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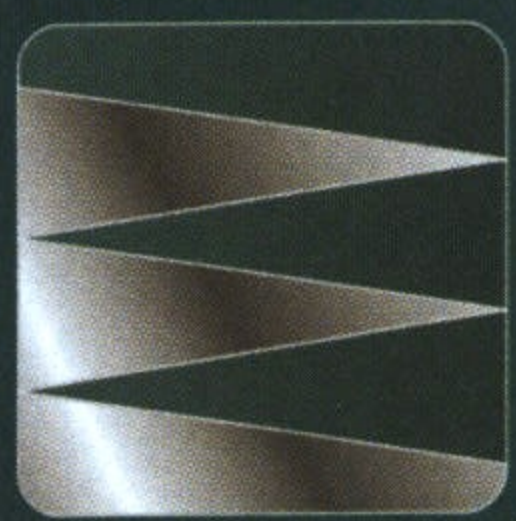
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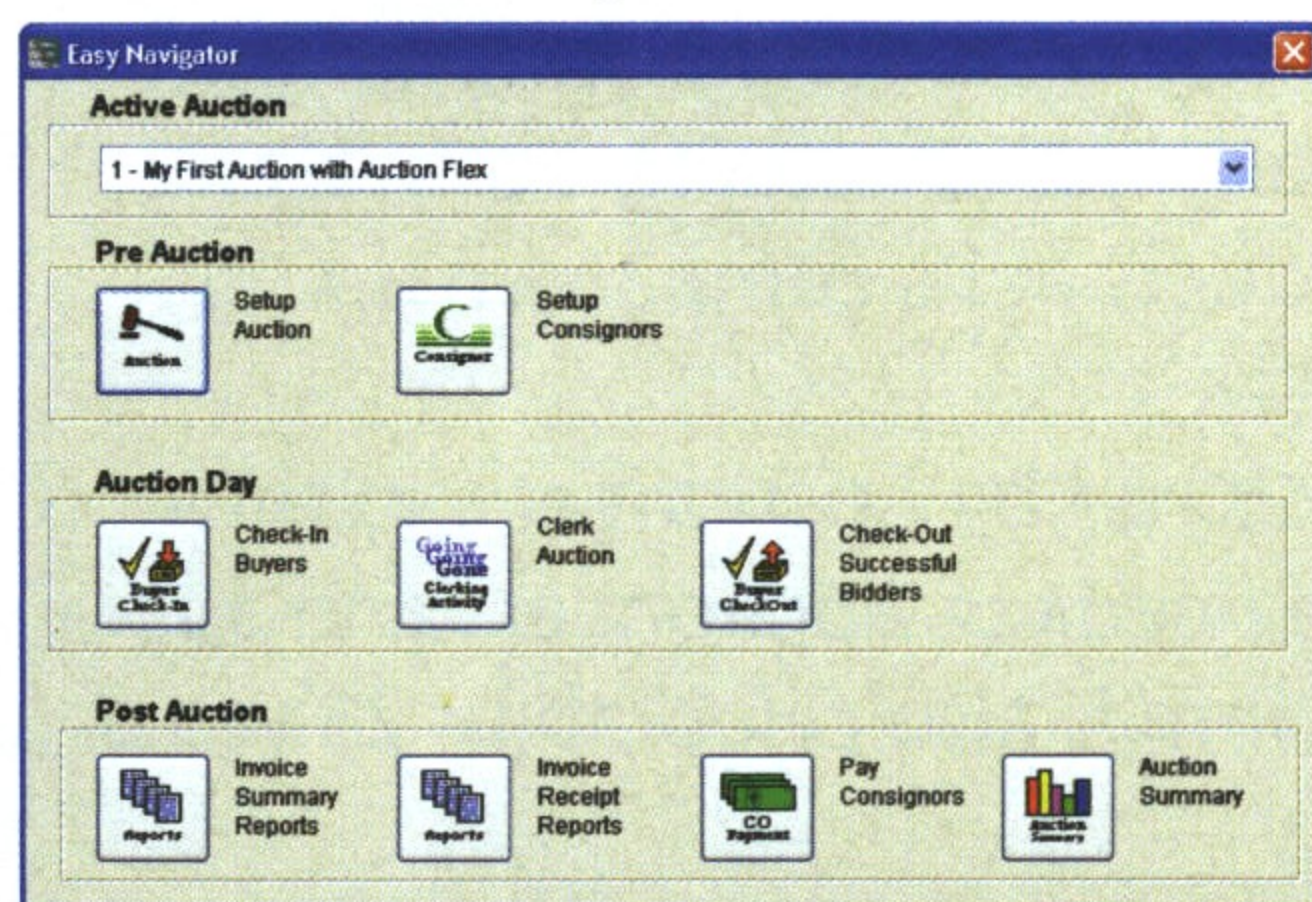


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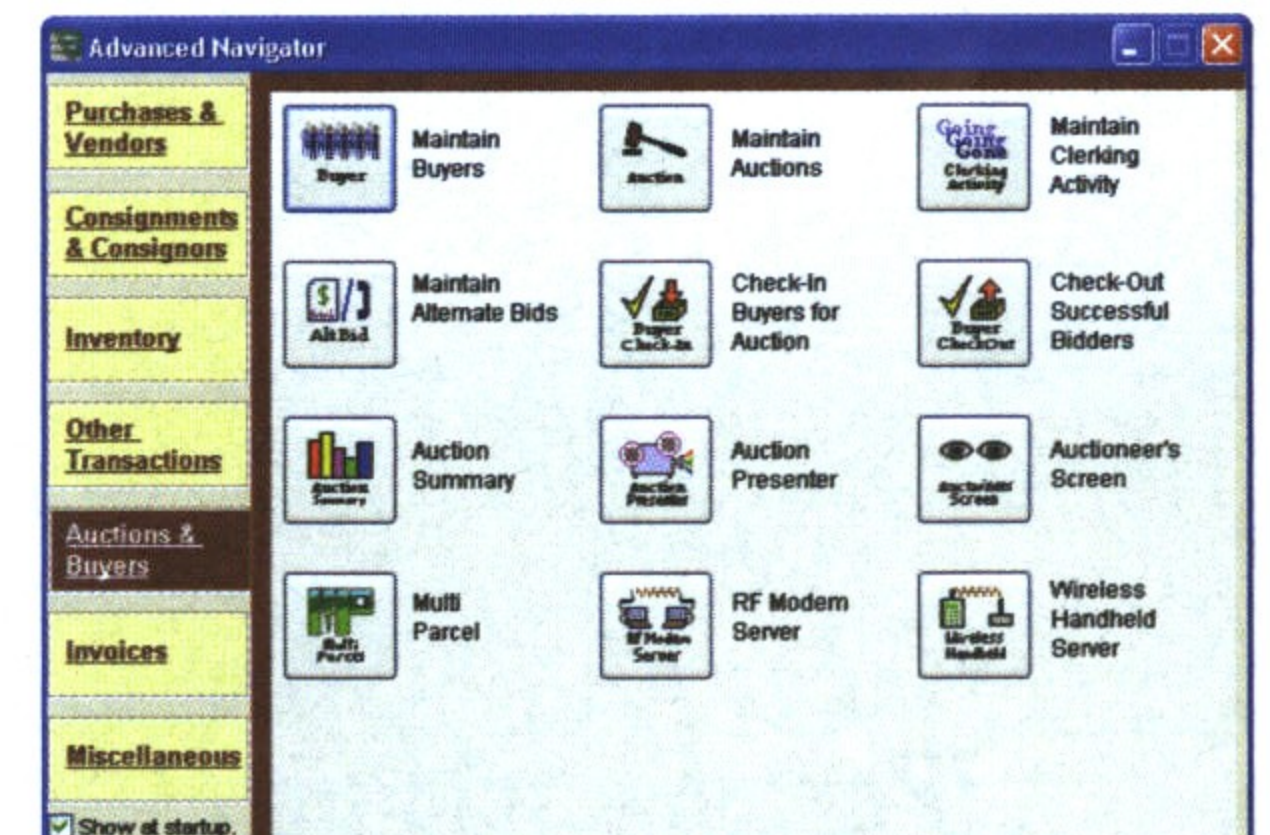
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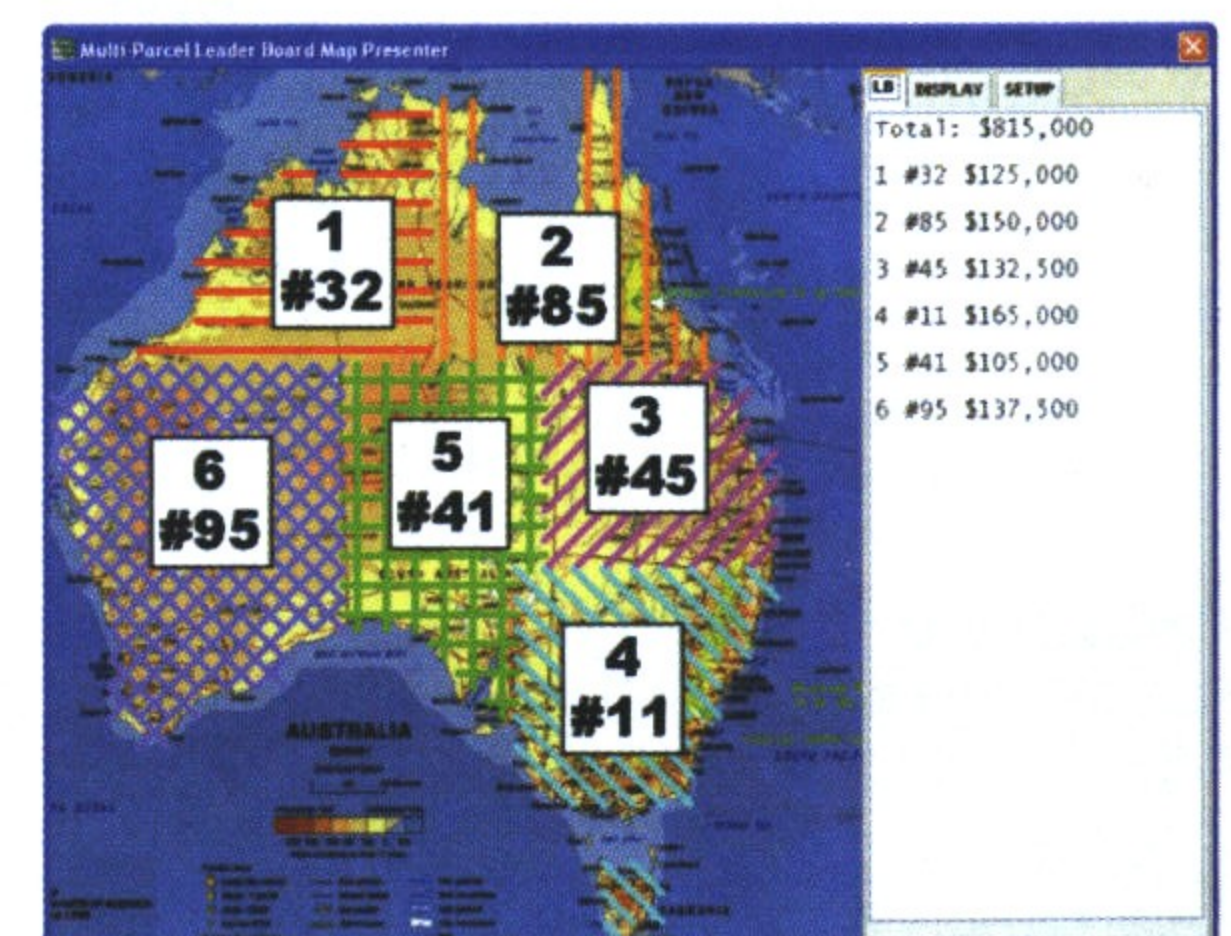


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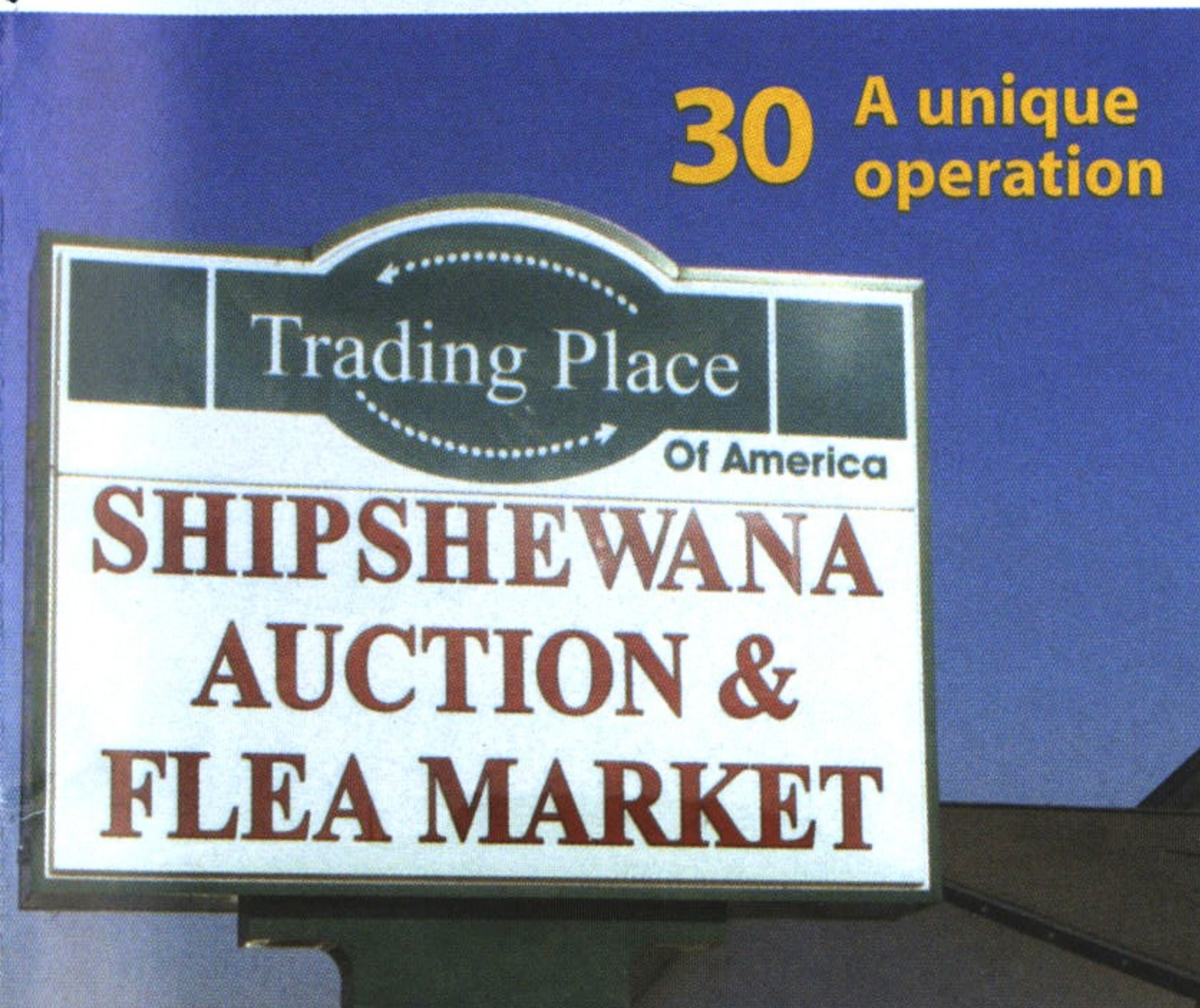


# Auctioneer

www.auctioneers.org

The official publication of the National Auctioneers Association

JANUARY 2007 VOLUME 59 NUMBER 1



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## On the cover

Among the large auction operations in the world, Shipshewana Auction Inc. stands in a unique position and uses several successful business practices that auction firms of any size can learn from. The small town of Shipshewana, IN, the town swells from its permanent population of 550 to serve hundreds of thousands of visitors each year that visit this special auction complex.

*Photos by Steve Baska and courtesy of Shipshewana Auction Inc.*

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## Auctioneer

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## Real estate auctions in South Africa

Dear NAA members:

I and my wife, D Byers, CAI recently visited South Africa where we met with NAA member Alon Kowen and other principals of Auction Alliance, the largest auction firm in South Africa. They have branches in Cape Town, Durban, Johannesburg and other strategically located cities throughout the country. In addition, they have international branches in North America, Australia, Europe and Asia. The firm is growing explosively with a 100% increase in sales between 2004 and 2005. Last year they conducted over 1,200 auctions. The company projected that, by the end of 2006, it would have sales of 2 billion Rand, which converts to almost \$300 million. By any evaluation, this is a big company on the cutting edge of our industry.

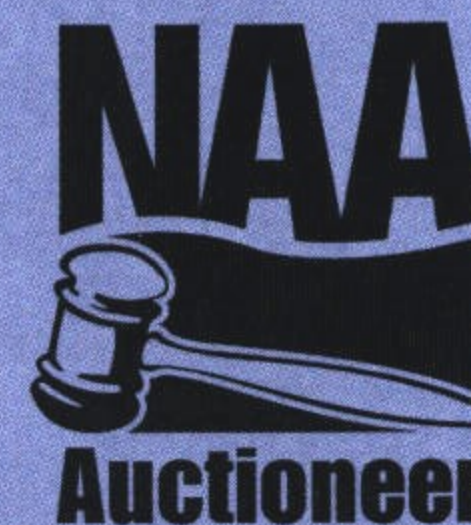
At NAA's 2006 International Auctioneers Conference and Show in July, four representatives from Auction Alliance gave a sweeping overview of their marketplace and what they're doing to be at the top of their game. At the conference my wife and I met those four representatives: Alon Kowen, Kim Faclier, Joey Burke and Joff van Reenen. It took all of 30 seconds to develop a friendship with these folks and plan business and social visits during our travels.

If you missed the Auction Alliance presentation in Orlando and you sell real estate at auction, do yourself a favor and buy the recording of their seminar. The most jaw dropping business method they use is the collection of their commission on auction day from the buyer. Many of their techniques are similar to ours and many are different.

Unfortunately, we didn't see an auction as none were being conducted during the short time we were in Johannesburg or Cape Town. Auction Alliance will be represented at the 2007 Conference & Show in San Diego. Say "hello" since having their success rub off on you would be a very good thing.

South Africa is a diverse and beautiful country well worth visiting. We took a photo safari to shoot pictures of the big five: lion, rhino, elephant, leopard and cape buffalo and small game of all types. Our visit was completed when we watched whales while driving along the ocean to the Cape of Good Hope. D had a close encounter with a lion cub. He latched himself to her before being gently removed by the game ranger. Other highlights include being surrounded by a herd of elephants and visiting a local Zulu school and family.

