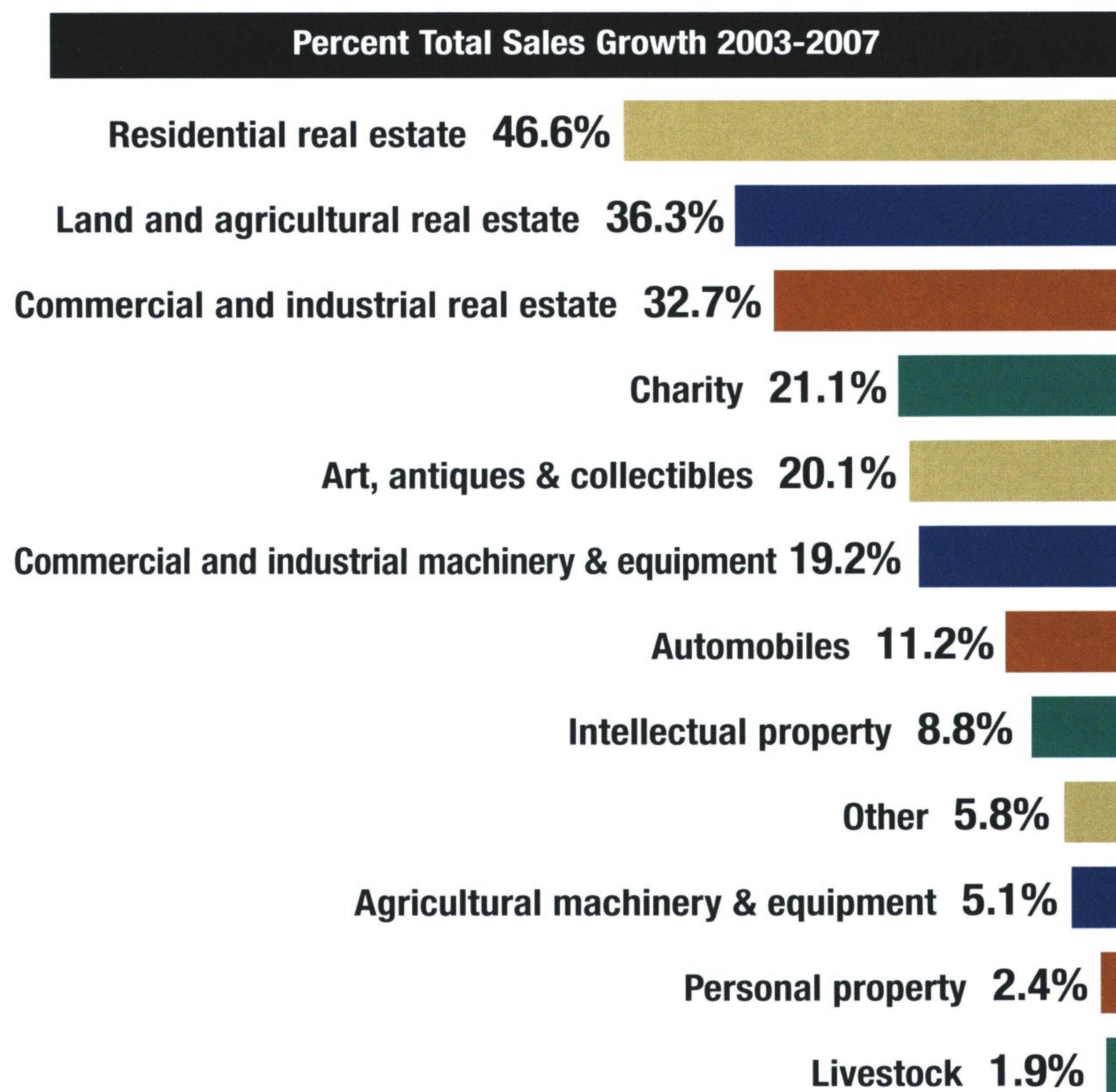
Prior to 2003, no extensive and professional data collection about auction industry gross sales was available. NAA selected the internationally-known market research firm, Morpace Inc., to create a survey tool and collect this data from the live auction industry. A national sample of more than 1,300 interviews was conducted with auction firms. This sample included NAA members, non-NAA members, and large companies that accounted for

significant market share in various auction specialty areas. Based on this comprehensive information, a model was developed to project industry-wide sales.

Using the original 2003 sales relationships between NAA members and the industry, the Morpace model projects industry-wide sales based primarily on data collected from NAA member interviews. Since 2004, industry-wide gross sales receipts have been derived from quarterly interviews with NAA members and collecting year-end sales activity of mega-firms within specific auction specialties.

In 2007, MORPACE conducted a total of 1,372 Internet interviews with NAA members. Members estimated changes in their annual gross sales receipts from 2006 as well as within auction specialty areas. Data was also collected on marketing and advertising spending as well as the number of total auctions conducted in 2007.

### PERCENTAGE REVENUE GROWTH WITHIN AUCTION SEGMENTS



The fastest growing specialty auction segments since 2003 are real estate-related. The adjacent chart shows total percentage change in gross sales for different auction specialties from 2003-2007. Residential real estate experienced the highest growth since 2003, increasing 46.6%. Gross sales of residential real estate rose from \$11.5 billion in 2003 to \$16.9 billion in 2007.

Land and agricultural real estate grew 36.3%, while commercial and industrial real estate climbed 32.7% from 2003 to 2007. The charity auction specialty showed the fourth-fastest growth, rising 21.1%. Gross sales from charity auctions advanced from \$13.4 billion to \$16.2 billion in the 2003-2007 period.

The automotive sector represents the largest specialty category, accounting for about one-third of total industry-wide sales. The growth of total sales in this sector has increased only 11.2% since 2003. Online competitors might contribute to slower revenue growth in this segment.



# TAKING CREDIT CARDS? YOU SHOULD BE!

**"We've tried other programs, but we came back to the NAA's Credit Card Program because of superior service, faster transactions and better rates."**

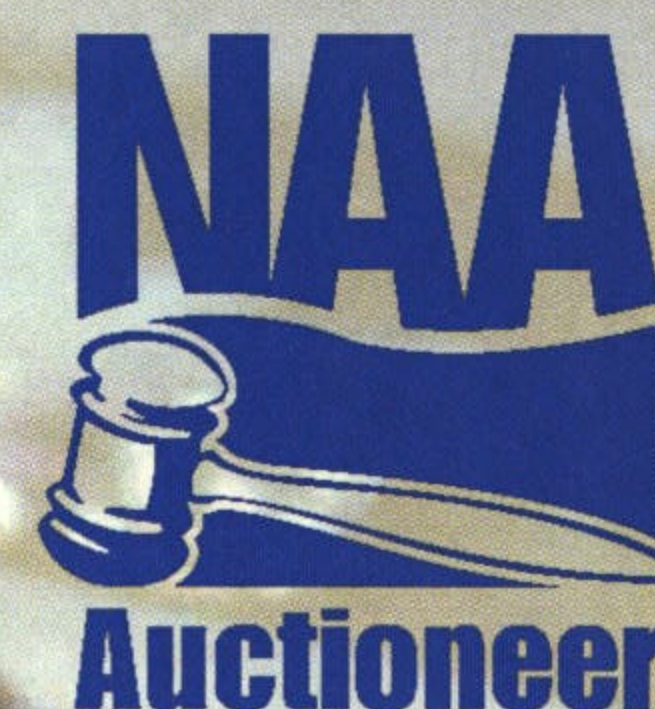
Debbie Dimmerling  
Dimmerling Realty & Auction

**"When we began participating in the program, we saw a huge increase in sales and profits. It was very easy to get started."**

Art Smith  
Art Smith Auctioneers

**"Randy made it very easy to switch over to the NAA service. With its lower rates, we expect to save a lot of money."**

Chris Roman  
George Roman Auctioneers



## NAA CREDIT CARD PROGRAM

**EXCEEDING \$50 MILLION IN TRANSACTIONS PER YEAR**

### What are you missing if you don't participate in the NAA Credit Card Program?

Once the connection between you and the buyer has been made, a credit card helps finalize the purchasing decision.

In a recent NAA poll, 30% of all respondents identified credit & debit cards as their PREFERRED method of payment at auction.

Are you getting the maximum returns for your sellers?

Discover what hundreds of NAA members already know...The NAA Credit Card Program helps increase your bottom line.

### The proof?

Auctioneers that take credit cards get a reported 15-30% in greater gross receipts.

With a **1.67% discount rate**, you don't have to worry about hidden costs and other unexpected fees.

**NO Monthly Fees**  
**NO Statement Fees**  
**NO Annual Fees**

In addition to some of the best rates in the nation, you will get premiere personalized service. You will work with partners who share your dedication to your company and want to help you succeed.

Log on to [www.auctioneers.org](http://www.auctioneers.org) (members only) to learn more about this exciting program and sign up today!



# Real Estate Auctions

## Do Real Estate Auctions on Internet create legally-binding contracts?



Kurt R. Bachman

*Kurt R. Bachman and Beers Mallers Backs & Salin, LLP appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to the questions are designed to provide information of general interest to the public and is not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs &*

*Salin, LLP do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information should not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention.*

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

We at my law firm recently received several inquiries from Auctioneers throughout the United States who would like information on whether a binding real estate contract can be created via the Internet, specifically by Internet auctions.

Advances in technology have created auction sales where an Auctioneer is selling real property in a state where the Auctioneer is licensed, as both an Auctioneer and a real estate broker, and bids are submitted from multiple states via the Internet. As this situation becomes more common, issues concerning the enforceability of the terms of the auction sale are often raised. We have combined the various questions we have received into the following question for this month's legal question: "Will a licensed Auctioneer's acceptance of an electronic bid create a binding and enforceable contract for the sale of the property?"

**ANSWER:** Yes. A licensed Auctioneer's acceptance of an electronic bid will create an enforceable contract for the sale of a lot.

A contract is a legally binding agreement between two or more persons or parties. In order to be legally binding a contract requires four elements: (1) an offer, (2) acceptance, (3) mutual assent, and (4) consideration. When these four elements come together a binding contract is formed. At a reserve auction, the bidder makes an offer and the Auctioneer can accept the offer on behalf of the seller. The general rule, especially with the sale of real estate, is that the offer and acceptance must be identical, which is referred to as the "mirror image" rule. Under the "mirror image" rule, the terms of the offer and acceptance must be exactly the same. Consider the following hypothetical exchange. An individual is selling a parcel of real estate at a reserve auction. A bidder places a bid for "\$200,000.00 conditioned

upon the seller including his or her boat." If the Auctioneer says "sold to the bidder for \$200,000.00 but without the boat," a contract has not been created. The offer and acceptance did not mirror each other, because there were different terms about the inclusion of the seller's boat. In the context of an Internet auction, it is possible for parties to agree to the terms of a contract for the sale of property and combine the necessary elements to form a contract. Therefore, a valid contract can be formed over the Internet.

In response to the growth of Internet commerce, the United States House of Representatives introduced House Resolution 1714 in order to "facilitate the use of electronic records and signatures in interstate and foreign commerce." Congress then enacted the Electronic Signatures in Global and National Commerce Act, generally referred to as E-Sign (the "Act"). The Act provides: In general: Notwithstanding any statute, regulation, or other rule of law . . . with respect to any transaction in or affecting interstate or foreign commerce – a signature, contract, or other record relating to such transaction may not be denied legal effect, validity, or enforceability solely because it is in electronic form; and a contract relating to such transaction may not be denied legal effect, validity, or enforceability solely because an electronic signature or electronic record was used in its formation.

15 U.S.C. § 7001. The effect of the Act is to treat electronic documents and communications as the equivalent of written documents and written agreements. Consequently, if two parties have formed a



contract for the sale of real estate via an Internet auction, the information contained in electronic format may qualify as a written instrument to memorialize the agreement.

In order to have an enforceable contract for the sale of real property, there must be a written instrument that complies with the statute of frauds. Auctioneers need to remember that under the statute of frauds, the written instrument memorializing the sale of real estate must include the names of the parties, an adequate description of the property being sold, the purchase price and the signatures of the parties. The Act defines an electronic signature as "an electronic sound, symbol, or process, attached to or logically associated with a contract or other record executed or adopted by a person with the intent to sign the contract." 15 U.S.C. § 7006. Simply because the Act makes electronic information equal to written documentation does not mean that compliance with state law is no longer necessary. The Act permits an agreement to be memorialized and signed electronically and treats communications the same as a written agreement.

A bid over the Internet is an electronic communication that demonstrates a bidder's desire to enter into a binding contract. If a bidder submits an electronic bid, either by e-mail or by entering a bid on Internet auction website, the act of bidding has two consequences. First, the bid is an offer to enter into a contract – expresses the bidder's assent to a contract. Second, the electronic bid should memorialize the contract, if the bid is accepted. In a traditional auction, however, the bidder makes an undocumented bid – by raising his or her bid card – to demonstrate his or her desire to enter into a contract. Afterwards, the successful bidder generally enters a purchase agreement with the seller. In a traditional auction, there is not a

paper or electronic trail that creates a written contract through the act of bidding. Rather, the bidder makes an unwritten expression to the Auctioneer demonstrating his or her asset to a proposed contract, which is later reduced to writing. In an Internet auction, the bid is an electronic communication that is equivalent to a written response. Thus, a written instrument is usually created when the bidder submits an electronic bid.

Congress passed the Act to promote interstate and foreign commerce through electronic means. Consequently, the Act deems electronic records to be the equivalent of written records, which means an electronic offer and an electronic

acceptance can form a legally binding contract. The Act does contain some specific exemptions, such as wills, codicils and family law matters. 15 U.S.C. § 7003. However, the Act does not exempt real estate auctions or auctions generally. The Act gives electronic communication and transmissions the same affect as written instruments and documents, which permits individuals and businesses to engage in commerce over the Internet.

Internet auctions may also raise issues of personal jurisdiction governing the parties. Personal jurisdiction is the authority of a court to exercise its power over parties to a suit or legal proceeding. Internet auctions

► continued on page 71

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# Thank you, Sara

## Full time director hired



Sara Schoenle

Sara Schoenle has been a wonderful friend of many Auctioneers and their families. Her assistance with the National Auctioneers Foundation since 2001 and with the Auction Marketing Institute for 15 years prior to that have been invaluable. My wife Pat and I had dinner with Sara the first

night of the first year she came to the NAA convention and have loved her dearly since then.

The NAF has progressed from a quiet and small part of NAA to become an integral partner with NAA. We have many programs planned together for the future, including the virtual museum, more study tours, fundraising for NAA programs and others. The NAF board has made the decision to employ a full-time executive director for NAF, and we will introduce

that new person to you in next month's *Auctioneer*. Sara has been a part-time director.

We are very grateful to Sara and appreciate all she has accomplished for the Auctioneers, and we wish she and her family lots of love and happiness.

Terry Dunning, CAI, GPPA  
NAF president

## \$483,579.74 received in 2007 donations. Thank you all!

The National Auctioneers Foundation is pleased to report \$483,579.74 was received in donations from those who made a payment towards their Funding Initiative pledge in 2007, as well as those who made a contribution to our 2007 year-end appeal.

There are many worthy charitable organizations that are in need of your support. That's why we, the National Auctioneers board of trustees, are especially thankful for your donation in 2007 to the National Auctioneers Foundation

To the list of following donors for 2007, please accept our sincere appreciation for your contribution and for your support of the Foundation and the auction industry as a whole. Funds received will continue to be the impetus for ongoing resource development aimed at meeting the needs of NAA members and the auction industry.

To learn more about ways to receive the tax benefits various gift plans can provide, log onto our website [www.auctioneersfoundation.org](http://www.auctioneersfoundation.org)

Again, thank you for your generous donation.



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# President's Chat

## Will a recession help the auction industry?

One of the questions posed NAA President Thomas Williams, CAI, in his February "Online Chat with the President" was "Will an economic recession hinder or grow the auction industry?"

Williams said the public does not understand the auction industry's relationship to economic ups and downs.

"People say to us: 'Economic times are bad, so that must help your auction business.' I tell them that the in times like this, the market is struggling to define reality because the some parts of the economy are out of sync. Prices go down, but it has nothing to do with the auction industry. I've seen the price of Angus cows go from \$1,000 per cow to \$300 per cow, and it had nothing to do with the auction industry. Auctions were only the medium of exchange. We don't have anything to do with the economy being good or bad. We are in a time now when opportunities are unlimited for the auction industry."

You can listen to all the questions and answers discussed on the February chat by visiting [www.auctioneers.org](http://www.auctioneers.org). Go to Members Only section, log in with your ID and password, then look in middle-right are of page for "Member News" section and click on "2/9/2008-- President's Chat Archives (February 2008)". Here are some questions asked in that chat event.

- Which state conferences have you attended recently?
- What are you looking forward to at this year's conference and show?
- How far away is the NAA from offering its first technology designation?
- What are you thoughts about the new look of the Auctioneer Magazine?
- What are options for registering it for Conference and Show?
- Are we going to do a Lobby Day in Washington this year?
- Do you know of any other issues coming down on Capitol Hill?
- What are your thoughts about the new Morpace numbers?
- Are we seeing an increasing in posting on the AuctionMLS?
- What issue or project have you been most proud of in the first half of your presidency and what issues or projects do you want to address in the last half of your presidency?
- What do I need to do to run for a position on the Board of Directors?

*Next Chat is April 1, 2008  
at 8 p.m. Eastern*

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

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


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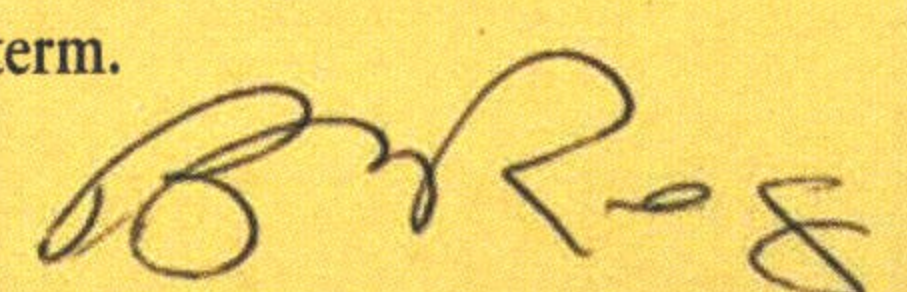
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- ◆ Member of NAA Long Range Planning Committee
- ◆ Served on NAA Auction Extravaganza Committee
- ◆ Member of NAA Finance Committee
- ◆ Served on Auction MLS Committee
- ◆ Serving on NAF Finance Committee
- ◆ Serving on EI Finance Committee

Having realized the possibility of being installed as the NAA President in Greensboro, N.C. in 2010, I felt like that would be a dream come true.

Should I be elected vice president in 2008, I pledge to continue serving the association in a dual role as treasurer and V.P.

Should our Board of Directors appoint an replacement treasurer, I pledge my support to the interim during the last year of my treasurer term.





# Why knot?

## Conference and Show on a Shoestring Budget Package



Carrie Stricker is director of Conference and Show for the NAA

Along with the Full Pack, Super Saver 1 and Super Saver 2 registration options, NAA also offers the Shoestring package as a payment option for attending the 59th Annual

International Auctioneers Conference and Show to be held in July in Nashville, TN.

The Shoestring package includes everything you need for an amazing conference experience. It is one-stop shopping. With a rate of \$1,325 per person, you receive a tremendous value for your money and your Conference and Show experience is paid for with one payment.

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\* Lunches on the trade show floor

For even better value, members signing up for the Shoestring package can register a spouse, family member, friend, or colleague with the Companion Rate package. The \$825 package provides your companion(s) with a Super Saver 2 registration package, airfare, airport transportation, trade show access, trade show lunches, and a fabulous Conference and Show experience. Hotel accommodations are not included in the Companion Rate package.

Once you sign up for the Shoestring package, NAA Travel will contact you to help you with your airline reservations and hotel accommodations.

To be eligible for the Shoestring package, you must be an NAA member. Members and non-members are eligible for the Companion Rate package. You can register up to three people at the companion rate per Shoestring package purchased. Accommodations are for a standard room and roundtrip airline tickets are for a one-leg trip to/from Nashville from anywhere in the continental United States.

Take advantage of this great comprehensive package and experience premier educational programs, inspiring speakers, unique networking opportunities, and the most comprehensive tradeshow in the auction industry at NAA's 59th International Auctioneers Conference and Show.

For more information on the Shoestring package including package regulations, please see Registration Form C in the Conference and Show Forms booklet or visit the conference and show website at [www.auctioneers.org/conference2008](http://www.auctioneers.org/conference2008).

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# Tune in!

Auction Network covers exciting new auctions, stories this month.

Many varied types of auctions will be broadcast this month on the Auction Network at [www.auctionnetwork.com](http://www.auctionnetwork.com). An auto auction, police department property auction, civil war relics auction, and jewelry auction are among the highlights.

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

Auction Network officials are also asking NAA members for news about their upcoming auctions that could be featured on the network.

