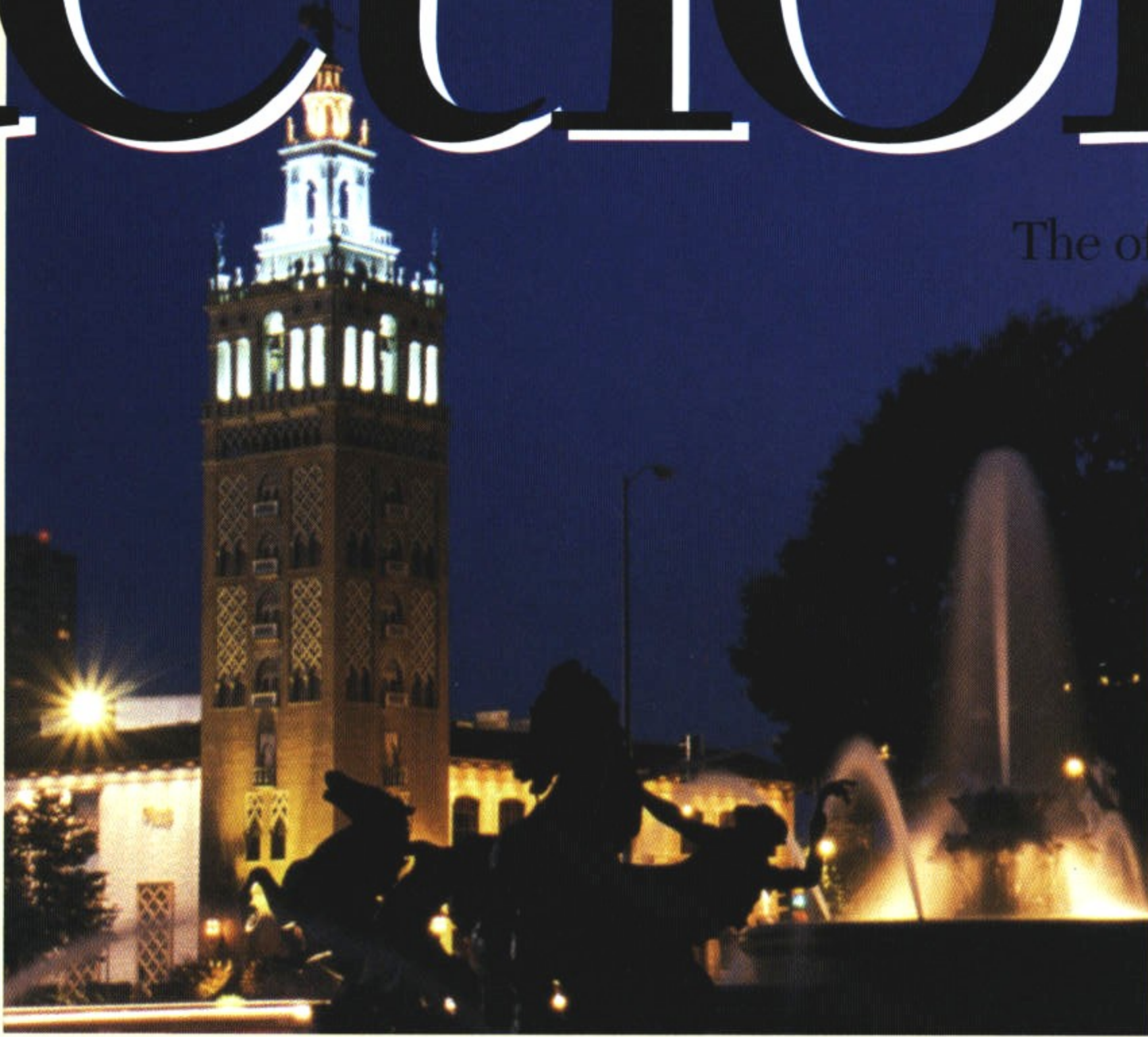


# Auctioneer

JUNE 2009

The official publication of the National Auctioneers Association