Stephen H. Schofield, CAI, AARE, CES,  
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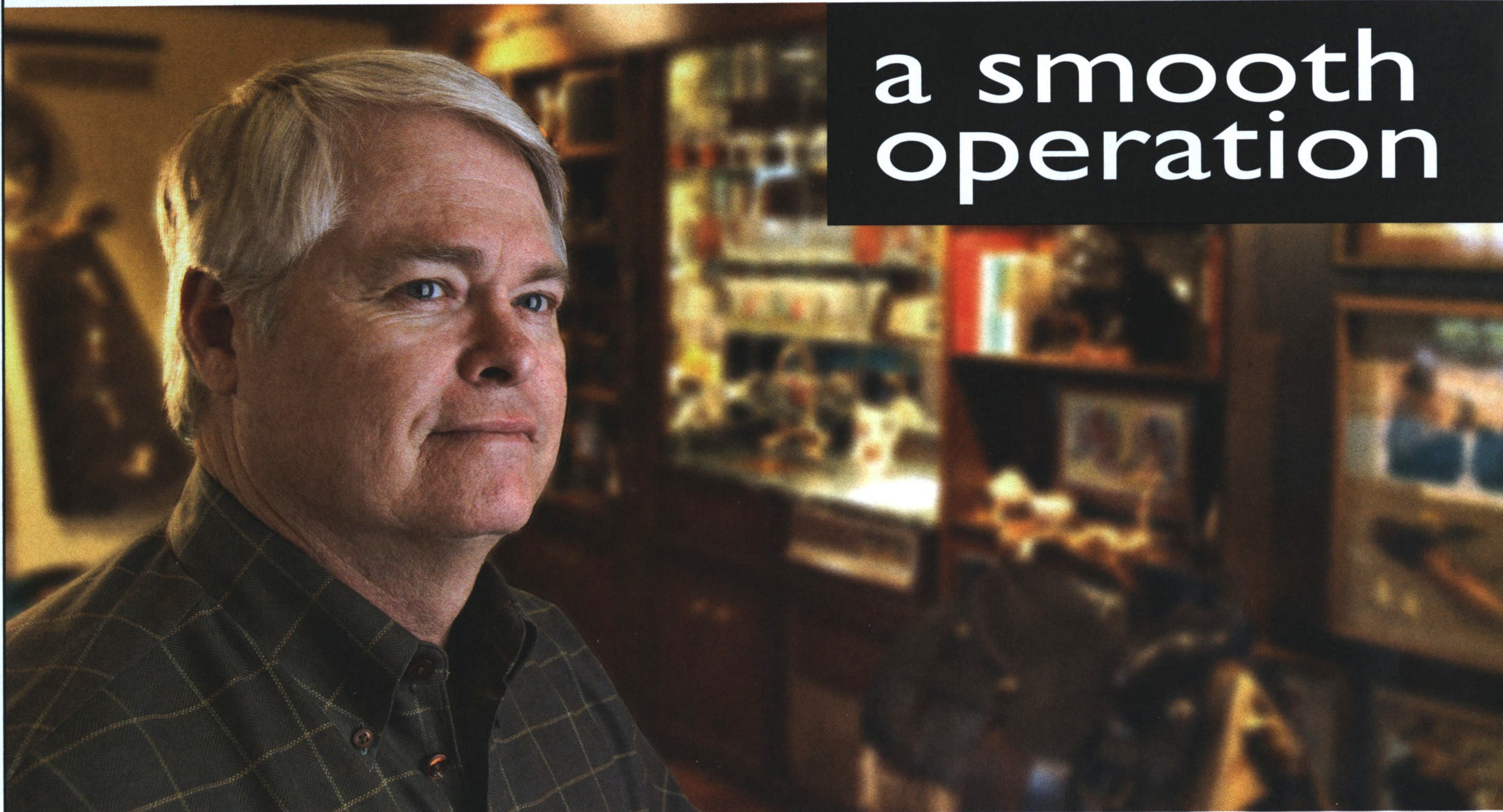
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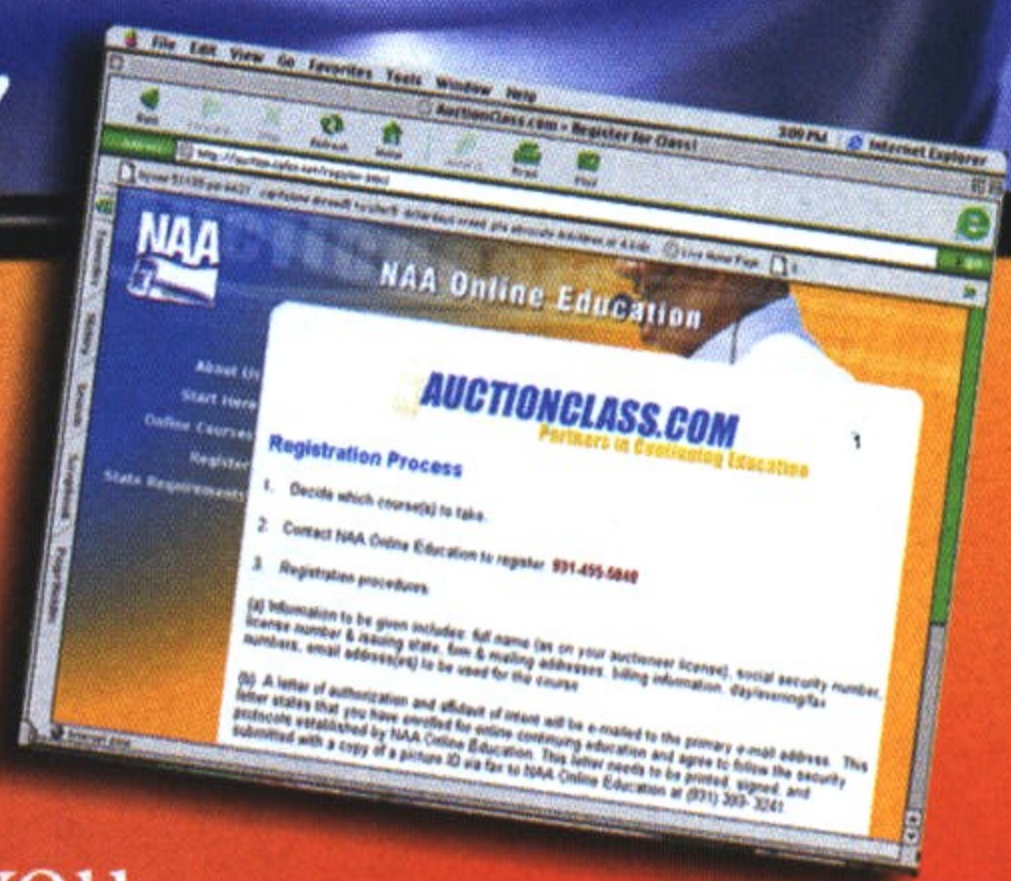
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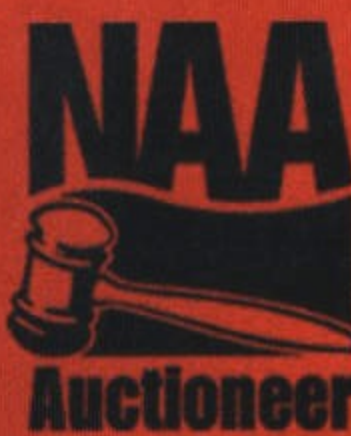
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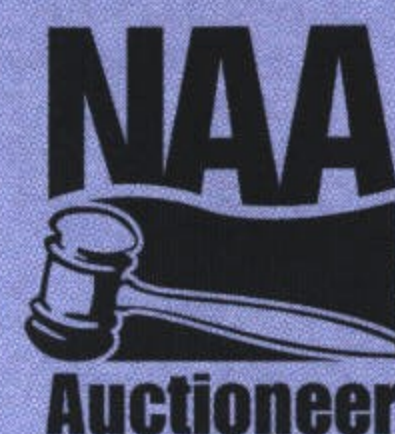
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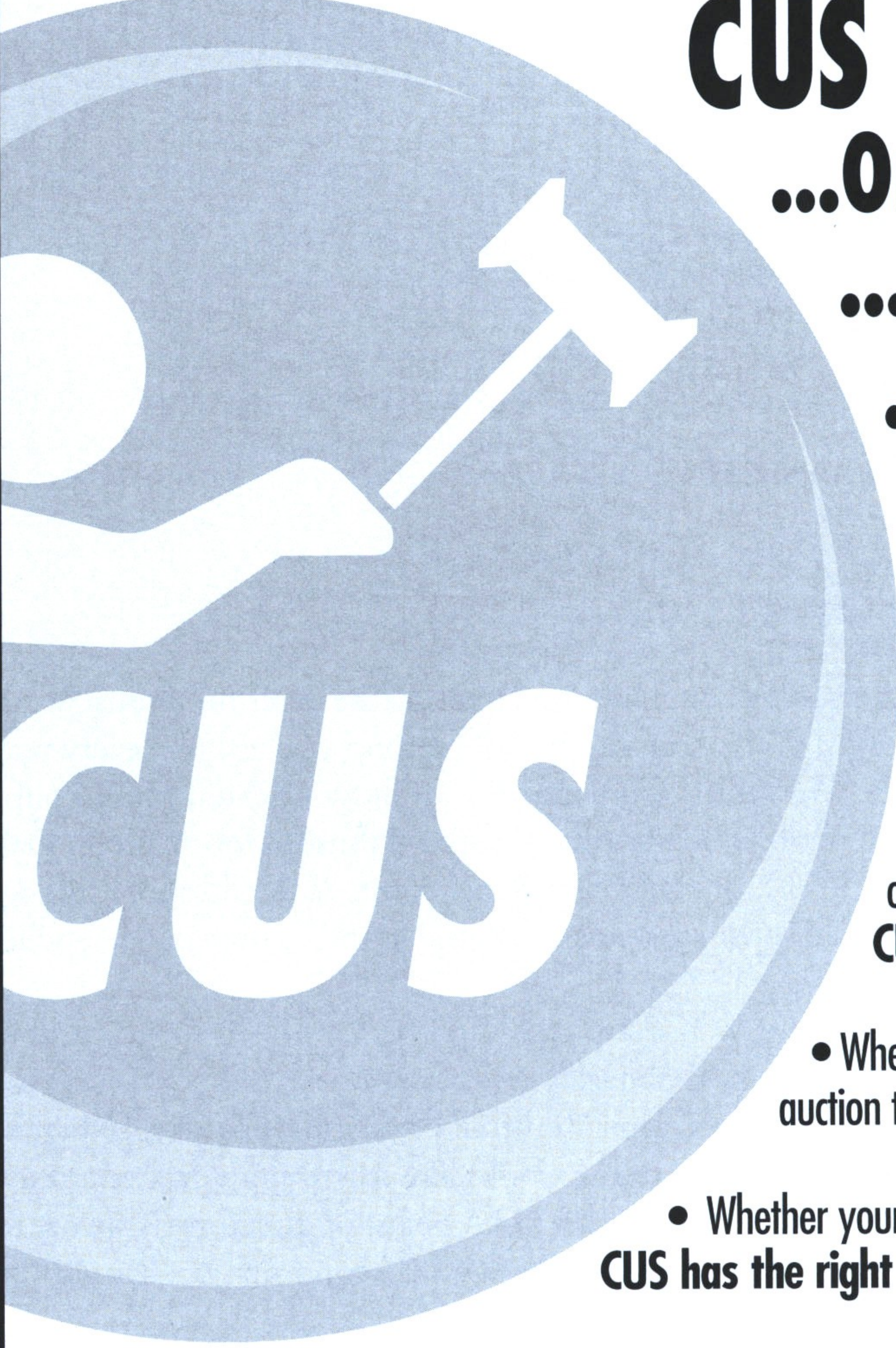
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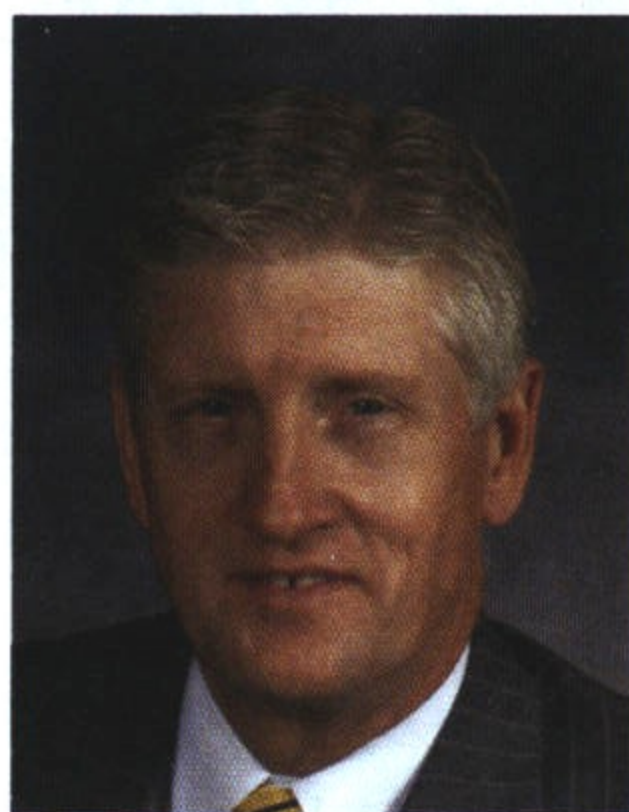
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## *Auxiliary now in sync with NAA*

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

**I**n November my wife Sally and I attended a strategic planning retreat of the NAA Auxiliary held in Sevierville TN. What a great weekend!

The NAA Auxiliary is the best kept secret of the auction industry. For years the Auxiliary has been a great support group of NAA, composed mostly of spouses and family members of NAA Auctioneers.

In July 2006 in Orlando, FL the NAA Auxiliary revised its vision and mission statement. In my opinion this revision has very clearly defined the turf that this group of auction marketing supporters wants to play ball on.

The new vision statement is: The Auxiliary is the source for promotion and advancement of the auction team in partnership with professional Auctioneers.

The new mission statement is: To embrace the entire auction team; to maintain high ethical standards; and to serve as a catalyst, creating educational and networking opportunities associated with the auction method of marketing.

Last year your NAA board of directors and state leaders adopted a revision of NAA's mission and vision statement to reflect the broader scope of the present day auction marketing industry. The revision of the NAA Auxiliary mission and vision statement brings the auxiliary in sync with NAA.

More importantly is that the Auxiliary is passionate about being responsive to our changing industry. What Sally and I witnessed in Sevierville in November was a very well organized group of Auxiliary members that are dedicated to helping make our auction industry better through teamwork. The auction team is the core of this group's dedication and passion. They spent two days under the very able direction of Traci Ayers Dower CAI, identifying the needs of the auction industry team, and then outlining the direction that this organization will take to support those needs.

In the wrap-up session this group identified several needs that they felt they could effectively address. They also set out some very worthy and aggressive goals for their coming year. I believe that the most important and impressive thing that I learned at this retreat was that the NAA Auxiliary is a team

that is working hard to support the auction industry 12 months of the year, not just the second week of July every year at NAA's annual Conference and Show. I would like to publicly thank Glenda and Charlie Johnson for making Oak Haven Resort available for this event. Also and more importantly for hosting a beautiful meal at their home in Sevierville, TN.

### **Change on NAA board**

On another topic, I brought to our board meeting in October the idea that I would like to see some related industry representation on our NAA board of directors. If we are to continue growing in the world economy we should be exposed to world business leaders.

Many large associations and corporations have outside leaders serve on their boards to expose the group to a wider range of industry ideas. Last summer I was invited to serve one term on the board of directors of NAR. While I am flattered by this show of support of NAA by NAR, I will be very attentive at the NAR board meetings to see if there are any functions of NAR that might have some sort of value to bring to NAA.

I am convinced that it would be very valuable to NAA to have some outside input on our board. I am not sure that it always needs to be a member of NAR, because there are a lot of related industry leaders that could bring a lot to the table as well, including bankers, lawyers, escrow agents, appraisers, accountants and surveyors, to name a few.

The relationship that has been kindled this year between NAA and NAR will be good for NAA members. I truly believe that we have put the NAA brand in front of the real estate industry. On the same token, as your president I am dedicated to putting the NAA brand in front of a lot of related industries.

*Bill*



# Sold!

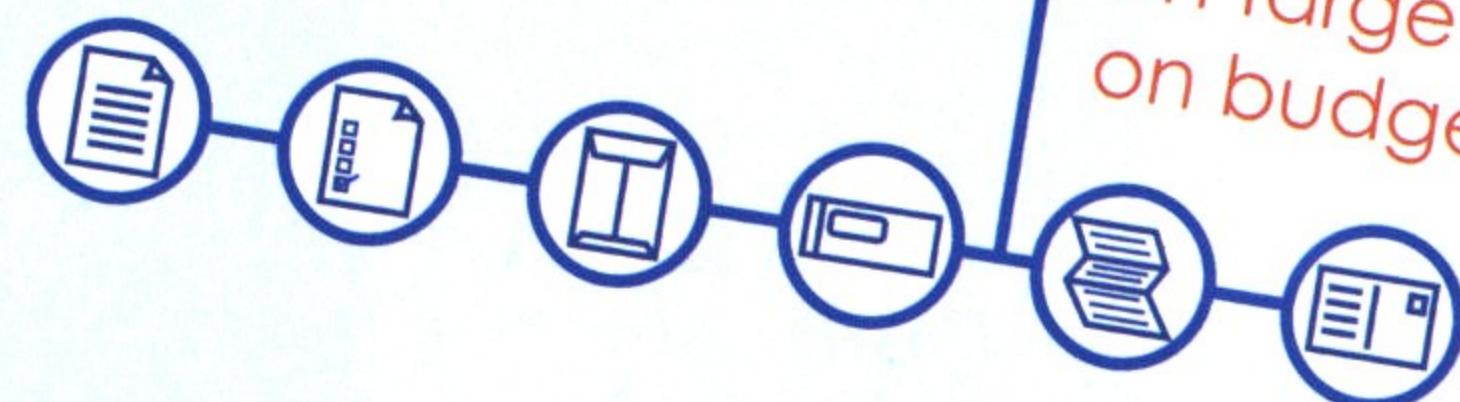
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October 8-10, 2007

Tampa, FL  
Seattle, WA  
Concord, NC  
San Diego, CA  
NAA Headqtrs.

## CAI Certified Auctioneers Institute

March 18-23, 2007

Bloomington, IN

## **Certificate Courses**

### Expert Witness In the Courts

January 14-15, 2007  
October, 2007

Charleston, SC  
Denver, CO

### GPPA Graduate Personal Property Appraiser

#### 101 Basic Appraisal Writing & Research

February 26-27, 2007  
July 13-14, 2007  
September 17-18, 2007  
December, 2007

San Antonio, TX  
San Diego, CA  
NAA Headqtrs.  
Tucson, AZ

## **Designation Classes**

### AARE Accredited Auctioneer, Real Estate

#### AARE 100

February 3-4, 2007  
February 18-19, 2007  
April 29-30, 2007  
July, 2007  
November, 2007

Lansing, MI  
Hudson, WI  
NAA Headqtrs.  
San Diego, CA  
Atlanta, GA

#### AARE 200

February 20-21, 2007  
May 1-2, 2007  
July, 2007  
November, 2007

Hudson, WI  
NAA Headqtrs.  
San Diego, CA  
Atlanta, GA

#### AARE 300

February 22-23, 2007  
May 3-4, 2007  
July, 2007  
November, 2007

Hudson, WI  
NAA Headqtrs.  
San Diego, CA  
Atlanta, GA

#### 201 Small Business Evaluation

February 28-March 1, 2007  
July 15-16, 2007  
September 19-20, 2007

San Antonio, TX  
San Diego, CA  
NAA Headqtrs.

#### 301 Antiques & Residential Contents

September 19-20, 2007  
December, 2007

NAA Headqtrs.  
Tucson, AZ

#### 301 Manufacturing/Process Equipment

September 19-20, 2007  
December, 2007

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Tucson, AZ

#### 301 Construction/Agricultural Equipment

September 19-20, 2007  
December, 2007

NAA Headqtrs.  
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#### USPAP Certification Class

November, 2007

Greensboro, NC

Are you interested in bringing NAA Education to your area? Call 888.541.8084, Ext. 28

Check the NAA website for changes and additions.





## Have you set New Year's goals?

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

**M**any of us make New Year's resolutions, but few of us keep them.

In their article "If at First You Don't Succeed," Janet Polivy and C.P. Herman cite statistics that:

- 25% of New Year's resolutions are abandoned in the first 15 weeks;
- The average number of times a New Year's resolution is made is 10;
- Those who manage to make a resolution that lasts for six months or more have often tried five or six times before finally succeeding;
- Many New Year's resolutions are for health related goals.

But what is a resolution. I suggest that the three most important elements of a good resolution are goals, goals, and goals!

Setting the right goal is everything. Too often we set our expectations too high. The result is it is harder to meet them. This in turn can lead to increased discouragement, which can lead to less motivation in the future.

Most of us who need to make changes in our lives to improve a particular area are not yet ready to make those changes. To make successful lifestyle or business changes requires knowledge, time, and commitment. Leaping in to change before doing the necessary preparation is another recipe for failure. Rather than expecting ourselves to make a change right away, we can instead learn about what we need to do to make a successful change.

Set a goal to explore your need to make a change; get the facts, find out what action steps are necessary, realistically assess the potential obstacles for making these changes. Use this informa-

tion to develop your own plan. We tend to be much more successful following through on plans we make than ones others make for us.

We at NAA and around the auction industry have been talking much lately about changes occurring now in the industry and about changes expected in the future. We are studying how to help Auctioneers successfully make changes in their businesses. We don't want you to fail when implementing change in technology, customer service and other business practices.

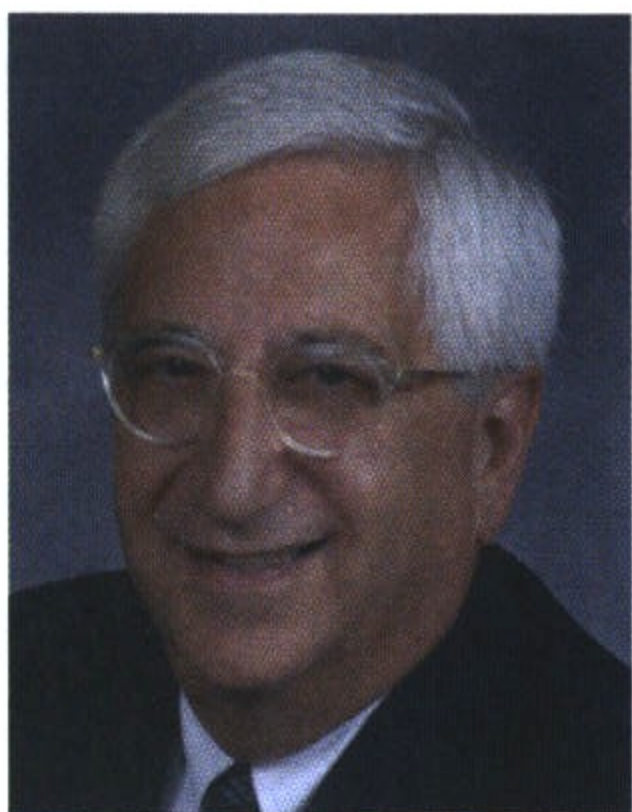
We know that most change is hard, whether it is in personal lives or business. Change carries with it the chance of failure, stress, hard work and other challenges. No wonder we'd often rather stay in our current situation. But, conversely, sometimes we want change because we can foresee a big benefit ahead, a better life, if only we can successfully negotiate through the change. This is where the preparation for the change process comes in.

So, in this new month of the new year, why not approach resolutions and change in a much more effective way than most people do? By focusing on preparation, realistic process and effective follow-through.

To be successful, set appropriate expectations, learn what you need to be successful, focus on what you want to do, and have a great New Year!

*To make  
successful  
lifestyle or  
business  
changes  
requires  
knowledge,  
time and  
commitment.*





DR. HARLAN RIMMERMAN IS DIRECTOR OF EDUCATION FOR THE NATIONAL AUCTIONEERS ASSOCIATION

## New education contest unveiled for 2007 Conference and Show

By John Dixon, CAI, CCIM

For the past two years, the NAA Education Institute Conference and Show Committee has sponsored the Auctioneer Makeover Contest. The past winners enjoyed their prizes and benefited as a result of the Makeover Contest.

But for 2007, the committee has created a new contest that will create 12 winners as opposed to just one or two. The new Education Advancement Award Contest will present you with the opportunity to win education leading to a designation. You may enter to win CAI, AARE, CES, GPPA, Auction Benefit Specialist, the "E" Auctioneer designations. This contest will provide you with the opportunity to expand your education level and hopefully lead you into new frontiers of the auction business.

A new entry form is being created and will be available soon. You may enter as often as you like, but may only win one of the prize packages.

The winners will receive free tuition for that specific course. A panel from the Conference and Show committee will judge the entries and the winners will be announced at the San Diego Conference and Show. The CAI winner will receive year one of CAI.

If you have any questions, please contact Dr. Harlan Rimmerman, Director of Education at [himmerman@auctioneers.org](mailto:himmerman@auctioneers.org), or (888) 541-8084, extension 19.

## New online course among education offerings

Here are some upcoming events from the NAA Education Institute:

### ● New On-line Education Courses:

Two new courses are being offered on NAA On-line education. The first is "CREATING THE COMPANY MANUAL," in which you will learn what needs to be included in your company manual. The second course is: "E-MARKETING," a course that will help you as you venture into the world of auctioneering and technology. These courses as well as many other courses are available at the NAA website under On-Line Learning.

### ● Benefit Auction Specialist Designation Course

This new designation course will have its charter class in Seattle on January 28-30. Due to the high demand, the class filled up quickly. Another BAS has been scheduled for March 31- April 3 in Cincinnati, at the historic Vernon Hotel. The course includes attending a benefit auction.

### ● Winter Symposium

If you like learning from some of the industry leaders and winter sports, this venue is for you. Held at Copper Mountain, CO, on January 21-24, the program speakers include: Aaron McKee, Steve Schofield, Paul Sobwick, Dennis Jackson, Renee Jones and Ryan George. Winter activities include skiing, snowboarding, tubing, cross-country skiing, snowshoeing and snowmobiling. Special discount lift passes are available.

### ● Winter Seminar

How about three days in warm, beautiful Tucson, AZ? Join us for the Winter Seminar on Feb. 11-14. Speakers include Larry Mersereau on marketing, Robert Morris, Jr. on technology, and a panel discussion on on-line auctions. You can also participate in a golf tournament on Sunday, take tours, and participate in the annual PAC auction. Many exhibitors will also be there.

### ● Other Classes

AARE – Hudson, WI, February 18-23 (Hudson is a short distance from Minneapolis.)

GPPA – San Antonio, February 26-March 1 (Hotel is on the Riverwalk.)

CAI – Indiana University, March 18-23.

Real Estate Seminar – Chicago, April 16-17 Learn from the industry leaders.

You can register on-line at our website, or call the Education Office at: (888) 541-8084, ext. 23 or 28. If your state association is interested in sponsoring an NAA Education Institution class, please give us a call.

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# Give the gift of membership

**W**e want to take this opportunity to thank you for being part of the NAA family. Without your support, we could not continue to facilitate the vital connections our association needs to move towards the growing trends. As a member of our worldwide community, you ARE making a difference.

Start the new year in a special way by helping a fellow Auctioneer who could benefit greatly from membership in NAA. What better way to give to someone who has “everything” but hungers for the connection to our family, or someone who is concerned about the future of our industry. It’s perfect for someone whose curiosity leads them into the desire to have more education, or just about anyone that wants to connect with the lifeblood of our industry network. The more voices we have coming together the more we will be heard by the public.