"There are so many more stories out there and we're counting on NAA members to tell us about them," said Network CEO Pam McKissick.

The first live and interactive auction on the network was held on November 20. Viewers are seeing the auctions and learning the stories behind the items being auctioned.

The Auction Network is an entertainment platform where buyers meet sellers and those on the sidelines are mesmerized and enter-

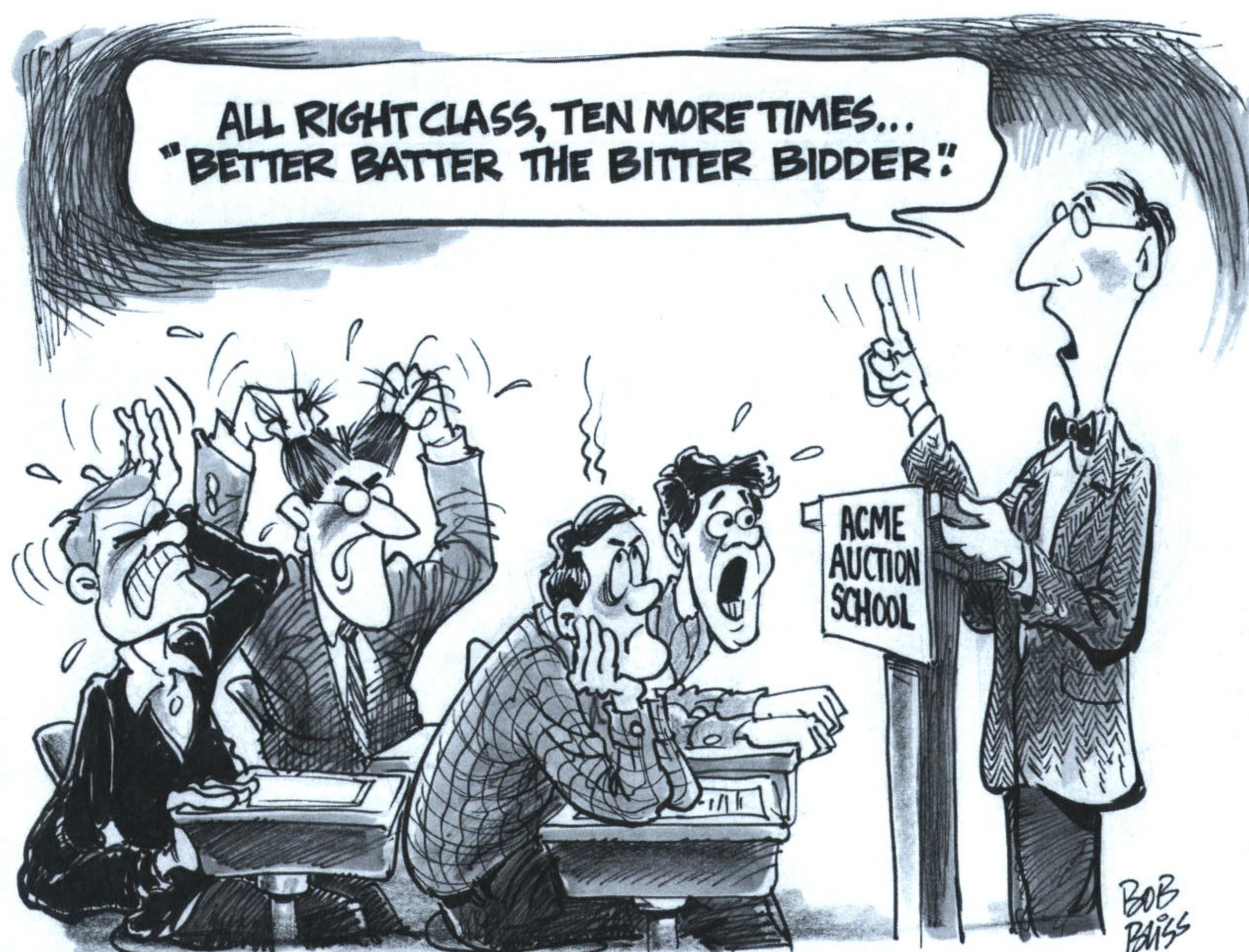
tained. Unlike static shopping channels, Auction Network's programming is colorful, active and interactive--the first 24/7 programmed network dedicated to all things auction.

The Network provides evergreen, live auction and interactive programming 24/7 via an Internet-delivered "television" channel that includes both a full-time, real-time feed of set-schedule programming as well as additional content on demand, and consumer interfaces with auctions and auction companies allowing them to become aware of auctions around the world and to buy online, on location or via mobile devices. The interactive environment allows users to watch others bid live or join live auction bidding interactively wherever they are.

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



Spanky Assiter, CAI, appears on Auction Network



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

## Auction Network Schedule: March 2008

Date	Auction	Auction Company
March 9	Kruse Auto Auction/Hawaii	Kruse Auto Auction
March 9	Outback Farms	Musser Brothers
March 9	Phoenix Police Auction	Auction Systems
March 14-15	LIVE: Kruse Auto Auction/Texas	Kruse Auto Auction
March 16	Civil War Auction	Absolute Auctions
March 16	Cane Auction	Sterling Auctions
March 16	Jewelry Liquidation	Maltz Auction
March 23	Barkfest	Bonhams
March 23	Auction Royalty: Robert Doyle	
March 23	Woody Auction	Woody Auction
March 30	Long Island Repo Auction	Maltz Auction
March 30	Hawaii Real Estate	McLaine Auctions
March 30	Texas-Louisiana Miss Bull Bash	Swing City Auction



# Special auction law magazine with this issue

NAA is pleased to provide to you, with this issue of *Auctioneer*, a special magazine of auction law topics that can directly help you in your business. We want to be sure you keep it and use it.

This special publication, bagged with *Auctioneer*, is a compilation of legal columns published in the magazine from 2003 to 2008. We believe you will find this extremely helpful in running your auction firm and avoiding the legal and procedural problems that arise in today's business environment.

The columns consist of a question asked by a reader (usually a practicing Auctioneer) and an answer provided by attorney/licensed Auctioneer Kurt Bachman, with the assistance of attorney Joshua A. Burkhart.

These questions are about pressing, real-life situations faced by Auctioneers. The answers are given in simple language for the non-lawyer to understand.

Auctioneers today know that they must be educated on the laws that regulate their industry. This magazine will be one more tool to help you achieve that. This is not meant to be a comprehensive explanation of the law in these areas, but a guide to point you in the right direction.

The columns in this publication are grouped by subject and arranged alphabetically.

For example, the first chapter is on Absentee Bids and answers questions about responsibilities to the seller and when to start bidding. The second chapter is on auction types (Absolute, Sealed Bid, Reserved) and answers questions about procedures, seller obligations, beginning the bids, cancelling an absolute auction, and owner confirmation.

The final chapter is a compilation of various topics, including laws regulating taking photographs at auction, when to incorporate, unsolicited faxes, the Sherman Anti-Trust Act, who owns an exterior mounted fan, and others.

NAA President Tommy Williams, CAI, said "I hope you will read this magazine closely and keep it as a legal resource for your business."

Another legal resource you should be aware of, also published by NAA, is called "Waiting For The Hammer To Fall," A General Overview of Auction Law. This booklet, written by Kurt Bachman in 2002, was sent to every NAA member in the past and is sent to each new member when they join.

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# Spanning Generations

Young bid call champion heeds the call to go in to the family firm



Jodi Sweeney won the 2007 Iowa Bid Calling Contest.

By Billie Shelton

Jodi Sweeney, 21, has learned a valuable lesson people older than her sometimes never really accept: You can't always break family ties.

That came as a surprise to this college student who grew up in the family auction business and thought she was headed away from it. Her late grandfather, Ray Sweeney, started Sweeney Auction Service of Waukon, IA, in 1966. Since 1976 Jodi's dad, Jeff Sweeney, has been lead Auctioneer.

Jodi said: "I've been coming to auctions since I was six, and by the time I was 11, I was clerking full time.

Sweeney is now in her third year at the University of Northern Iowa in Cedar Falls, where she has a double major in real

estate and finance. Although she jokes that the auction business was "a family ordeal," Jodi admits that she always liked it.

"But once I got to college I didn't consider doing it full time until one day I got to thinking it would be pretty cool to have the third generation in the business," she admits.

When she brought up the idea to her dad, "he said I 'had to do it for myself,'" Jodi notes. So that's just what she did, enrolling in the World-Wide College of Auctioneering in Mason City, IA, the summer of 2006.

"I went away for eight days and didn't tell anyone about it, not even my friends," says Jodi of her decision to attend auction school the summer she was 19. "I loved it there! I graduated on a Sunday and called

my first sale on Tuesday."

Now that college is back in session, Jodi regularly makes the 80-mile trip home from campus to help out with weekend auctions for her family business that sells households, antiques, collectibles, farm equipment and machinery onsite and from their auction house in northeast Iowa. She has also worked several auctions for a large auction company in Waterloo, IA.

What's the reaction when auction-goers see and hear this young female in charge of the auction ring?

"People who know my family like to see that third generation come in," Jodi answers. "Lots of them think that's really neat. Lots of people haven't seen many women Auctioneers."

You could have seen this woman Auctioneer in action at the Iowa State Fair last August, when Jodi competed against the 20 best Auctioneers in the state in the annual bid calling contest. Jodi, who claims her main goal in entering was to get some feedback on her chant, won grand champion honors in the competition sponsored by the Iowa Auctioneer Association.

*"One day I got to thinking it would be pretty cool to have the third generation in the business," said Jodi Sweeney*



When Jodi was named the 2007 best bid caller in the state, it was a proud moment for her family. It's better to see your child excel than doing it yourself, her dad claims. "I was proud to see her go on to auction school and to succeed," says Jeff Sweeney.

As for what she likes about calling bids, Jodi appreciates being able to control the auction. "As an auctioneer, you get to be part of it," she says. "Every auction is different, with different items and buyers. It's always a cool experience."

But, she doesn't always talk about being a champion bid caller with everyone on campus.

"It's not really the first thing I bring up," she chuckles about her life as a university student, "and it's not something I do on the spot."

Even though she understands already that a good Auctioneer is always working on her chant, Jodi struggles with finding time to practice.

"I think my biggest challenge is practicing, keeping it up, and getting my numbers right," she relates. Even so, Jodi doesn't practice around her roommates. "I practice in the car or when I'm blow-drying my hair, and my dad gives me tips on what I should work on," she notes.

Another challenge as a young auctioneer is getting established, Jodi observes. "Many who go to auction school think they can go back and start their own business, but it's a struggle to get established when there are other auctioneers in the community. I'm very fortunate to have this opportunity."

Her dad agrees, adding, "I'm glad she'll have her education and can choose

what field she gets into. In auctioning now, you have to specialize in something."

Already this champion Auctioneer is a lifetime member of the NAA. Jodi appreciates the organization for the excellent networking opportunities it offers, both around Iowa and beyond. "I'll probably enter the women's division in the International Auctioneers Championship next year," she says of another benefit of membership.

Jodi has an 18-year-old brother and a sister who's eight. Both work at auctions. Jodi doesn't plan to return home and to the Sweeney Auction Service immediately on finishing her degree at UNI next year. "I don't just want just to go back to Waukon," she says. "I'm keeping my options open and testing for my real estate license."

Jodi will be spending a semester of her senior year doing an internship in the real estate division of a large insurance company based in Des Moines. If she likes that and is offered a job after graduation, she just may stay on there for awhile, she says. "I'm still putting my goals together," she allows, "but I think now I'd like to come back to northeast Iowa to sell real estate on auction and in the market."

It's those family ties again, pulling her back to what she knows best. "I'll probably always be around auctions," she confesses. "It's kind of in my blood."

As her dad puts it, "It's nice being a family-oriented business. It's nice our kids enjoy it enough they might come back and work in it with us."

*Freelance writer Billie Shelton lives in Stanhope, IA.*

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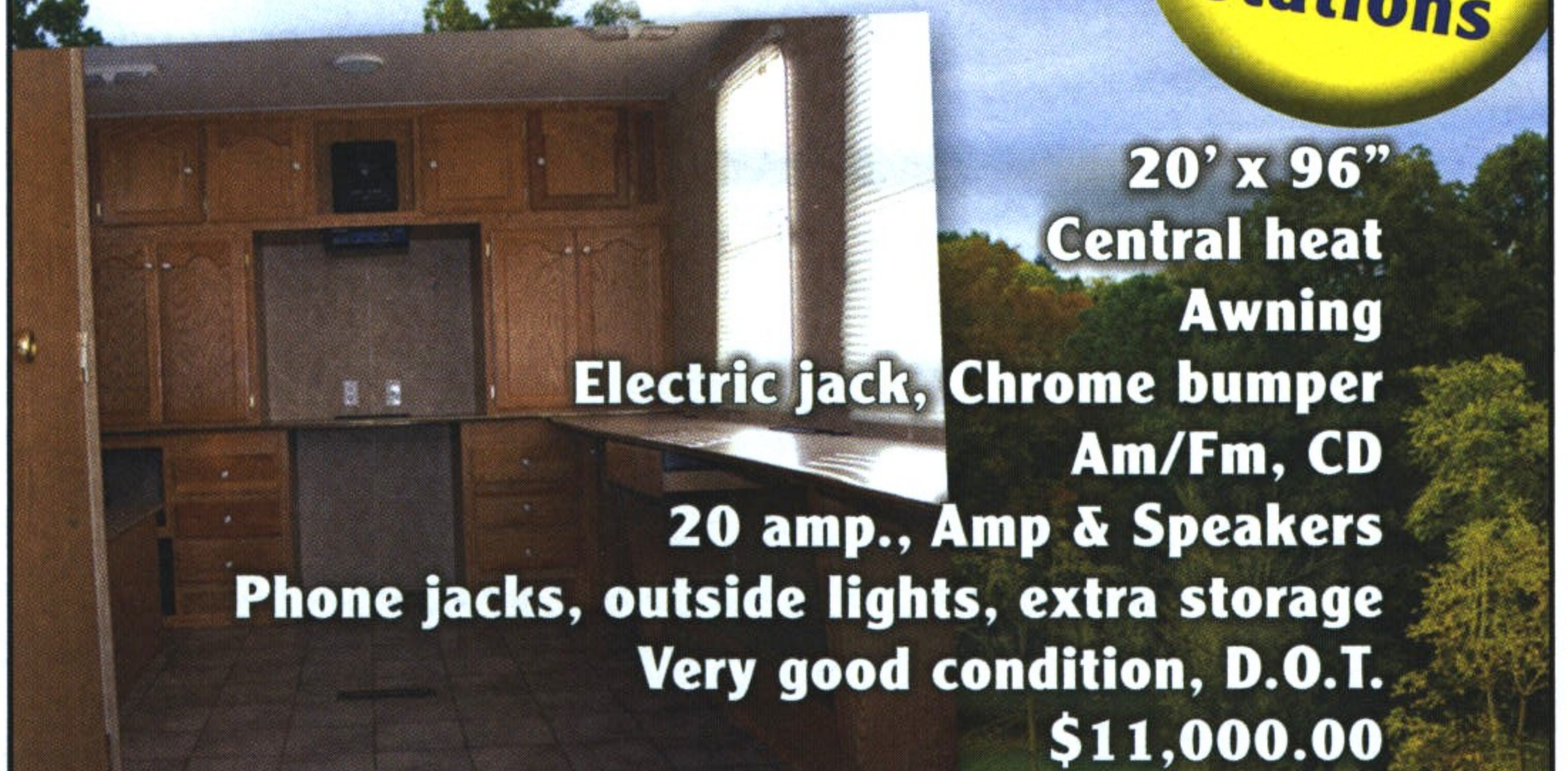
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# Aumanns' Album

## NAA members host new auction show on cable's RFD-TV

NAA members Kurt and Jane Aumann of Nokomis, IL are hosting a new program on the popular RFD-TV television network called "Aumanns' Album."

The new show features antique tractor collectors from across the country, antique tractor auctions, farm toy auctions and special events where collectors gather.

The Aumanns were approached by the television network and the process to get Aumanns' Album as a new program on the network took about a year of planning. Kurt Aumann and executives at RFD-TV discussed content, show length, features and production processes. After the initial meeting, executives liked what they heard

and asked Aumanns to submit a half-hour pilot program. After the airing of the pilot in October 2007, more discussion followed and Aumanns were asked to sign on for 13 original episodes of Aumanns' Album, which will run in two prime time slots.

"This was such an incredible opportunity for us. We are excited about putting together great new programming for RFD-TV," explained Kurt Aumann. "In our business we are exposed to so many interesting people with great stories."

The Aumanns are responsible for content and production of the upcoming shows and work with a production company

based out of Springfield, IL.

"We do it all, but our favorite part is visiting with collectors. We love to hear the stories about their hobbies and tractors. That really is what our show is all about. The content about our auctions just tops everything off!," added Jane Aumann.

Aumanns' Album appears on RFD-TV on Thursdays at 7 p.m. CST and then again on Sundays at 8 pm CST. RFD-TV is the nation's first 24-hour television network dedicated to serving the needs and interests of rural America and agriculture and is viewed in over 30 million households. RFD-TV can be found on Channel 379 on DirectTV and Channel 231 on DISH

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Kurt and Jane Aumann have been involved with the agricultural field their entire lives. Jane graduated from the University of Illinois with a degree in agricultural communications, and Kurt published an antique tractor magazine, *The Belt Pulley*, for over 15 years and has become a nationally recognized Auctioneer.

Kurt is CEO of Aumann Auctions, Inc. and grew up in his family's auction business. Locally, they specialize in farm and residential real estate auctions using the most advanced sales and marketing methods in the area. The firm also travels the country conducting antique tractor, farm toy and memorabilia auctions. They have had auctions from California to Virginia, and have set world record prices for antique tractors.

One of the featured collectors on their pilot episode of *Aumanns' Aumann* was

George Schaaf of Frankfort, Illinois. They sold Mr. Schaaf's collection this past September, and a rare 1913 Case 30-60 Tractor sold for \$400,000.

"That auction was a highlight. We had bidders from 26 states and five foreign countries, set a world record, and it was our first filming for *Aumanns' Album*," said Kurt.

Kurt and Jane will soon be traveling to Iowa and Michigan to film more episodes of *Aumanns' Album*. Kurt, a life member of the NAA, currently serves on the Education Institute Trustee Board and

Jane served as NAA Auxiliary President 2005-2006. To contact them about the show you can email them at [info@aumannsalbum.com](mailto:info@aumannsalbum.com).



Kurt and Jane Aumann

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# These are the times

This time around, the real estate inventory boom really matters

By Stephen Karbelk, CAI, AARE

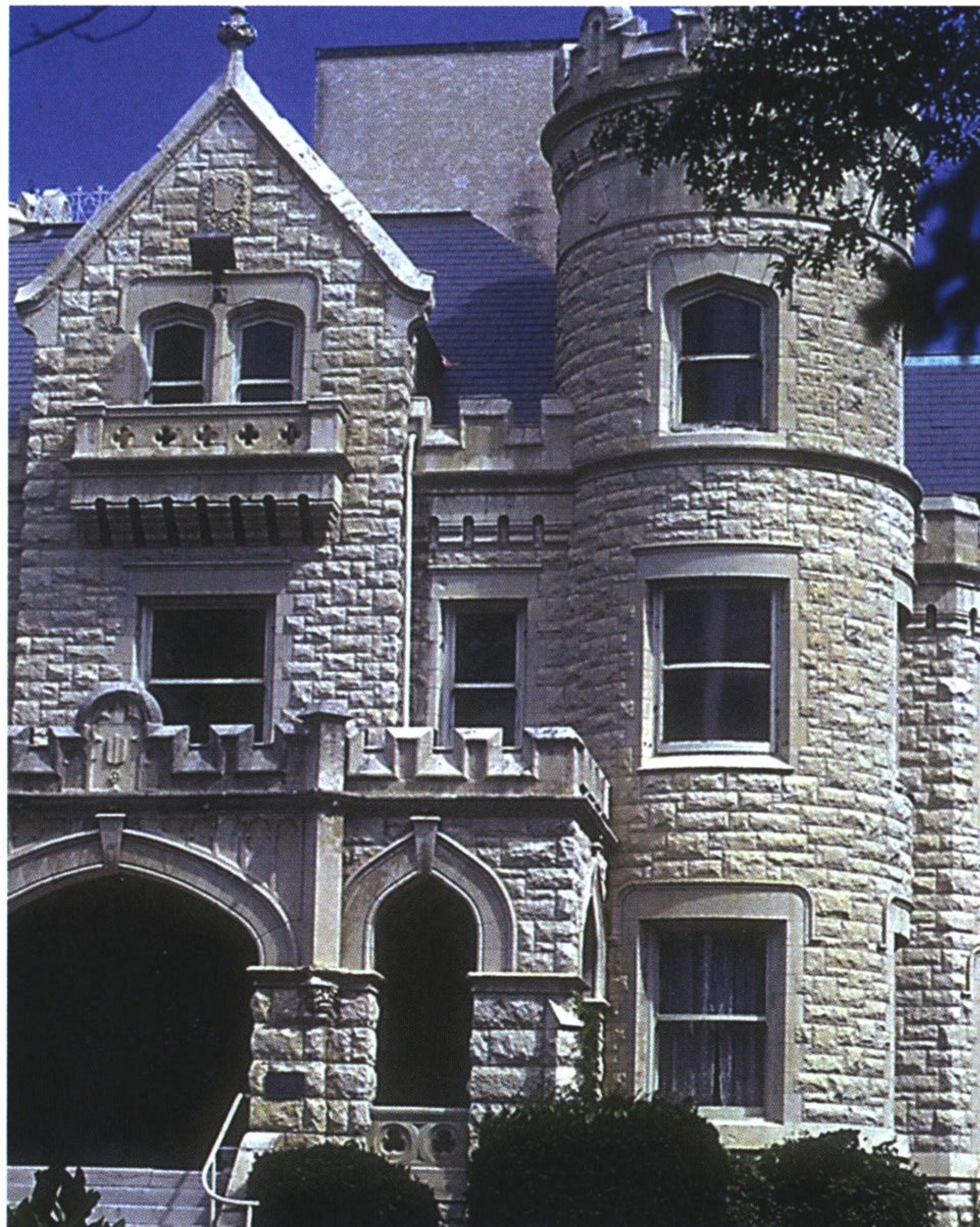
With daily financial reporting exacerbating the credit crunch, the “illiquidity turmoil” devaluing sophisticated financial investments, and the plight of millions of homeowners with negative home equity, the wave of motivated real estate sellers is here and now. The last time we had so much real estate inventory to sell from lenders, investors, and homeowners alike was from 1989 to 1995 during the Resolution Trust Corporation (RTC) era.