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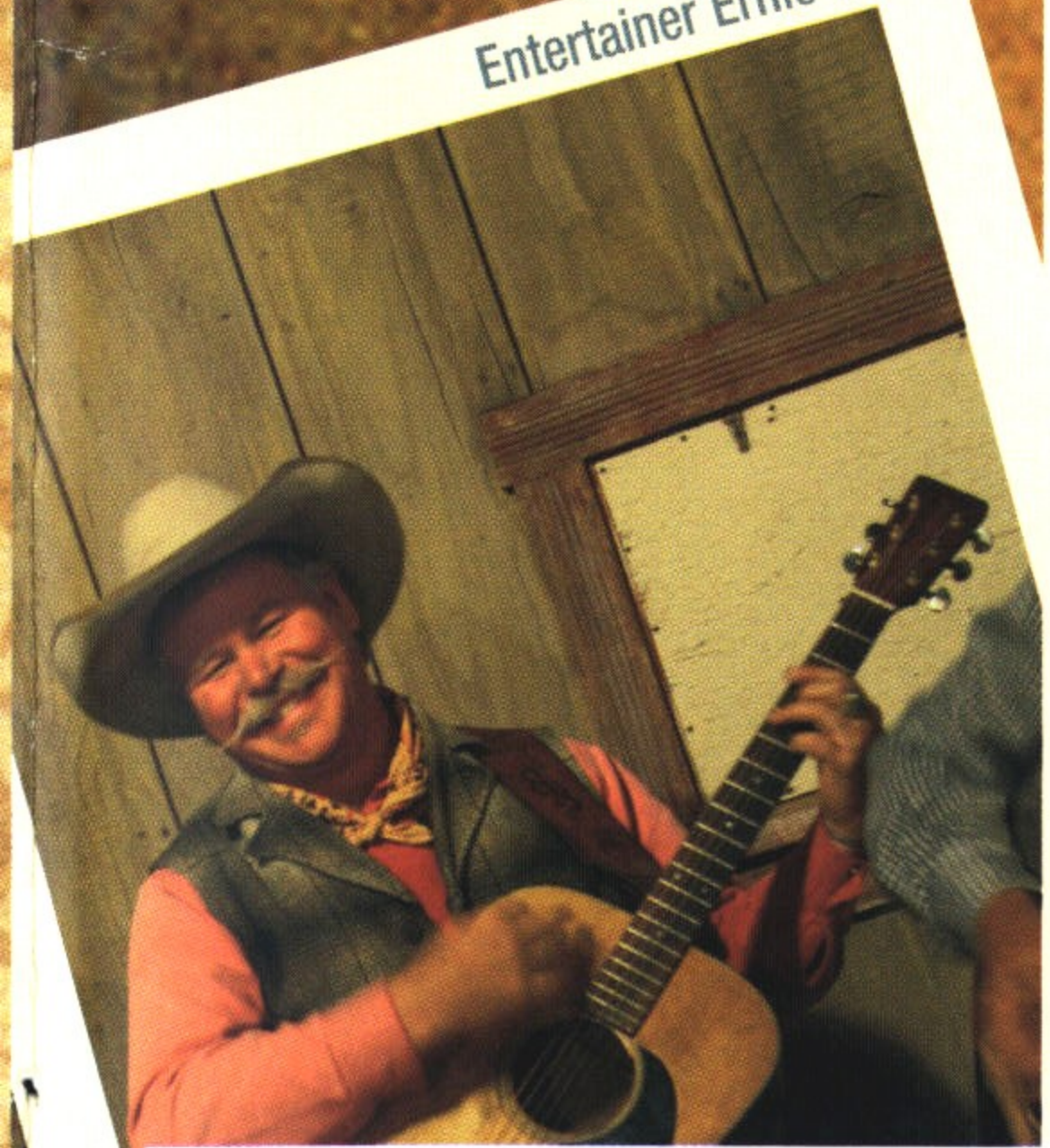
IAC Trophy