The NAA will connect your family members, support staff, realtors, attorneys, and bankers to the latest insights on on-line auctions, real estate auctions, and cutting edge marketing ideas. They’ll learn to bridge traditional live auctions with cost saving on-line solutions. They’ll keep current with the latest books, articles, and media that are shaping our world. Most importantly, they’ll become connected to a global community of marketing pioneers, each contributing in their own way to the emergence of a new era of the traditional “auction method of marketing.”

Call us with details at (913) 541-8084, x 15, and we will mail them a “NAA gift of membership card.” For even faster response you can order online at [www.auctioneers.org](http://www.auctioneers.org).

“I gave the gift of membership one year and it was the most rewarding thing I could have done for all of us involved. I learned of an Auctioneer that had major medical issues, had a young family to feed, and were at a time in their lives (I am sure we have all been there), and all I could think about was how I can help boost them with their auction business. They couldn’t thank me enough because their NAA membership was one of the things that they would have had to let go.

They are still going strong in the auction business now and are still always grateful to me whenever we see them at the state association meetings. And you know what? I have never missed the money that it took to sponsor them, but it makes me feel good every time I see them to this day and know that I may have contributed in a small way to their continued success. The best part was telling this story to my son and the look he had on his face.”

Roger Hansen, Hansen & Young Auctioneers



ASHLEY HERMAN IS  
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If you are really serious about learning a bid calling chant and not just practicing number drills, the World Champion College of Auctioneering is for you!

**Upcoming 2007 course Bakersfield, CA February 14-17, 2007**

**Enrollment is limited**

**WWW.CHAMPIONBIDCALLING.COM**





DAVID HANNEMAN IS THE NATIONAL AUCTIONEERS FOUNDATION DEVELOPMENT DIRECTOR

# Five core goals

Dear friends,

The National Auctioneers Foundation (NAF) is one of the best-kept secrets in the auction industry. I know that this statement sounds cliché; however, nothing could better describe the NAF. Many of the National Auctioneer Association members know the foundation exists, but its purpose and value to some is still unclear. To some of our friends, the foundation has been viewed as merely a support mechanism for the Hall of History, but the foundation is emerging as an exciting, innovative catalyst to the auction industry through its support of leading-edge research and education initiatives for NAA members.

I thought it appropriate to share my thoughts on NAF since I have recently joined the foundation team as Director of Development. For more than two decades, I have helped organizations such as NAF fulfill their missions, visions and purposes through thoughtful and strategic development and communications programs.

The National Auctioneers Foundation will expand its role in these areas during the next several years due in part to the success of the *Investing in Our Future* campaign. Through the effort, the foundation has raised a portion of the required resources to enhance its support for historic preservation, education and research. I note that the monies secured to date represent only a "portion" of the required resources because this national initiative is not complete. In the coming months, it is my aim to challenge all NAA leaders, members and supporters to become a part of this historic achievement by pledging their support.

As we fast-forward in time, my vision for the foundation is a simple one - to be the primary source of support for innovative programs and ideas that promote positive results within the auction industry.

## To accomplish this, my aim is to focus on five core goals:

1. To support the NAA as the main repository for information that preserves, promotes and drives the auction industry;
2. To generate the necessary resources to fund quality education and research offerings that enhance the value of NAA member services;
3. To communicate the foundation's value to the entire auction community;
4. To involve more NAA members in foundation activities; and
5. To be a prudent steward of the resources entrusted to the foundation.

By achieving these goals, NAF will fulfill its mission and better serve NAA members as an agent of positive change within the auction industry. Success will be dependant upon the generosity and support from individuals who share a commit-

**continued on 23**

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*The great start to this extraordinary initiative is the result of these NAA members making significant pledge commitments.*





CARRIE STRICKER IS  
NAA'S DIRECTOR OF  
CONFERENCE AND  
SHOW

## New "Shoestring Budget Package" is a grewt way to attend 2007 conference

When you receive your Conference and Show brochure with next month's issue of *Auctioneer*, make sure you check out the newest addition to the registration form.

Along with the Full Pack, Super Saver 1 and Super Saver 2 registration options, you'll also see the new "Conference and Show on a Shoestring Budget package."

NAA has done all the legwork for you. The Conference and Show on a Shoestring Budget package includes everything you need for an amazing conference experience. It is one-stop shopping. With a rate of \$1,250 per person, you receive a tremendous value for your money and your Conference and Show experience is paid for with one payment.

The shoestring budget package includes:

- Accommodations at the Town and Country Resort in San Diego for four days/three nights.
- Roundtrip airfare from anywhere in the continental United States.
- Prepaid airport transportation.
- Super Saver 2 Conference and Show Registration.
- Trade show access.
- Lunches on the trade show floor.

For even better value, members signing up for the Conference and Show on a Shoestring Budget package can register a spouse, family member, friend, or colleague with the Companion Rate package. This \$750 package provides your companion with a Super Saver 2 registration package, airfare, airport transportation, trade show access, trade show lunches, and a fabulous Conference and Show experience.

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

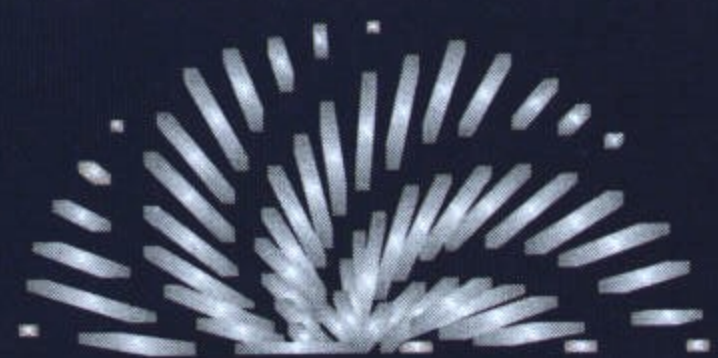
To be eligible for this package, you must be an NAA member. Members and non-members are eligible for the Companion Rate package. You can register up to three people at the companion rate per Shoestring Budget package purchased.

Accommodations are for a standard room and roundtrip airline tickets are for a one-leg trip to/from San Diego 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 58th International Auctioneers Conference and Show.

*Once you sign up for the Conference and Show on a Shoestring Budget package, NAA Travel will contact you to help you with your airline reservations and hotel accommodations.*





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"Few will have  
the greatness to  
bend history  
itself; but each of  
us can work to  
change a small  
portion of  
events."  
-Robert Kennedy

## *Midterm Elections change the landscape on Capitol Hill:*

# What you can do to make an impact on the new Congress

**I**n November a shift in the political landscape took place as voters turned out in unprecedented numbers to cast their vote for the 110th Congress. The Democratic Party took control of both the House of Representatives and the Senate.

The new legislative session began on January 4th. Are you ready to build relationships and advocate on behalf of your profession with your newly-elected officials?

Taking a proactive approach to building relationships with the newly-elected 110th Congress and educating them about the industry is easy. The time you spend getting to know them and educating them about the industry is invaluable and can mean better business practices for you.

What can you do to educate and build relationships with your newly-elected officials? It is easier than you might think. The most important and beneficial task you can do is to meet directly with your lawmakers. This unique opportunity is vital because it allows you to communicate the impact and the role the auction industry has on the economy.

By personally meeting with your elected officials, you establish a line of communication that might not previously been there. This lets the officials know that you and the NAA are resources to help them on legislation that might impact the auction industry.

Besides meeting with your elected officials, the NAA provides several tools to help you learn about the new Congress and tips on what you can do to inform Congress about the auction industry. Some suggestions are listed below.

- Read about your Elected Officials: Visit the NAA's Auction Action Center's Elected Officials section to learn more about your new and incumbent elected officials. Read up on their backgrounds, where they stand on various issues, and see what committees they sit on.
- Monitor Congress' votes: Sign-up for Vote Monitor in the NAA's Auction Action Center. This tool allows you to track how your elected officials vote on issues once they take office. Select "MegaVote" at the bottom of the Auction Action Center's page.
- Invite them to your auction: Invite your newly-elected officials to one of your auctions. This will give them the opportunity to see what takes place at an auction.
- Add them to your mailing list: Be sure to add your elected officials' (both federal and state) to your mailing list. This will keep them informed of what is taking place in their district, and they might be interested in attending one of your auctions.

When Auctioneers take time to talk with lawmakers and build personal relationships, the auction industry and auctioneering profession benefits. These personal





*Don't Forget!*

## Register today for the NAA's Auction Action on Capitol Hill Lobby Day!

Visit the Lobby Day page of the Government Relations section of NAA's website for more details and to register. Make your voice heard on Capitol Hill!

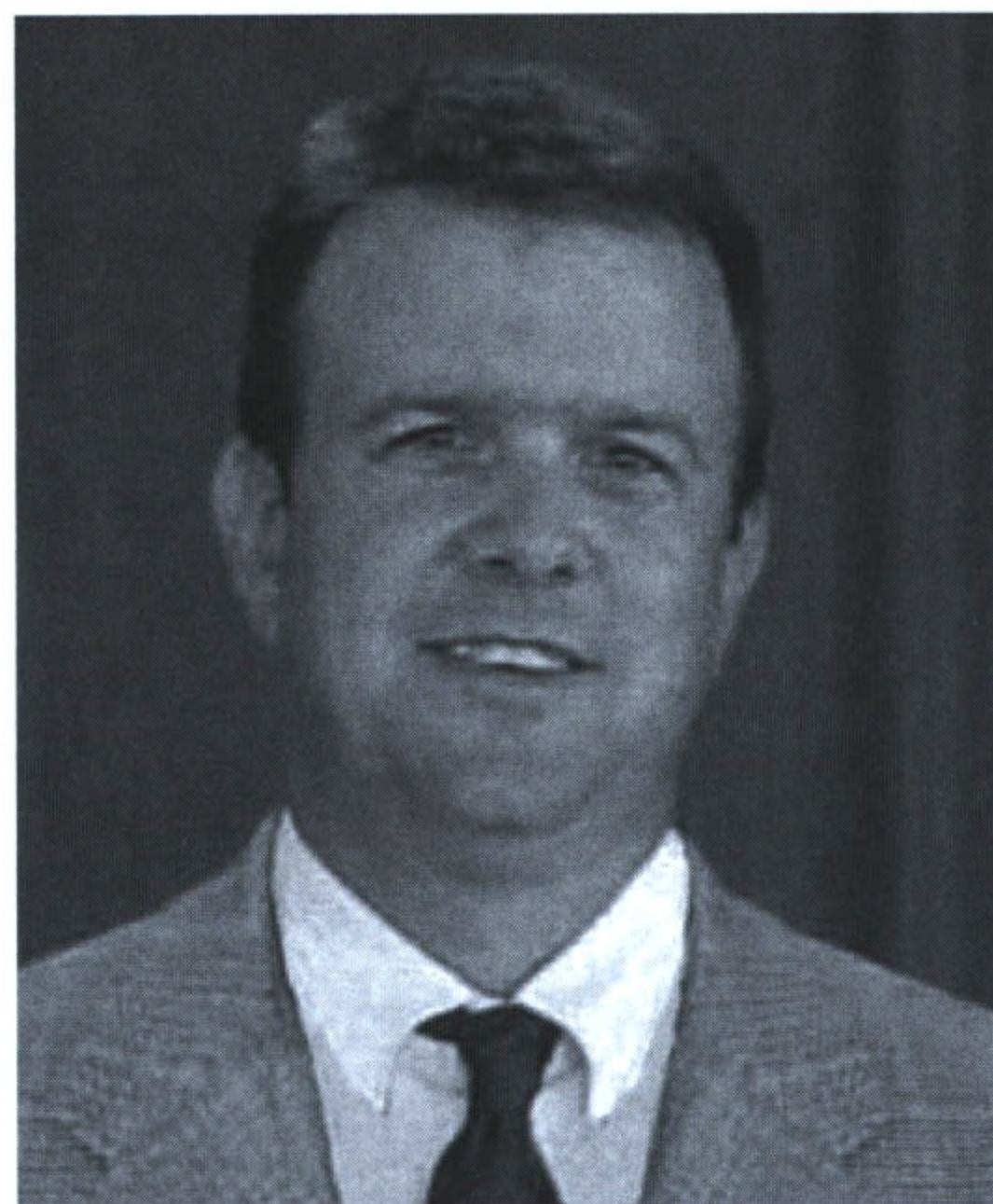
relationships are vital to protecting the interests of the auction industry; especially when legislation and regulations are introduced that directly affect your job.

By joining together, we have the opportunity to create positive change for the auction industry.

For more detailed information about how you can better educate and establish a relationship with your Members of Congress, contact Erica R. Brown, Public Affairs Manager at (888) 541-8084, ext. 31 or [ebrown@auctioneers.org](mailto:ebrown@auctioneers.org).

To locate the NAA's Auction Action Center, log into the NAA's website [www.auctioneers.org](http://www.auctioneers.org) and select "Government Relations" on the left side. Click on the "Auction Action Center" link once you land on the Government Relations homepage. Type in your zip code in the "Congress and President" section for federal elected officials and select your corresponding state to see a list of your state elected officials.

## Elect Monte Lowderman NAA Director in July 2007



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

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- Wife, Carrie, and son, Rhett.
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- Life member of the NAA.
- Certified Auctioneers Institute candidate.
- Member of NAA Fun Auction Committee - 3 years.
- Member of NAA Long Range Planning Committee.
- IL State Auctioneers Assoc. Board Member.
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*"...watch your character, it's your destiny." - Monte Lowderman*





SHARON HUISMAN, OF GALT, CA, IS PRESIDENT OF THE AUXILIARY TO THE NAA.

## Auxiliary urges education for auction staffs

**A**s a high school teacher, I almost physically cringe when I hear one of my students say that they are not going to continue their education because of the cost.

I agree with them that higher education is expensive, but I do everything I can to try to help them understand that the cost is worth the time, effort and money that they will spend. While their focus is primarily on the cost, my goal is to show students the value of education.

Today's working professionals readily recognize not only the value of education, but also the benefits of continuing education. Professional Auctioneers are no exception. The NAA Education Institute provides an incredible array of seminars and symposiums, certificate courses and designation classes throughout the year for professional Auctioneers at every level of experience and expertise. The accumulated value of this continuing education is apparent with the rising level of professionalism throughout the auction industry.

As the Auctioneer's professionalism increases, so must the professionalism of his entire auction team. Because the majority of our membership is comprised of auction team partners, the Auxiliary to the NAA actively supports and encourages continuing education for members. Now is the time for Auxiliary members to take advantage of the many educational opportunities offered.

One such program that Auxiliary members should consider is the Auction Administrator Certificate Program. This program was designed by the NAA Education Institute specifically for auction staffers.

At the coming 58th International Auctioneers Conference and Show in San Diego, CA in July 2007, two seminars will be presented by Auxiliary members that

*One such program that Auxiliary members should consider is the Auction Administrator Certificate program.*

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deal directly with auction team member issues. Barbara Ruhter will be covering the topic of clerking and cashiering, and Annette Wells and Jane Aumann will discuss auction day procedures.

These are just a few of the many continuing education classes that are available to Auxiliary members. Just as I do with my high school students, I want to remind you of the value of education. You may believe that you already know all there is to know about the seminar topics mentioned above. I sometimes feel that way when attending the annual teacher's conference. However, I love the classes or seminars when someone teaches me how to do something that I am already doing better or more efficiently. I love the innovative ideas that help me to teach more effectively. I love the little inside tips that come from experienced professionals. Most of all, I love the opportunity that classes and seminars allow me to make personal connections with other educators.

Do not let anything -- cost, time, effort or attitude -- keep you from raising your personal level of professionalism in the auction industry. Continuing education will be a valuable key to your success!

nafe, continued from 16

ment to enhancing the auction profession. There are many ways to participate in foundation activities and you must decide what is right for you. Giving opportunities include:

- Year-end appeal sent out in December, which provides critical funding for priority projects;
- "Investing in our Future", which is producing pledged resources to conduct vital initiatives in the coming years; and
- Special events and activities conducted throughout the year that support specific programs and services.

Listed on page 17 are several contributors who have already stepped forward in support of "Investing in our Future." These critical gifts will support our agenda for many years to come. On behalf of the NAF board, I thank them for their commitment to our success.

Thank you all and have a blessed and prosperous new year!

David Hanneman  
NAF Development Director

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

### **Advice in this column**

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

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

## **Meaning of reserve auction and opening bids**

In California, where I live, there is no auction license law, only a requirement for an Auctioneer bond, which for about \$300 to \$400 can be obtained by anyone.

Due to the real estate slump here, a lot of real estate agents are advertising themselves as Auctioneers with or without the Auctioneer bond. The terminology they are using seems very misleading. As an example:

- \*Absolute Auction (subject to lender approval in small print)
- \*Sold To Highest Bidder (reserve auction in small print)
- \*Opening Bid \$150,000 -- Listed at \$300,000 (Reserve Auction in small print.)

I am particularly interested in knowing your opinion is about the "Reserve Auction" versus "Minimum Bid Auction." Per the Glossary of Auction Terms on the National Auctioneers Association's website, an Opening Bid is "The lowest acceptable amount at which the bidding must commence." In this case, where the Auctioneer is saying this is a reserve auction, is the wording "Opening Bid" indicating that this is the "minimum" acceptable amount?"

The Auctioneer would not indicate any minimum on the reserve auction and said that the "Opening Bid" is just were they were starting the bidding and had nothing to do with a "minimum" since it was a reserve auction. I see this as misleading buyers to come because the "Opening Bids" were around half of what the list price was (these properties were all listed on the MLS) and according to the Auctioneer there were no minimums set on the reserve auction. Please clarify the usage of these terms.

Leslie Cary  
NorCal Auctions, California

**Answer:** The NAA Code of Ethics defines an "absolute auction" as "an auction where the property is sold to the highest qualified bidder with no limiting conditions or amount." The term "reserve auction" is defined as "an auction in which the seller retains the right to establish a minimum price, to accept or decline any and all bids or to withdraw the property at any time prior to the announcement of the completion of the sale by the Auctioneer." The language used in an auction advertisement is important. Two of the advertisements raise a concern.

The first advertisement referenced, "Absolute Auction (subject to lender approval)," is unethical and misleading. There is no such thing as a hybrid absolute auction or an absolute auction subject to the approval of the lender or anyone else. The sale is either absolute or not. There is no middle ground. This type of sale would be misleading to a buyer and is unethical. In these instances, an aggrieved buyer may file an action seeking specific performance by the seller.

The "Sold to Highest Bidder" language could result in the conversion of the auction to an absolute auction – particularly if the "reserve auction" notice is not conspicuous. Auctioneers should avoid language that would indicate that the property must be sold to the highest bidder. There have been cases where Auctioneers inadvertently converted an auction with reserve to an absolute auction by using language that suggested the sale was an absolute auction. Carefully selecting the language you use in an advertisement will help avoid costly litigation.

I am not as concerned about the "Opening Bid \$150,000 – Listed at \$300,000" advertisement. This advertisement simply states that the property has been listed at \$300,000 and that the Auctioneer will begin bidding at \$150,000. The advertisement does not contain language that implies it is an absolute auction or that it is



anything other than a reserve auction.

In a reserve auction the Auctioneer has complete discretion to decide where to begin the auction. There are two schools of thought on this issue. Some Auctioneers prefer to begin bidding at the reserve price while other Auctioneers prefer to begin bidding below the reserve price in an effort to gain momentum and exceed the reserve price. The opening bid does not have to be the reserve price. An Auctioneer can start the bidding at, above, or below the reserve price.

It is also important to remember that an Auctioneer has obligations to his or her client. Auctioneers, as the seller's agent, are bound to act on behalf of the seller as authorized by the auction contract. Auctioneers also have a fiduciary duty to act on behalf of the seller. So, an Auctioneer would not have the authority to advertise the sale as absolute when the seller wants to conduct a reserve auction.

Auctioneers should consider their obligations to their client and to the public before advertising a sale.

## Storage auctions regulations

Many storage companies have their managers conduct storage unit auctions, some every month for multiple locations. This seems to be a violation of state auction laws.

If this isn't, is it okay for an Auctioneer to buy the storage units and resell the items at a weekly auction in their auction center? I think many Auctioneers could supplement their income doing storage auctions for storage companies. I know the storage company managers are doing storage auctions in Indiana, Illinois and Ohio.

I'm in Michigan and we don't have an auction law, so this doesn't affect me. But I've given members of my CAI class information about this. In Illinois, two companies each have over 40 locations, that's many auctions not being done by Auctioneers.

Wayne Blair, CAI  
Blair auction and Appraisal LLC.,  
Michigan

**Answer:** A majority of states do require Auctioneers to be licensed in order to conduct lawful auctions. Most, if not all, of these licensing laws have a few exceptions to the licensing requirement. The five most common exceptions to the licensing requirement include the following: (1) any auction conducted by or on behalf of a charitable organization; (2) any individual who offers his or her own goods at auction; (3) an

continued

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auction conducted by or under the direction of any public authority; (4) an auction conducted by or on behalf of a person appointed by judicial order or decree; and (5) any sale required by law to be an auction. These laws usually do not have an exception for storage companies – so these auctions depending on state law, may need to be conducted by licensed Auctioneers.

I also agree that many Auctioneers could obtain additional business by expanding to do storage auctions for storage companies. While storage auctions present new opportunities, they also present new risks. Auctioneers should conduct some due diligence and learn more about storage auctions before making the jump.

## Foreclosure auctions

There have always been many foreclosure auctions where I live, in Hawaii. All seem to be conducted by lawyers or Realtors, virtually never by Auctioneers. These auctions could be done so much better by a professional Auctioneer, in my opinion. How do we get the law to require Auctioneers to be involved or hired?

Joe Teipel  
Hawaii

**Answer:** It would be difficult to change the law to require a licensed Auctioneer to conduct all foreclosure auctions. I think you would end up fighting the local bar associations and Realtors in Hawaii to change the law. As I mentioned above, most states have exceptions to the licensing requirements for sales made under the direction of the court. A foreclosure action usually results in a judicially ordered sale of the property that generally falls within one of the exceptions.

In order to ensure that the foreclosure auctions are conducted by licensed Auctioneers, existing law would need to be modified. Auctioneers in Hawaii would need to make sure that there is no exception to the licensing requirement for sales made under the direction of the court. Hawaii Auctioneers may also seek to insert a requirement for foreclosure auctions to be conducted by a properly licensed Auctioneer.

If you are serious about your desire to change the law, then you should start by locating other Auctioneers in Hawaii that support the change. You should also contact the Hawaii

Auctioneers Association to see if they would be willing to support the change. After you have gathered support for the proposed amendments, you should write to and contact key legislators. A member of the Hawaii House of Representatives or Senate will be required to sponsor any proposed legislation. You may also want to write a letter to Governor Linda Lingle to determine whether she would support the change.

## Is appraisal of fair market value required?

I have always heard that divorce cases require appraisals to be done in fair market value, but I have spent some time looking for a reference to such a rule and I can't seem to find anything except other appraisers stating it as fact. Can you provide a legitimate reference to such a rule?