“Oh, those were the times,” as many Auctioneers may say. Just land a Standard Asset Management and Disposition Agreement or get connected with the right contracts officer and you were on your way to selling hundreds, even thousands, of properties from government-controlled savings and loans. Many of us were doing deals then, but after the party was over, real estate auctions quickly went back into the world of negative impressions and the method of last resort it had before Charles Keating first made the news.

During the RTC days, the public quickly became aware of how auctions worked. We educated buyers with evening seminars, held large ballroom auction

events, and gave thousands of Americans the opportunity to get a great deal on a piece of the American Dream. Many of us credit the RTC for elevating our industry into the national public psyche since auctions were a preferred sales method. While that may be true, what it did not do is sustain our business at that level in the post-RTC era.

Very few Auctioneers are doing the same or more volume of business today than they were during the RTC days. For instance, if your business sold \$15 million of real estate in 1995, and your business continued to grow 15% a year, which is a



very reasonable growth rate for a small business, you would be selling \$106.135 million in real estate in 2008. My guess is that only a small fraction of the companies from 1995 have sustained that growth. Even with the rise in housing prices to help reach that sales level, many still fall short. This means that very few auction companies have grown their businesses over the past 20 years. All they did was stay in business while waiting for the next wave of RTC-like days.

Those RTC-like days are back again but in a very different way. There is no single government agency that doles out the auction contracts. Instead, there are hundreds of lenders, tens of thousands of investors, and millions of homeowners that will be hiring Auctioneers to sell their

*I encourage you to think about how you can improve your business to show off the real estate auction process so when this housing cycle starts its upswing, sellers will still be calling Auctioneers.*



real estate. There will be obscurely-named private equity funds and newly-created loan servicers with asset managers that still don't know what RTC stands for, all wanting to learn how Auctioneers can solve their problems.

While the RTC days helped us gain public awareness about auctions, this time will allow us to show how real estate auctions are now a mainstream sales method. But only if we all can do it right.

Whether you are new to real estate auctions, or you have stayed in business since the earlier days, you need to ask yourself: "Are in the business for the mission or for the commission?" If you are in it for both, welcome. But if you have a short term mindset eager to squeak a few extra dollars of profit out of your company for the exclusive purpose of taking advantage of today's market conditions, you are not doing any of us in the auction industry any favors.

To take auctions from being the novel story in the *Wall Street Journal* to an everyday, Main Street experience, we all need to do it right, including:

- \* Transparency – Auctions need to be as transparent as possible. Buyers do not like to see all sorts of hidden hand signals and coded yelps from bid spotters acting like used car salesmen. They want an Auctioneer that gives everybody the chance to bid with courteous but energetic ringmen interacting with the crowd. Let the market set the auction prices. The sellers will respect the process and buyers will respond with their active bidding.
- \* Disclosure – Auctions are still tainted with the infamous caveat emptor mentality that discourages the buyers from bidding. This often leaves us with the bottom fishing investors competing over who will steal the property. We need to move beyond that image and raise the level of property disclosure, agency disclosure and ethical disclosure to a point where any buyer, anywhere will want to attend and bid at a real estate auction.

This means that you have the required signed Federal Lead Based Paint forms in your property information package, have the Homeowners Association documents available at the previews and auction, and even consider offering the buyer a One Year Homeowners Warranty through a third party warranty service, like HMS. It requires more effort, but the returns pay off in short-term and long-term.

- \* Rethink the Buyers Premium – While Auctioneers have varied opinions about whether the Buyers Premium "works," one thing is for certain, it does not "work" for buyers. The problem is that the Buyers Premium is constantly changing among different companies, and even with the same company on different auctions. Sometimes it is 10 percent, then 5 percent, then 7.5, and then there is an extra percentage if you bid online, and then another percentage if you use a credit card. Imagine if you went to the shopping mall and every purchase you made at various stores had a different sales tax. I venture to say you would walk right out of that mall and never go back. So what does the buyer do when they read auction terms with all sorts of buyer's premiums...they walk away!

Bidding can be stressful enough for any buyer. But when Auctioneers put a

layer of substantial, variable fees on top of a process designed to compel buyers to make impulsive buying decisions, and hoping the buyer forgets about the imposed fees during the heat of the auction so the fee "works," the transparency of the auction process has vanished. Even if the buyer followed through on a deal where they felt taken advantage of, they would not have anything good to say about auctions for the rest of their lives except for "watch out". The less transparent the auction process, the less buyers and sellers will participate in the process. While some of you may passionately disagree with me, you can't argue with the simplicity and transparency of the "your bid is your price" concept.

We all need to enjoy the financial benefits of this economy while also laying the foundation to enjoy every economy to follow. I encourage you to think about how you can improve your business to show off the real estate auction process so when this housing cycle starts its upswing, sellers will still be calling Auctioneers, and buyers will still be attending auctions, because we all branded auctions from a novelty process to a common process.

Build your business around this mission, and if you do, the commission will follow.

*Auctioneer Stephen Karbelk, CAI, AARE, is Vice President of Farms & Ranches, Commercial, and Premiere Residential Properties division of Williams & Williams, a real estate auction firm in Tulsa, OK. He is also chairman of the Auctioneer magazine Editorial Board.*

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*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 it's members.  
Your vote would be greatly appreciated.*



# www.auctionmls.com

## NAA launches MLS-Style listing service

NAA has unveiled a new website with a Multiple Listing Service-style list of real estate auction properties for sale by NAA members.

The website address is [www.auctionmls.com](http://www.auctionmls.com), and members are encouraged to use this free service to post all real estate properties going to auction.

NAA members are also encouraged to promote [www.auctionmls.com](http://www.auctionmls.com) to all their customers. Let buyers, sellers and attendees know that, for the first time, there is a great website to search quickly and accurately for homes and other real estate going to auction!

NAA's launch of [www.auctionmls.com](http://www.auctionmls.com) comes at a time when NAA is promoting real estate in a huge way with a marketing partnership with USA Today newspaper. Readers of USA Today will see auction real estate ads under an NAA banner, and they will seek more information at [www.auctioneers.org](http://www.auctioneers.org) and the [www.auctionmls.com](http://www.auctionmls.com). Viewership of new MLS site is expected to boom with the high visibility and circulation provided by USA Today!

Because many traditional MLS listing services today do not allow postings of real estate offered at auction, a niche is wide open for NAA to launch this new service



and help the public find real estate to buy.

NAA urges all members to use this site as one more way to help brand your business and grow your real estate success.

NAA President Thomas L. Williams, CAI said "The creation of the [www.auctionmls.com](http://www.auctionmls.com) provides consumers with a convenient approach to researching upcoming auctions. In addition to traditional marketing campaigns promoting upcoming auctions, Auctioneers and their clients now have the ability to market their sale to a larger audience of prospective bidders."

Former NAA President Mike Jones, CAI, GPPA said "We anticipate this will be a highly-popular website for the public, and we will market it to the public. With real estate auctions booming and more people doing searches on the Internet for properties, there is a void for an auction

*"Auctioneers and their clients now have the ability to market their sale to a larger audience of prospective bidders," said NAA President Tommy Williams.*



MLS listing and NAA is going to fill it. I urge all NAA members to post their properties on this new listing service."

The initial cost of design and launch of this new website is being generously underwritten by Mike Jones, CAI, GPPA; Thomas Williams, CAI; B Mark Rogers, CAI, AARE, CCIM; Jim Pennington, Rex Schrader, J.L. Todd; Joe R. Wilson, CAI; and John Roebuck, CAI, AARE.

Traditional MLS lists are offered across the U.S. by real estate groups in probably every vicinity. An example of a traditional nationwide listing is [www.homelistings-usa.com](http://www.homelistings-usa.com), which has a large yellow map of the U.S. If you click on any individual state, you'll be directed to a search of homes for sale in that state, and you can then click on links of individual cities. Within this site, you can search by clicking buttons for "new homes" or "foreclosures," but there is no auction listing.

Many consumers are well-aware of MLS services, and do their own searching on MLS lists on the Internet. They also find that many MLS listings within their cities are not comprehensive for all brokers in that community. But some areas try to overcome this. An example is the MLS listing of Greater Cincinnati, Inc, which says on its website that it has a "broker reciprocity program in which participating brokers publish the listings of all other participating brokers on their company website."

In recent years NAA has watched closely to MLS situations across the country, and the lawsuits filed by the U.S. Department of Justice in its attempt to stop alleged anti-competitive practices in real estate listings. Among the actions taken, the Justice department filed lawsuits against some state commissions and is investigating the National Association of Realtors for alleged locking out competitors from real estate listings.

When you visit [www.auctionmls.com](http://www.auctionmls.com), you may see at the top of your Internet browser that you are redirected to [www.naarealestateauctions.com](http://www.naarealestateauctions.com). This is only a technical direction. You are at the right address where the public is looking for homes at auction.

As consumer interest in auctions keeps growing, consumers will turn to auctions to buy and sell real estate. The newly launched website will provide them with up-to-date information on real estate auctions taking place in their area. Consumers can use the website to view residential, commercial, agricultural, and time share real estate scheduled to be sold at auction.

NAA will promote [www.auctionmls.com](http://www.auctionmls.com) and help the public understand that real estate at auction is the fastest growing segment of the auction industry. Be part of this new effort to promote real estate auctions and reap the benefits for your own company by communicating to your customers the benefits of this great new resource!



## How the MLS website works

**Posting your auctions on [www.auctionmls.com](http://www.auctionmls.com) and fully using the site is easy. Here are details.**

**The website allows the public to search by categories for many types of real estate set to be auctioned soon. They can search for a home by state, number of bedrooms, acreage and other factors.**

**The NAA MLS is part of your NAA membership, so you pay zero monthly fees and zero commissions to participate in the service.**

**Features include:**

- \* No listing price required (Many traditional MLS sites charge fees)**
- \* Unlimited photos (for external links)**
- \* Upload and attach supporting documents and flyers**
- \* Automatically link to your existing web page**
- \* Archive auctions indefinitely**

**Just log-in to the NAA Members page and start using this service. Also, when you post your auctions on the NAA Auction Calendar, they automatically go to the [www.auctionmls.com](http://www.auctionmls.com).**

**If you are posting your auctions on one of NAA's auction calendar partners, those postings are being sent to NAA without the real estate specific information like the number of bedrooms or acreage. For best results, post auctions on the NAA site so your detailed information will be sent out to partner calendars, as well as be posted on [www.auctionmls.com](http://www.auctionmls.com).**



# Legal auction or illegal lottery?

## Florida real estate controversy

A Florida real estate broker is conducting what she calls "home auctions" on her website in a format that has angered NAA members who have been discussing the issue on the NAA discussion forum.

Broker Maureen E. Marcus of Sarasota, FL sells homes by urging bidders to place the "lowest unique bid" in increments of one penny to \$500. Each bidder must pay \$100 by credit card to place each bid. After 50,000 bids are received on a home, the home is sold to the lowest bidder.

Her website explains that "There are many different types of auction formats. Some examples might include high bid, low bid, sealed bid or open bid. The difference between these formats is that the criteria to be a successful bidder changes. In the lowest unique bid auction the criteria to be a successful bidder is to have placed the lowest bid amount unmatched by any other bidder at the close of the auction."

NAA member and Chairman of the Florida Auction Commission, Fred Deitrich III, when informed by NAA about this auction format, said "This looks suspicious to me. This would fall under the authority of the Florida Real Estate Commission to investigate, not under the Florida Auction Commission. I am not a lawyer and cannot comment on whether this would constitute fraud."

This format angered NAA member Billy Burke, who has sold many properties via the Internet.

Burke sent an email to Marcus listing his concerns, and she sent a reply back. Those communications are reprinted below.

### LETTER FROM BILLY BURKE TO THE BROKER:

*Dear Maureen:*

*I reviewed your website and it is very hard to even figure out what you are offering.*

*Another Auctioneer sent me a link to your website through a private discussion board and the consensus on our board discussion is this: You are operating an illegal lottery; it's not even close to any definition of the word "auction" or any flavor of an auction; you appear to be a realtor in Florida trying to cash in on the auction bandwagon.*

*I sold my first property on the Internet in 1994 and designed my first Internet auction system in 1996 and have a better understanding of online offerings than most people.*

► continued on page 56

## Three Day Auction Extravaganza

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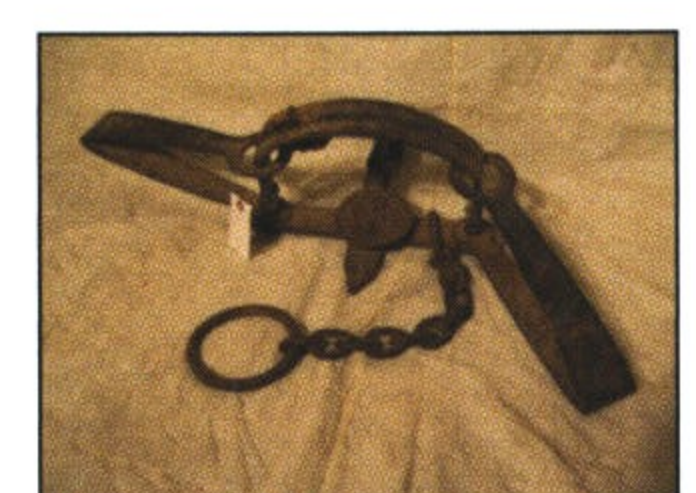
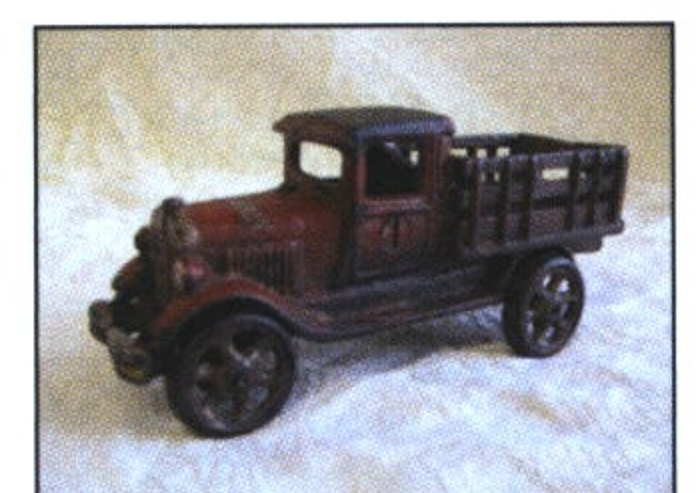
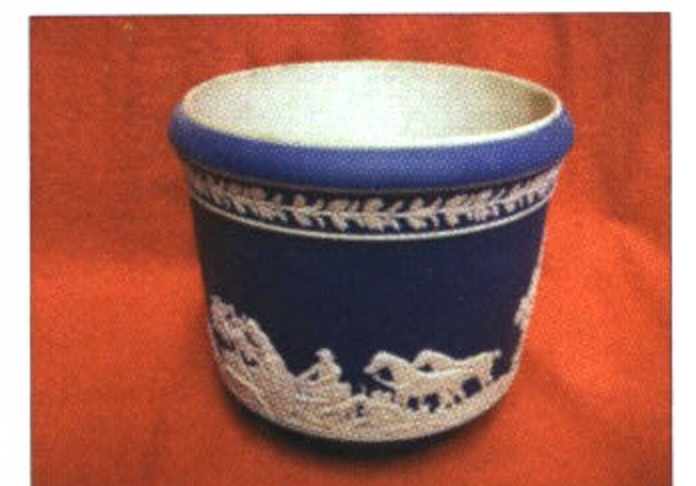


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# Association News

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**DAYTONA BEACH SHORES**  
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## NATIONAL

### USA Today launches new "Auction Mart" section in partnership with NAA

With over \$58.4 billion in real estate sold at auction in 2007, more consumers are browsing the auction ads in newspapers for upcoming real estate auctions.

NAA has partnered with the nation's largest daily newspaper, USA Today, which now features an "Auction Mart" section with ads promoting real estate auctions. A banner above that section has the NAA logo. This section debuts on March 14 (see ad on page 11 of this issue).

With the launch of USA Today's "Auction Mart" section, Auctioneers now have the opportunity to publish their upcoming auctions every Friday in its special auction section.

Members will soon be able to contact the USA Today via its link in the "Members Section" to contact the publication to place ads nationally or

regionally. With approximately 5.9 million daily readers, members will be able to reach an audience of readers who are actively engaged and capable of buying and investing in real estate and other goods and services offered by NAA members. 3.59 million readers of USA Today have a Household Income (HHI) of over \$100,000.

In addition to members receiving tremendous exposure for their upcoming auctions, the USA Today will also brand the NAA and the association's website through the weekly NAA "Auction Mart" banner. A highlight of the "Auction Mart" banner includes the promotion of both [www.auctioneers.com](http://www.auctioneers.com) and NAA's newest site [www.auctionmls.com](http://www.auctionmls.com), the official multiple listing service of the NAA and its members.

Additionally, USA Today will advertise each month in Auctioneer and is now the official sponsor of NAA's Marketing Contest. The publication will host the Marketing Contest winners reception during Conference and Show, as well as a booth on the trade show floor.

## NATIONAL

### New section to spotlight auction employment

Starting in April, a new section called "Career Opportunities" will debut in Auctioneer. The section will be a central location for NAA members to advertise specific job openings within their companies. Most trade associations offer this service since the best source of talent is with fellow members.

This section will allow both display and line ads. The deadline to submit ads is the first day of each month, for the magazine issue of the following month. For example, the deadline is May 1 to be published in the June 1 issue.

Email your ad text to NAA's advertising representative Wendy Dellinger at [wdellinger@auctioneers.org](mailto:wdellinger@auctioneers.org).

In addition to your Career Opportunities ad being in the magazine, it will also be posted for 30 days on the NAA website in a free, public section, so non-association members that are interested in career opportunities within the auction industry can search for available jobs.

For an additional \$10 monthly fee, you can post an anonymous Career Opportunities ad and the NAA will provide an [auctioneers.org](http://auctioneers.org) email address for a prospective candidate to submit their resume through. The email will then be automatically forwarded to the prospective employer.

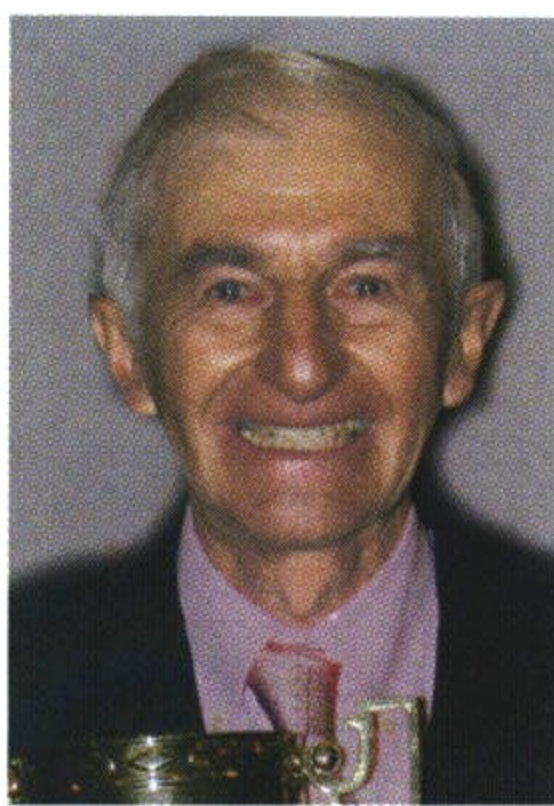
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## MISSOURI

### Don't give up! Pickett wins Missouri title after 18 tries



Eddite Pickett

Auctioneer Eddie Pickett recently won the Missouri Professional Auctioneers Association's bid calling champion contest. He had competed 18 times, or more, he said.