Absentee vote  
fax back form  
on page 50

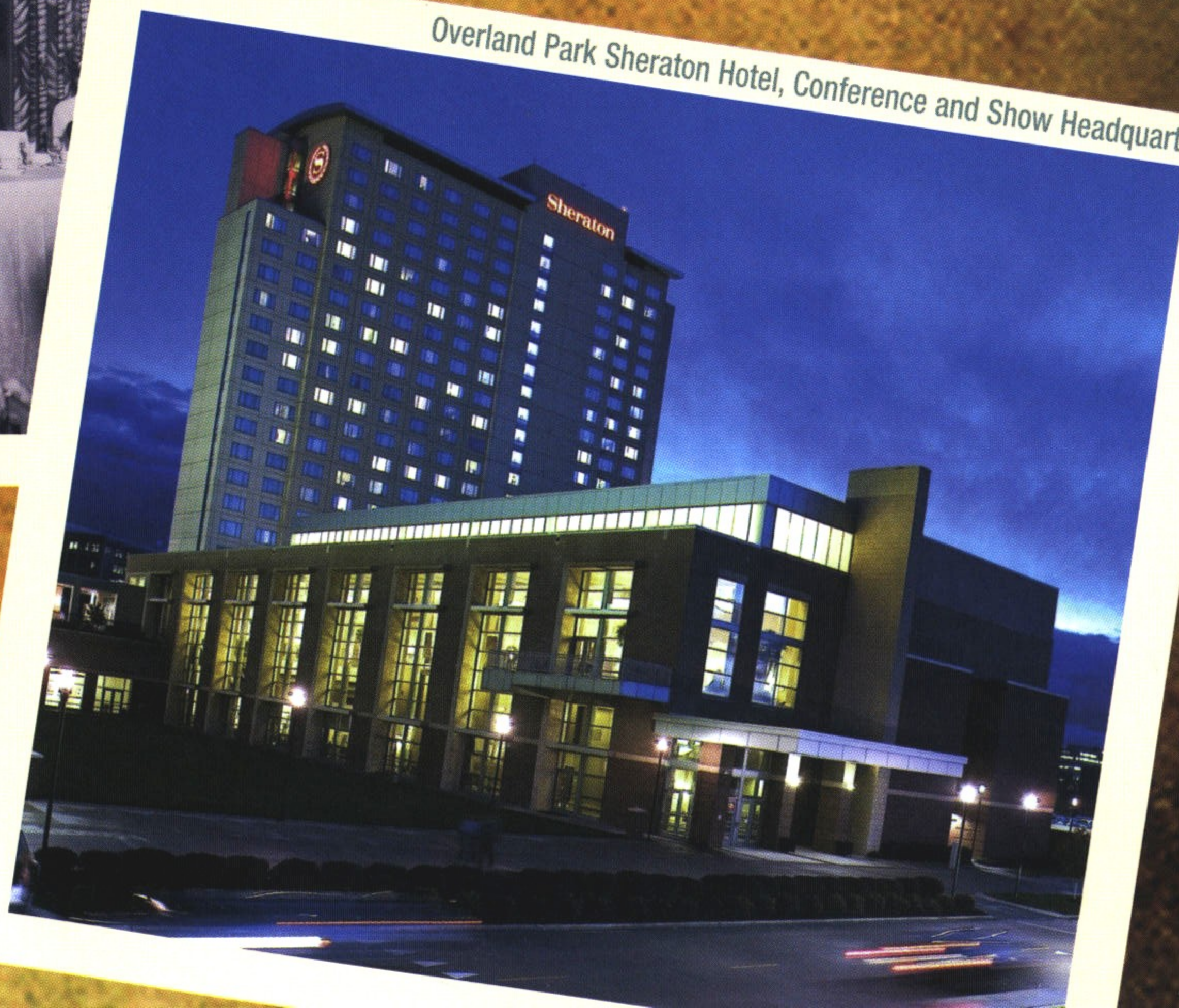
1956 Conference, photo courtesy of the National Auctioneers Museum