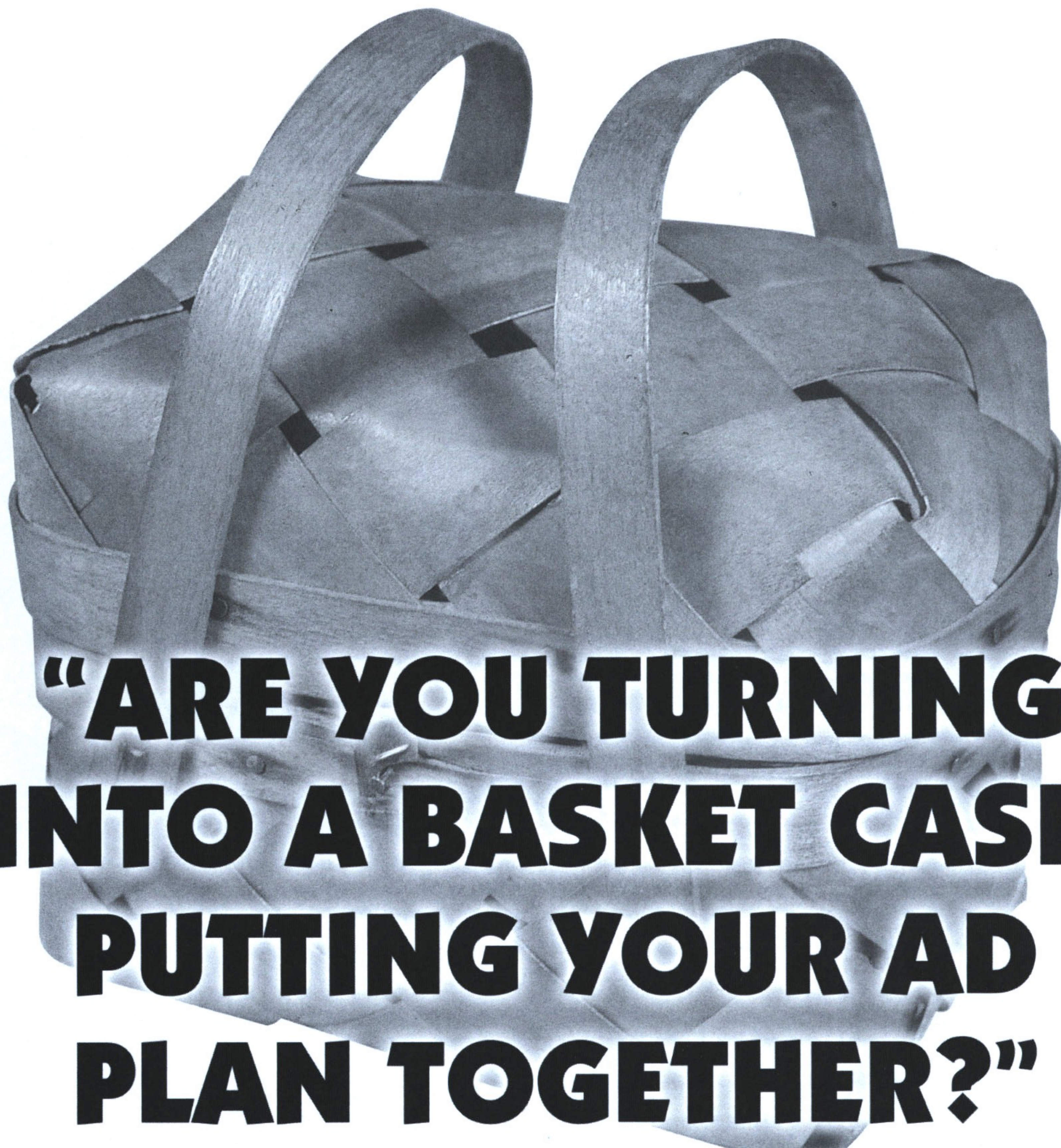
Chad Ehli  
Cascade Auctions

**Answer:** The legal procedures for obtaining a divorce and property settlement vary in each state. I generally do not handle any divorces cases. I have had an opportunity, however, to discuss this issue with other members of Beers Mellers Backs & Salin who do handle divorces and obtain some general information for you.

In Indiana, for example, there is generally no requirement for personal or real property to be appraised. The Court, however, is required to divide the property in a just and reasonable manner. The Court may divide the property among the spouses in any of the following manners: (1) division of the property in kind; (2) setting the property or parts of the property over to one of the spouses and requiring either spouse to pay an amount, either in gross or in installments, that is just and proper; (3) ordering the sale of the property under such conditions as the court prescribes and dividing the proceeds of the sale; or (4) ordering the distribution of benefits that are payable after the dissolution of marriage, by setting aside to either of the parties a percentage of those payments either by assignment or in kind at the time of receipt.

A party to a dissolution proceeding in Indiana would generally engage the services of an appraiser when there is a valid dispute over the value of property. Auctioneers should contact an attorney licensed in their jurisdiction to determine whether state law requires an appraisal and determine whether there are any special procedure when selling property in a divorce.





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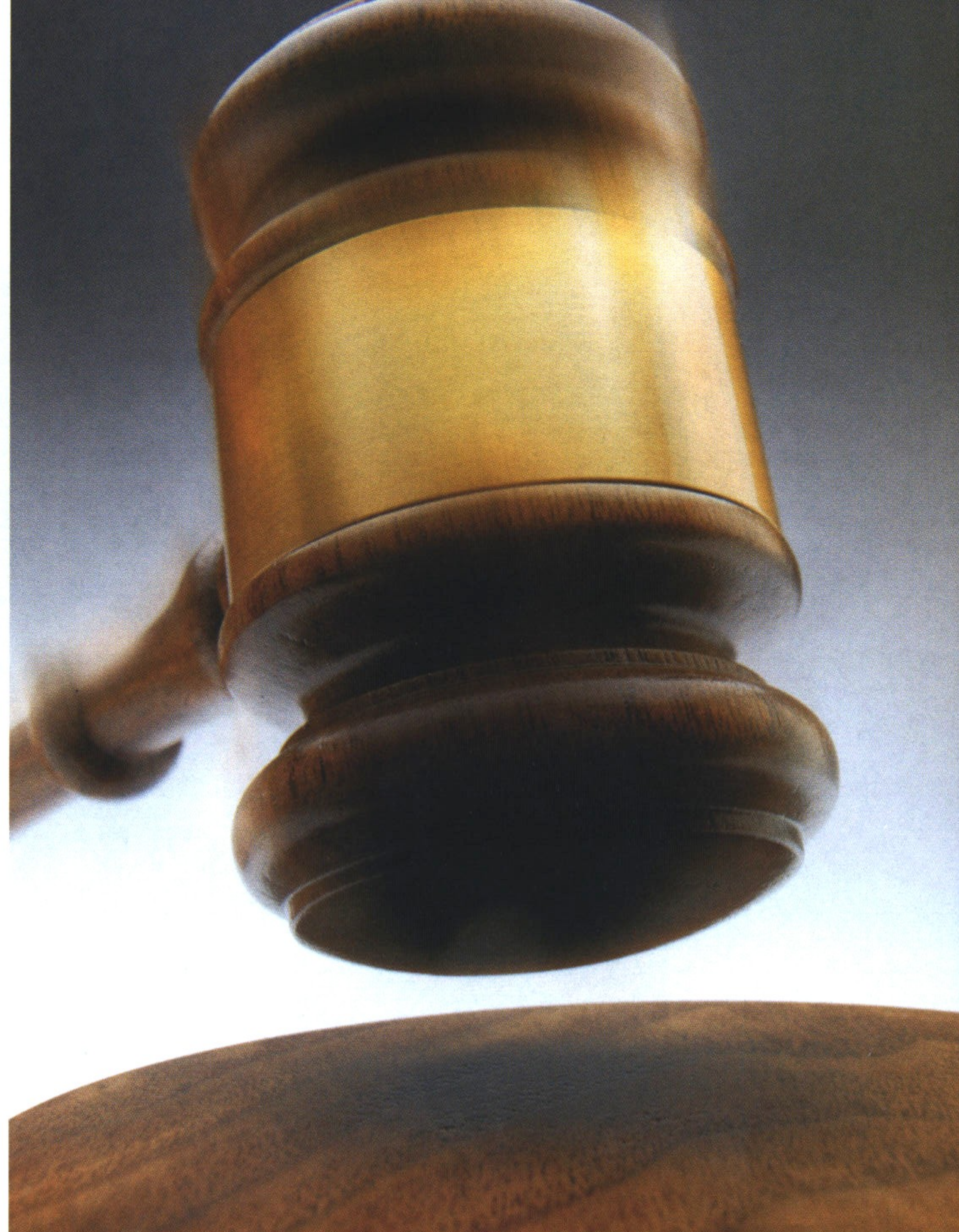
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# A

mong the large auction operations in the world, Shipshewana Auction Inc. stands in a unique position and uses several successful business practices that auction firms of any size can learn from.

Consider the complex that owners Kevin Lambright and his brother Keith Lambright run: an indoor weekly consignment auction with up to 12 Auctioneers selling at the same time each Wednesday, an outdoor flea market with hundreds of booths operating May through October, two weekly livestock auctions, a weekly hay auction; a hotel to serve visitors, a restaurant, and a separate antique gallery to sell antiques by retail.

With this complex at the center of the small town of Shipshewana, IN, the town swells from its permanent population of 550 to serve hundreds of thousands of visitors each year. In the heart of Amish and Mennonite country, the town also has 95 specialty shops featuring handcrafted furniture, clothing and baked goods.

In the center of town is the Shipshewana auction center, with 137 employees in winter and up to 310 in summer. And overseeing the operation is Kevin Lambright, 48, president of Shipshewana Auction Inc. Brother Keith, 51, is vice president and is the Auctioneer of the livestock and hay auctions.

When *Auctioneer* magazine visited the Wednesday auction of Miscellaneous and Antique items last month, six Auctioneers were selling a variety of antique furniture, toys and other items as attendees stood in close circles around the Auctioneers in different corners of the large auction barn, an 80' by 200' enclosed facility, heated in the winter and opened in summer to allow breezes in.

Lambright explained what draws hundreds of buyers and sellers each week, even in the cold Indiana winter.

"Dealers find us to be a good outlet for estates they buy. They are able to sell their items and get a check within 60 minutes. They really like that fast service. People want their money fast. A high percentage of our



**Above: Auctioneer Harvey Lambright has sold at Shipshewana for 51 years.**

**Below: Aerial view of the Shipshewana auction barn.**

**Opposite: Kevin Lambright, right, is president of Shipshewana Auction Inc. His brother, Keith, left, is vice president.**



**continued**





**Keith Lambright, above, conducts hay auctions each Wednesday and livestock auctions, below, on Wednesdays and Fridays.**



consigners are dealers from Illinois, Ohio, Michigan, Indiana, Missouri and Arkansas. Some are families selling an estate."

And, many of the buyers are also dealers searching for items for their antique stores or booths in antique malls. But attendees also include families, couples and individual tourists coming to town for the thrill of attending a busy auction.

"We sell mission style furniture, glassware, pottery, tins, almost everything," Lambright said. "We have family friendly merchandise. I reject things with nudity and some things that are alcohol related. I'm not bashful about that."

And a strong ethic of treating buyers and sellers completely honesty is at the core of the Lambright operation.

"You can shear a sheep every year, but you can only skin them once," he said. "If you cheat someone, they won't come back to do business with you. We want to treat people right in everything we do."

He's also blunt and honest about merchandise people want to sell.

"If we take a garage sale load, I tell people nicely that there is a \$25 dump fee because we feel some things won't sell."

Connected to that is the company's mission statement: "To bring together sellers and buyers in an efficient operation in a high volume market; and to ensure mutual satisfaction of all parties in transactions that will promote an enjoyable visit to Shipshewana."

Lambright also discussed the company's supporting values, including a reverence for God, he said.

"We do monthly and weekly (staff) meetings where we talk about our mission statement and our desire to strive for excellence," he said.

Auctioneers are paid a set amount to work the day, plus earn tips from the consigners, and get good exposure to potential clients.

"Some of our Auctioneers get auctions from the contacts they meet here," Lambright said.

The longest-serving Auctioneer at Shipshewana is Harvey Lambright, CAI, AARE, GPPA, CES, who has been selling there for 51 years.

"It was my first job out of Reppert School of Auctioneering, and I'm still here!," He said as we walked out on the auction floor moments before selling.

Harvey Lambright (who is not directly related to Kevin or Keith) said he believes the company is so successful because "It has a history of being built up, of working to get enough people to bring and sell items, and the practice of paying sellers within 30 to 60 minutes has been very successful," he said.

Lambright, president of NAA in 1978-79, said he has seen changes in prices and merchandise over the years.

"Cut glass prices are down now. The younger generation is not buying it now. Some furniture is down also, but oak sells well. We've got a good variety of merchandise here and we're always trying to get good quality items all the time."



## Dealer comments

Ziggy Ziegler, an antique dealer from Detroit, comes almost 180 miles every week to Shipshewana to sell. As he stood beside his square area of items, he commended the auction operation.

"I drop off merchandise on Tuesday and get my money an hour after my section sells on Wednesday. Anybody who doesn't come here to Shipshewana is missing it! There is different merchandise each week. One dealer brought a 28-foot trailer. Another dealer had so much it took one Auctioneer from 8 a.m. to 4 p.m. one day to sell just that dealer's items."

Marilyn Hedges, a dealer from Grand Rapids, MI, said "I come looking for Indian items. I like the thrill of the hunt to find things here."

Dave Berens, of Massillon, OH, a dealer and Auctioneer, worked as ringman in his area as Auctioneer Dawn Wilfong sold his items.

"I like the live impulse buying that occurs here by the crowd," Berens said. "I sold an O'Henry candy sign today for \$325, a pretty good price. Like anywhere, prices vary. The market for antique toys, for example, is lower now because the buyers are dying off. But I really support Shipshewana. I like to get my check soon after I'm done and I drive straight to the Shipshewana bank and cash it."

Berens said he never picks items out of his collection to place on eBay, or other online sites to sell, unless they are highly

unusual and very likely to sell higher than he can get at Shipshewana. He does not want the hassles of postings and the delays in getting paid, he said.

On this day, an antique toy fire truck sold for \$27.50 at Shipshewana. A wood carving sold for \$45. Antique furniture dressers sold for \$400 to about \$800.

Non-dealer attendees said they also enjoyed the auction. "We're farmers from Angola," said two older men from the nearby town. "We're just here looking and to meet a friend."

Children of attendees also wandered from section to section, looking at toys and learning about furniture from parents describing different styles to the children. Amish persons are not a big part of the buyer base for the antique auction, but they are vital to the livestock and hay auctions.

"Any we employ many of the Amish people in our restaurant and housekeeping positions. They are hardworking, wonderful people," Lambright said.

## Building on the past, looking to future

Kevin Lambright attributes the success of the Shipshewana company to good decisions made by earlier owners who built the company, but admits he also pays attention to detail, tries to make good decisions daily, and is a dreamer with visions for the company's future. Kevin has a high school degree, but did not attend college or auction school; and instead has focused

continued

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on hard work, good business relationships and growing the business with solid practices.

The company does most clerking manually, but rapidly and efficiently, and he is considering implementing computerized clerking. The firm does not create a catalog for its weekly auctions, but does produce catalogs for specialty auctions. The company's website (at <http://www.tradingplaceamerica.com/>) describes the company's many facets.

Lambright says his next project this year will be to try to do a live Internet broadcast of some items in the weekly Wednesday auction to offer bidding live to people around the world.

"I like to dream and try new things, so let's try the next day online auction. Sellers will bring in furniture by 2 p.m. Tuesdays so we have time to shoot photos and post the items on our website. Then at 10 a.m. Wednesday we'll have the furniture auction with an absolute section (no minimum price) that we'll broadcast live to take bids online and on the floor, and the furniture will sell to the highest bidder. Some people tell me this won't work because there's not much time for interested buyers to look up (comparable) values. But there is not time in the live auction now."

The live broadcast of some parts of the antiques and miscellaneous auction will bring in new customers and greater exposure, he says.

"It will reach people who have never been here and will increase their interest in coming to Shipshewana. It will help our tourism," Lambright said.

In fact, Lambright feels that eBay and other online auction sites have not hurt the volume of business at Shipshewana because some dealers may sell items on

eBay. The weekly auction still grosses hundreds of thousands of dollars each week.

"I don't think eBay has hurt our live auction at all. Sellers want their money quick and know they get it here. We had one case where an art print sold here for about \$6,300 and then sold a short time later on eBay for about \$63,000, but that was the best advertising we could have. People think they can come here and find something like that to turn around and sell for more."

Lambright says online auctions will not replace live auctions.

"People continue to enjoy live auctions as a social gathering. Although that aspect is not as strong as in the old days, people are still intrigued and enjoy that, so the live auction will continue."

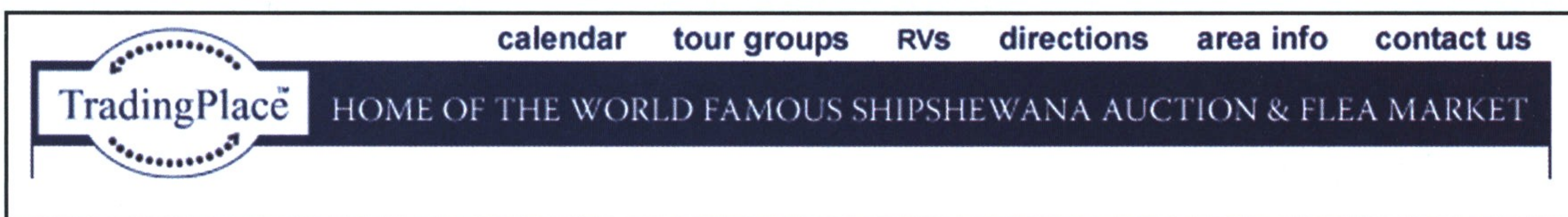
Lambright also plans to improve the flea market by adding more shaded areas to keep people out of the sun.

#### Livestock auctions

The Wednesday miscellaneous and antiques auction is augmented by the 10 a.m. sale of hay each Wednesday. A row of trailers of hay is lined up outside the auction barn as Keith Lambright walks the row of trailers selling each group by the ton. He moves quickly and smoothly through the row as the crowd gathers around.



Kevin Lambright, in his office.



The business office.





At 11 a.m. he sells feeder pigs in his auction barn, seated above the ring as groups of pigs move in and out of the arena. At 12:30 he sells feeder cattle; followed by the 2:30 sale of sheep, lambs and goats; and the 4 p.m. sale of cattle.

A horse auction each Friday begins with tack at 9 a.m., loose horses at 10:30, driving horses at 11 a.m., and then saddle horses and ponies at noon.

There are two special sales held each year on Good Friday and the day after Thanksgiving. These are large sales, more than 500 horses, with tack and ponies sold also. Barns behind the livestock auction arena house the horses brought in on Thursdays.

### History of the company

The phenomena of the Shipshewana auction began small in 1922 when George Curtis sold six pigs, seven cows and several cattle at his home in the first auction there.

"Then he began selling livestock and few fenceposts out of the back of a wagon, and it spun off from there and kept evolving," Lambright said. In 1926 Curtis build a barn at the site to hold auctions in.

In 1946, Curtis sold the business to Fred Lambright (grandfather of Kevin and Keith), who built a new barn on the present location and sold livestock. In 1947 the flea market was operating and sellers continued to sell out of their car trunks.

In 1961 the business was bought by Fred's nephew, Walter Shrock. In 1981, the company was bought by Robert Lambright (Fred's son) and Robert's sons, Kevin and Keith. In 1992 Robert Lambright passed away, and the sons became the owners.

In 1997, Kevin built the hotel across the street, the Farmstead Inn, which now includes 154 rooms, a conference center and indoor swimming pool.

"It was part of my dream," he said. "People were staying in Angola and other cities nearby. I thought 'Why aren't they staying here?'"

In 1998 he built a 31,000-square-foot antique gallery built next door to Farmstead Inn.

The Shipshewana auction continues as one of the most unique and multi-faceted auction complexes in the world.

For more information on this business and the town of Shipshewana, visit these websites: <http://www.trading-placeamerica.com>, <http://www.shipshewana.com/>.

*Story by Steve Baska, editor. Photos by Steve Baska and some provided courtesy of Shipshewana Auction Inc.*



Horse-drawn buggies of Amish attendees are parked.

Furniture is an important part of the operation.





# Bilingual Auctioneer says the practice brings more buyers to car auction

By Billie Shelton

Auctioneer Curtis Paige has the answer for everyone who has ever wondered why foreign language classes are important in school, or to those parents who have inquired of their college student, "What are you ever going to be able to do with a degree in Spanish?"

His reply? Become an Auctioneer.

For several years, Paige, of Fort Wayne, IN, has been calling auto auctions in English and Spanish in Fort Wayne and nearby Gas City. He enjoys it and readily admits the idea of becoming an Auctioneer, and a bilingual Auctioneer, never crossed



his radar screen as he considered career options.

"I didn't have a clue what I really wanted to do, even though I had some college business administration courses," said Curtis, 29.

Most of his education in Spanish took place on the streets as he was growing up, rather than in the classroom.

"I worked for a car dealership for several years and got into going to the auctions. Then it became interesting how the business worked. So when I got the opportunity four years ago to actually work with the company in Gas City in the ring translating, that's how I got started doing this."

Although working as a bilingual Auctioneer is what Paige calls "a continuing educational process," after several years of doing bilingual auctions for Care Auto Auction in Gas City and Fort Wayne Vehicle Auction he enrolled in Reppert's Auction School in Auburn, IN in 2004.

Paige, who has been around cars all his life, got his start in the ring calling what's known as reruns, the vehicles that go across the auction block a second time. He also did plenty of personal property auctions in Indiana and Ohio to work on translating English and Spanish while auctioning. Now that he has several years of experience behind him, Paige can auction in both languages at the same time, switching back and forth between the two, or can call an auction entirely in Spanish or English.

"I have to look out there and see what types of buyers I have," he explains about how he decides which language to use. He can call bids in either Spanish or English.

"At first you can trip over your words, but after some time it becomes routine," he says of what it's like to do an auction in more than one language.

What reaction does this young Auctioneer get from his skills in the ring? "It's a good thing. The Hispanics love it. Many of them come to stand at the side of the ring where I am during an auction," he said. "It makes them feel more comfortable and relaxed with a bilingual Auctioneer or ringman who can

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speak their language. Being bilingual has helped me connect better, to communicate more with the customers. I try to make them feel as comfortable as I can, so speaking the same language is one way to do that.

### More buyers

"More buyers come when they know someone is there who can translate and can tell them when there's a problem with the car," Paige said, noting that Hispanics don't seem concerned about what race he is or why he speaks Spanish with enough fluency to auction. "Whether you're an American or 100 percent Spanish doesn't matter as long as you can translate for them what's going on."

As an African-American, Paige said he has not been subjected to discrimination in his work, even though he has never met another African-American Auctioneer in his state.

"But the door is open and the opportunity is there," he says. "It would be a good thing. We have all kinds of buyers at an auction, from age 20 to 70 or 80 years old."

Page said that other Auctioneers have helped him. "It feels very good to have them helping and encouraging me. All of these individuals have mentored me and helped bring me to where I am today. I think discrimination is another term for uneducated."

What counts is being confident in what you do, according to Paige.

"In any profession, no matter what race you are, you just have to be good and know your stuff," he said.

When he started bilingual auctioning, other Auctioneers flocked around him to see if they could understand.