Although he was reserve champion and had placed in the top six many times, the top spot eluded him until this year. He had been asked, Why do you continue? At age 65 he thought he'd quit, but couldn't throw away the entry blank when it arrived in the mail, he said.

Eddie always felt he was personally challenged by the contests and the experience was a confidence builder for other difficult day-to-day auctions. With the added format of an interview in front of the audience, a new challenge was added this year.

Eddie says one of the main enjoyments of the contest is allowing the entrants to meet other Auctioneers under pressure. Missouri's contests have had many venues, from tents in the mud to optimum selling situations. The sound system and conditions at the American Royal were the best, he thinks.

Some of the more unusual items sold during his 49-year career to date include a pool hall, exotic birds and animals and a mortuary. His low to high range of items includes the all-time favorite Tupperware, fruit jars and Avon up to cattle, machinery and land. Antiques continue to be a favorite field.

A recent change occurred when Eddie obtained his real estate broker's license, a new career. His wife, Karen, has been involved in the background by bookkeeping activities of the business. She was also one of the people who said enough is enough of this contest stuff, he said. Eddie thinks all Auctioneers would benefit from entering the bid-calling contest some time in their career. Most

important is that being involved in the MPAA and the NAA and other state associations can provide education and contacts that will help build a successful business, he added.

## AUXILIARY

### Auxiliary leaders meet in Spokane, WA

The Auxiliary to the National Auctioneers Association convened in Spokane, Washington recently for a two-day strategic planning session.

Three years ago this 57-year-old organization met to define and refine its purpose, mission and vision. Since then annual long-range planning sessions have occurred to ensure the Auxiliary is serving its members and the NAA.

Auxiliary President Annette Wells from Post Falls, Idaho invited current board members and members at large to participate in the two-day event. NAA President Tommy Williams and his wife, Trudy also participated in the event.

"To have the NAA President participate at our strategic planning session was a great asset. Tommy's input guided our decisions for the future of the Auxiliary," explained Wells.

Dan Jordan, who was recommended by Gonzaga University's education coordinator, facilitated the session. He opened the session by presenting a very powerful and motivating power point. He asked each participant to think outside of the box and to look at the big picture for the Auxiliary.

"When members gather for such a meeting it takes a strong start to get everyone thinking about the reason why they are gathered and what needs to be accomplished. Mr. Jordan started us off in the right direction. We thoroughly enjoyed him and he was a perfect fit for us," added Wells.

Auxiliary members evaluated key issues affecting the organization at present and in the years ahead. Significant topics discussed were membership, education, communication, fiscal responsibility and the relationship between the Auxiliary and the NAA. Once the core issues were established, courses of action were determined followed by the discussion on how to recognize success of the goals set forth.

Some of the specific outcomes the Auxiliary will be working on in the coming year are increase communication with members through the Auxiliary's website, re-structure the Auxiliary's conference and show schedule, formalize a relationship with the EI Trustees, increase membership and enhance the Auxiliary's professional perception.

"The Auxiliary has set many goals for itself. The board is very determined to work toward these goals and make this organization even better for its members," added Wells. In addition to the strategic planning session the 15-member group enjoyed the beauty and hospitality of Spokane.

The weekend event was hosted by the great City of Spokane, along with Chad Pederson from the Spokane Convention & Visitors Bureau, the Double Tree Hotel, The Historic Davenport Hotel, The Red Lion River Park and the Spokane



Among the leaders at the meeting in Spokane were Auxiliary President Annette Wells, far left, and NAA President Tommy Williams, CAI, third from left.



Convention Center. "They each opened their door for us and truly gave of their selves and showed everyone what the people and the City of Spokane is all about. The beauty of the Northwest, the City of Spokane and its people truly left an impression on everyone that was in attendance," explained Wells.

The Auxiliary was privileged to experience Spokane and felt like they were able to see firsthand the area before the 2012 National Conference and Show. All members of the strategic planning session were impressed with the city's hospitality and accommodations from the hotels, restaurants and the convention center.

"It is one of the most beautiful spots in America and Northern Idaho is must see. We thought it was one of the prettiest places we've ever visited and loved every minute of it. I can't imagine a prettier, more convenient place to go for a convention," explained Ramona King, Auxiliary Secretary-Treasurer.

Members who attended the strategic planning session were Annette Wells, Tommy and Trudy Williams, Barbara Fisher, Sharon Huisman, Vicki Nitz, Lois Daniel, Nancy Manning, Teresa Christy, Susan Hinson, Ramona King, Kim Ward, Jane Aumann and Traci Ayers-Dower.

"Our strategic planning session was a successful event. Now is the time to move forward with those goals," added Wells. For more information about the Auxiliary to the National Auctioneers Association visit their website at [www.naauxiliary.org](http://www.naauxiliary.org)

## NATIONAL

### NAA gets media coverage for auction industry

Real estate auctions continue to be of key interest to the media and general public, judging from the many media calls to NAA recently. California REALTOR and KVTB radio host Ken Powell dedicated an entire weekly segment to real estate auctions with NAA President Tommy Williams as his special guest. The Dow Jones and its publications recently published its detailed story on the growth of the auction industry in 2007, emphasizing the positive year in real estate auctions despite the nation facing a down housing market. The article appeared in the Wall Street Journal and highlighted the 2007 industry



Doug Walton, left, 2007 Ohio Auctioneers Association president, passes the gavel to Barry Baker, CAI, AARE, who is 2008 president.

statistics, the unveiling of the NAA's AuctionMLS.com and the launch of the Auction Network.

After the publication of the Wall Street Journal article, Fox Business ran a live segment with former NAA president Marty Higgenbotham on real estate auctions. CNN also ran statistics on the growth of the auction industry on their network.

As the media discusses the potential of a recession, AntiqueWeek inquired about the impact of a recession on antique and collectable auctions.

Finally, with the start of the legislative sessions around the country, the Pittsburgh Tribune contacted the NAA inquiring about the issue of licensing online auction drop-off businesses. The Pennsylvania Auctioneers Association is currently challenging proposed legislation that exempts these businesses from the state's auction license law. The PAA has introduced legislation amending their state auction license law to incorporate an "Electronic Brokers License" requirement.

## OHIO

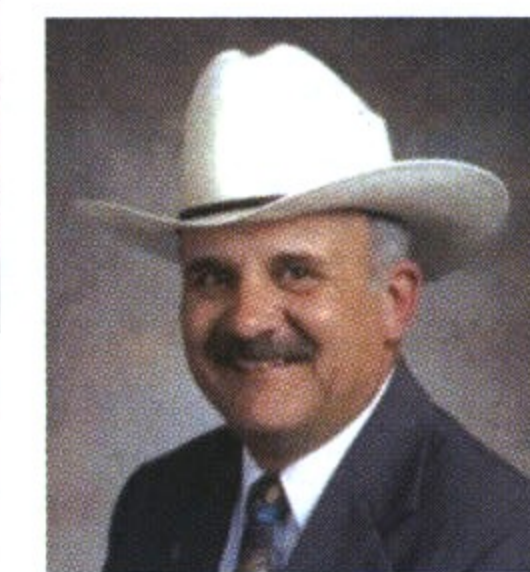
### Ohio Auctioneers Association holds winter convention

The Ohio Auctioneers Association had record attendance at its convention held in January. A Fun Auction raised over \$16,000 (also a record) for the general fund, Auxiliary, and the NAF. Two members were inducted into the Hall of Fame. A new slate of directors were installed. There was top notch continuing education from NAA officers Dennis Kruse, CAI, and Scott Musser, BAS, and from John Niebel of Tuxedo Training.

Held in Dublin, OH, about 300 auctioneers and guests turned out for the event.



Steve Andrews, Hall of Fame inductee



Dannie Hess, Hall of Fame inductee

Inducted into the Hall of Fame were Stephen Andrews of Wooster, OH and Dannie Hess of Sardinia, OH.

The leadership for the OAA for the coming year will include; President, Barry Baker, Xenia, Ohio; President Elect, Chris Davis, Alexandria; Vice President, Maggie Beckmeyer, Cincinnati; Treasurer, Susan Johnson, Guilford, Indiana; At Large Director, Michael Hoffman, Pickerington; Southeast Directors, Pat Sheridan, Athens, and Larry Woods, Hilliard; Northeast Directors, Theresa Blocher, Paris, and Bill Stepp, Ashland; Southwest Directors, Mark Euton, Cincinnati, and Northwest Directors, Ken Bonningson, Clyde and Jade Montrie, Toledo.

Under direction of the new president, Barry Baker, the OAA will follow the theme "A Quest for Excellence." The Ohio Auctioneers Association will celebrate its 66th year as an organization in 2008, and the board of directors will focus their endeavors promoting the association and the auction industry.

## WISCONSIN

### Beland to lead Wisconsin association as president

Johnell "Nellie" Beland, CAI, CES, CAGA of Menomonie, WI, was installed as president of the 400 member WAA at their January conference in Wisconsin Dells. Beland is a graduate of Missouri Auction School and has an associate degree in Supervisory Manager from Northeast Wisconsin Technical College where she was a high honors student.

As lead Auctioneer, she owns and operates

► continued





**TOP LEFT:** 2008 KAA Board of Directors (back row) Eric Blomquist, Andy Conser, Aaron McKee and Dave Webb. (front row) from left, Robert Haley, Jim Hollinger, Bob McBride, Lance Fullerton, Ron Shivers and Dennis Wendt.

**TOP RIGHT:** Trudy and Tommy Williams and LaDonna Schoen.

**BOTTOM LEFT:** 2008 KAA Auxiliary Board of Directors (back row) Cindy Haley, Ann Conser, Viola Beatty, Debra Brock. (front row) Stephanie Fisk, Cathy McBride, Jean Oswalt, Holly Conser, Doris Shivers.

Superior Auction & Appraisal, LLC, especially successful in selling real estate at auction. She has pursued her auction education by attending the Certified Appraisers Guild of America and the Auction Marketing Institute of Dallas, TX. and she received her Certified Auction Institute (CAI) designation in 2006 after completing a three-year program at Indiana University.

Randy Stockwell of Dorchester was named president-elect; Ray Kuehl of Waunakee as vice president, and David Koning of Monroe as Treasurer.

New directors are Shirley Baumann, CES of Madison, and Wayne Yoder of Wautoma. Continuing board members include Timothy A. Slack, CAI of Fennimore as past president and directors Chad Glaze of Merrill, Bryce Hansen, CAI of Prairie Farm, Allen Martin of Franklin and Jerry Thiel of Chilton. WAA Auxiliary officers are President Julie (Randy) Gill of Shullsburg, Vice President Sally (Bob) Hagemann of Burlington, and Secretary-Treasurer Christine (Victor) Voigt of Reedsville.

Seeking continuing education units to fulfill their license renewal requirement and upgrade their professionalism, there were Auctioneers from across Wisconsin as well as Iowa, Illinois, and Minnesota. In addition to workshops on ethics and professional conduct, marketing and public relations; identifying decoys, coins/currency and antique jewelry; contract law; real estate,

Internet and agriculture auctions, novice Auctioneers could attend individual coaching lessons by International Reserve Champion Eli Detweiler, CAI of Ruffin, N. Car.

Gene Schmit of Grafton and David A. Schroud, CAI, GPPA, CES, AARE of Sun Prairie achieved the association's highest honor as they were inducted into the WAA Hall of Fame. Tribute was paid to members who had passed away in 2007: Myrna Miller, widow of the late great Wimpy Miller, of West Salem; Don Teasdale of Shullsburg; and Harvey Woodward II of Wausau.

Randy Filer, CAI of Davis, Ill. won the second annual Ringman's Contest. From a field of outstanding Auctioneers with experience of three years or less, Randy Warne of Livingston won the Novice of the Year in a run-off of a three way tie with Justin Dailey of Livingston and Rudy Hershberger of Red Granite. David Gerlach, ASA of Hartland was selected Oldtimer of the Year. An approved provider of continuing education for license renewal, the Wisconsin Auctioneers Association is recognized as one of the most viable state associations in the nation. A full-time Middleton office is administered by Executive Director Maxine D. O'Brien and her staff.

## KANSAS

### Kansas Auctioneers raise money for St. Jude's Hospital at winter convention

The Kansas Auctioneer's Association, Inc. met in Salina at the Holiday Inn for their annual winter education convention and meeting. The attendees received real estate continuing education, updated Kansas Real Estate rules in addition to learning from Stephen Profit III about laws concerning all types of auctions.

NAA President Tommy Williams, CAI, provided real estate education and material to help the new and veteran auctioneers increase their business. On Friday evening the attendees conducted the "Rookie/St. Jude's auction." They raised \$1,172.50 this year for the children's hospital. They also sponsored Auctioneer Carl Inzerillo in the St. Jude Bikeathon in Memphis. Rick Stricker was selected "Rookie" of the year.

On Saturday the auction had everyone listening to the chants of over 80 Auctioneers. They sold collectibles, toys, jewelry, advertising and their auction services to benefit scholarships, and youth missions.

The awards and accolades were given on Saturday night. Bill Oswalt, Little River was inducted into the Hall of Fame and Allyn Thompson, Solomon was given the Award of Distinction. Robert Mayo, Belton, MO



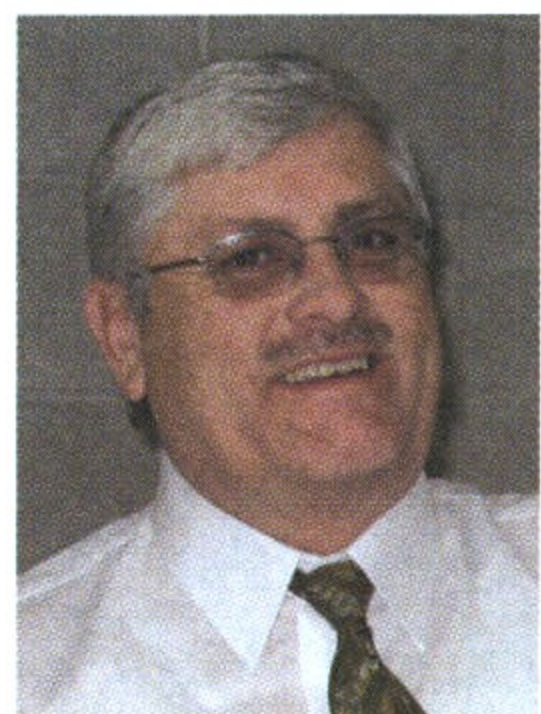
was honored as the Kansas Bid Call Champion for 2007-2008. Scholarships were presented to Carissa Wendt and Tyler Nelson. Banquet entertainment was provided by Alice Thompson, Abilene on Friday and Sara Bland, Brookville on Saturday evening.

The officers serving the Kansas Auctioneers for the upcoming year are: President - Bob McBride, Rock; President Elect - Dave Webb, Stilwell; Vice President - Andy Conser; Secretary/Treasurer - LaDonna Schoen, Newton; Chairman of the Board - Ron Shivers, Abilene; Directors - Eric Blomquist, Assaria; Larry Frederick, S. Coffeyville; Lance Fullerton, ElDorado; Kevin Borger, Hutchinson; Jim Hollinger, Lyons; Aaron McKee, Manhattan; Kevin Ediger, Windom; Robert Haley, Valley Center; and Dennis Wendt, Park.

Serving the Kansas Auctioneers Auxiliary will be: President - Cathy McBride, Rock; Vice President - Ann Conser, Valley Center; Sec/Treas - Jean Oswalt, Little River; Historian - Viola Beatty, Lyndon; Directors - Debra Brock, Wichita; Holly Conser, Valley Falls; Stephanie Fiske, Wichita; Doris Shivers, Abilene; and Cindy Haley, Valley Center.

## IDAHO

### Musick inducted into Idaho Hall of Fame



Rick Musick,  
Hall of Fame inductee

The Idaho Association of Professional Auctioneers (IAPA) held its annual convention on January 18-19th this year at the Red Lion Downtowner in Boise, Idaho. Each year the association recognizes an individual who has been in the business for a substantial period of time and has made a great contribution to the auction industry. The 2008 Hall of Fame Inductee was Rick Musick of Eagle, ID.

Ironically, Rick has served on the IAPA Hall of Fame committee for several years but was unaware that he had been chosen as this year's recipient. He is the youngest Auctioneer to ever be inducted in the Hall of Fame. At the IAPA's formal banquet, close friend Steve Van Gordon from Canby Oregon, surprised Rick by presenting the opening induction speech. Many of Rick's family, friends, and beloved auction employees were also there to congratulate him on this special honor.

Rick founded his auction company in Grangeville, ID in 1977, and continues to act as President and CEO of Musick & Sons Auctioneers & Appraisers Inc. Now located in Eagle, Idaho his auction team specializes in real estate, commercial & industrial equipment, agricultural equipment, business liquidations, restaurant equipment, and government surplus. In May of 2006, he opened his second location in North Central ID.

Known in his industry for being innovative and a forward thinker, Rick is one of the few auctioneers in the nation that can auction in Spanish and English simultaneously. His company is also known for embracing new technological advances in the auction industry and was one of the first in Idaho to adopt online bidding.

Rick has been in the auction business for over 30 years. He has served as IAPA association President, Secretary, and a Board Member. Rick's accomplishments include championship auctioneer titles on both the state & regional levels. In 2001, he was 2nd Runner-Up in the International Champion Auctioneer contest.

Since 2002, Rick has shared his expertise in the appraisal field by teaching the Graduate Personal Property Appraiser GPPA on Farm and Construction Equipment course to auctioneers around the country through the Auction Marketing Institute. His hobbies are attending car races, traveling, and four-wheeling.

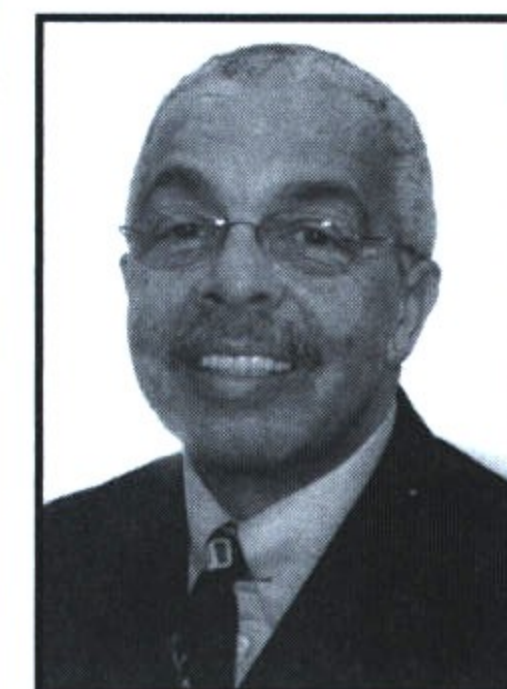
## MONTANA & ARKANSAS

### Montana and Arkansas champions named

The Montana Auctioneers Association recently honored Dan Goss as winner of its bid calling contest. Rich Venzor and Jim Cooper tied for second place. The rookie bid calling contest results were: winner Jaxson Allen, and Scott Perkins was second place.

The Arkansas Auctioneers Association's bid calling contest results were: winner Gaylen McGee, second place to Tom Rhoades, third place to Rusty Johnson. The rookie bid calling contest was won by Chad Bishop. Second place went to Chris Cain. Third place to Tim Knowles. The ringman contest was won by Gary Cooper. Second place was won by Tom Rhodes.

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## *Winner of Barrett-Jackson VIP package enjoyed royal treatment in Scottsdale*

When Charles “Chuck” Dreyer learned that the grand prize being auctioned by past International Auctioneer Champions last summer at NAA’s annual Conference and Show would be a VIP package to attend the 37th Annual Barrett-Jackson Collector Car Event in Scottsdale, AZ., he was not to be denied.

The veteran charity Auctioneer and occasional TV actor blew away all other bidders, secured the prize, and had the unique opportunity to hobnob with celebrities and work with the Barrett-Jackson auction team on the most celebrated collector car auction in the world.

Looking back, Dreyer said although he paid dearly for the opportunity, “It was well worth it.”

“I thought working with this premiere auction team would be a once-in-a-lifetime opportunity, and it was,” he said. “It was the single best learning experience I’ve ever had in the auction business.”