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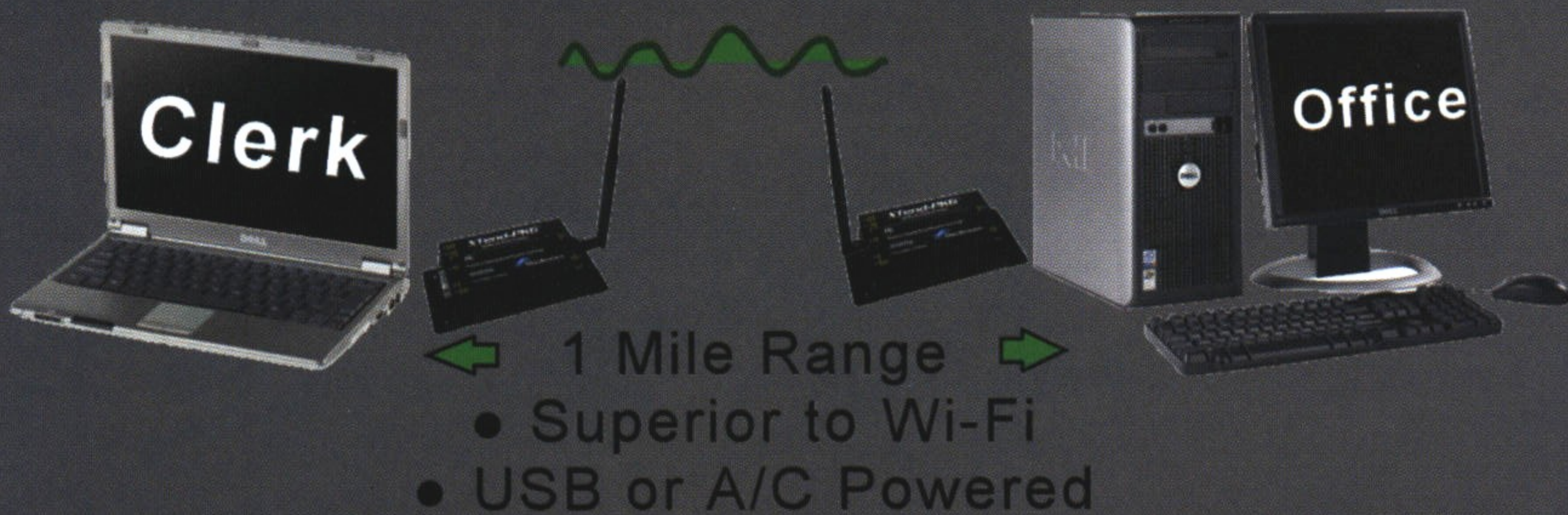