Sometimes Paige observes other Auctioneers who are intimidated by his skill, yet "I don't want to push anyone out," he said. "I'll help anyone who comes to me wanting to learn more about bilingual auctioning. I don't dis-

criminate."

Paige has been working in the field long enough that he believes it would be beneficial for more Auctioneers to learn to auction in Spanish.

### Five years from now

"There's just a huge, huge market for Spanish buyers out there. I can see it within five or ten years all auctioneers should be chanting in English and Spanish," he observes. "I would say out of all buyers at auctions about one-third are Hispanic. It's going to be something Auctioneers may be forced to do by the company they work for or by someone who wants to replace them."

Other professions already see such a need, according to Paige. "Just about any real estate company I know of has someone there who can translate, and I can see that happening within five to 10

years for auctioneers."

Being a professional Auctioneer has meant a more professional lifestyle for Paige, who toys with the idea of one day opening a school to teach others to do what he does in the auction ring. But until then, he'll keep honing his communication skills with all of his customers.

"I try to make the Hispanics feel as comfortable as I can, but I do the same with anyone who is at an auction. I like to go in early before a sale so I can get to know who the buyers are. I try to go beyond the call, listen, and help them out as much as I can. I make myself available to the buyers."

*Freelance writer Billie Shelton, of Stanhope, IA, has written features on many Auctioneers. Photo courtesy of Curtis Paige.*

## Chuck McAtee, AARE

### For NAA Director



## Chuck McAtee, AARE

### For NAA Director

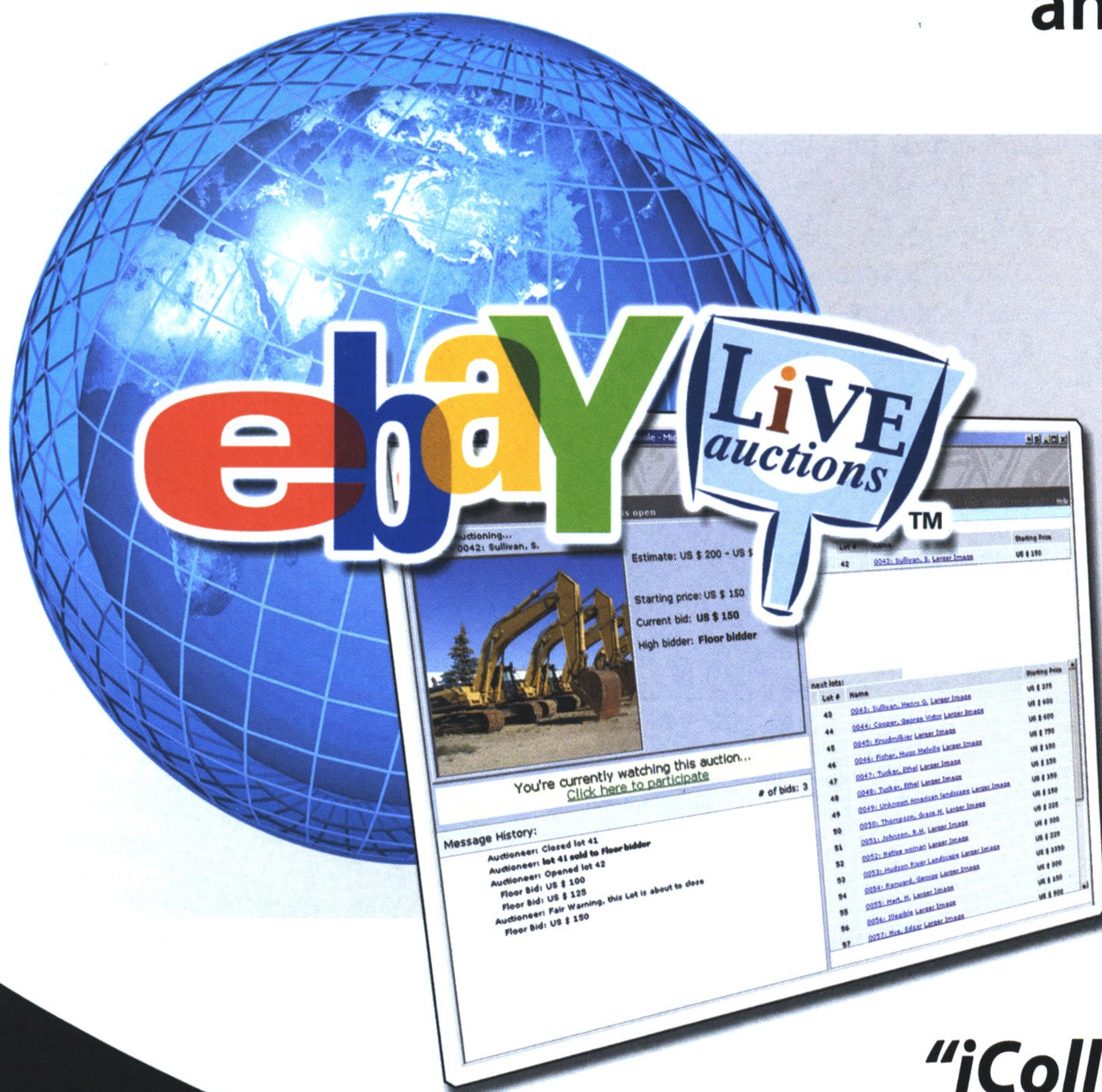
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# Curran Miller Auction/Realty celebrates 70 Year Anniversary; Hugh Miller celebrates 50 years

Curran Miller Auction/Realty, a family-owned company in Evansville, IN is celebrating 70 years in business. Coinciding with the 70 years, Hugh Miller, the son of founding father and company namesake Curran, is also celebrating his 50th anniversary as an Auctioneer.

Curran Miller founded the company in 1936, forging a living for his family in the wake of the great depression. When Curran Miller retired over 30 years ago, Hugh took over the business. Regularly working in his father's auctions since he was eight and obtaining his Auctioneer's license at 14, Hugh has seen the company expand from auctioneering local farm equipment in the 1930s to currently using proprietary Freedom Tract(TM) auction technology to help sell over a billion dollars in land across Southern Indiana and the Tri-State region and throughout the United States.



Hugh Miller

Hugh works alongside his two daughters, Wendy and Stephanie, bringing another generation of family into the auctioneering tradition. Curran Miller Auction/Realty employs 8 full-time employees who plan and conduct real estate, farm land, farm machinery, estate, and personal property auctions for its private and corporate clients, as well as benefit auctions for non-profit organizations.

"It is exciting to be part of the auction business and to see its evolution into a high-tech industry," says Hugh Miller, CEO, Curran Miller Auction/Realty. "We've never shied away from change if it's in the best interest of our customers. For example,

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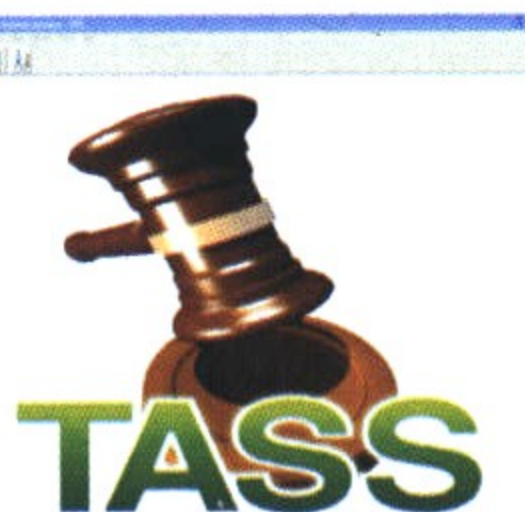


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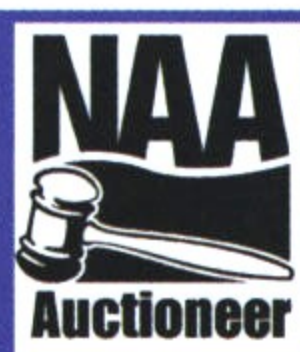
we developed software for our Freedom Tract Auction Method to sell multiple tracts of land at public auction. This method ensures that potential buyers have a fair opportunity to purchase the land they want and guarantees that sellers receive a fair price. Auctioneering comes down to helping people. That's why my father started this business, and that is still our goal today."

Understanding the needs of buyers and sellers and helping the local community is what moves Hugh to be the best Auctioneer he can. He has served as president of the National Auctioneers Association, the Indiana Auctioneers Association, and the Auction Marketing Institute. He has also been inducted into the Hall of Fame for both the Indiana and National Auctioneers Associations. Hugh has performed hundreds of fundraising auctions and his compassion for people, especially his love of family, is one of the qualities commented on the most when the Miller name is mentioned to those who have worked with the company.

"When I talk about the company, I often say that we strive to render a service that is pleasing to both the buyer and the seller," said Miller. "I like to think that we are fulfilling that commitment with a highly trained and committed team of professionals."

Curran Miller Auction/Realty applies the hard working tenets of the Corn Belt to each client. For 70 years, the people in this region have relied on the Miller family to get the most from their endeavors. To learn more about Curran Miller Auction/Realty, please visit [www.curranmiller.com](http://www.curranmiller.com) or call (812) 474-6100.

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## At least three types of Internet auctions used by Auctioneers with success

By Aaron Traffas, CES, of Purple Wave Auction, Inc.

We've all heard of Internet auctions, online bidding or streaming auctions in some form. NAA has made the very laudable decision to provide unbiased, educational information to members to promote a greater understanding of the different Internet auction technologies available to Auctioneers today.

I feel it is important to differentiate between the various types of Internet bidding currently being used. In this article, I briefly describe the differences in the types of auctions. Also, Zeljko Stefanovic from Live Global Bid, Inc. will discuss the mechanics and positive aspects of real-time bidding, and Steve Johnson from AuctionZip.com will discuss the benefits and requirements of pre-auction bidding.

I see three main types of auctions with Internet bidding in use today: real-time Internet auctions, Internet only auctions and auctions with pre-auction Internet bidding. I have used all three types with success.

### 1--Real-time Internet auctions

Also called "live online" or "streaming" auctions, the method involves buyers located off-site at their computers being able to listen to, and perhaps watch, the auction and bid in real time, meaning as it happens. A connection to the Internet is required at the auction location to implement the Internet bids. Some companies provide a service where they will have someone implement the bids from the auction over the phone to accommodate those auctions where an Internet connection is not available at the auction location.

### 2--Internet-only auctions

While these are sometimes referred to as "static" or "eBay style" auctions, most Internet-only auctions are neither. I certainly wouldn't consider any auction "static" and, while eBay auctions are certainly Internet-only auctions, most Internet-only auctions used by Auctioneers today are different from eBay in several important ways. eBay listings take a significant amount of time to create and they all end at a fixed time, allowing buyers to bid at the last moment and "snipe" the item. I know that if I'm selling to a live crowd and someone bids, I won't say "sold" until I'm sure nobody else is going to bid.

Many Internet-only auctions have an automatic extension feature to simulate this aspect of a live auction, keeping the item open for bidding for a specified time after the last bid has been placed. Another feature of many Internet-only auctions is the ability to stagger the ending of the items so they don't all end at the same time, providing buyers interested in sever-



**A live streaming webcast of this condominium auction in Steamboat, CO, last year was done by these Proxibid staffers on laptops.**

al items the opportunity to bid on all they wish.

### 3--Pre-auction, Internet bidding

How many of you accept absentee bids? While all Internet bids are absentee bids by definition, the concept of pre-auction Internet bidding is very analogous to accepting an absentee bid form at any auction. Unlike real-time bidding, which accepts Internet bids up until the item is sold, pre-auction bidding closes before the auction begins. Buyers give you their maximum bids on the items, and the computer provides a current price and the winning buyer's maximum price. These bids are implemented against the auction crowd.

### • Hybrid auction types

There are auction methods that do not fall completely into the categories listed above. For example, we were recently involved in an auction which was both real-time and Internet only. The items were shown on the local television station and the bidding was all done over the Internet during the auction. There was no live crowd, but the interaction between the Auctioneer and the bidders was present until the items were sold.

Not every type of auction is applicable to every situation and the benefits and detriments of each have to be weighed when discussing options with a potential client. As the technology continues to evolve, we will see the lines between the different types of auctions continue to blur.

## Details on Real-time Internet Bidding: live cameras, audio and bidding (the auto auction example)

By Zeljko Stefanovic, Live Global Bid, Inc.

There are varying degrees of streaming technologies. I'd like to explain the differences in the technologies that are currently used in the marketplace. Coming from the wholesale automobile industry, my experiences will be skewed to this environment. Nevertheless, this is a market that posts and sells millions of vehicles yearly using one streaming technology or another.



Nowhere has the advent of live streaming auctions been more accepted than in the wholesale auto auction industry where more than 80% of all wholesale auctions use one form of streaming or another. It is also said that in some cases close to 70% of vehicles in an auction sale have been sold to online or offsite bidders. That is certainly not the norm for online sales; however, it is not unusual to sell between 10 and 15% of vehicles to online bidders. Thus, live streaming has become an invaluable tool to dealers and auctions.

In the past a dealer would have to leave his business for hours or days if he is attending several different auctions. Live Internet auctions have allowed him the luxury to make most of his inventory purchases without ever leaving his office. He can now make his inventory purchases with the click of a mouse. There is no need to contend with security at airports or crowds at the auction.

Streaming technologies have allowed the dealer to be placed right in the lane. He gets a bird's eye view from a camera located in the lane and he can hear all of the action as live audio connected directly to the Auctioneer's microphone is coming through his computer speakers. The Auctioneer, on the other hand, knows who is logged in, what their credit limits are, how long they have been in the sale, as well as a variety of other reports all available to the Auctioneer in real time. The bidder knows how much money he has left, how much money he has spent, and how many vehicles, tractors or D10Rs he has bought. More information is now available to both the Auctioneer and the bidder than ever before. Then how does this all work?

It all begins at the auction house. A proper Internet connection is needed in order to have any type streaming solution. The size of the connection needed will depend on the quality of transmission. In most cases, as a general rule, the better quality broadcast you wish to have, the more bandwidth you will need at the auction house.

A streamer is, in most cases, needed at the auction facility – the audio from the Auctioneer's microphone as well as the video from a camera that is located either on the auction floor or the auction lane is also connected. This media is then sent to either a data centre where servers are located or it is encoded and sent directly to the end users. Either method works; however, if streaming directly from the auction house to end users, the connection required will depend on how many users are planning on attending. The larger the number of users, the larger the connection will have to be. This is not as much of a problem if the servers are at a data centre, as bandwidth is much easier to get.

Once the audio and video are sent to the server and streamed to the Internet, users or bidders log into the sale via a bidding client. Again there are varying degrees of sophistication and complexities when it comes to this technology. There

are Java applets, .NET, Flash controls as well as ActiveX controls. All work very well in delivering rich media directly to the users desktop.

Users must look at quality and delay. The better technologies deliver a very high quality audio feed - almost CD quality, and a TV quality video signal. Fifteen frames per second or higher should be the measuring stick. As long as the buffers are kept to less than a second for audio and video it should appear to be almost transparent and should put the bidder right on the auction floor. If the delay falls below the one second mark, it may cause confusion at the auction house, as bids may come in too late to be counted.

Pre-sale catalogues should be available, regardless of the commodity the auction house is selling. Since all purchasing decisions in a live streaming auction are made relatively quickly, a catalogue containing as much information about the items as is possible will help with the sale.

In the auto industry, in order to provide a comfort level for users, it takes a minimum of 6 images to assist in the selling process of a certified pre-owned vehicle and it can take up to 12 images for a used vehicle. In most cases a very detailed condition report is generated by the auction house. This condition report goes as far as measuring remaining tread on the tires. In these types of sales it is not uncommon for the online bidder to have a better and more detailed view of the vehicle than if he was actually at the auction.

## Details on Pre-auction Internet bidding

By Steve Johnson, AuctionZip.com

Pre-auction Internet bidding simply merges the age-old "absentee bid" with the power of the Internet. This type of Internet auction allows the Auctioneer to take competing online bids up to a predetermined date and time. Some Auctioneers will close the bidding hours before the live auction, while many close the bidding the day before. The Auctioneer takes the list of winning online bidders and executes their bids against the live auction crowd.

Although it lacks some of the bells and whistles of real-time Internet auctions (streaming audio, streaming video, live bidding), pre-auction bidding has many advantages over the real-time method.

- Strong early bidding-- While bidders participating in real-time Internet auctions often wait to place their bids, pre-auction Internet bidding forces the auction buyers to place their strongest or maximum bid right up front. A well advertised auction with pre-auction bidding will often have strong competing

**continued on 61**



## *Are you ready for a live webcast?*

### **Important questions to ask Internet Auction Service Providers**

By Bruce Hoberman, of Proxibid

The Internet and “live” webcast auctions are here to stay.

In 1998 a couple of young men started a business providing Auctioneers the chance to expand their auctions to a global audience by utilizing the Internet. LiveBid, along with another start up, LeftBid, began to pioneer the fledgling industry now known as the IASP (Internet Auction Service Providers).

These firms faced a number of problems, including trying to convince Auctioneers to embrace this new technology and offer “live online bidding” to their customers. Although neither of these companies survived the start-up phase of their business, they launched a new industry, and their initial work survives today in the form of a half a dozen current IASPs.

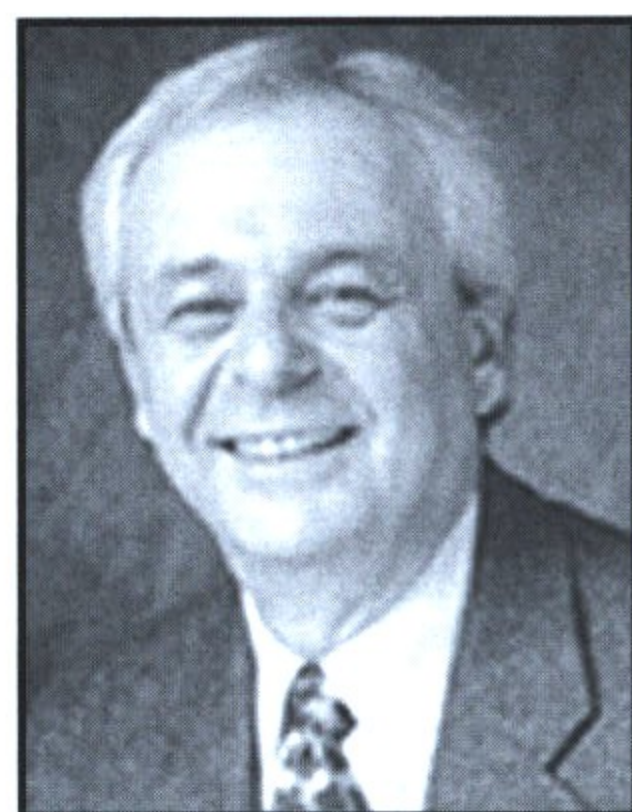
Today, probably everyone in the auction business is keenly aware of the Internet and its potential impact on their business. Some people quickly embraced this new tool (early adopters) and those who discount it completely (laggards). However, it is those in the middle (early/late majority) who will ultimately determine the fate of this budding industry. The question is not whether the Internet is here to stay, but how quickly can one take advantage of this new option.

The Internet offers a great opportunity to expand your business from a local or regional presence to a global presence. Soon consigners will expect Auctioneers to offer a presence on the Internet. More importantly, there are already millions and millions of daily users of the Internet, who are ready to participate in your auctions now!

Live online bidding allows a consumer to attend a “virtual” auction, simply by using a computer with an Internet connection and Web browser. Bidders can now participate in any broadcasted auction with the same advantages they would have if they were sitting on the auction floor during the sale. Live real-time bidding allows online bidders to send their bids to the auction floor via the Internet as if the bidder were at the auction in person. An Auctioneers’ assistant is onsite to accept the bid and to relay the information to the auctioneer.

Before you begin to participate in the online auction business there are several issues to consider. Most importantly, ask “What do I expect from offering my auction online?”

Setting reasonable expectations and goals for yourself will help



**Hoberman**

in evaluating and improving your online auctions. Other important questions you need to be asking are: “Will I increase participation in my auction?” “Will bringing more bidders to my auction increase revenue and profitability?” “Will it help as a sales tool in bringing more consigners?” “Will it help me overcome the limitations of a remote location?” “Will it create new efficiencies in my business?” “Do I need to stay in the forefront of technology changes?” “Will it help maintain or create a competitive advantage?”

It is important to understand the commitment of time and energy needed to add a live webcast to your existing auction business. The Internet is an extension of your live auction, and needs as much attention as the live event.

You have to market the online auction along with the live auction. However, you will need additional time to achieve success online. Set earlier deadlines and start the process sooner than you normally would. In the same way that your bidders need to know the location of your auction, online bidders need to know the location of your webcast. Including this information in all of your collateral material takes some time and attention, but it does not add any additional cost to your efforts. If you are not already using them, consider advertising your sale on the radio and in newspapers. In the early stages of developing your online business, your existing customers can become your best online bidders.

Those existing customers who cannot attend the live auction already know you and your business. They are much less likely to have concerns about who you are and how you conduct business than a bidder who has never attended one of your auctions. Additionally, you are providing your customers with an opportunity to attend your auction even if their schedule prevents them from being on site. Doing more business with existing customers is one of the important features of hosting your auction online.

#### **Internet-specific terms**

Be sure to include Internet specific terms and conditions, because they will be different than those for the live bidders. This is an area where you can prevent many of the problems associated with remote bidders. It is always best to solve potential problems before they happen.

Look to see what agreements other auction houses have used. Be concise, complete and thorough and you’ll eliminate problems before they occur. Receiving payment from an Internet



buyer is always a concern when holding your initial auctions online. The following is an example of payment terms used by an auction house for the online bidder:

Internet bidders rely heavily on photographs and descriptions. You must be to the point, honest and accurate. Because the Internet bidder cannot physically attend the auction, photographs and descriptions may be the most important component of your online auction. The sooner you get photographs and descriptions posted online the better your chances of success. Ideally three weeks is the best lead time for posting a catalog and images, but at least a week should be the minimum.

If the circumstances of your auction prevent you from posting 100% of your lots online in a timely fashion, then post what you can as soon as you can. Keep in mind that your online catalog is the closest your Internet bidders will get to the products you're selling. The quality of your pictures and descriptions are the key factors in gaining credibility with your online bidders. Additionally, your online catalog is an important marketing tool for your live bidders as well. Your online catalog is accessible twenty four hours a day, seven days a week. Your live bidders can shop and inspect your goods online along with the Internet bidder. Building your Internet catalog takes time and manpower, be prepared.

Obviously, Internet bidders with winning bids are not on sight to pay for and collect their goods. You will need to notify them of what they won and then receive payment before sending them their goods. You will need to be prepared to pack and ship goods or as an alternative you can outsource this project to a company whose sole job is packing and shipping. Mail Boxes Etc., Fed Ex, InterMoveGlobal, the US Postal System, DHL and UPS are a few of the national companies involved in this business.

Keep in mind that Internet buyers expect to pay shipping and handling charges and outsourcing this part of your Internet business may be the simplest and most efficient method available to you. In either case, this is an area that will require more time and work on your part. Also, post a "terms of shipping" agreement as posted for Internet buyers.