Dreyer said his winning bid during NAA’s Conference and Show in San Diego, CA last July also reflected his support of the NAA and its programs.

“I’m always happy to support the NAA,” he said. “And besides that, it was right around my birthday and I figured I’d give myself a birthday present.”

It was indeed quite a birthday celebration.

“The VIP package I bid for at the NAA convention allowed total access everywhere, and the hospitality afforded to me and my brother, Bob, was just incredible,” Dreyer said. “I didn’t work the auction block, but I spent a lot of time up there with (lead Auctioneer) Spanky Assiter, who just could not have been nicer. On the final day, I worked the floor. That was a huge pressure cooker. You’ve got 10,000 people out there in front of the auction block, and people are bidding hundreds of thousands of dollars. But the Barrett-Jackson floor team is the best in the business and

they were just remarkable to work with.”

Dreyer described event as “the Holy Grail” of the auction industry. “It’s like playing the final two minutes of the Super Bowl,” he said.

This year’s event in fact attracted more than 288,000 guests, and bidders paid more than \$88 million for 1,163 collector cars.

Tonight Show host (and classic car collector) Jay Leno provided one of the highlights, when he drove a Corvette ZR1 prototype onto the stage. The car later was auctioned off for more than \$1 million to a Chevrolet dealer and car collector.

“Jay raved about the car,” Dreyer said. “This will be the sports car of all sports cars when it’s released later this year, a true American revolution.”

Other exotic cars, Shelbys and MOPARS, Rolls



Top Left: From left, Shane Ratliff, Chuck Dreyer and Spanky Assiter on the podium during the auction.

Top Right: Cameras were on Chuck Dreyer and everyone close to the action on the podium during the Barrett Jackson auction.

Bottom Right: Chuck Dreyer is interviewed by the speed channel.

Bottom Left: Chuck Dreyer catches a bid while working the floor.

Royces and Mustangs, Cadillacs and Mercedes also were sold, as were vehicles that won fame in movies and TV and on the NASCAR circuit.

Tony Stewart's 2007 winning NASCAR Monte Carlo racecar, for example, sold for \$300,000. John Schneider, who starred as Bo in the Dukes of Hazard, appeared at the auction and his Dodge Charger, the "General Lee," sold for \$450,000. The Monkeemobile from the popular 1960s TV show starring the Monkees, sold for \$360,000, and a recreation of the original Batmobile fetched \$185,000.

Then there was the truly exotic, Dreyer said.

"They even had Robosaurus on the block," Dreyer said. "It's a dinosaur that's like five stories high that some maniac built, that picks up cars in its claws and eats them."

Dreyer said that in addition to the collector cars on the auction block, an additional 450 vendors were on hand.

"They were selling everything from planes to helicopters to exotic boats and everything in between."

To have Dreyer – who has staged many star-studded benefit auctions in his own right – applaud the Barrett-Jackson event is high praise indeed.

Dreyer, who has earned both CAI and AARE accreditations, now focuses exclusively on benefit auctions, mostly in the Southern California region. He has staged more than 1000 such events, featuring celebrities too numerous to mention.

"I don't mean to brag, but I own the south L.A. market," he said. "I do an average of 100 events a year. I have 92 booked for this year and will go over 100."

As a longtime actor and member of the Screen Actor's Guild, Dreyer is a perfect fit for celebrity-related auctions in that market.

"I started as an actor in the early 60s and did that full time for four or five years," he recalled. "I thought I would make a career out of it but ended up getting sidetracked into the California home building industry. I provided sales and marketing services for some of the biggest homebuilders in California. That's how I wound up in the auction business – working in home building I saw the need for real estate auctions and a partner and I started our own business in 1985. I got out of that 11 years ago to focus on benefit auctions."

His acting career also continues.

"I've done a lot of TV, Days of our Lives and shows like that, usually portraying school principals or military officers, kind of mature official roles," he said. "That experience has given me tremendous contacts in the entertainment industry."

Guests at Dreyer-staged benefit auctions may even see some new wrinkles this year.

"I did learn some techniques from the Barrett-Jackson team that I would like to incorporate into my events," he said. "It was just a great opportunity to work with the best and it couldn't have worked out better."

Freelancer business writer Phil LaCerte lives in Shawnee, KS.



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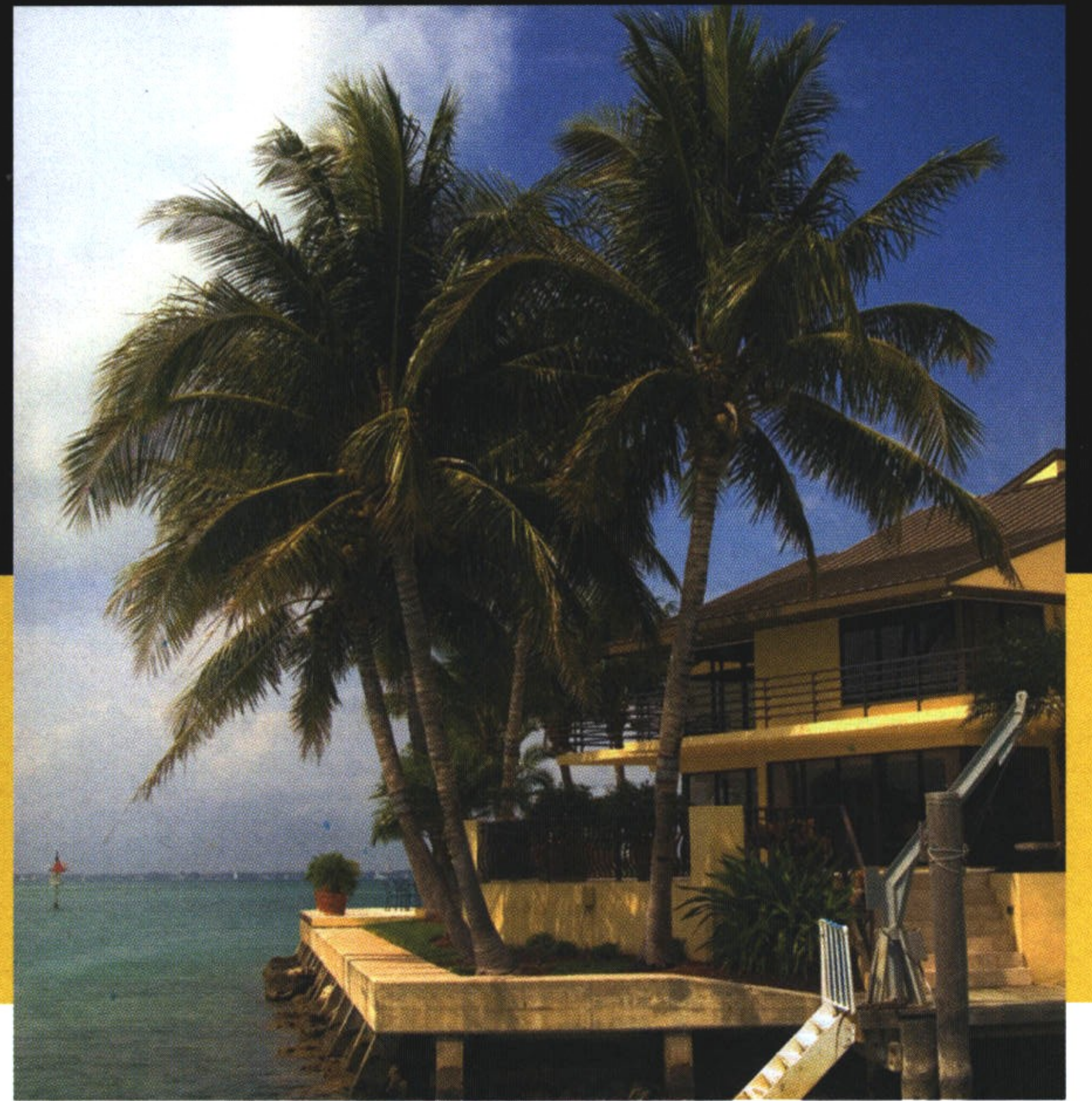




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# A taste of the big show

## NAA's junior bid-calling champion and runners-up visit Ritchie Bros. to work a big equipment auction

Karl Werner had a great idea. The vice president of auction operations for Ritchie Bros. thought about the champion and runners-up of the 2007 NAA International Junior Auctioneer Championship held last summer in San Diego, CA. Why not introduce those young world-class Auctioneers to a world-class auction company like Ritchie Bros., he thought.

So he decided to invite Trev Moravec (Champion), Jonathan Kraft (first runner up) and Dustin Rogers (second runner up) to a Ritchie Bros.' major auction in Atlanta, GA. The young men competed in the first-ever contest created by NAA to encourage young people in the auction industry.

Ritchie Bros., the world's largest industrial equipment auction company, is a 50-year-old, publicly-held firm with operations in more than 110 locations and 25 countries.

Werner said, "After discussing the competition with one of our Auctioneers, John Korrey, who was a judge at the NAA contest, I thought to myself, 'How great would it be if we offered these young men a trip to one of our auctions to catch bids, meet our local staff and have a tour of one of our facilities?'"

He bounced the idea off President Rob Mackay and Sr. V.P. Rob Whitsit. They agreed. Invite the IJAC Auctioneers to one of Ritchie Bros.' unreserved public auctions.

"Not only would it be a great reward and recognition of the young men's recent accomplishment, but it would be an important message to get out to the rest of the world showing what great career paths are available in our industry," he said.

Whitsit, who is an NAA director appointed by NAA President Tommy Williams, CAI, commented, "I thought it was a great idea for these young Auctioneers. And we're always looking for young new talent. We have more than 940 employees worldwide."

Ritchie Bros. Auctions sold approximately \$3.18 billion of industrial equipment last year. "We base an awful lot on the continuing success of the Auction industry," Whitsit said.

So last fall, Ritchie Bros. invited Moravec, Kraft and Rogers to a Nov. 14 Auction in Atlanta, GA.

Werner knew the Atlanta site was a good one. "The timing of it and the location for all three of the champions made sense," he said.

Moravec remembers the invitation. "I was pretty thrilled," he said. The David City, NE native used to drive by the Ritchie Bros. offices in Lincoln, NE. "I went to one of their sales before, but it wasn't as big, so I was very curious to see what it would be like."



At the Ritchie Bros. auction was, from left, Rob Whitsit, Jonathan Kraft, Dustin Rogers, Trev Moravec; Rob Mackay, Ritchie Bros. Auctioneers President; and Darrin Hogeboom, Ritchie Bros. Auctioneers Regional Manager.

Moravec learned auctioneering at his family's business, Moravec Auction Co., LLC.

The junior champs flew in to Atlanta the night before the sale and enjoyed Ritchie Bros. hospitality. When they arrived on site the next morning, the real excitement began.

"I was overwhelmed by their set up," Moravec said. "It was the biggest auction I ever attended and they were organized to the pin that day."

The young Auctioneers had a chance to view all aspects of the operation. "I was trying to catch every part of the sale," he said. "I went up to the Auctioneer's block. I went up to see how the clerks were doing. I went out in the crowds. I was trying to meet everyone and remember their names," he recalled. "It was a great experience, and I was hoping that I could join the team."

Kraft also went to Atlanta that day. Kraft balances licensed Auctioneering with his studies at Purdue University in West Lafayette, IN.

His experience at Ritchie Bros. helped him shape up his plans for the future.

"I learned a lot about their company and how they work. I was impressed by how ethical and up front they are. It's great to find that in such a large company."

Although Kraft has large collector car auctions in his background, the Atlanta sale impressed him.

"They did a huge amount of business in a short amount of time. We started at 8 and got done at 5," he said.

He hopes to join Ritchie Bros. in the future. Right now he works 80 to 90 Auctions a year. "The hassle of estate sales can wear on you, especially being



a full time college student. It would be nicer to fly in, sell, walk home with your paycheck, and be happy.

At the Atlanta Auction, the future MBA candidate enjoyed talking to buyers from England, Ireland and Saudi Arabia, and felt at ease with them from his previous collector car auctions.

"I understand where they're coming from financially," he said. "For instance, shipping on a major piece of equipment back to the UK is going to cost \$10,000. They have to figure that in to their bidding."

Dustin Rogers of Mount Airy, NC won second runner-up at the IJAC. He holds Auctioneering licenses in seven states: North Carolina, South Carolina, Virginia, West Virginia, Kentucky, Tennessee and Georgia.

"The Atlanta sale was pretty incredible," he said. "Here we were, at the largest industrial auction company in the world, and everybody was friendly, from the cashiers and clerking staff greeting you at the door to the Auctioneers and the officers of the company. Everywhere we went that day, they introduced us as the guys from the IJAC. They were treating us like celebrities, and we felt like it was the other way around."

Three sales rings ran throughout the day with the main sale of heavy equipment in the arena.

Rogers, Kraft and Moravec worked the ring. Georgia state law requires Auctioneer licensing so the champs weren't allowed to sell.

Rogers enjoyed connecting the Auctioneer with the buyer.

"Here you have a \$200,000 piece of equipment, and just like in any auction, you can see the look on someone's face in the crowd. He's gonna bid. We just gotta get the money right."

"A buyer came up to me after we got done and said, 'This guy right here's good. He helped me get some equipment bought today.'

Rogers said "I felt good. I wasn't just standing there. I helped make the connection. I'm a people person, so when we weren't in the ring, I got out and tried to talk to as many people as I could. I think you almost have to have that trait in the auction business."

He added that "Everybody at Ritchie Bros. was willing to talk. Any questions we had, they were ready to talk about them."

Currently working on his real estate license and organizing some farm equipment Auctions, Rogers also hopes the path to benefit auctions will open up for him. He's a third generation Auctioneer in Rogers Realty & Auction Co., Inc.

The Atlanta auction inspired him. He said, "That day showed me how big the industrial equipment auction business is. They're creating huge assets daily. It opened my eyes to a new part of the auction industry that I hadn't been around much before."

Hosting the junior champs at the Atlanta Auction proved a great success for all concerned.

Werner said, "This was a first for us, but we hope to make it an annual event. It gave as much excitement for our staff as it did for those great young men. It felt really good that we could recognize their accomplishments and share them with our employees and customers."

How does he see the future of young Auctioneers coming up in the business?

"The Auction industry has transformed itself over the past decade. Selling by auction is getting more and more common as the best way to dispose of surplus assets whether it is your model train or a fleet of motor scrapers after the completion of a large project. You can certainly see that the future is very bright for any young people wanting to pick a career in our industry. We just feel great that we can help them along the path."

Whitsit added a word of advice for young Auctioneers. "You have to be really dedicated to it," he said. "Be the best you can be."

Champion Moravec proves his point. After the Atlanta sale, Ritchie Bros. invited him to Auctioneer at a live sale in Denver. Werner said, "Trev sold a few lots on the ramp and demonstrated why he was voted champion."

"I will never forget the day I phoned Trev and offered him a position with our company. He said to me, 'This is the best Christmas gift ever!'

Werner concluded, "It is so great to see that level of enthusiasm. To mix that into our current group of world-class Auctioneers will do nothing but make us all better."

Trev Moravec is based in the Lincoln, NB office. He recently returned from Cancun, Mexico from his first major business trip with the company.



Trev Moravec catches a bid at the auction.

(Editor's Note: The 2008 IJAC contest will be held July 9 at the 59th Annual International Conference and Show in Nashville, TN. The contest is open for youth 12 to 18. The winner will receive \$1,000, a trophy and complimentary registration in to the adult division of the IAC once the winner meets the minimum age requirement for IAC. Entry forms are available at [www.auctioneers.org/conference2008](http://www.auctioneers.org/conference2008). Contest deadline is May 30.)

*Freelance writer and Auctioneer Sherry Blakely of Beloit, WI is a former contestant in the IAC.*



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# How apparel reinforces companies' brand image

It takes over 1.6 million yards of brown cloth and 175,000 miles of brown thread to outfit UPS's 84,000 drivers worldwide. With that, you could circle the equator seven times. That's a lot of thread...and a lot of brand mileage.

The UPS uniform exemplifies the power that apparel has to reinforce a brand image. But it's more than the "brown" that makes a statement. It's the casual, comfortable simplicity of the garments that show the delivery company to be no-nonsense and reliable -- and additionally speak to the concept of "shipping simplified," which the company touts.

You too can reinforce your brand via apparel. Here's how:

Let fabric play a role. Denim workshirts make sense for a rugged construction company; a fine-gauge cotton sweater better fits the image of a bank. T-shirts, of course, reflect a youth-oriented, active organization.

Step-and-repeat patterns on accessories. This creates visual interest and long-term recall by drawing attention and reinforcing memory. Ties and scarves are particularly good options for this treatment.

Select decorating techniques carefully. Embroidery makes a more upscale brand statement than a screen print. Specialty processes are a factor as well; a stain-removal brand, for example, would do well to use an imprinting method on

which images disappear and reappear under certain temperature or lighting conditions. Glitter inks would be suitable for a brand that exudes glamour.

Build recognition through consistency. Try a series campaign: distribute a t-shirt one week, then a cap and, finally, a coordinating scarf. The more types of garments that your logo appears on, the more exposure it will receive. This is a great technique preceding a fundraising event like a walkathon or a large gathering such as a convention/trade show.

If you want to get busy "dressing" your brand for apparel success, just contact Phil at NAA merchandise at (866) 305-7622. He will be happy to assist you in finding the styles, fabrics and imprinting treatments to best represent your brand.



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# Success Stories

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

## FINE ART AUCTION

### Pottery and fine art auction had 48% of lots sold online

**BOCA RATON, FL** – J. K. Galleries of Boca Raton, FL held its largest sale ever December 30 and January 1 with 850 lots of art pottery and fine art.

Art pottery dealers and collectors from around the world put off New Year's celebrations long enough to take part in the two day sale hosted by J.K. Galleries of Boca Raton. Auction owner Jay Kielstock said he had 300 bidders registered in house and 900 registered to bid by phone, absentee and live online through LiveAuctioneers.com for the 850 lot inventory. Since relocating to Boca Raton in late 2006 J. K. Galleries has established itself as the premier art pottery venue in the South and this sale helped cement that reputation.

Nearly half the lots, 48 percent, sold online including the opening lot of the sale, a Moorcroft silver overlay tea set which also turned out to be the top lot of the sale. Each piece of the three piece set was signed "W. Moorcroft" and had incised script reading "W. Moorcroft ship to San Francisco" followed by the black registration number 452777. The set had a sage green ground with pewter colored highlights featuring a cartouche of swirling leaf circled by heavy sterling overlay with handles, spouts and finals all encased in sterling. The set was competed heavily on the phone, in the room and online beginning with an opening bid of \$1,200. It closed after the top bid of \$14,400 including buyer's premium from an online bidder in England, well above the presale estimate of \$3,000/5,000.



This elegant silver overlaid tea set was top lot of the sale at \$14,400

The next three lots fell right into line and pretty well set the tone for the remainder of the sale. A superb Roseville Tourist jardiniere in mint condition featuring a scene of a man in an open touring car passing a sign reading "Garage 10 miles" sold for \$3,450. It was followed by a Newcomb College vase, 5 by 6in, impressed with the initials of the artist, Sadie Irvin. The vase showed a swamp scene in various shades of blue with soft green at the sky and an ivory moon behind Spanish moss. It closed over estimate at \$4,025 followed by another Sadie Irvin Newcomb College vase at \$3,795, also over estimate.

Two of the non-pottery lots achieved impressive results from an overseas audience ready to buy. A Louis XV small table/commode, 16 by 12in by 27½in tall, was signed "Galet" on the drawer apron.

The mid 18th century green painted finish with winged cherubs on all surfaces accented by brass gallery and dore bronze corner mountings was essentially 100 percent intact. It sold on the phone to member of the Chanel family for \$11,500 and will make the trip back to Europe. A sterling tea set will also cross the Atlantic headed to England. The seven piece tea and coffee set was made in 1935 in the Champlain pattern by Ellmore Silver Co of Meridian, CT and contained approximately 360 ounces. It closed at \$10,925.

Another non-pottery lot that did well but will stay in the United States was a pastel figure study by painter and sculptor Francisco Zuniga (Mexican 1912-1998) dated 1974 from the estate of Leon Klinger, a noted Chicago area auto dealer. It sold online to a Las Vegas bidder for \$8,400.



But this was, after all, a pottery sale and pottery was strong. Roseville Futura maintained its charm with lots like a green balloon vase, shape number 408, making \$1,093, an ostrich egg vase, shape number 400 in mottled pale green and tan, selling for \$863 and a seldom seen 8 in tall beehive vase, shape number 406 with blue and green raised leaves closing at \$2,070. Other good Roseville included a tan Artcraft 12in jardiniere and pedestal base with green accents, \$2,160, nearly double the estimate and a 10in sunflower vase online for \$1,440.