### Picking the right IASP

Picking the right company is important. There are a number of questions you will need to ask potential web cast providers. Talk to your peers in the business who have already engaged in Internet auctions. Ask them the about the strengths and weaknesses of their current provider, especially with regard to ongoing support.

The following is a partial list of questions you should ask all of the potential providers before you decide who to do business with.

- How long have you been in business?
- How many auction houses are you currently doing business with?

- Do you have a list of references I can check?
- What kind of customer support do you provide?
- Do you offer audio and video as part of your broadcast?
- Do you provide back end administrative tools? What are they?
- Are your back end tools compatible with existing clerking systems?
- Do you have an advertising and marketing budget?
- Will you help me advertise my auctions?
- How successful have you been and how do you measure that success?

Also you can ask: Do you offer training?, What is your background in the auction industry?, When was the last time you made improvements to the software and how often do improvements occur?, What distinguishes you from your competitors?

What features do you offer to the bidders? Does your system handle group lots, such as, choice lotting, all for one and proxy bidding? Does your system offer auction sale specific registration? How much do your services cost? What are your terms? Is your software proprietary? Do you own it? Are there any questions I haven't asked that I should?

### Be patient

As with any new endeavor, you need to be patient. Your first online auction may not meet your expectations. It may take two or three auctions before you begin to see results. Keep notes and demand that both your organization and the IASP you're working with continue to improve with each new auction. Market, market and market some more.

The Internet will not only open your auction to a global market, but it will provide access to your event to a much wider audience on a local level as well. There are literally thousands and thousands of potential customers in your own backyard. Use the newspaper, the radio and even television if you can. Be creative and open minded about new ways to reach potential customers. It's always easier and less expensive to reach the local bidders than a national or even international audience.

The auction business' future will look very different than what it looks like today. Change is underway; The geographic boundaries that defined the business in the past are disappearing. Don't find yourself standing on the corner watching the world pass you by. Your competitors aren't standing still and neither should you.

*Bruce Hoberman, CEO of Proxibid, has over 30 years experience with start-up companies, having started his first company at the age of 23. He is a graduate of the University of Nebraska and the OPM program at the Harvard Business School. Bruce currently serves on the board of directors of the Buckle BKE/NYSE and MSI, a privately held VAR with offices in eight major markets throughout the United States.*



# It's just a baiting tactic

## A new ethical challenge in the absolute auction: the "opening bid"

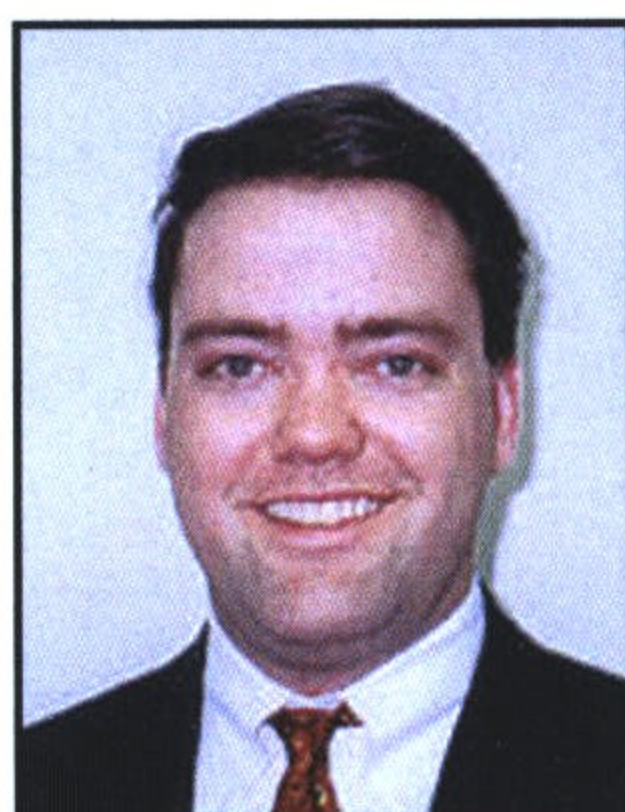
By Stephen Karbelk, CAI, AARE

Over the past few years, our industry has dealt with the abuse of the "absolute" auction when some Auctioneers advertise property for an absolute auction but then try to solicit acceptable bids before the auction or cancel the sale with really no intent of conducting a truly absolute auction.

We have even seen Auctioneers run an advertisement saying absolute auction, but with very fine print underneath saying "with minimum."

In response, NAA recently published a position paper to address this issue to help our industry self-regulate to avoid these deceptive practices. Also, several states enacted laws to further regulate the use of absolute auctions so public attendees are not victims of fraudulent advertising and unprofessional conduct. Fortunately, all of these regulating actions appear to have raised the bar on how our industry conducts absolute auctions.

Now we have a new ethical challenge among us -- the use of the advertised "opening bid." This tactic is when an Auctioneer advertises an auction as having an opening bid, implying the property will be sold above that opening bid, but the opening bid is so low it has the effect of appearing like an absolute auction, meaning it is so low it would sell for more anyway, like a property worth \$95,000 with an opening bid of \$1,000.



Karbelk

When you read an auction advertisement that says "Opening Bid: \$1,000", the advertisement clearly implies to the potential buyer that the seller will sell the property at or above \$1,000. To the general public, the term opening bid equates to the minimum acceptable bid when the reality is that the advertised opening bid is not the minimum acceptable bid but, just some really low number advertised by the Auctioneer to entice buyers to show up at the auction by giving the false impression that there is a chance the property could sell at the advertised low opening bid price.

The defense of this tactic is that the written terms and conditions of the auction state that the seller reserves the right to reject the high bid. But, as real estate auction professionals, we need to ask ourselves if it is ethical to advertise a price that the Auctioneer knows is just a bait price and not really the minimum acceptable price.

Given that the purpose of having a low "opening bid" is to just get the buyers to the auction, with no authority or intention to sell the property at that price, the traits of dishonesty and deception are clearly present.

### Suggesting the "Suggested range"

By no means is it unethical for an Auctioneer to suggest a price range or suggest a realistic starting price when advertising an auction. Many Auctioneers use the Suggested Opening Bid to give buyers pricing guidance. These techniques work especially well with unique properties that are difficult to value. By simply having the clarifying word "Suggested" along with "Opening Bid," the prima facie message to the consumer in the auction advertisement is that the opening bid amount is not the guaranteed sales price or the minimum bid, but just the Auctioneer's suggested starting price only.

The other reason why the suggested opening bid can be used is because it correlates to the market value of the property. For instance, you may see a suggested opening bid of \$350,000 for a property that has an anticipated sales price of \$500,000. By suggesting this opening bid, it lets the buyers know where the Auctioneer would like to start the bidding but in no way implies the property will be sold to the highest bidder above that price because the price is only suggested. A buyer does not have to read through the fine print in the terms and con-



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ditions to know what is meant by the Auctioneer.

In this same example, if the Auctioneer advertises the auction with "Opening Bid: \$100,000" but knows the property can not sell for less than \$500,000, the public is not being given a true picture in the advertising and it is not an accurate representation to the public. This tactic may draw more buyers to the auction, but it does so with misleading marketing and under false pretenses.

The opening bid tactic distorts the use of a legitimate disclosed minimum bid. With the minimum bid auction, the Auctioneer has the authority to sell the property to the highest bidder at or above the disclosed minimum bid. The purpose of the minimum bid strategy is to let the bidders know at what price the seller will definitely sell the property at the auction. If positioned correctly, a disclosed minimum bid can create demand for the property and generate an exciting and successful auction. The key distinction, though, is that the disclosed minimum bid is a legally binding unilateral offer from the seller to the prospective bidders. It is not a bait "opening" price but a real price.

#### Pushing the boundaries

We all should know the difference between an absolute auction and a reserve auction. But some Auctioneers are pushing the boundaries of our industry standards by inventing new marketing phrases with deceptive implied marketing messages that fall in a purgatory between the generally accepted auction types with their advertised opening bids that are so low that the seller would not even think about selling it anywhere close to it.

If you use this baiting tactic, keep in mind that it will not take long for the public to figure out that the deceptive use of an "Opening Bid" tactic is just that. They will stop coming to your firm's auctions and it will lower their perception of the quality and ethics of

**The opening bid is not the minimum acceptable bid but, just a low number advertised by the Auctioneer to entice buyers to show up at the auction by giving the false impression that there is a chance the property could sell at the advertised low opening bid price.**

the entire real estate auction industry, which hurts all of us.

The real estate auction industry has a great opportunity to increase its marketshare vis-à-vis traditional brokerage thanks to a consumer population that is more comfortable using auctions and is under more time pressure in every aspect of their lives, including selling their property. Now is the time for

the real estate auction industry to clean up its act and deal with the public honestly and not to invent new tactics that will ultimately lead to public mistrust in the auction process.

*Stephen Karbelk, CAI, AARE is the Regional President of Tranzon Fox for the Greater Washington/Baltimore region. Mr. Karbelk specializes in selling commercial and residential real estate at auction. He holds a real estate license and auctioneers license in multiple states.*



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## Successful multi-parcel sale done with two systems combined

In August 2006 NAA member (and past NAA director) Al Thompson, CAI, owner and president of Marketing Resources Inc., from West Hamlin, WV hired Gordon Auctioneers & Realty Inc., from Ontario, Canada to sell 685 acres of recreational land in Ontario.

Thompson and seven other partners purchased the land six years ago as a recreational hunting property. Thompson chose Gordon Auctioneers and Realty Inc., the principals of which include Barry Gordon, CAI, AARE, CES, Manson Slik, CAI, AARE and Alicia Gordon, CAI, GPPA. Barry Gordon is a Past President of the Auction Marketing Institute and Manson Slik is a current AARE designation instructor for the NAA Education Institute.

Based on the remote location of the property and potentially broad interest from afar, Barry and Manson agreed the best auction format to conduct the sale was their FaxBid™ Auction System. Manson Slik defines a real estate auction as simply “The firm and time defined sale of real estate by competitive bid.” Slik says “How you achieve that definition is irrelevant. We’ve developed an auction system that provides added benefits to our sellers and buyers, and it has broadened the appeal of auction to the marketplace”.

Al Thompson can now testify to that. Al had never heard of a FaxBid™ Auction before, but he liked what he heard and had confidence in Gordon’s track record of developing and successfully using the system.

Slik, the architect of the FaxBid system, says that only the top three bidders become eligible to participate in the second phase of the auction, which forces bidders to place very high opening bids, in order not to miss the opportunity to bid on the property. The 2nd phase of the auction is all conducted by fax, telephone and tape recorded telephone conversation when needed. Once the top three bidders are identified, they challenge and defend their bids by a minimum bid increment and the whole process is typically completed within two or three hours.

Slik says that conducting a FaxBid Auction is definitely more complicated than conducting a live auction, but the added benefits to buyers and sellers outweigh the added work and complications of using the system. Slik says the most complicated FaxBid auction he has ever conducted was when he combined his system with the now well known Multi-Par bidding system and sold 7 properties by FaxBid/ Multi-Par Auction. Slik says they have conducted other FaxBid/ Multi-Par auctions, but never with more than seven properties.

The 685 acres located in Barry’s Bay Ontario, owned by NAA member Al Thompson and his partners drew 14 FaxBid

bids. After 3 hours of bidding (which equated into seven bid challenges) the high bidder emerged to be John McKenzie, CAI and NAA member from London, Ontario. The FaxBid Auction system was also foreign to John McKenzie, but he appreciated not having to make the six hour trek to the property to bid on it, and because he was bidding with partners, the extra time between bids allowed him to consult with his partners before advancing bids. The property was offered by FaxBid Auction with a \$150,000 published minimum bid. The final selling price was \$266,200.

Gordon Auctioneers & Realty Inc. was established in 1957 and will be celebrating their 50th Anniversary in 2007. Gordon’s is Canada’s leading real estate auction firm and now offer about 40% of all properties by FaxBid Auction.

## Record set at Santa Fe Art Auction

When the gavel came down on Richard D. Thomas’ oil painting of three horses “Back To The Barn,” it signaled the end of another record breaking Santa Fe (New Mexico) Art Auction. The 13 annual event, held at the Eldorado Hotel, attracted hundreds to bid on the 262 lots, which fetched a total of \$2.6 million.

The highest price was paid for Birger Sandzen’s impressionistic landscape ‘Autumn Symphony’ which, after furious bidding, sold for \$492,800 to a phone bidder. The sale, which far exceeded the estimated price of \$200,000 to \$300,000, was greeted by uproarious applause. The figure is the highest price ever paid for a work by the esteemed Swedish artist. The seller explained the reason for parting with the storied work was that upon his death it would be impossible to divide the painting equally amongst his six children. Clearly cash is easier to divide than canvas.

Among the other auction highlights were the sale of two works by Frank Tenney Johnson. His study of two cowboys, “Visiting Cowmen,” sold for \$268,000 following a lively battle between two phone bidders. Johnson was inspired to paint cowboy life following a trip West on a commission by Field And Stream magazine, and went on to illustrate a series of Zane Grey books. Johnson’s distinctive use of light is captured perfectly on ‘Coming Up The Trail’, which went under the hammer for \$143,000.

One of the most fascinating stories from this year’s SFAA centers on Maynard Dixon’s haunting landscape “Arizona Autumn.” A journalist for a small paper in Colorado saw the painting in his local thrift store for \$5.99. He went home and, out of curiosity, did a Google search of Maynard Dixon, and found he was one a well-known artist. He bought the painting for \$5.99 and it sold at this auction for \$74,000.



# From mold to an injunction, military memorabilia auction was a challenge

Auctioneer Don Bates, of Cincinnati, OH, recently conducted one of the largest military item auctions in the East.

Bates was appointed by a federal court as Auctioneer to liquidate the collection foreclosed on by a Pittsburgh, PA bank. The owner had planned to establish a museum, but was unable to bring that fruition.

"I hired a salvage crew that pulled trailers of these items out of the woods (where they had been stored). Each trailer was unloaded and we found they were full of mold. We wore gloves and masks. The bills began to add up. We had a \$55,000 budget in hopes of return of \$250,000. As each trailer was taken to the site, it was unpacked and cataloged. The smell was so great we sprayed and ran fans 24 hours a day."

Bates said he had sleepless nights with concern that he was ready for auction.

"We had the correct amount of people, proper notice to the news media, and two preview days. People started coming in a week early from all over the country to inspect items. They came in from 15 states," he said.

As auction day arrived, Bates began the auction by reading the terms and conditions. At that moment, a deputy appeared and handed Bates papers to read.

"It was an injunction to stop the sale at \$75,000. I was to turn the balance over to the former owner," he said. "The buyers were great and understood what had happened. On the second day we reached the magic goal. Every time I was off the block I begged the owner to let me continue and all I got was 'no'."

On the third day of the sale we sold \$17,000, but the main buyers did not come back, so we ended up with \$92,000," he said. "Finally I was called to testify in court on the \$55,00 I spent. My favorite judge on the bench took care of it all in a few minutes. The last \$23,000 was paid to the bank with an additional charge of \$16,000 for a deficiency charge."


## Highlight items included:

Japanese pilot fly suit -- \$3,600  
German helmets -- \$300 to \$700  
WWII helmets -- \$75 each  
Bayonets per dozen -- \$500  
Flame thrower -- \$2,300  
Nazi flags -- \$375  
German uniforms -- \$375  
Mess kits -- \$120



Above: Big ammunition is held high.

Left: Don Bates sells at the auction.



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## **Former Sotheby's furniture specialist Sebastian Clarke joins LiveAuctioneers**

NEW YORK -- LiveAuctioneers.com has announced the addition of Sebastian Clarke to its staff, in the role of vice president of business development.

Clarke, formerly a specialist in the European Furniture department at Sotheby's, hails from a family of art experts, including both his parents. During his tenure at Sotheby's, Clarke had the opportunity to work on such sales as Versace New York, the collection of Laurence S. Rockefeller, the Estate of Geoffrey Beene, and the celebrated collections of Lily and Edmund J. Safra - a sale that totaled nearly \$50 million, a record for a Decorative Arts sale in New York.

After moving to the United States from the United Kingdom, Clarke immersed himself in the fine art and auction world as an apprentice restorer and art handler at the renowned Manhattan studio of Simon Parkes Art Conservation. Clarke then spent three years with C. G. Sloan & Co. in Rockville, MD, where he eventually moved into the role of chief registrar for the company. Clarke also served as an assistant manager at Gore Dean Antiques in Washington, D.C., where he oversaw sales of 18th-century Continental Furniture and Decorative Arts. Before moving to Sotheby's, Clarke joined Doyle New York, where he served first as a junior cataloger, then as a General Furniture and Decorative Arts appraiser. Over the past 5 years, Clarke also has added "auctioneer" to his list of achievements, and continues to provide his services for charity and benefit events.

"There is no better time to join the team at LiveAuctioneers," said Clarke. "As live Internet bidding has evolved into a recognized and feasible option around the world, LiveAuctioneers has continued to grow and flourish. The recent signing of its 500th auction-house client is a testament to a bright future. I look forward to the opportunity to make significant contributions to the company by utilizing the skills I have developed over the years."

"The addition of Sebastian Clarke to our staff is sure to be a key to our continued growth and success," said Julian R. Ellison, CEO of LiveAuctioneers LLC. "He will focus on the cultivation of art and antique markets both at home and abroad, and develop innovative programs to serve the fine art and auction world."

## **Artifact to Acquire Invaluable Group Ltd.**

Boston, MA – Artifact, LLC, a leading supplier of marketing services, databases, and software to traditional antiques and fine art auction houses will acquire Invaluable Group Limited

under a definitive stock purchase agreement signed by the controlling shareholders of both companies.

Artifact, based in Newton, MA and Invaluable, based on the Isle of Wight in England, manage the world's largest databases of auction results aggregated from over 1,000 international antiques and fine art auction houses. The combined auction results database will have more than 50 million records for art, antiques, and collectibles with an aggregate sales total exceeding \$100 billion, and includes the unabridged catalogue lot entries as originally researched and written by auction house experts. In addition to auction houses that use the archival database to research and price objects for sale, Artifact and Invaluable offer their database services to more than 50,000 collectors, dealers, galleries, libraries, museums, appraisers/valuers, insurance companies and others interested in art, antiques, and collectibles.

Adam Kirsch, Chairman and CEO of Artifact, stated, "The acquisition of Invaluable is a logical step following our merger with RFC Systems last February. Invaluable's strong brand and experienced team in the United Kingdom will supplement Artifact's presence. Artifact already provides enterprise software systems and support for some of the leading auction houses in Europe like Spink, Artcurial, Galerie Koller, Gorrings, Lyon & Turnbull, and Tajan to name a few.

By combining Artifact's and Invaluable's auction results databases, subscribers to both companies' services will benefit greatly."

Rod Funston, President of Artifact, added, "This acquisition greatly enhances Artifact's marketing and sales efforts in the United Kingdom and the rest of Europe due to Invaluable's 18-plus years providing more than 200 of the most respected auction houses in the U.K. with marketing and database services. Invaluable's relationships with these auction houses provide Artifact with significant growth opportunities for its auction house enterprise software, marketing services including eBay Live Auctions e-commerce, and database services."

Both Artifact and Invaluable are privately held. Other terms of the transaction were not disclosed. The Artifact database of more than 20 million unabridged auction results includes full descriptions and provenance. The database contains the full range of fine art, decorative art, and other objects sold by more than 1,000 traditional auction houses.

Auction houses use the Artifact database to research, catalogue, and appraise objects prior to auction, and its website, [www.artifact.com](http://www.artifact.com), provides auction houses with a marketing channel to publicize upcoming auctions and completed auction results to more than 50,000 subscribers and millions of occasional users.



## Auctionpay honored as Privately Held Company of the Year

Portland, OR -- Auctionpay, a leader in fundraising software and service solutions for the nonprofit community, received the Privately Held Company of the Year award at the 2006 Technology Awards Dinner held on November 16.

The Cascade Pacific Council hosts this annual event, which recognizes the accomplishments of Northwest companies and executives who demonstrate leadership and innovation in the technology field, as well as its contribution to the company's industry and to society. Auctionpay received the award for its dedication to the success of nonprofits with easy-to-learn, cost-effective technology solutions and for its experienced team of industry-knowledgeable professionals.

"This prestigious award and recognition is a direct result of the hard work of our employees. Everyone at Auctionpay is 100 percent committed to helping nonprofits succeed at their fundraising events," said Steve Sterba, Auctionpay's CEO and President.

Through its sponsorships and donations, the Technology Awards Program benefits co-educational programs of Learning for Life serving more than 13,000 young men and women in the Portland area with career exploration and in-school enrichment programs to help them reach their full potential.

Auctionpay, headquartered in Portland, OR with satellite offices around the country, is dedicated to helping the nonprofit community automate and improve benefit event fundraising. Additional company contact is Marta George, Auctionpay, (503) 597-0345, mgeorge@auctionpay.com.

## SOLD II announces ProvenBenefit for benefit auctions

Proven Software, Inc., the makers of the SOLDII professional auction software, has released ProvenBenefit software for benefit and fund raising auctions. It is available as an Internet service as well as licensed software loaded to the user's computer. Details can be obtained at [www.ProvenBenefit.org](http://www.ProvenBenefit.org).

ProvenBenefit can assist the benefit Auctioneer to change one-shot auctions into yearly repeat revenue sources. Anyone who has done a fund raiser knows the stress and burnout of volunteers and staff that can occur. Even after a very successful event, these clients are unlikely to repeat the effort anytime soon. ProvenBenefit is designed to relieve that stress offering routine and systematic solutions to the entire process. Auction firms whose clients use ProvenBenefit are much more likely to be repeat clients adding to the Auctioneer's revenue stream each year.

The underlying auction engine for ProvenBenefit is the same as for SOLDII. Mark Matt, marketing manager of Proven Software, Inc., said "Professional Auctioneers and consultants have been looking for a fundraising auction product that they can have the same faith in as they have in SOLDII. They want to arrive at their client's auction knowing there won't be unnecessary problems or slow downs. ProvenBenefit provides the SOLDII level of reliability and capability that Auctioneers worldwide have come to expect and rely on."

Specialty fundraising capabilities (i.e.: committee organization, item and sponsor solicitation, event registration and payment, silent auction tables and sheets, banquet seating assignments, Express-Checkout, and more) have been added to the familiar SOLD II auction programs. ProvenBenefit walks the client through every step: from the planning stage to the after-auction event follow ups. Carl Borning, president of Proven Software commented: "To design ProvenBenefit, we did exhaustive interviews of auction fund-raising professionals (Auctioneers and consultants who specialize in fund-raising) as well as fund raising executives. Our staff also has had significant experience doing these auctions, literally hundreds such auctions overall. This background made it easy to interpret and supplement the input of the experts. The result is a simple to use package that also fits the comprehensive needs of the most demanding fundraising organization."

ProvenBenefit.net, the software as a service via the Internet, is especially useful to volunteers. It enables all users authorized by the organization to enter or research data from their homes or office without disrupting staff. This model creates a more coordinated process for all phases leading to the event. It can spread out the work load and minimize the pressures on staff and key volunteers while at the same time maintaining completely current information. Consulting Auctioneers may also access the same data.

When is the right time for the fund raiser to begin using ProvenBenefit? Mark Matt answered: "The ideal timing is 9 months to a year prior of the auction, but any point in the process, one year, one month, or even one week, will help the success of the event. More importantly, using the programs now will spill over to the next event giving the fund raising organization the continuity it needs the 'next time around' Because they have a blueprint for their fundraising auction, important data from prior events, and simple tools for each step, ProvenBenefit clients are more likely to include auctions as a line item in their yearly budgets."

If you would like to partner with ProvenBenefit to enhance the auction revenue of your benefit auction clients, call Proven Software at 800-487-6532 or email [info@provenbenefit.org](mailto:info@provenbenefit.org).



## NEW YORK

### Ninety seven attend convention

The New York State Auctioneers Association, Inc. had 97 attendees at its Nov. 12 convention in Syracuse, NY. Jerry LeClar won the men's bid calling contest. Laurie Bostwick won the women's division.

Dale Lambrecht was inducted in the state's Hall of Fame. Matthew Manasse was named Auctioneer of the Year. Newly-elected officers include President Brian Burke, President elect Jerry LeClar; vice president Scott Perry; and directors Ed Holhouser, Kevin Radica, and John Gokey.



Group at the MSAA All Star Auction to benefit St. Jude's Children's Research Hospital.

## MICHIGAN

### \$3,200 raised for St. Jude.

Saline, MI – Auctioneers and auction-goers around Michigan gathered for the first MSAA All Star Auction to benefit St. Jude's



Children's Research Hospital on October 3. Members of the Michigan State Auctioneers Association sponsored a complimentary meal and showcased some of Michigan's best Auctioneers to raise over \$3,200 for St. Jude Children's Research Hospital. The Michigan State Auctioneers

MSAA president David Helmer at podium.



Association generously made a pledge to St. Jude to raise \$25,000 over the next two years. This event has put the total raised to well over \$12,000 in the first year.

Attendees also enjoyed a presentation on Amish auctions conducted by Willis Yoder of Yoder Brothers Auction Service. The main event was the auction for St. Jude kids. Auctioneers donated several items that helped bring the auction to a success.

Highlights included one-of-a-kind blankets that were made by the kids at St. Jude Children's Research Hospital. The items were sold by members of the Michigan State Auctioneers Association, including members of the board of directors, MSAA Bid Calling Champions, MSAA Hall of Famers and NAA President Bill Sheridan, CAI, AARE, GPPA, of Mason, MI.

MSAA President and event host David Helmer said "This event was a great time to showcase Auctioneers in Michigan and raise money for the kids who so badly need it. St. Jude treats so many kids with catastrophic diseases and never asks for a dime from family's in need. It's a pleasure to be part of an organization that supports such a worthy cause."

MSAA Auctioneers raise money all year long by selling items at their auctions for St. Jude, putting out collection jars, donating their time and much more.

The next major fundraiser event sponsored by the MSAA is at their annual conference, which will be held at the Radisson Hotel Lansing, during the President's banquet on February 2.

To learn more about the MSAA's contribution to St. Jude, or to make a contribution of money or items to auction, you may contact the MSAA at (616) 785-8288.

With approximately 400 members, the Michigan State Auctioneers Association is one of the leaders in the industry.



## CALIFORNIA

### Auction infomercial begins airing

Auctioneer Jim Pennington, of Bakersfield, CA, has begun broadcasting a new infomercial titled: "Get Rich Go Auction! Multi-disc and Book Set," which gives a glimpse at the live auction process.

The 30-minute infomercial showcases what it takes to become an Auctioneer, how to participate in an auction, and in-depth information about the hottest auction sector: real estate.

Former NAA President, Mike Jones, CAI, GPPA of Dallas, TX, said, "This type of exposure will be a boost to our industry. Today we have to take new steps to reach out to our markets, and this is a great way to do it."

Pennington offers the DVD/CD set for sale from his website, [www.penningtonauctioneers.com](http://www.penningtonauctioneers.com), or by calling (800) 396-9067.

Pennington is the son and grandson of Auctioneers. He presided over his first equipment auction at age 16 and was the 2000 International Livestock Auctioneering Champion in Calgary, Canada. He is a past president of the California State Auctioneers Association, and in 1999 he founded Pacific



Jim Pennington has begun broadcasting a new infomercial titled "Get Rich Go Auction."

Auction Exchange, Inc., a real estate auction franchise company, which continues to sell franchises that hold live auctions of Real Estate properties throughout the United States. Since 1997 Pennington has been President and instructor of the World Champion College of Auctioneering, which holds auction training courses twice a year in Bakersfield, CA, and focuses on bid calling.

If you are interested in learning new ways to promote your business and the auction industry, visit the NAA's PR Toolkit located in the Members Only section of [www.auctioneers.org](http://www.auctioneers.org).

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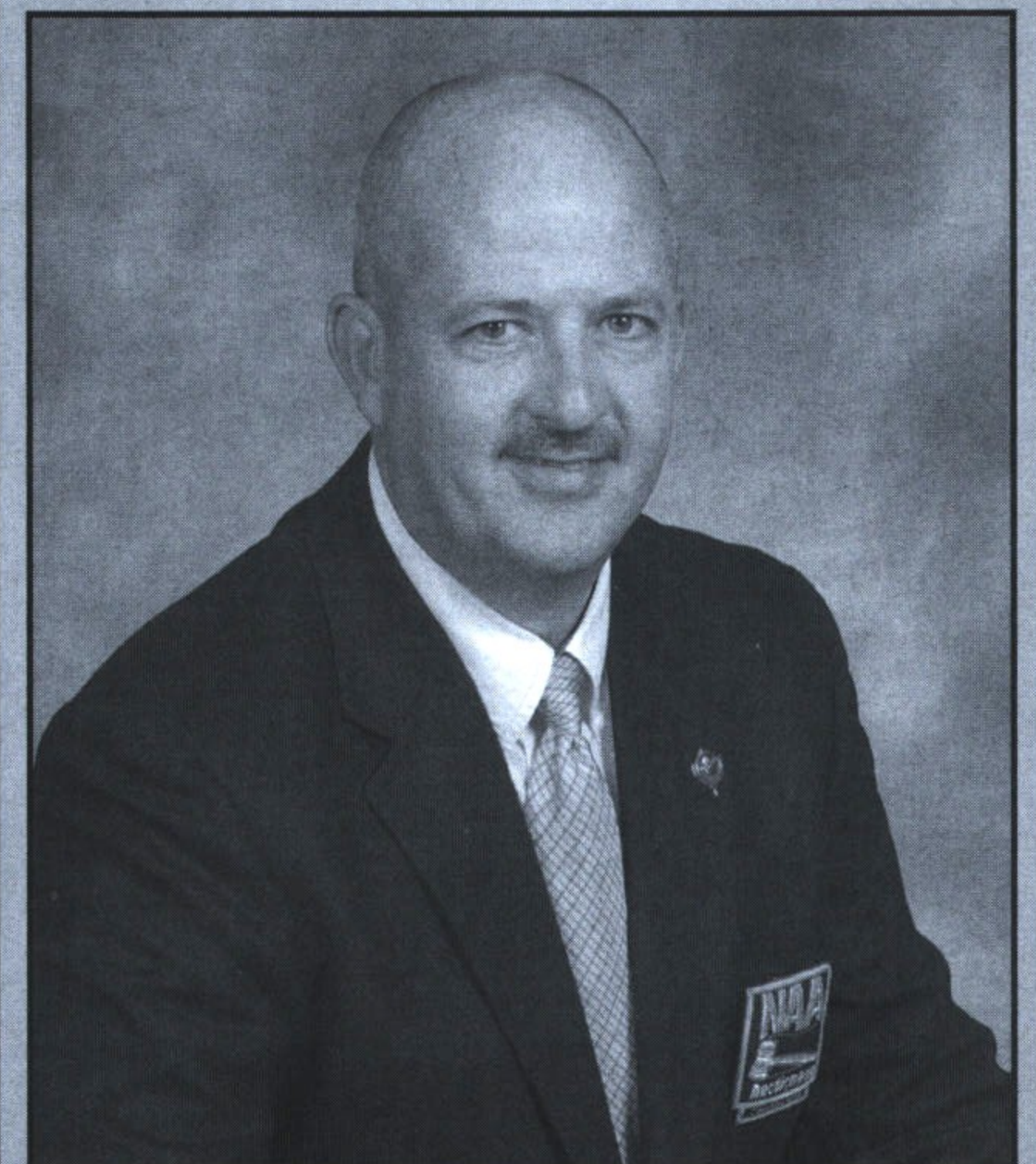
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## WASHINGTON

### Auctioneer/appraiser opens new gallery

Auctioneer and appraiser Mike Odell, of Edmonds, WA, has opened a new antique gallery and auction house at 529 Dayton Street in Edmonds.

Operated by Gayle Szalay and Mike Odell, ISA, GPPA, CES, the new gallery features retail sales of antiques, collectibles and furniture, as well as handling liquidations of all kinds of other merchandise. The first sale was a liquidation of imported pottery, and bathroom fixtures.

The new gallery showroom pairs with a 10,000-sq.ft. warehouse currently selling a broad range of items through various Internet venues such as [www.tradermick.com](http://www.tradermick.com), and on eBay under the name "tradermicksgallery." Most of the retail store's inventory is available on the Internet, and live auctions are on eBay Live in conjunction with iCollector, a live Internet service provider.

Mike Odell, a licensed Auctioneer and accredited Appraiser who writes monthly columns for *Auction World* and the



**Auctioneer and appraiser Mike Odell opened this new antique gallery and auction house in Edmonds, WA.**

*Journal* newspapers, is the Senior Auctioneer and Appraiser. Gayle Szalay handles retail sales, estate sales and auction management.

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## NAA HEADQUARTERS

NAA Conference registration to begin February 1.

Registration will open Feb. 1 for NAA's 58th International Auctioneers Conference and Show, to be held July 16-21, in San Diego, CA.

The official Conference and Show Brochure will be bagged with the February issue of *Auctioneer*.

The NAA Conference and Show is always bringing great ideas and people together. But change is in the air for the 2007 Conference and Show in San Diego. NAA is moving forward to better serve the needs of our members. We have added NEW ENERGY and MORE FUN to all aspects of Conference and Show.

Two new contests are especially generating excitement and anticipation.

The International Ringman Championship (IRC) and the International Junior Auctioneer Championship have been developed by the National Auctioneers Association as part of its new mission to involve all constituents in the competitive bidding industry.

The IRC contest will evaluate ringmen in the following areas: crowd interaction; performance; communication and relaying bids to the Auctioneer; appearance and communication and interaction with other ringmen.

The IRC winner will receive a trophy, a ring and be featured in a national promotional video to air on cable networks. Five finalists will be selected for the contest and will serve as the ringmen for the International Auctioneer Championship contest on Friday.

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

## OBITUARIES

### *Peter Angel DeSantis Jr.*

Peter Angel DeSantis Jr., Thomasville, GA, died Tuesday, Dec. 5 at his home. Born June 4, 1943, in Thomasville, he was a son of Peter Angel DeSantis Sr. and Hazel Stapleton DeSantis both of whom preceded him in death. In August of 2003, he married Vicki Umphries DeSantis. He had lived in Thomasville all his life. He owned and operated DeSantis Auction Company and Auctioneer Training Center Inc. He was a world renowned tobacco Auctioneer and had auctioned tobacco for more than 30 years. He was also very active in the real estate market. He was a member of NAA and a graduate of Thomas County Central High School and John Marshall Law School in Atlanta. Survivors include his wife, Vicki Umphries DeSantis of Thomasville; a son, Peter Angel DeSantis III of Tallahassee, FL; and a stepson, Nick Cashwell of Thomasville.

continued on 59

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Auctioneer Pamela Rose, of Maumee, OH (third from right) and her sister Beth Rose, second from right, met the Rolling Stones rock band (with lead singer Mick Jagger, far right) recently backstage before their concert in London, England, where they played to 80,000 people in Twickenham Stadium. Pamela Rose had conducted a school fundraising benefit auction in Dayton, OH where she sold opportunities to attend the concert and meet the band. At that auction, the concert promoter invited Rose to attend the concert.



From left, Oliver Wright, Jr., Chad Horton, and NAA Board member Darron Meares, GPPA were part of the November 2006 class of Southeastern School of Auctioneering.

Chad Horton of Inman, SC was elected president of the class and Oliver Wright, Jr. was elected as Secretary/Treasurer. Oliver is also a new member of NAA and the South Carolina Auctioneers Association.

Students from South Carolina, North Carolina and Georgia attended the week-long school to prepare themselves for the auction industry and their respective state exams. Subjects studied included auction law, marketing, online auction methods, computerized clerking and cashiering, livestock auctions, automobile auctions and many other topic areas of the profession.

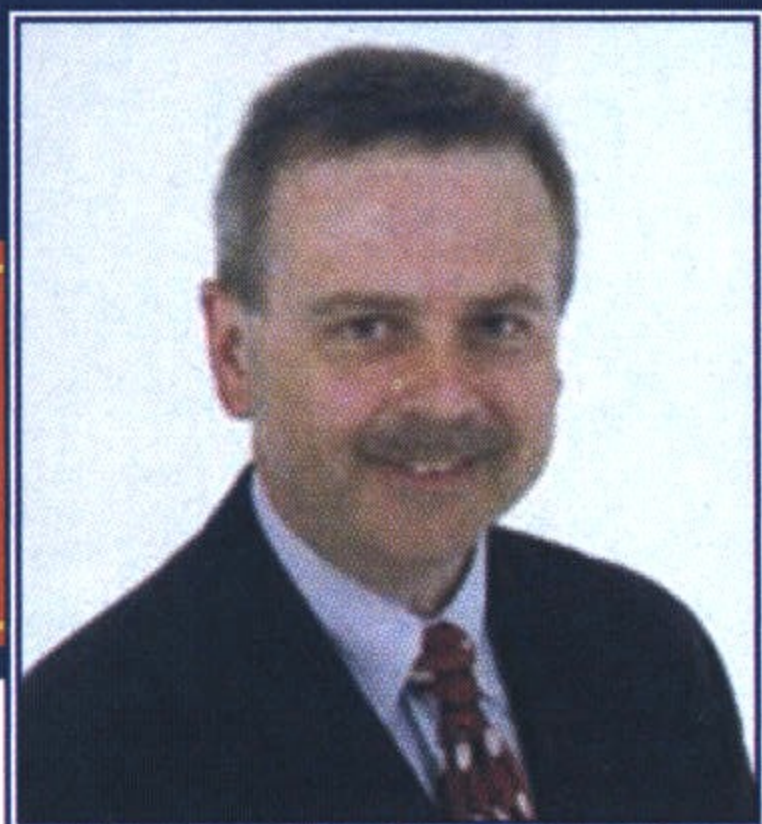
Field trips included a benefit auction for the Anderson County Arts Council, local livestock auction and an automobile auction which included an in-depth tour of the auto auction segment hosted by Henry Stanley of Anderson, SC.

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

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Former NAA president John Roebuck, CAI, AARE, center, hosted a special dinner when NAA officials visited nearby St. Jude Children's Research Hospital. From left are: IAC champion John Nicholls, his wife Lisa; William Sheridan, CAI, AARE, GPPA, his wife Sally; Glenda Roebuck; NAA CEO Robert Shively, his wife Candy; Erica Brown, NAA's Public Affairs manager; and IAC champion Barbara Bonnett, CAI, GPPA.



## Edmond A. Huisman

Edmond Allen Huisman, of Galt, CA, died Nov. 11, 2006, in a local hospital of natural causes. He was 78 and served on the NAA board of directors in the 1980s.

He was born May 19, 1928, in Hillsdale, WI, and has lived in Galt since 1952. He is survived by his daughter, Sandy Ellis of Oregon; sons, Wayne Huisman of Redding, Ca, David Huisman, James Huisman, and John Huisman, all of Galt; 13 grandchildren and three great-grandchildren.

Ed began his auction business in 1964 after attending Western College of Auctioneering in Billings, MT. During his career, he conducted farm auctions, business liquidations, as well as light construction and industrial auctions. He was one of several California Auctioneers that were instrumental in forming the California Auctioneers Association in the late 1960s.

He served in all of the officer positions and was on the board of directors for many years. He enjoyed hunting, and was known for his old tractor and one cylinder engine collecting.

## Dale Ackerman

Dale Ackerman 65, Auctioneer of Salmon, ID passed away Nov. 3, 2006 in Kansas City from a sudden illness he came down with while visiting his mother in Ottawa, KS. Dale had been an auctioneer for 26 years and graduated from the Missouri Auction School. He owned and operated Ack's Auction & Trading Post since 1980. He is survived by his wife, Sharon Ackerman.

### NAA wants your news

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. Please send items 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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Mike Vendetti, auctioneer and 2004 CSAA bid calling champion, has been a professional auctioneer since 1989, and Leroy's quote says it for Mike. He now specializes as a benefit/fund raising auctioneer.

A1 Auction Service was founded by Mike Vendetti in 1989 to provide auction service in the San Jose, CA area. A1 Auction Service initially focused on estate and antique auctions, liquidating numerous estates in the Northern California. In 1997 we branched into auto auctions, and now auction up to 200 impounded and donated vehicles per week.

From the beginning, A1 has provided auctioneer services to non-profits and charities. As demand for skilled professional fund raisers and consultants has increased so has Mike's involvement with fund raising. Mike recently formed a separate division, A1 BENEFIT AUCTIONS, to do fund raising consultation and benefit auctions. A1 Benefit Auctions has dedicated both staff and equipment to become premier charity auctioneers.

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Steve Schofield, CAI, AARE, CES

6:30 p.m.

Reception

## Monday, January 22

6:30 a.m.—8:30 a.m.

"Emerging Trends in Auction Technology"

Aaron McKee, CAI, AARE

4:30 p.m.—6:30 p.m.

"Marketing Yourself and Your Auction Company"

Renee Jones, CAI, CES

## Tuesday, January 23

6:30 a.m.— 8:30 a.m.

"Creative Methods to Market Real Estate"

Paul Sobwick, CAI, AARE, CES

4:30 p.m.— 6:30 p.m.

"Is It a Painting or a Print?"

Dennis Jackson, CAI, AARE, CES

6:30 p.m.

Fun Auction/Reception

## Wednesday, January 24

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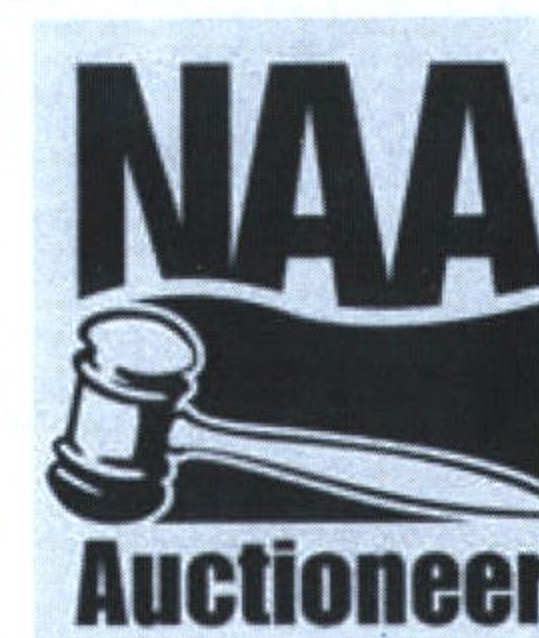
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bids. These competing bids make the live event more efficient, because they give the Auctioneer a higher starting point, instead of being forced to the lowest possible starting bid by live bidders. Auction buyers also have the advantage of not having to watch the live auction to place their bid, allowing them to place bids on auctions they are unable to attend or even watch.

- **Affordability**-- Offering pre-auction Internet bidding is effective, yet very inexpensive. There are many companies that offer this service, but overall the price is far less than conducting an auction with live streaming audio and video. The low cost allows auctioneers to use this method on any type of auction regardless of how big or small.

- **Internet connection** -- While Internet technology is constantly improving by leaps and bounds, anyone who has surfed the Net has experienced technical difficulties at one time or another. Pre-auction bidding does not require an Internet connection during the actual auction. Not only does this prevent your auction and Internet bidding from being impacted by a service outage; it also allows Auctioneers to use this type of bidding in any event regardless of location and Internet availability. There are many cases where Internet service would not be available at an on-site auction; Internet pre-auction bidding is the perfect solution!

- **Successful pre-auction Internet bidding** -- With pre-auction Internet bidding, you are asking your bidders to give you their highest possible bid for the items you are offering. These bidders will not have the benefit of being able to inspect the item or ask you questions in real time. Because of this, the quality of your catalog is extremely important.

Each item you are offering should be clearly photographed. Showing multiple views and including photographs of damage and flaws will make sure that your bidders are not unpleasantly surprised and will also give them the confidence they need to bid strongly. Also include a detailed description of each item, including an accurate condition report and measurements where needed. A detailed description and quality photos will not only increase the bids, but it will also save you time by eliminating repetitive questions from interested bidders.

- **Building your online following** -- Just as you did not build your traditional auction business over night, you must also work to build your online presence. By consistently offering online bidding in conjunction with quality photos and descriptions, you will be able to build a following of loyal online bidders. Pre-auction Internet bidding is the perfect method to build that online following because it is affordable and flexible enough to be used at every auction you hold.

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# They came to say goodbye: How an unlikely bar auction turned into a surprise success

By Auctioneer Lyn Liechty, Adrian, MI

D C Club was a dark little beergarden, not much to look at. Area old-timers believe it had been in operation since the 1930s and was possibly the oldest such establishment in Lenawee County (Michigan).

Many called it just a friendly little bar. It had a seating capacity of only 49 people, the floor was uneven, and the smoke stained ceiling and walls were covered with signatures, love notes and graffiti.

There was an aura of nostalgia and a bit of sadness in the air when earlier this year about 200 people gathered for a salvage and contents auction. They came to bid, buy, reminisce and say good-bye.

The owners had called me to ask about doing a salvage auction. The property had been sold and the bar was scheduled for demolition. I remember driving over with some doubts and misgivings. There was nothing about the place that would lead one to believe an auction would work. After all, most of the good stuff, i.e., pool table, game machines etc had been leased and would not be part of an auction. What was left? A small, aging building with little to offer except worn out tables, chairs, bar stools, beer glasses, kitchen equipment, two toilets and a urinal. Who would possibly be interested in this auction? I wasn't surprised to learn the owners had similar concerns, as they wished to have an auction, but with a very conservative advertising budget.

It was obvious to me they were afraid the expenses might be greater than monies realized from an auction. Still, there were items there they didn't need, but the owners wanted as little as possible to end up at the landfill. We all knew that if nothing else, the place was packed with memories.

We met, talked about an auction, took a tour of the bar, made a list, signed a contract, and booked the auction. I had hoped we could draw a crowd of perhaps 50 people, and with a selection of beer signs included; perhaps we could gross a couple of thousand dollars. Dare I imagine grossing three thousand? That thought was quickly dismissed. I would be lucky to pay the expenses.

The weeks leading up to the auction proved to be a stressful time for the owners, patrons, and me. Many loyal customers felt as though they should be given a souvenir in exchange for all of their years of loyalty. Others tried to buy their treasures prior to the auction. The owner realized there was no fair way of doing that and told everyone who asked that they would have to attend the auction. They had a good-bye party the last night the bar was open for business. The

Club was packed and the crowd was in the mood for a wild and raucous night and they drank and partied until closing time. A few decided they had a right to help themselves to some items of interest. The bar mirrors and signs had previously been removed for safekeeping, so two of the locals decided to walk out with a small neon clock.