A 9in Rookwood scenic vellum vase by Ed Diers, 1921, sold online for \$2,400 and a 7 ½ in landscape vase by Diers, 1912, brought \$1,840. A 7in vellum daffodil vase by Shiraymadani, 1944, brought \$1,380. A large Weller Louwelsa dog vase signed L. Blake featuring a St Bernard brought \$1,380 and a seldom seen Coppertone piece by Weller with black ink mark, 7in tall with a full bodied fish handle grip, sold for the same price.

For more information about this sale or upcoming sales call Jay Kielstock, J. K. Galleries, at (954) 421-2800, email at [jkgalleries@bellsouth.net](mailto:jkgalleries@bellsouth.net) or visit the website at [www.jkgalleries.com](http://www.jkgalleries.com). J.K. Galleries is located at 8221 W. Glades Road, Suite # 13, Boca Raton, FL 33434.

## COLLECTIBLES

### Collectibles auction included seven auction firms, three rings

On November 3, 2007 the largest gathering of people in Chambers County, AL (estimated at 1,500) congregated at the estate of David "Chip" Kirkland for the "sale of a lifetime." Forty years of collectibles was sold by The Johnny Vetra Auction Company in conjunction with Heritage Realty & Auction Company in one day. Auctioneers representing seven auction companies were hired to help with the sale.

"This was the largest cooperative effort that I have ever known," said Kim Battles of Heritage Realty & Auction.

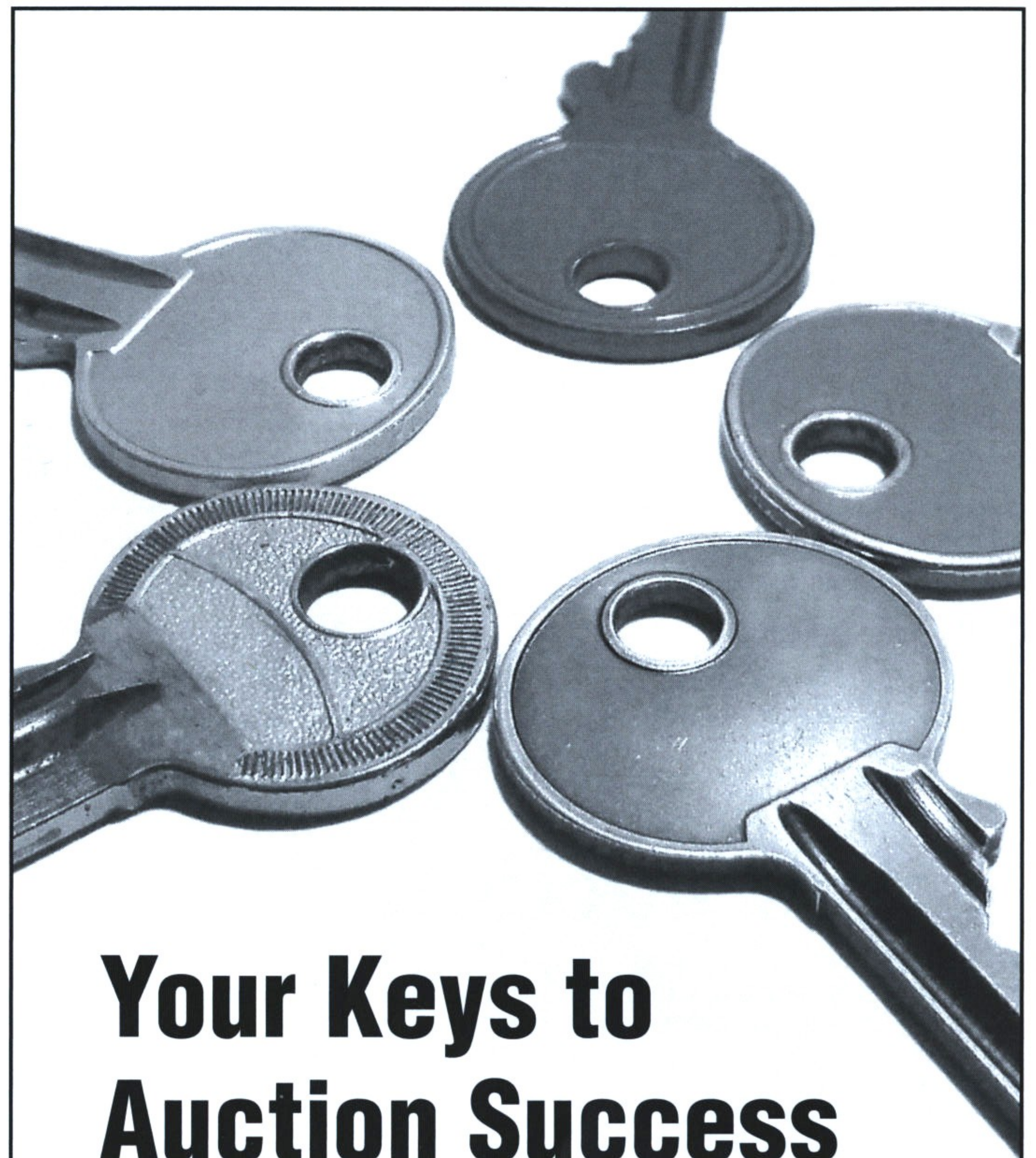
Johnny Vetra Auction Company, from Talladega, AL was contacted by Mr. Kirkland around the last of September to sell his estate which included 75 acres located out in the country consisting of a 5,000 sq. ft. house, 2 smaller houses and a 30 X 40 barn which housed Kirkland's 40 year pottery collection (about 600 pieces.)

In addition to Kirkland's top quality pottery collection were approximately 300 lots of some of the best Coca-Cola items ever sold in Alabama, a 26 inch Coca-Cola bike, in excellent condition, which was originally sold by Sears & Roebuck brought \$225.

An old school zone policeman sign sold for \$2000. A porcelain coke sign fetched \$1100. A signed "WTB Gordy" flower pot brought \$1500.00. A salt glazed jug embossed with dogs sold for \$1500.

Among the 3300 lots sold were two Ella Smith Indestructible Baby Dolls, made in Roanoke, AL for \$3600. Approximately 150 old porcelain and metal advertising signs from railroad, gasoline, store fronts and tobacco signs. Also Antique clocks, among which, was a rare Mayo's Smoking & Chewing Tobacco Baird Clock that sold for 1800. An Southern Calendar clock went for \$1850. A collection of pedal cars, Radio Flyer wagons, cast iron and tin toys also were sold. The Fire Chief pedal car, in fair condition, brought \$475.

► continued



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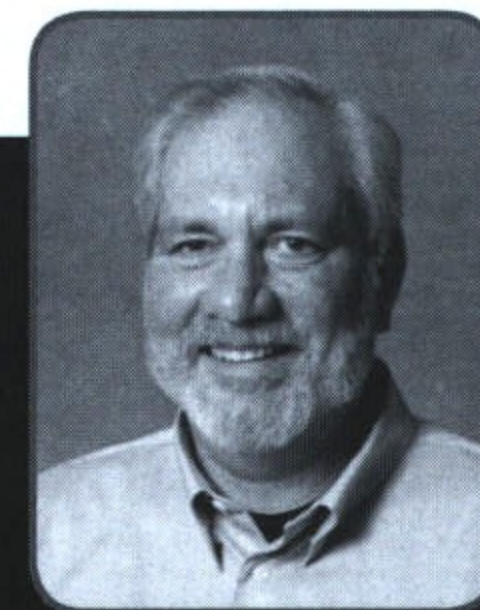
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## success stories

"This was a 3 day sale," Auctioneer Johnny Vetra said, "but I had to do it in one day because of the location. There were no accommodations for out of town buyers, so with Auctioneers from seven auction companies working in three simultaneous rings it took about 12 hours of selling time.

Other Auctioneers working with Johnny Vetra Auction Company & Heritage Realty were Gene Motes Auctioneers, Payton & Associates, Gray Auction & Appraisal, Argo Auction & Jamie Presley Auctioneers.

Johnny Vetra is President Elect of the Alabama Auctioneers Association and a member of the National Auctioneers Association. Vetra is an instructor at Jacksonville State University, in Jacksonville, Alabama and was appointed by Governor Bob Riley in 2007 to the Alabama State Board of Auctioneers.

Johnny Vetra Auction Company is located in Talladega, Al. 504 North St. East and he can be contacted through his website: [www.jvetraauction.com](http://www.jvetraauction.com) or e-mail at [vetraj@bellsouth.net](mailto:vetraj@bellsouth.net)

### **ONLINE**

## **Online home auction site has record sales despite real estate decline**

**RAINBOW CITY, AL** —RealtyBid.com, a leader in online home auctions, has announced that 2007 was a record-breaking year for the company. The online home auction website specializes in "selling properties quickly" while offering great deals to home buyers, according to CEO/President Tony Isbell. Some of RealtyBid.com's record-breaking 2007 statistics include:

- \* The number of properties offered for auction on RealtyBid.com in 2007 increased by more than 165 percent over 2006 (which was also a record-breaking year for the company). RealtyBid.com's 2007 inventory of properties offered for auction represented \$542 million in asset value.
- \* In 2007, RealtyBid.com's property sales increased by more than 157 percent over 2006.
- \* During seven different months in 2007, RealtyBid.com's monthly inventory of properties "up for auction" topped more than 1,000; two of those months featured property offerings of more than 2,000. RealtyBid.com's November 2007 inventory of 2,602 was an increase of more than 214 percent over November 2006.

RealtyBid.com sells post-foreclosure properties for financial institutions, new homes for builders/developers, and traditional market homes for real estate agents and their sellers. Isbell recently told the real estate industry publication, Lore Magazine, "There's always opportunity in the market for someone who wants to sell a home now. When you need to sell a house fast, we provide that opportunity."

Isbell emphasized the positive role RealtyBid.com has played in the re-building process in the wake of the nation's foreclosure crisis. "RealtyBid.com offers a partial solution for communities left with foreclosure homes—homes that can often become unkempt and drag down community home values," Isbell said. "RealtyBid.com offers thousands of REO (bank-owned, post-foreclosure) properties every month, not only enabling home buyers and investors to purchase properties at desirable prices but also bringing those properties back to productive and private ownership."

Founded in 2001, RealtyBid.com specializes in the expedited sale of real estate through its innovative online auction platform. The company has become one of the most vocal advocates for the use of Internet technology as a means of bringing real estate buyers and sellers together. RealtyBid.com's team has sold more than 12,000 properties online.



# Spread the word!

Help your community and promote the industry by observing National Auctioneers Day on April 19

April 19, 2008 has been set aside by NAA as National Auctioneers Day to draw attention to the auction industry and provide a focused opportunity for Auctioneers to help their communities.

All NAA members are encouraged to participate in a benefit auction to raise money for a community program. Additionally, members are also encouraged to do the following: write a letter to their local newspaper; and write a letter to their state representative or state senator encouraging the state to adopt a proclamation designating April 19 as National Auctioneers Day. Sample letters are included at the end of this story.

You can obtain publicity for your company and the auction industry by showing that you've helped your community with a benefit auction or donation, rather than solely by asking the media for coverage.

There are many ways to make this special day work for you and your business.

Don't let this opportunity pass you by. It only comes once a year, and it's only as effective as you make it.

A special action is to have your mayor, governor or other state or city representative give the day their stamp of approval. If you want to be present during the signing, note that in your letter. If you attend the signing, don't forget to get a photo and send the photo and copy of the signed proclamation to your local newspaper, and to your state Auctioneers association. You can find the names/addresses of your federal and state elected officials by going to the Government Relations section located within the "members only" area of the NAA website at [www.auctioneers.org](http://www.auctioneers.org)

## ADDITIONAL IDEAS

\* Develop a Tip Sheet. Use this day as a launch date for a new communications device for your business. Develop a bi-monthly or quarterly "tip sheet" that you can send out to local media and/or your clients to give them the "insider's tips" on upcoming sales, bidding strategies, special events and company news (i.e., anniversary celebrations, new employees on staff, launch of a new web site, speaking engagements). Print it on company letterhead (or create a simple, new design) and be sure to list your name and business/cell phone so you can be contacted easily.

\* Send or email a "Thank You" to clients. This is a time to promote your business, but turn the tables a bit and give your customers the credit. Send or email them a note to say "Thank You" for their business and let them know just how much you appreciate them. Let them know that you are celebrating National Auctioneers Day and your success couldn't have been possible without them. A small note of thanks can go a long way in maintaining a good working relationship with customers.

## SUCCESSFUL PROMOTIONS

\* Post It On Your Web Site: This is probably the simplest yet most effective way to spread the news about this special day. The posting can be as simple as "Join in the celebration of National Auctioneers

Day on Saturday, April 19 by attending an auction!"

\* Send Out a News Release: Let the media know this day is approaching by sending them a news release. Use the news release form on the NAA website or create your own. Don't forget to send it to radio and television stations as well as media – it might trigger a story idea for them and that could mean exposure for you and your company. You can access an online list of media in your area by logging into the "members only" section of [www.auctioneers.org](http://www.auctioneers.org) and selecting "public relations center" from the left column and click on "contact the media" link.

## READY RESOURCES

\* The NAA website, [www.auctioneers.org](http://www.auctioneers.org), has tips on dealing with the media, sample press releases and more. Just click on "Public Relations" or "Member Media Center." As noted above, you can access contact information for the media, government officials and more.

\* Media Relations Guidebook. This reference book can help members work more effectively with the media to communicate the activities, the accomplishments, the mission, the roles and the responsibilities of an NAA Auctioneer. It includes tools for contacting the media, interviewing techniques and suggested story ideas. If you do not have a copy, request one by email through [publicrelations@auctioneers.org](mailto:publicrelations@auctioneers.org).



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◀ continued from page 38

*My bet is that 90 days is the most you will go without getting shut down by a regulatory agency.*

*Spamming right out of the gate was a very bad idea as I got a spam from a You-Tube auction related video prior to the active rain spam. The auction business is not easy and Florida is a place we don't even want to work until people start to get a grip on reality with prices and values.*

*Your system depends on people being stupid and paying \$100 every time they bid regardless of the results.*

*My mother in law had a saying: "Stupid people think everyone else is stupid."*

*Auctioneer Billy Burke  
Pocomoke City, MD*

### REPLY FROM THE FLORIDA BROKER:

*Dear Billy,*

*First of all, I did not spam you. As one industry professional to another, I am trying to find a solution to the current market conditions. I emailed you through Active Rain software with pertinent information on new market trends to gain industry support on an auction format that not only is working, but will relieve many homeowners from the burdens of despair.*

*I have only contacted a few people that I thought might be interested in supporting this project.*

*Second, we are holding a genuine auction in which we take bids on a property for sale. The successful bid amount is the sale price. The only difference between me and you, Billy, is that you are "live" and I am "online"...your successful bidder needs to be the "high bidder" at the auction close and my bidder needs to be the "lowest unique bidder".*

*Third, I get the property paid for by using a service charge to enter the auction...you need the bidders highest bid to do the same.*

*What makes me so different from you? Currently, Realtors holding online auctions are asking for a "bid package fee" upfront so the bidders can get more information on the home for sale, or the Realtors require that the potential bidder pay for the inspection reports if they want to see them online before they bid in the auction. Yet, they are still requiring the highest bid even though they are making money on those fees. On top of that, the auction sale price is subject to seller's approval or a reserve.*

*Sometimes a home is over leveraged and other formats of auction have to be considered. I am young, I do not know much, but what I do know is that many different types of auction formats have been around for longer than I have been in existence.*

*The lowest unique bid auction is a legal genuine auction; the lowest unique bid amount is the sale price for the home. These monies are transferred into escrow and used to purchase and close on the home. In this competitive bidding forum the only thing that changes is the criteria to be a successful bidder.*

*You are right Billy, "the auction business is not easy and Florida is a place we don't even want to work until people start to get a grip on reality with prices and values" hence the reason to shift on this reality.*

*The average buyer can't buy, the seller can't sell. We can accept this challenge and find a way in the history of our industry to bring forth every tool and practice that is available to us in our trade to quell the concerns and meet the needs of the people or we can continue to do the same as we have been doing.*

*I have been contacted by multiple home builders that have offered their inventory for phase two in this auction. They need a way to move inventory and put cash back into their pocket so in turn they can re develop and build our community. This in some form is an answer.*

*I hope you take a closer look, I am not spamming, Billy. I am putting forth a good project in a time of need. All monies received from the auctions have already been allocated for acquisition of builder inventory and dissolving the debt of struggling homeowners.*

*I represent a good cause; I know you will agree once you take the time to investigate. I apologize if I have offended you in any way. However I am passionate, hard working and I will prevail.*

*Maureen E. Marcus  
Sarasota, FL*



Your Name  
Your State Auctioneers Association  
Address  
City, State, ZIP

Date

Honorable XXXX  
Address  
City, State, ZIP

Dear Representative or Senator XXXX:

I respectfully request that you take steps to declare Saturday, April 19, 2008, as National Auctioneers Day in our state.

The auction industry is a vital and growing part of the nation's economy. The National Auctioneers Association recently reported that for the fifth consecutive year that the gross revenue of goods and services sold at auction has increased. In 2007, the live auction industry grew 5.3% to \$270.7 billion. Rapid growth has been witnessed in numerous sectors of the industry, particularly in real estate and charity auctions.

I would like to make the citizens of our state aware of this by declaring April 19, 2008 as National Auctioneers Day. The National Auctioneers Association (NAA) urges Auctioneers throughout the country to celebrate this day by helping their communities on or near that day by participating in benefit auctions to raise charitable donations for a variety of causes. Thank you for your time and consideration.

Sincerely,

Your Name  
Your Title

## Proclamation request to your state representative or senator

Your Name  
Your State Auctioneers Association  
Address  
City, State, ZIP

Date

Editor's Name  
Publication  
Address  
City, State, ZIP

Dear (Editor's Name):

The auction industry is a vital and growing part of the nation's economy. The National Auctioneers Association recently reported that for the fifth consecutive year that the gross revenue of goods and services sold at auction has increased. In 2007, the live auction industry grew 5.3% to \$270.7 billion. Rapid growth has been witnessed in numerous sectors of the industry, particularly in real estate and charity auctions.

The (State Association) would like to make you and your readers aware that Saturday, April 19, 2008 is designated as National Auctioneers Day by the National Auctioneers Association (NAA). Auctioneers throughout the country celebrate this day by helping their communities on or near that day by participating in benefit auctions to raise charitable donations for a variety of causes.

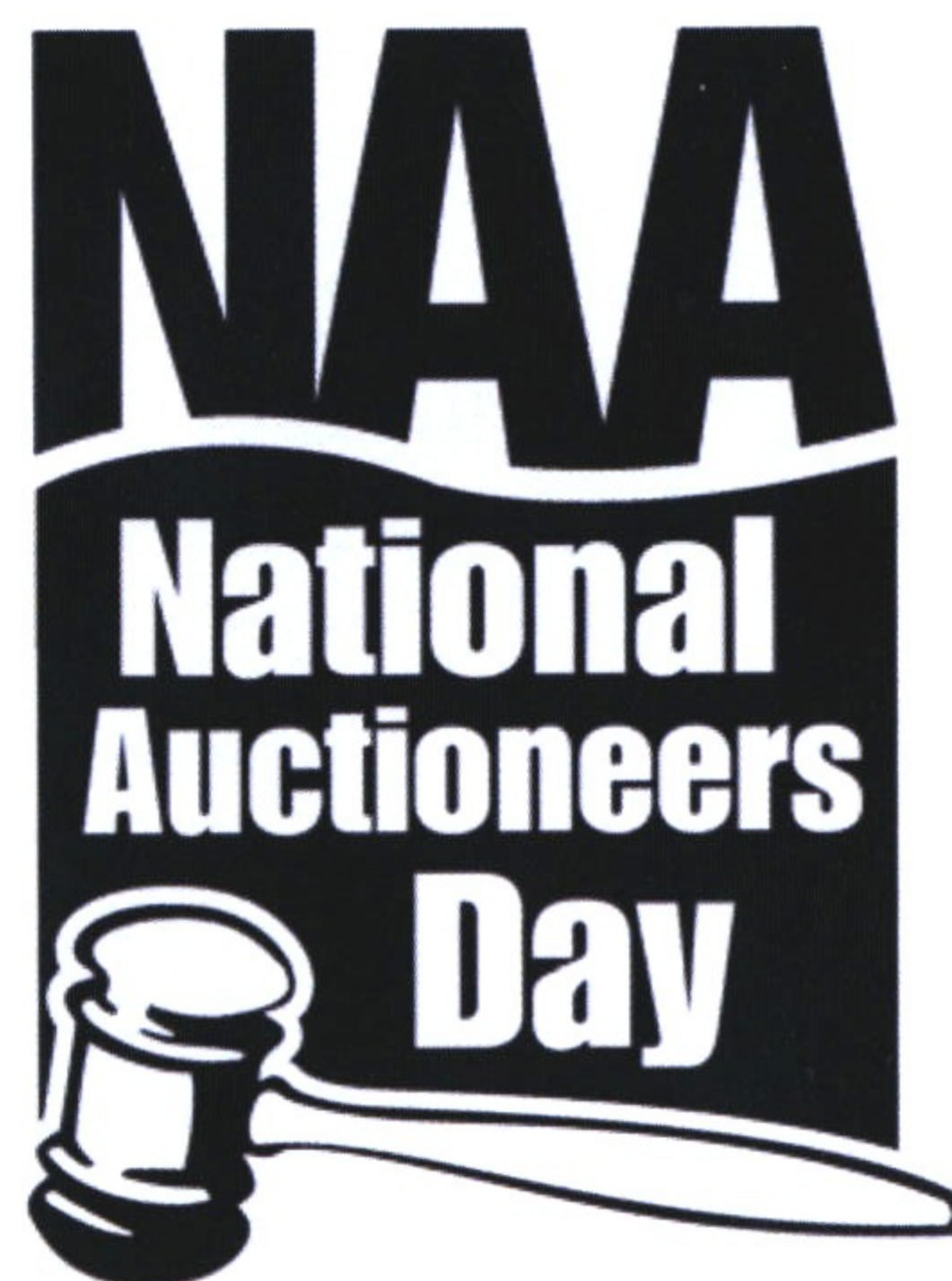
An age-old profession, auctions provide a great way for buyers to find values on items they want, and for sellers to dispose of property in a timely manner. On behalf of the (State Association) and the NAA, I encourage you and your readers to take time to enjoy an auction on Saturday, April 19, 2008, National Auctioneers Day. Thank you for your time and consideration.