Someone also decided to destroy the brand new auction sign placed adjacent to the parking area. It was probably not as good as stealing a souvenir, but perhaps there was some sense of gratification from their vandalism. The bartender on duty had to literally force his customers out the door at closing time, only to lock up and discover someone had stolen his tips for the night. As crazy as it was, we would soon learn it was just a mild prelude to what was yet to come.

## Auction day

I arrived at the D C Club mid-morning on auction day. I like to arrive early, just to ensure the final set up goes smoothly. Most items were stacked neatly on tables and left in the tavern, while small items of lesser value were placed outside on tables.

My help was at a minimum, so I decided to stick with the plan we had and hold the bulk of the auction inside. Odds and ends were outside with a few nice large items that would entice the crowd to come outside. My plan was to start the auction with the tables outdoors, work around the building selling what salvage I could, and then get everyone inside before it got too dark. Not that it mattered, because even though the door was propped open, it was quite dark in the bar. I had thought the crowd outside was large and didn't realize most of the bidders had been patiently waiting inside.

It took just minutes until the bar area was so crowded no one was able to move. Sort of like packing sardines in a can! I was about to learn that it didn't matter what took place outside; inside we were about to embark on one of the craziest, intense, and most exciting auctions ever.

I stood up on a small stand I had built for this purpose, with a table filled with various items in front of me. Completely encircled by wall-to-wall people, I talked to the crowd for a few minutes while my eyes became adjusted to the dark conditions. Gradually I could see most of the bidders. I got my wife's attention and told her there was an item that had been left in the beer cooler that we had overlooked. I asked her to pull it out and advise me as to whether or not anyone would have any interest in it. Rebecca reached in the cooler, pulled the item in question out, and turned around with a large grin



on her face, a card and small bouquet of flowers clutched tightly in her hands. Smiling faces and applause is such a wonderful way to start an auction!

You wouldn't think an auction could work in such dark and crowded conditions, but did it ever. When an auction gets this exciting and the bidding gets this spirited, an Auctioneer gets a natural high that no drug or drink could ever duplicate.

Have you ever seen those little plastic baskets they put the cheeseburgers in? I had put a group of those in a box expecting to get two or three dollars. The buyers thought so too. My eyes had become accustomed to the dark and I could see the amazed look on the bidder's faces when I dropped the hammer at \$20! There were more surprises. Boxes of beer glasses. No names, nothing that made them special. I expected perhaps \$5 dollars a box. The prices averaged out at over \$20 per box. Plastic beer banners ranged between \$12.50 to \$17.50 apiece. These were not the exceptions. The entire auction went that way.

Deep fryers, cookware, paper towels, cleaning supplies; it didn't seem to matter what was held up. About the only things we could not sell were the two toilets and a single urinal! The bidding was fast, spirited, and intensely crazy. Beer signs and bar mirrors sold just as well, although I was not quite as surprised. I expected strong prices from those items. We walked quickly through the bar, selling all desired salvage items, such

as lights, coolers, compressors, then moved into the kitchen with the crowd following close behind. The place was still packed and I was soon to learn the bidders had been waiting patiently for the \$210 stainless steel table and the soon to be \$470 dollar ice machine.

Suddenly, we were at the last item and this auction was over as quickly as it had started. It took just scant minutes for the crowd to disappear with their purchases, leaving behind a quiet, suddenly lonely place. I was overwhelmed with such an eerie sense of loneliness, in spite of a strong sense of satisfaction from knowing we had just tripled our pre-auction expectations.

I have conducted hundreds of auctions over the years, many of which have been unusual and in less than desirable conditions. I don't think I have ever been involved in any auction quite like this one. Too many people. Too small of a space. Too dark. Logic and common sense told me there were few items of value or interest in this auction. Logic and common sense had nothing to do with this auction. Psychology, emotions and the need for some 200 people to come and celebrate the passing of this tiny tavern made this auction such a success!

*(This story and others by Lyn can be found by visiting his website. [www.lynliechty.com](http://www.lynliechty.com))*

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# ***Former NAA president takes position to lead auction division of United Country Real Estate***

Seeing an opportunity to help popularize real estate auctions in America on a large scale, Mike Jones, CAI, GPPA, of Dallas, TX has taken a newly-created job as president of United Country Auction Services, a new division of United Country Real Estate.

The job may be the first in a national real estate company that is hiring a full time Auctioneer to move a large percentage of its properties to auction. The company's CEO, Dan Duffy, predicts that up to 50 percent of his firm's listings may be selling by auction in five to 10 years. He and Jones say they are reacting to the growing trend of more real estate sold by auction.

Duffy said "We see the vision about real estate auctions. Selling real estate by auction is a trend that's underway, and we are uniquely positioned with rural real estate for a perfect fit to sell by auction."

Jones said "If you're progressive and have watched the figures NAA has gathered about increasing real estate auctions, you know that real estate is important to our auction future."

United Country Real Estate, based in Kansas City, MO, has 600 franchise offices nationwide with 3,400 affiliates. The company's revenues have grown at 20 percent per year for the last five years. The firm specializes in marketing properties in small towns and rural areas, including acreage, country homes, recreational cabins, retirement property, waterfront properties, farms and ranches, luxury estates and other real estate.

Jones, president of NAA in 2004-2005, has operated his own auction firm, MJ Auction Group, for 28 years, specializing in real estate (60 percent of his recent business), industrial equipment and other auctions. Jones will reduce and change the structure of that company, with details to come later. He will conduct some benefit auctions, but the bulk of



**From left, Dan Duffy, CEO of United Country; Mike Jones, CAI, GPPA, president of United Country Auction Services; and Louis Frances, president of United Country Real Estate.**

his time is now in the full-time position with United Country. Jones has an office in Kansas City, and he and his wife, Lori, will spend time in Kansas City and Dallas, where he will continue to operate Texas Auction Academy classes several times each year.

"In fact, I'll be bringing United Country franchisees to attend auction school at Texas Auction Academy," he said.

Jones plans to create a national network of real estate Auctioneers within the United Country company, and to have brokers also work with NAA Auctioneers.

"Today Auctioneers are a very fragmented group. Our goal with United Country Auction Services is to create the ultimate coast to coast network for real estate Auctioneers," he said. "United Country's 80 year history and their dedication to helping people live the American Dream through home, land and business ownership made my decision to join the United Country family easy. The culture at United Country is consistent with my own beliefs and their commitment to be supportive and involved with the NAA and our members is exciting."





Jones said his life has been very connected to Kansas City, where he attended Missouri Auction School. "I left here 28 years ago (after auction school) to pursue my Auctioneer career, worked selling franchise stores for KC based Western Auto for over 20 years, returned to the city on a regular basis for seven years while serving on the NAA board and now as President of United Country Auction Services my life has come full circle. It's a very exciting time. I just completed six days of comprehensive meetings with our Divisional and Regional vice presidents and they are pumped up and ready to make United Country a major force in real estate auctions in the United States."

Through a major marketing campaign, auctions by United Country will become a major brand in the marketplace, Jones said. With more farms and ranches selling nationwide, and small towns reducing as more people move to larger cities, the future is strong for United Country and auctions, he said.

Jones said he believes other national real estate companies have not taken a major step toward auctions because they do not understand auctions and have had success with traditional listings.

"On the other hand, United Country has leadership that understands what we are trying to do with auctions," he said.

### CEO likes auctions

United Country CEO Dan Duffy says he's sold on real estate auctions. Duffy, who has a background in technology, observed firsthand real estate auctions work well in Australia in recent years and he worked with Auctioneers in the U.S. when he took the company public.

Duffy said rural residents have long been accustomed to buying and selling at varied types of auctions, so they will be open to selling real estate by auction.

"We are at crossroads of technology, auction and real estate," adding that he plans to conduct webcasts of real estate auctions. "There are great opportunities in the future to serve buyers and sellers. Auctions provide great transparency and a right price for property."

Duffy joined United Country in February 2006 to support the rapid growth of the United Country system. He is responsible for the establishment and execution of a long-term strategy to deliver competitive advantage to United Country franchisee partners. Prior to joining United Country, he was CEO of Microsoft's "2005 Global Partner of the Year"

and largest North American Microsoft Business Solutions partner with over 20 offices. Prior to that he was chief development and financial officer of an on-line business-to-business exchange serving the auction and brokerage market for industrial equipment.

Duffy foresees auctions being a boost to United Country's growth.

"I believe we could sell 50 percent of our properties by auction in the next five to 10 years," he said. "United Country sold \$2.5 billion in real estate last year with 20,000 properties."

He foresees eBay Real Estate (the still-small volume section of eBay that is selling real estate online) as a competitor and a partner. "It's yet to be determined if we will post properties on eBay or other online platforms, but I believe we will compete with eBay and we will find ways to partner with them."

Duffy says that the largest national real estate companies have not embraced auctions because "They have been bogged down with private treaty that has worked well for them, and they have not wanted to invest time and money into a process they do not understand. They are looking at their earnings per share and stock price. We are looking at how to best serve buyers and sellers."

Duffy began to talk with Jones about joining United Country earlier this year after Duffy heard about Jones' leadership in NAA, the industry and Texas Auction Academy.

"Mike is a person of stature within the auction industry and he has the expertise we were looking for," Duffy said.

Jones will also work with Lou Francis, President of United Country Real Estate, who has spent his entire 33-year real estate career with United. He became President of United in 1986 and a Director of First Horizon in 1990 at the time of its incorporation and subsequent purchase of United National Real Estate. He and three partners purchased the organization and renamed it United Country Real Estate. Much of United Country's success has occurred since 1997 when they introduced the United Country franchise program.

Jones said he is excited to take on his new challenges.

"I think the United Country brand will be the dominant force in the marketplace within 12 to 24 months, and that's why I'm here," he said. "I don't take leaving my own company lightly at all. But I think I've found the right fit here."

*Story by Steve Baska, editor.*



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AUCTION INDUSTRY RESEARCH STUDY

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



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

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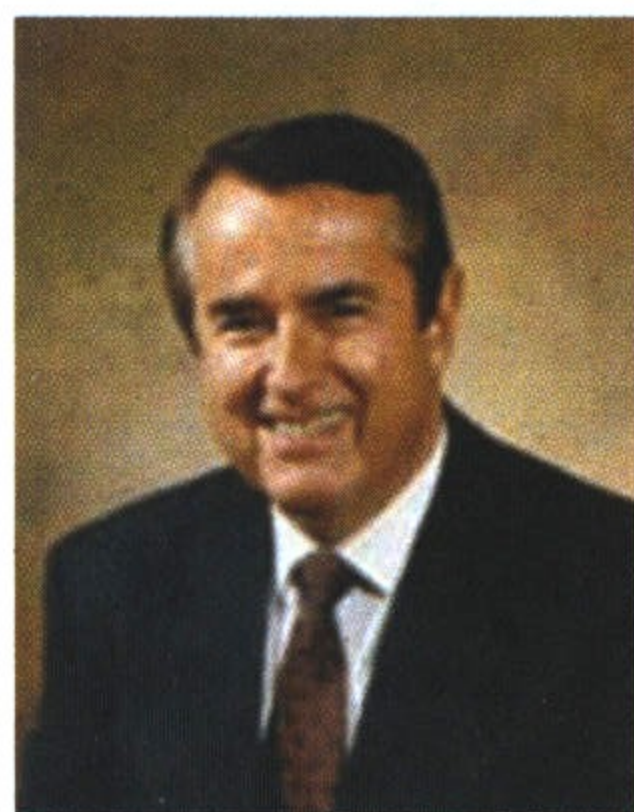
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# INTERNET TRICKS AND GREAT PLACES



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

## TRICK #1: ANTI-VIRUS SOLUTION FOR TIGHTWADS

<http://free.grisoft.com/doc/avg-anti-virus-free/lng/us/tpl/v5>

Tired of anti-virus programs that are integrated into bloated security suites that bog down your system and frequently conflict with your other programs? If so you should check out these folks who offer a highly respected anti-virus program that overcomes these problems and is enjoyed by millions of users worldwide.

This anti-virus program is easy to use and provides regular and automatic virus definition updates. In addition you get real time protection of files and e-mails and can use either scheduled or manual testing. And guess what -- all of these features are included in the version these nice folks will give you to use without any time restriction --- and without any cost.

## TRICK#2: EASY PHISHING TEST

When you get one of those legitimate looking e-mails asking you to update your account, the ones that look like they're coming from Citibank, eBay or PayPal for example, be sure to take a close look because the sender may be getting ready to empty your bank account.

Here's an easy way to check out these realistic looking messages and show if they are bogus (as most of them are) or legit. Hover your mouse over the link in the suspected e-mail. After a second or two, your browser or e-mail software will show you the real link you'd be clicking. For example, the link in a recent "Citibank" Phishing e-mail looked like this: <http://www.citibank.com/?q---->. By hovering over it, the actual URL was revealed to be: <http://www.citibankonline.com:check-WC---->.

Just remember that no legitimate company will e-mail you an unsolicited request for your password or other confidential financial account information. If you receive this type of e-mail you should strongly suspect that the sender wants to clean out your bank account.

## GREAT PLACE #1: GET OFF THOSE MAILING LISTS

**1-888-5OPTOUT (1-888-567-8688)**

You need to know that credit bureaus often create lists containing the names and complete contact information of consumers with good credit, and then sell them to telemarketers and direct-mail marketers. If you are getting more than your share of unsolicited mail -- especially those credit card offers that you have to shred -- there's a good chance that this is where the junk is coming from. The Associated Credit Bureaus (the big four) have created 1-888-5OPTOUT (888-567-8688) where you can call to remove your information from the marketing lists and pre-approved credit offer lists sold to third parties.

The automated voice system will ask you to enter your phone number and other personal information including your Social Security number. They need that information to properly locate your record. If you are squeamish about supplying this information to an automated system, you can call each of the four major credit bureaus individually and speak with a human being to accomplish the removal. This is a move that will save you a lot of shredding.

## GREAT PLACE #2: SCRUB - ERASE - REMOVE

<http://www.heidi.ie/eraser/>

Think you've removed a file from your computer when you "delete" it? Wrong! When you simply delete a file you only hide it until someone with evil intent goes digging.

Here's a good utility to have on hand when you really want to get rid of a file containing sensitive information, the kind identity thieves thrive on. You can also use this utility when you get a new computer, have transferred the content you need and discover that, even if you format your existing hard drive, your valuable information still lurks there ready to be ripped off.

This program is a security tool that allows you to completely remove sensitive data from your hard drive by overwriting it several times with carefully selected patterns.

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at [www.RECyber.com/reintelligence/cybertips.htm](http://www.RECyber.com/reintelligence/cybertips.htm). Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at [bostonjack@earthlink.net](mailto:bostonjack@earthlink.net). The Society's worldwide web office is open 24 hours a day at [www.RECyber.com](http://www.RECyber.com). Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at [www.RECyber.com/reintelligence/cybertips.html](http://www.RECyber.com/reintelligence/cybertips.html). StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2007. RECS.



# NAA Resources

## NAA Membership and Meetings

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

## PROGRAMS

### Get Sold On St. Jude Kids

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

### International Auctioneer Championship

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

### International Junior Auctioneer Championship

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

### International Ringman Championship

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

### National Auctioneers Day

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

### NAA Marketing Competition

NAA has developed a special awards program to recognize the creative efforts of Auctioneers. The award presentations take place during the annual Conference and Show in July. Call for entries along with the rules and regulations are included in the Conference and Show brochure that is sent

with the February magazine. This was formerly called the Photography, Advertising and Auction of the Year contest.

### President's Award of Distinction

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

### NAA Education Institute

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

### Online Education

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

## SERVICES

### Auction Calendar

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

### NAA Credit Card Program & Free Check Recovery

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

### Discount Advertising Rates

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

### Discussion Forum

Allows members to share information online in a quick and easy manner. Any question that you have pertaining to the auction profession can be easily addressed by other members of the association. Check this frequently, as many topics are discussed on this forum. Call NAA Web Services at 913-541-8084 or 888-541-8084 ext. 25 or log on to [www.auctioneers.org](http://www.auctioneers.org) for more information or to sign up.

## Access NAA Online

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

### Errors & Omission Insurance

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

### Free Web Site Development & Hosting

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

### Government Relations

The Government Relations program tracks federal and state legislation impacting the auction industry and notifies you to take action on issues when appropriate. Through the Auction Action Network (AAN), you have the opportunity to sign up to become a member of NAA's government relations network to present a united voice on issues affecting the profession. For more information contact Erica Brown, Public Affairs Manager at [ebrown@auctioneers.org](mailto:ebrown@auctioneers.org).

### Health Insurance

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

### NAALive.com

NAALive.com provides members live web casts of on-site auctions, allowing you to attract bidders worldwide for \$125 fee & a 1.5% commission for items sold. To take advantage of this service by login on to [www.NAALive.com](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 888-541-8084, 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

### Audio CDs

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

### Books

This comprehensive 92-page legal guide, *Waiting for the Hammer to Fall, A General Overview of Auction Law* by Kurt R. Bachman, provides up-to-date information on issues Auctioneers encounter in their course of business. For more information call 888-541-8084, ext. 28; fax: 913-894-5281; or e-mail: [info@auctioneers.org](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 866-331-0112.

### Newsletter

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

### Opportunity Kit

To request an *Auctioneer* or *Auction World* Opportunity Kit, please call 913-541-8084 or 888-541-8084, ext. 20; fax: 913-894-5281; or e-mail: [wdellinger@auctioneers.org](mailto:wdellinger@auctioneers.org). To learn more about the benefits of advertising please call 913-541-8084 ext. 20.

### Buyers Guide

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

### Customer Survey Card

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





Auctioneer Marty Higginbotham, of Lakeland, FL, conducted an auction of Sinclair gas station locations in this auction in Overland Park, KS in December. The auction was held at a hotel next to the NAA headquarters, so many NAA staffers attended the auction.



Reppert School of Auctioneering, in Auburn, IN, had seven female students in this class held during December. NAA Chairman Dennis K. Kruse, CAI, is speaking to the group.

## Important seminars:

Don't miss these two seminars in coming weeks. The NAA Winter Symposium will be held at Copper Mountain, CO, on January 21-24. Program speakers include: Aaron McKee, Steve Schofield, Paul Sobwick, Dennis Jackson, Renee Jones and Ryan George. Winter activities include skiing, snowboarding, tubing, cross-country skiing, snowshoeing and snowmobiling. Special discount lift passes are available.

NAA's Winter Seminar will feature three days in warm, beautiful Tucson, AZ on Feb. 11-14. Speakers include Larry Mersereau on marketing, Robert Morris, Jr. on technology,

and a panel discussion on on-line auctions. You can also participate in a golf tournament on Sunday, take tours, and participate in the annual PAC auction. Many exhibitors will also be there.

## Post your auctions

If you are not posting your Auctions on the NAA website you are missing out on a huge opportunity for potential bidders. NAA sends out more than 60,000 Auction Alert requests in two days to consumers interested in items posted on NAA's Auction Calendar listings!

The Auction Alert tool is a valuable service for auction veterans or those merely curious to find out about upcoming auctions from our almost 6,000 members. Consumers register as a user, pick the parameters for their auction search criteria and sit back and wait. As NAA members enter sales that meet their established criteria, those consumers will receive an updated list of auctions, with links to those sales that meet their criteria every morning in their email box.

To post your auction on the NAA Website, simply login to the Members Only section of [www.auctioneers.org](http://www.auctioneers.org) and click on "Add or Update Auction." It will take you through the process step-by-step. Once you have entered your auction, click save! Auction Alert will provide potential buyers for your auction at no marketing cost to you or your seller! Don't miss out on this great opportunity to market your auction.

## NAA Quick Poll

(taken from [www.auctioneers.org](http://www.auctioneers.org))

Do you make more purchases if credit cards are accepted at an auction?





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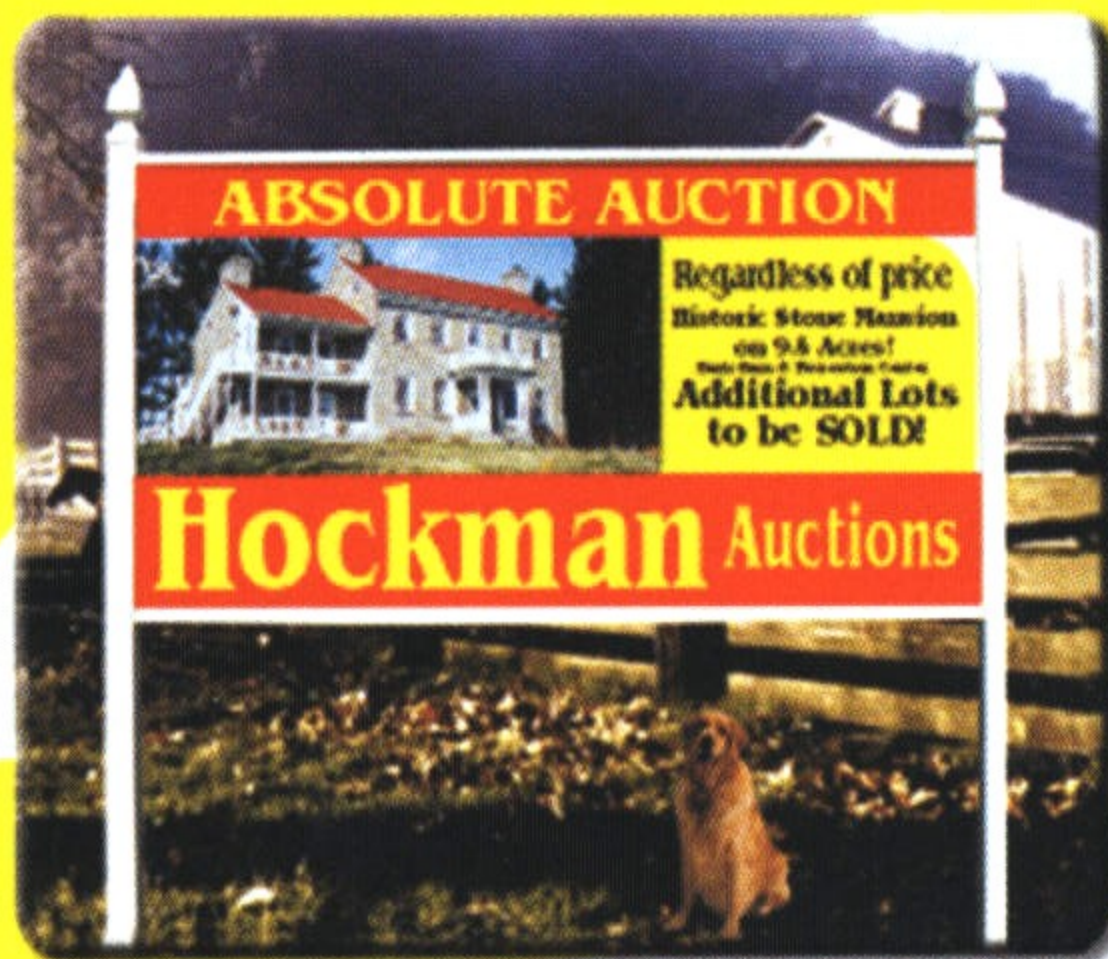
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