Sincerely,

Your Name  
Your Title

## Sample Letter to the Editor





# National Auctioneers Day

## Saturday, April 19, 2008

**WHEREAS**, the auction industry contributes over \$270.7 billion to the United State economy; and

**WHEREAS**, the National Auctioneers Association's members strive to advance the auction method of marketing; and

**WHEREAS**, Auctioneers support their communities and charities through benefit charity auctions, raising over \$16.2 billion in 2007; and

**WHEREAS**, auctions are the last bastion of the competitive free enterprise system in America; and

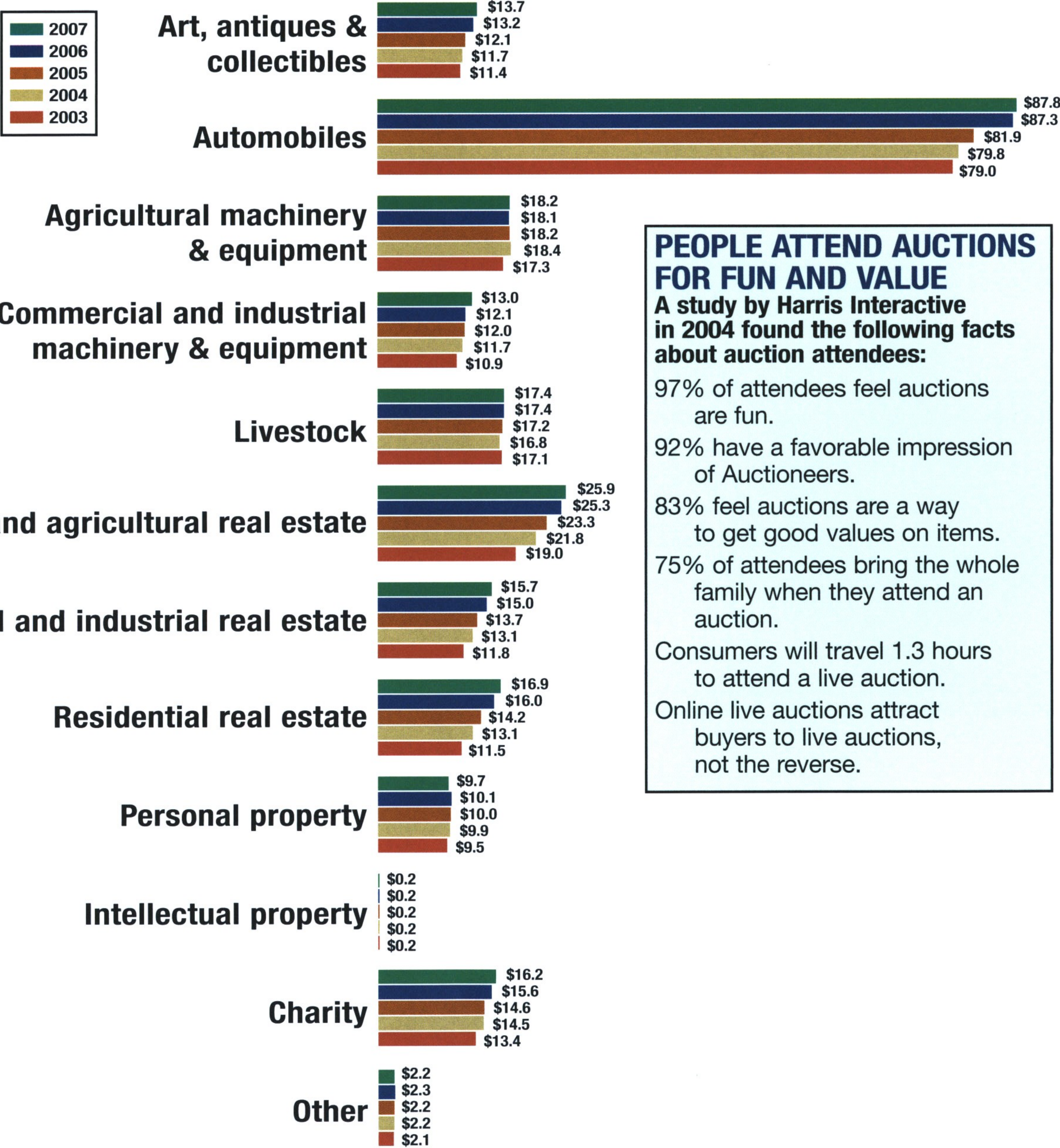
**WHEREAS**, the National Auctioneers Association seeks to establish and uphold the highest standards of professionalism for its member in serving the American public,

**THEREFORE**, I (NAME and TITLE) hereby proclaim Saturday, April 19, 2008 as National Auctioneers Day.

\_\_\_\_\_ (Signature)



Gross Sales Revenue (in billions) By Auction Area – 2003 to 2007



PEOPLE ATTEND AUCTIONS FOR FUN AND VALUE

A study by Harris Interactive in 2004 found the following facts about auction attendees:

- 97% of attendees feel auctions are fun.
- 92% have a favorable impression of Auctioneers.
- 83% feel auctions are a way to get good values on items.
- 75% of attendees bring the whole family when they attend an auction.
- Consumers will travel 1.3 hours to attend a live auction.
- Online live auctions attract buyers to live auctions, not the reverse.

2007 REVENUE ESTIMATES BY AUCTION SPECIALTY AREA

With 2007 gross sales revenue of \$87.8 billion, the automotive sector continues to account for about one-third of all auction revenue. There is a small difference between gross sales receipts for 2007 and combined total revenue for specific auction segments. The survey asked members to estimate changes in their cumulative gross sales receipts for 2007 compared to 2006. Members' estimates for specific auction categories were slightly less than their percent estimates for total annual sales growth.



## REAL ESTATE FOCUS

Despite a slump in sales of new and existing homes in 2007, revenues from residential real estate sold at live auction grew a solid 5.3% from 2006, and 46.6% since 2003. What might account for this performance?

One explanation might be the greater acceptance of the auction method of marketing among homeowners, buyers, institutions, and real estate professionals. Public recognition of the benefits and successful results of live auctions should bring even greater growth to this sector as the housing market recovers.

As the sale of real estate through live auction has increased, real estate agents have discovered the opportunity that live auctions provide for quicker turnaround of property. Finally, Auctioneers' interest in marketing real estate has accelerated, particularly using multi-tract sales to increase a property's value.

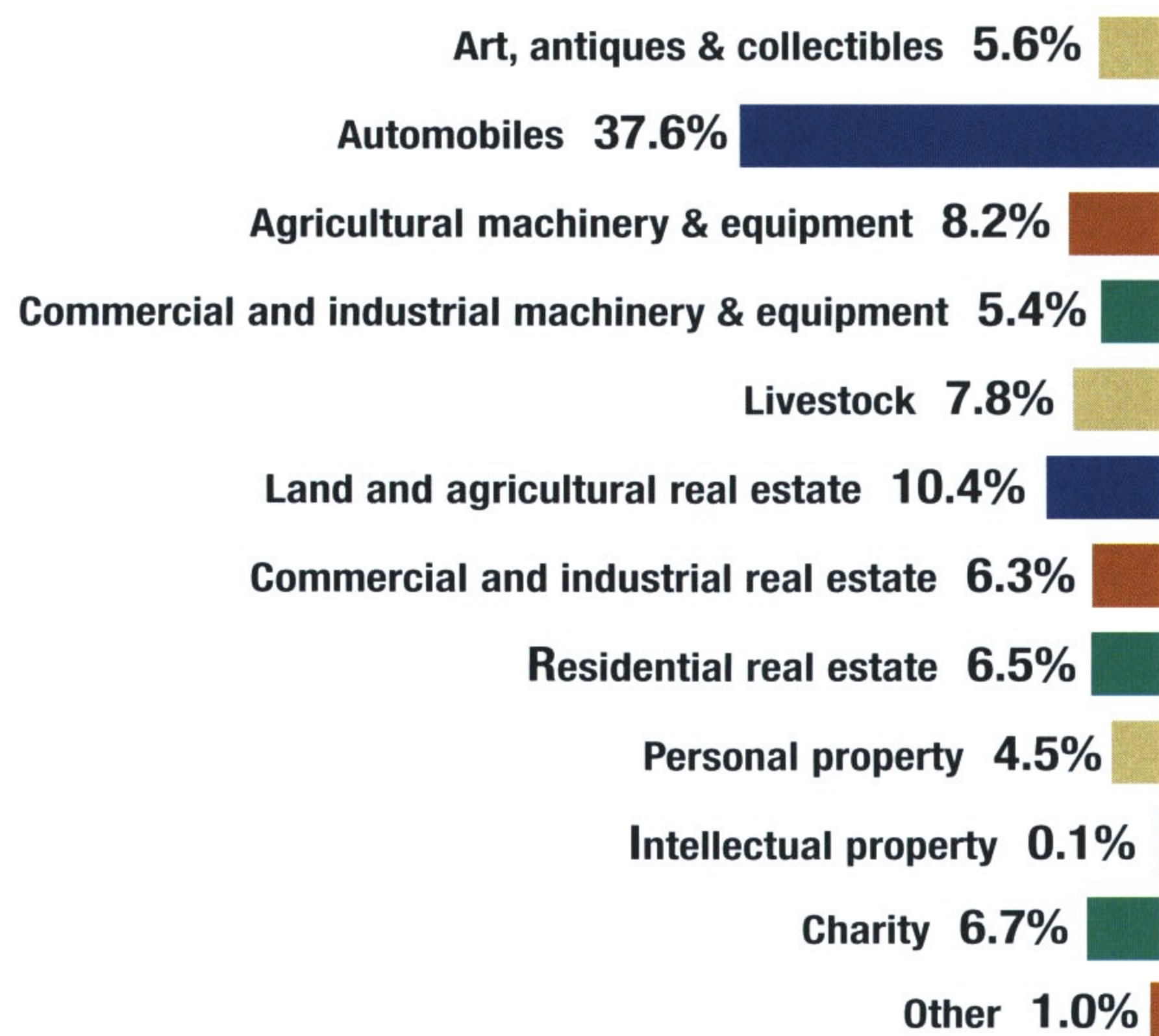
## SNAPSHOT ON CHARITY AUCTIONS

Charity auctions are the fourth-fastest growing specialty segment within the auction industry. Estimated gross sales revenue increased to \$16.2 billion in 2007, a 4.1% increase from 2006. Since 2003, total growth of this auction segment has climbed 21.1%. Approximately two-thirds of NAA members conducted one or more charity auctions in 2007.

Non-profit organizations realize that using a professional Auctioneer for fund-raisers can raise more money, provide greater entertainment, and protect the organization from problems and legal liabilities compared to a non-professional.

## DISTRIBUTION OF TOTAL REVENUES BY AUCTION SEGMENTS

Distribution of Sales by Auction Specialty 2003-2007 Average



The chart below shows how gross sales revenue is distributed among auction specialties based on a five-year average. This period of time provides a longer-term perspective for evaluating the share of total auction revenues among various specialty areas.

The automotive area, with 37.6% of total sales, leads all other segments in the distribution of auction revenue that can be linked to an auction specialty. Combined, the three real estate segments represent an average of 23.2% of total revenues over the past five years. As a percent of total specialty sales, the share of real estate sales has risen each year since 2003.

## MARKETING COSTS

Auctioneers spent approximately \$3.8 billion in marketing and advertising in 2007, an 8.9% increase from 2006. A recent Cost of Doing Business study by NAA indicated that about 20% of the average firm's expenses were earmarked for marketing and advertising. That percentage includes both dollars to promote customers' auctions and funds to market the Auctioneer's company.

## GROWTH IN THE NUMBER OF AUCTIONS

The number of live auctions increased 4.6% from 2006. Growing public acceptance and enthusiasm to sell and purchase goods through live auction is undoubtedly a leading factor for this rise. A commitment by Auctioneers to expand their business through advertising and other types of marketing also contributes to more auctions.



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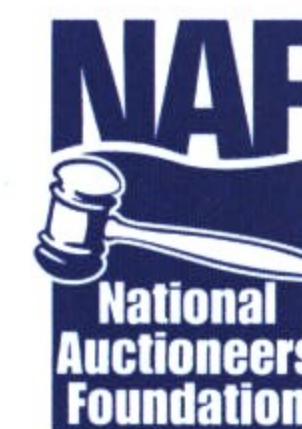
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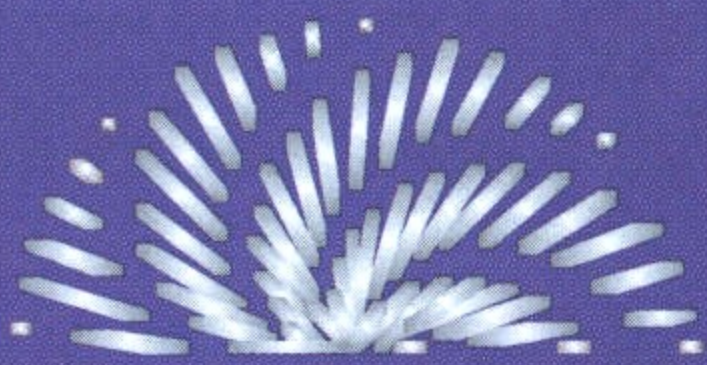


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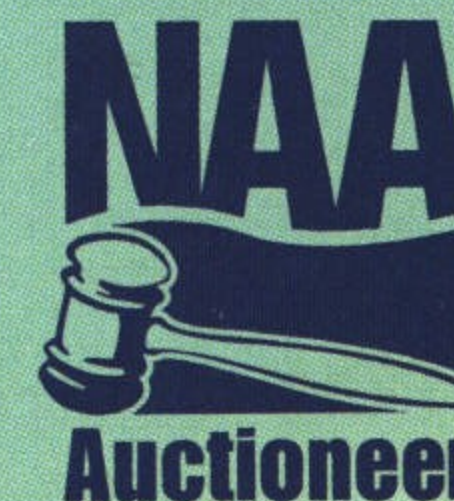
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## Profiles of NAA Conference and Show partners

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In August of 2000, Brandon Harker and Curt Davis founded Sebae Data Solutions in Ocala, Florida. Brandon's programming background, passion for providing intuitive software, and zeal for auctions provided the direction for the new company. Acting as a silent partner, Curt's keen business sense and previous entrepreneurial endeavors provided a solid foundation. Sebae Data Solutions had one long term goal: to provide the auction industry's best auction management software and, furthermore, to provide an unequalled level of customer service. Auction Flex® is the fruit of that labor. We pledge to our customers to keep Auction Flex on a path of continuous improvement. We have customers in nearly all of the 50 U.S. states, 7 of the 10 Canadian provinces, and in 8 different countries: Australia, Canada, Denmark, Finland, Ireland, The Netherlands, New Zealand, and the United States. We're adding more customers on a daily basis.

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# In the Industry

News and notes from the auction industry.

## NEW HIRE

### Karbelk hired as VP

Williams & Williams  
Worldwide Real Estate  
Auction hires Karbelk as VP  
of division



**TULSA, OK** – Stephen Karbelk, CAI, AARE has joined Williams & Williams as the Vice President of Farms & Ranches, Commercial, and Premier Residential

Properties division. As part of the executive team, Karbelk manages all aspects of new business development and delivery of auction marketing services under these three important vertical markets.

Karbelk and his family lived in Fairfax County, VA their entire lives until their recent move to Tulsa.

“The opportunity for personal growth within an organization that is in the forefront of the auction industry was so compelling I felt like I had no other choice than to move my family and be part of the Williams & Williams vision,” he said. “Not only is Williams & Williams a great place to work, Tulsa is a great place to live and to have fun. I’m looking forward to every day!”

While Karbelk’s division has an experienced staff, he is looking to triple its size over the next 12 to 24 months by adding additional sales team members and project managers.

Williams & Williams Chairman/CEO Dean Williams remarked that “We’re very proud to have Stephen join our

management team. His passion and intelligence about the fundamental role auction can and will be playing in the future of real estate transactions is well aligned with our organization’s commitments to real estate ownership worldwide. Stephen’s experience and leadership skills in developing teams to support this mission have already been well proven in his career to date – a perfect fit for our boutique and high end divisions serving individual and corporate clients with unique assets.”

Prior to joining Williams & Williams, Stephen was a partner in Tranzon, LLC. He can be reached at (918) 362-6596 or by email at [stephen.karbelk@williamsauction.com](mailto:stephen.karbelk@williamsauction.com).

## NEW HIRE

### Blue named director

Jason Blue joins Kurtz Auction & Realty Company as Business Development Director in Southern Indiana

**EVANSVILLE, IN AND OWENSBORO, KY** -- Kurtz Auction & Realty Company, one of the region’s leading real estate auction firms, has announced the addition of Jason Blue as its Director of Business Development in Southern Indiana. Blue will be based in Evansville and will focus on developing high-leverage professional relationships as well as serving sellers of high-value properties.

With over 17 years of experience in the Tri-State area, Blue has operational and financial expertise in business services, manufacturing and commercial real estate. Prior to joining Kurtz Auction & Realty Company, he was a key business developer for HR Solutions, Inc.

“Jason Blue adds great quality and expertise to Kurtz Auction & Realty Company and will assist with our growing presence in Southern Indiana,” stated John Kurtz, Kurtz Auction & Realty Company President. “Our focus on providing the highest quality real estate auctions in a friendly and professional manner with respect and integrity has been a key to our company’s success since 1945.”

Blue graduated from the University of Kentucky with a Bachelor’s Degree in Business Administration/Marketing. For more information go to [www.kurtzauction.com](http://www.kurtzauction.com) or contact Jason Blue at (812) 550-4114, [jason@kurtzauction.com](mailto:jason@kurtzauction.com).

## AWARDS

### Smith wins advertising honors

Michigan Auctioneer wins five advertising excellence awards

Noah Smith, CAI, CES, AARE of Art Smith Auctioneers, of Cedar Springs, MI, was awarded five excellence in advertising awards at the Michigan State Auctioneers Association annual convention held in Bay City, MI in January. The awards included Company Image Ware, Business Liquidation, Real Estate, Antiques & Collectibles and Farm Machinery advertising. Noah was also awarded 3 first place awards in the auction photo contest.

Art Smith was also elected Vice President of the association at the convention and will serve on the board this year and become the president of the association in 2010. Art Smith Auctioneers has conducted auctions throughout Michigan for over 25 years.





Ohio real estate Auctions staff.

## MEETINGS

### Ohio firm holds annual meeting

Ohio Real Estate Auctions held its annual company meeting prior to the Ohio Auctioneers Association's annual convention. Over 30 of the company's 43 Auctioneers were in attendance from around the state. Barry Baker, CAI, AARE started the company as a result of completing his CAI designation five years ago. The company has been recruiting Auctioneers with Real Estate licenses since its inception. Ohio Real Estate Auctions covers all 88 counties in Ohio and conducts commercial, industrial, farm, residential and land auctions. Their website is [www.OhioRealEstateAuctions.com](http://www.OhioRealEstateAuctions.com).

## NEW HIRE

### Burney hires PR vet

Albert Burney Auction Company hires industry PR veteran Carl Carter

**GADSDEN, AL** – Real estate auction firm Albert Burney Auction Company has retained Carter-Harwell Public Relations to manage the growing business's relationships and contacts with local, regional and nationwide media.

Carl Carter, APR, who had previously served as public relations director for J.P. King Auction Company since 1995, will manage Albert Burney's public relations functions and serve as the company's primary media contact, according to Albert Burney CEO Warren Ward. Carter-Harwell is based in Birmingham, AL.

"Albert Burney has grown exponentially over the past few years and obtained consistently outstanding results through our high-impact, cost-effective marketing communications programs. Carter-Harwell has the industry's best track record in promoting auctions through local, national and trade media. We feel that this will add an exciting new element that will leverage the impact of our auction communications and provide us a competitive advantage in the high-end real estate auction marketplace," said Ward.

Albert Burney will be Carter-Harwell's anchor client in a newly expanded auction industry communications practice, according to Carter, who is partnering with Birmingham-based Man in the Maze Marketing for the push into multiple auction markets.

"We're going with a winner. Albert Burney has consistently been knocking the ball out of the park, and we're proud to represent them," said Carter.

"With \$270 billion in 2007 sales, the auction industry is enormous, and we will pursue numerous niches that are compatible with Albert Burney's exciting business," said Carter. "We won't be limited to real estate, but will also seek to meet the communications needs of auction firms in personal property, antiques, art, business equipment and other areas throughout the United States and beyond," said Carter. "We will seek to work with web-based auction firms as well as those who specialize in live auctions."

"Our new partnership with Man in the Maze broadens our capabilities to include the very finest in database-driven web development, brochure and ad design, branding and other marketing communications services. And because of our experience in the real estate and auction industries, our clients won't have to deal with the learning curve they face with more generalized practices," said Carter.

Individuals seeking additional information about Albert Burney's auction services may contact the company at (800) 434-1654 or visit [www.albertburney.com](http://www.albertburney.com). Individuals seeking information about Carter-Harwell and Man in the Maze may contact Carter at (205) 823-3273 or visit [www.carterpr.com](http://www.carterpr.com).

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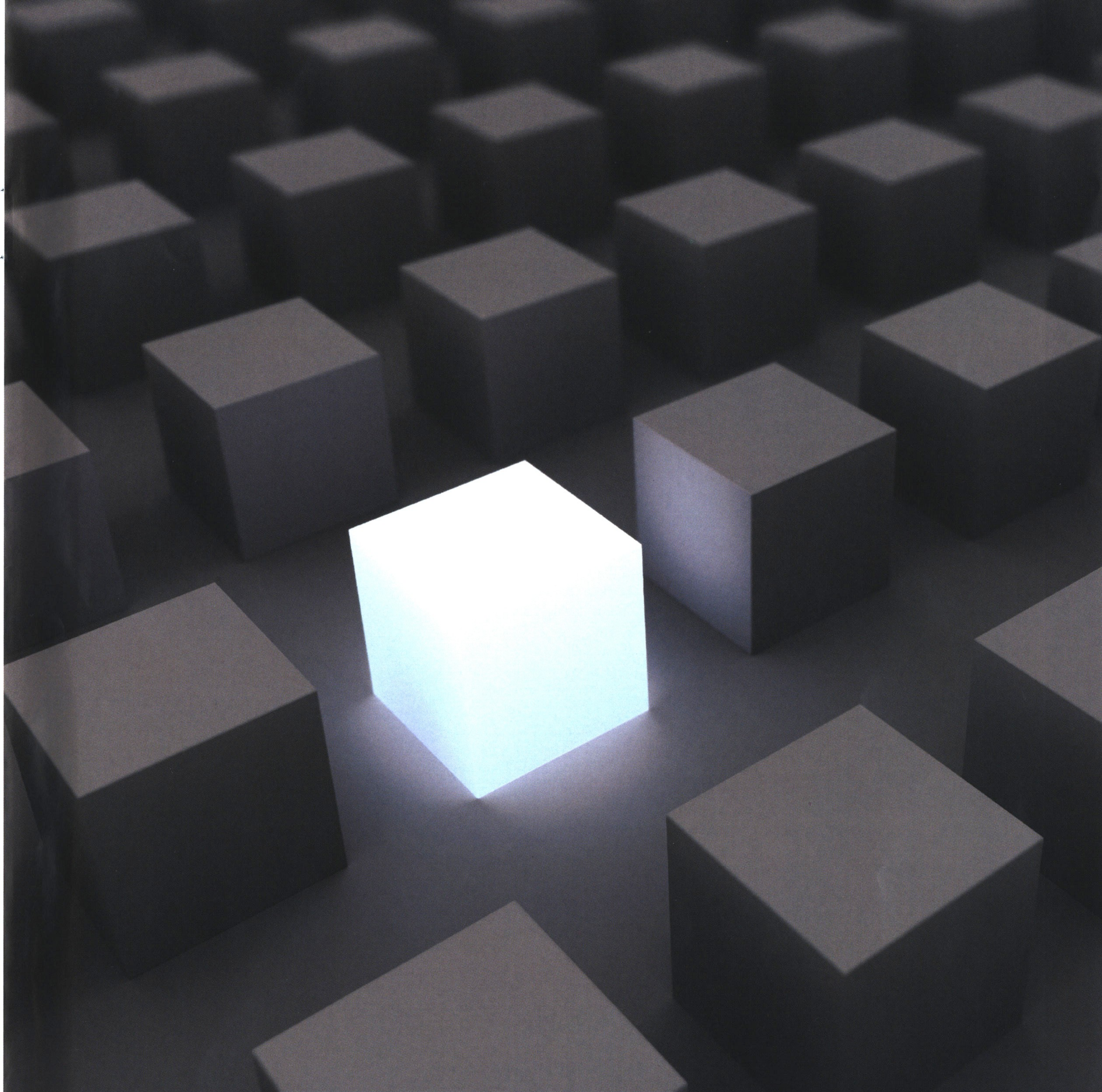
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► continued on 72





Members of the Certified Estate Specialist program's Rewrite Committee met recently in the NAA board room to update curriculum of the program. They are from left, Pam Bray, Chris Pracht, CAI, AARE, CES; Jack Christy, CAI, GPPA, CES; and Dr. Harlan Rimmerman.



National Auctioneers Foundation leaders visited the National Auctioneers Museum recently at NAA headquarters. They are, from left, Rob Doyle, CAI, CES; Chuck Bohn, CAI, GPPA; and Terry Dunning, CAI, GPPA.



This February 2008 graduating class of Mendenhall School of Auctioneering in High Point, NC raised \$5,405 for St. Jude's Children's Research Hospital, the official charity of NAA. School President Forrest A. Mendenhall, CAI, are, said "This makes a total of \$219,946.16 that we have raised since starting the class auctions for St. Jude in 1995. We are happy to do an auction four times each year for St. Jude. Being familiar with the St. Jude operation and great work they do, and their willingness to share research wit hospitals, doctors and oncologists. We look forward to a long relationship with St. Jude and the NAA."



A CES class was held recently in Charleston, WV and was led by Chris Pracht, CAI, AARE, CES, far right in yellow tie.



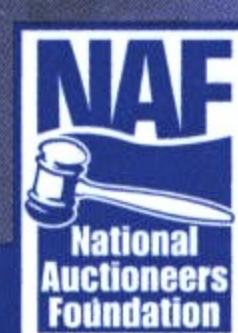
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23/30	24/31	25	26	27	28	29

## Future NAA Conference and Show Sites

2008 July 7-12, Nashville, TN  
 2009 July 13-18, Overland Park, KS  
 2010 Greensboro, NC  
 2011 Orlando, FL  
 2012 Spokane, WA  
 2013 Indianapolis, IN  
 2014 Minneapolis, MN

## AUCTION INDUSTRY RESEARCH STUDY

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



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

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## ◀ GOVT. RELATIONS continued from page 16

any previous sale held by the agency.

As one of the Department of the Navy's contracted Auctioneers, Tom Thornton of Jacksonville, Florida has over 10 years of experience selling for the government. An automobile and heavy equipment auctioneer by trade, Tom uses his industry knowledge and marketing/advertising experience to draw prospective bidders from across state lines, many of whom are previous small business customers, to purchase items such as cranes, bulldozers, pick-up trucks, vans and other equipment no longer in use by the government.

Tom has faced similar challenges to those currently proposed by the GSA. Over 10 years ago, the Defense Re-Utilization Marketing Service (DRMS) tried to take over the role of private auction companies involved in the disposal of government property for the Pentagon. To settle this matter, the Navy's Public Works Division provided each party with identical vehicles to sell at auction. The results were staggering. DRMS auctioned their passenger van for \$800.00. Tom Thornton and his business, Dixie Auction Company, auctioned their identical van for \$3,500, an increase of over 400 percent.

DRMS was allowed to auction only cars and passenger buses for the Navy from that point forward, while Tom Thornton and his business were contracted to sell the Navy's remaining equipment and vehicles. Ironically, a few short years later, DRMS gave up and opted to outsource their remaining auction sales to a private auction company.

Tom also provides his services at a reasonable cost to the agency he sells for. His company charges a fee of \$75.00 per vehicle sold at auction. This fee is minimal in comparison to the fees currently charged by the GSA's GSAuctions.gov. On average, the GSA charges Federal agencies a commission fee of 25%, over double and sometimes triple the rate charged by the private sector.

Unfortunately, agencies will no longer be allowed to simply choose Jerry, Tom, and other private Auctioneers across the country if 41 CFR 102-38 is enacted as it currently reads. Let me briefly describe how that is so.

### 41 CFR 102-38

Proposed by the GSA in April 2007, 41 CFR 102-38 requires all federal agencies to conduct their surplus sales through a GSA-approved government Sales Center under the Federal Asset Sales program, whether those agencies wish to use a Sales Center or not. Private businesses, such as auctioneers, would be excluded from continuing to service this market under their current arrangements. In fact, the chilling of the marketplace has already started, as GSA representatives have repeatedly told agency officials for two years that the pending rule change is imminent, leading agencies to shy away from contracting with the private sector in the meantime.

As written, agencies would have to cease managing their own personal property sales, or apply to become a Sales Center themselves, within six months. The GSA-chaired Federal Asset Sales Executive Steering Committee has sole discretion to decide whether an agency can be approved as a Sales Center, and the evaluation criteria for Sales Center applications is not clearly stated in the proposed rule. The rule grants the GSA effective monopoly rights to sell the vast majority of Federal surplus personal property, as GSA currently operates the only full-service Sales Center in GSAuctions.gov. The NAA firmly believes this is a clear conflict of interest.

Many executive agencies have developed private partnerships and solutions to serve their agency's personal property disposal requirements. The NAA and others have requested that a provision be added to the rule allowing agencies to "opt-out" of the requirement of using an FAS Sales Center and instead select the best option for their needs. The GSA should make this change.

Let me also briefly rebut some of the arguments that the GSA is likely to make in support of its proposal:

First, the GSA will tell you that only specially trained federal agencies, like the GSA itself, can handle the complex sales of selling government surplus. However, since the mid-1800s, federal, state, county, and city governments have relied on the private sector to auction government property. One prominent auctioneering company sells surplus property on behalf of 1,500 government agencies nationwide. The GSA sold \$130 million in goods and services in 2007, but the live auction industry sold \$270.7 billion, over 2,000 times that amount. Now the GSA is telling us that we are no longer competent enough to run our auctioneering businesses? What exactly is the GSA able to do that a private Auctioneer could not do more efficiently?

Second, the GSA will say that they do not run the only surplus Sales Center. However, GSA's operation is the only full-service Sales Center. USDA's Sales Center only covers property located in the Washington, DC area. The U.S. Marshals and Treasury Sales Centers only sell seized and forfeited assets for their respective Departments. The \$130 million in surplus sales by GSA in Fiscal Year 2007 represented about 90% of all federal surplus sales. Moreover, 99% of all civilian federal property managers are now forced to use GSAuctions.gov as part of the Federal Asset Sales initiative. That sounds pretty close to a monopoly to me.

Third, the GSA will say that a federal agency can waive out of the Sales Center requirement in order to use a private-sector option. However, the devil is in the details on that one, as the so-called waiver requirements as described in FMR 102-2.60 to 102.2.110 are unrealistic. According to the regulation, the federal property manager would need to have the "head of your agency" or a "designated official" write to the GSA's Regulatory Secretariat, describe the duration of the temporary deviation (since "deviations cannot be open-ended") and provide a quantitative business case to meet an unclear GSA standard. The property manager then must "[c]onsult informally with appropriate GSA program personnel to learn more about how your agency can work within the FMR's requirements instead of deviating from them."

Very few property managers will even attempt to jump through those bureaucratic hoops to apply for a waiver. That's especially true since the GSA, with a vested financial interest in limiting competition, has the sole authority to approve or reject the waiver request in the end. This is a waiver process in name only.

Fourth, the GSA will tell you that consolidating all auctions into one website is good for the public. But that's the beauty of the Internet. It's not hard to search for multiple auction websites. Plus, we all support e-government, but couldn't GSA's website just be a "portal," listing other private- and public-sector auction websites without forcing them to use or become a government-run Sales Center?

Fifth, the GSA will claim that its prices are competitive. Well, GSA charges a minimum commission of 25% for sales under \$1,000, 25% for sales between \$1,000 and \$5,000, and 20% for sales between \$5,000 and \$25,000. The vast majority of private-sector auctioneers selling government surplus charge 5% to 10% for the exact same services.

Finally, I want to add that the NAA would strongly support a policy change enabling individual agencies to keep the government's share of the surplus sales proceeds, instead of that share returning to the general U.S. Treasury. This change would encourage agencies to choose the surplus sales solution that best maximizes their return. In most cases, we believe that a private auctioneer would be that solution.

Mr. Chairman, we do not oppose the GSA's overall goals for e-government. What we oppose, and what GSA has made clear that it intends to do by its actions to this point, is taking the sale of surplus property away from the private sector and making it a government function. There is no justification for this. All we ask is for this committee to ensure that each federal agency has the opportunity to choose the sales solution, whether private or GSA-run, that provides the best, most cost-effective approach in their individual case. Without this committee's intervention, the GSA will succeed in squeezing out small businesses across the country because the devil is in the details on the GSA's current proposal.

Thank you, Chairman Towns and Ranking Member Bilbray, for the opportunity to testify.



## ◀ LEGAL QUESTIONS continued from page 21

attract bidders from multiple states. If the seller and the successful bidder are located in two different states, which state has personal jurisdiction over the parties so a lawsuit can be properly maintained? This issue may surface if the successful bidder (a resident of Oregon) decides to breach the contract and the seller (a resident of Kansas) initiates a lawsuit against the bidder for damages. Can the seller sue the bidder in Kansas or must the seller sue the bidder in Oregon? In order to answer this question, the issue of personal jurisdiction must be analyzed. In 1945, the United States Supreme Court held that in order for a state to have personal jurisdiction over a non-resident, the non-resident must have certain minimum contacts with that jurisdiction. *International Shoe v. State of Washington*, 326 U.S. 310 (1945). Minimum contacts generally means the non-resident has availed himself or herself to the jurisdiction of the state by making at least one contact with the state, such as soliciting business, use of the mail, making telephone calls to residents of a state, entering contracts with residents of a state or maintaining an office in the subject state. In the age of the Internet, minimum contact may mean less direct contacts than the traditional minimum contacts considered by courts to establish personal jurisdiction over a non-resident. Case law supports the position that participation in an electronic transaction, such as an Internet auction, generally subjects the bidder to personal jurisdiction. Auctioneers can include a provision in their on-line bidder's agreement that the bidder submits to personal jurisdiction of the state in which the seller resides.

Auctioneers create and drive commerce by auctioning real estate and personal property. The Internet has become a tool for Auctioneers to employ in advertising and selling property to a larger number of bidders. Unfortunately, the advances made by technology have also complicated the traditional auction process. Prior to the Internet, bidders either attended auctions and bid in person or employed an agent to bid on their behalf. Today, the Internet allows bidders to submit remote bids at an auction and, other than the information provided in the bidder registration, the bidder is anonymous – the Auctioneer and the seller in many instances never meet the successful bidder. This anonymity has become a major source for fraud in Internet auctions.

Despite the anonymity bidders enjoy in participating in on-line auctions, the legal ramifications are the same as the traditional auction bidding. A contract is formed when an offer is made and another party accepts the offer. The contract is memorialized by an electronic record with the key terms of the transaction that is signed by both parties. The Act preserves the key legal concepts to contract law in the Internet economy. The affect of the Act is that the information and bids transmitted at an Internet auction site are deemed written for the purpose of preserving written contracts. And, much like the traditional bidder attending the site of the auction and bidding, the on-line bidder is also subject to the personal jurisdiction of the state where the auction was conducted.

An on-line auction does create a valid and enforceable contract. Auctioneers need to incorporate the key requirements of their state law to ensure that the proper terms are made part of the electronic information maintained by the Auctioneer. It is important to have bidders consent to terms that protect the seller and the Auctioneer. Otherwise, resolving disputes concerning on-line auctions could be expensive and time consuming for Auctioneers and sellers.

*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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By John Peckham

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# 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

### Get Sold On St. Jude Kids

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

### International Auctioneer Championship

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

### International Junior Auctioneer Championship

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

### International Ringman Championship

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

### National Auctioneers Day

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

### NAA Marketing Competition

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

### President's Award of Distinction

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

### NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and GPPA-M. Visit [www.auctioneers.org](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: 913-541-8084 (extension 23 and 28).

## SERVICES

### Auction Calendar

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

### NAA Credit Card Program & Free Check Recovery

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

### Discount Advertising Rates

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

### Discussion Forum

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

### Free Web Site Development & Hosting

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

## 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.

### 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.

### NAA Insurance Plus Program (Health, E&O, and Licensing Bonds)

NAA is able to offer solutions that can provide you, your loved ones and your company with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! 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 913-541-8084, ext. 23, 28 or 15.

### NAALive.com

NAALive.com provides members live web casts of on-site auctions, allowing you to attract bidders worldwide for \$125 fee & a 1.5% commission for items sold. To take advantage of this service by login 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 percent. Call 913-541-8084, ext. 15; fax: 913-894-5281; 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

This comprehensive 92-page legal guide, *Waiting for the Hammer to Fall, A General Overview of Auction Law* by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 913-541-8084, ext. 28; or e-mail: [info@auctioneers.org](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 miscellaneous promotional items that members can purchase at very attractive prices. Log on to [www.auctioneers.org](http://www.auctioneers.org) for available products or 866-305-7622.

### Newsletter - Auction Advantage

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

### Opportunity Kit

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

### Buyers Guide

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

### Customer Survey Card

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



# Winter symposium

Over 40 NAA members and guests attended the annual Winter Symposium held January 27-30, at Lake Tahoe, NV. The weather was snowy and cold, but the education sessions were hot.

Keith Girard (shown teaching an economics class here) is senior columnist of Allbusiness.com.

Talk about a timely topic! Keith spoke on housing and the sub-prime market, the global economic outlook, the disruptive economy and the U.S. economic outlook. Participants learned about economic cycles that we have gone through, not only in the United States, but world-wide. He talked about the BRIC nations of Britain, Russia, India and China and their affects on our economy. Keith also discussed the future impact of social security and Medicare as the baby boomers start to retire. Some of the news was rather gloomy, but other parts offered hope for the future.

This year the NALLOA group also met during the same time and both groups got together to attend a joint education session as well as the Winter Symposium Fun Auction. The NAA Education Institute Winter Symposium is a yearly meeting held at a winter resort which allows Auctioneers time to learn, network and enjoy winter activities.



## VISIT THE "VIRTUAL VERSIONS" OF AUCTION WORLD AND AUCTIONEER MAGAZINE ON NAA'S WEBSITE

Auctioneer magazine and Auction World newspaper are available for viewing on NAA's website at [www.auctioneers.org](http://www.auctioneers.org) for the convenience of NAA members.

The publications appear in full form, with advertisements in place, just as you see them on the printed page. Viewers are able to place their cursor on the upper right corner of a page and watch the page "turn," just as if you were turning a page by hand.

Here is how to access and read a copy of the virtual publications:

- \* Go to [www.auctioneers.org](http://www.auctioneers.org)
- \* Click on the Members Only link on the right side.
- \* Enter your username and password.
- \* When the next window appears, click on the button on right side that says "Virtual Publications"
- \* Click on button showing the name of the publication you wish to view.
- \* Begin turning pages by placing your cursor on the upper right corner of the page and clicking once in that upper right area.
- \* To read a page and make the text larger for easier reading, zoom in by clicking once anywhere on the page.

The virtual publications are exact replicas of the print version, but with several electronic features that include: the virtual publications can be downloaded to your computer for offline reading; and there are hot links from editorial and advertisements right to the information you

need (meaning that you click on an ad, for example, and you'll be directed to the advertiser's website.)

Also, you can do an advanced search, and you can print out a hardcopy of that page.

The convenience of this format is enjoyed by many NAA members. You'll be able to store archived issues right on your computer.

The virtual publications were created to serve all members and to enable a new classification of member – the Virtual Member – who gets no paper correspondence (and no printed publications) from NAA. All communication is electronic.

There are no plans to eliminate the print versions of NAA's publications. NAA knows members enjoy the hard copy version. The web versions are simply an additional format for you to utilize when desired.

## 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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