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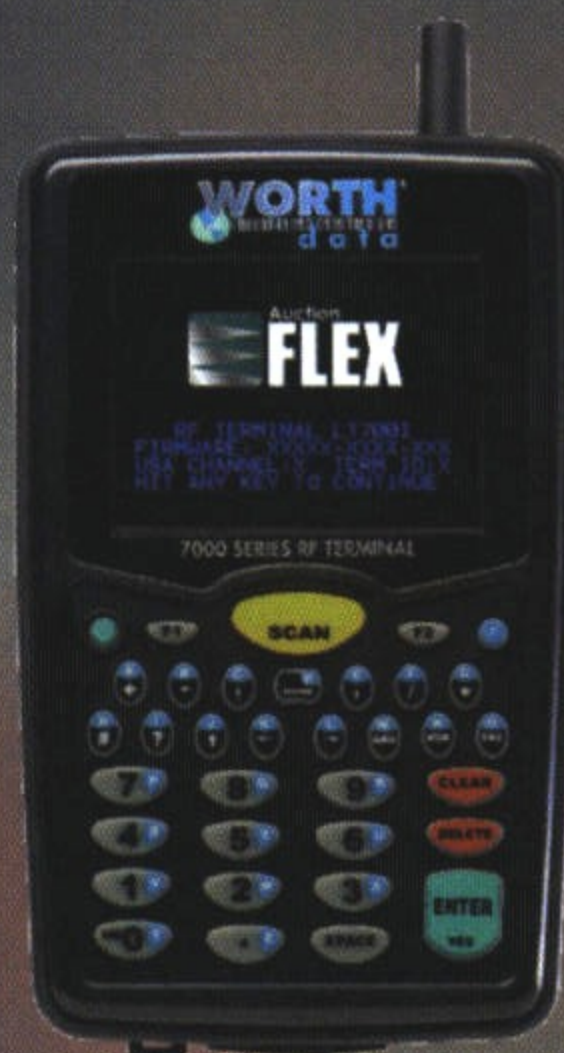
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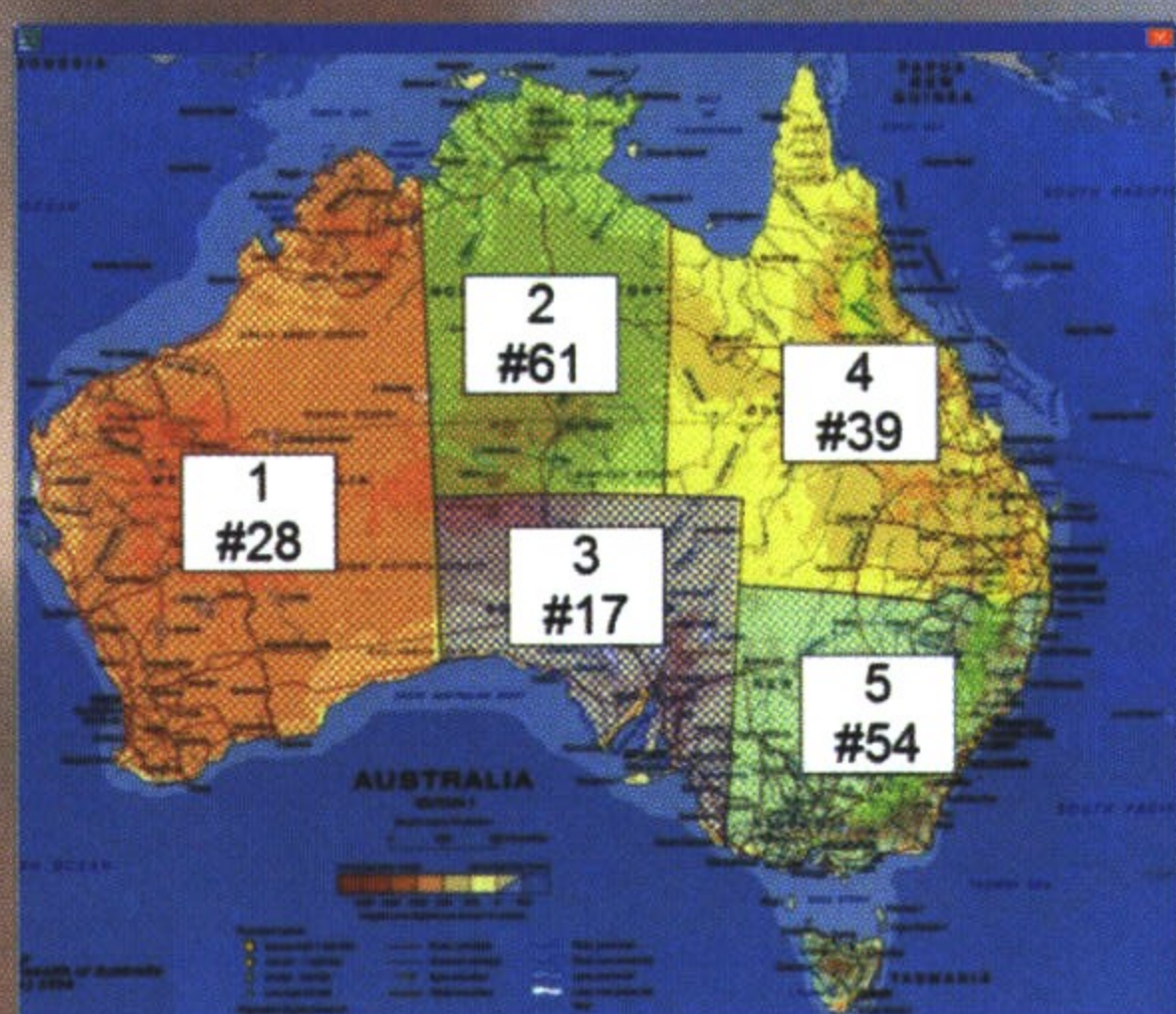
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# Auctioneer

www.auctioneers.org

The official publication of the National Auctioneers Association

JUNE 2009 VOLUME 61 NUMBER 5



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## On the cover

Make plans to come to the 60th International Auctioneer Conference and Show that is going to be held in Overland Park, Kansas (a suburb of Kansas City) July 14-18, 2009.

Cover story begins on page 30.

Photos on cover and inside on cover story courtesy of the Kansas City Convention & Visitors Association and the National Auctioneers Museum.



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# Benefit Auctioneer Specialist

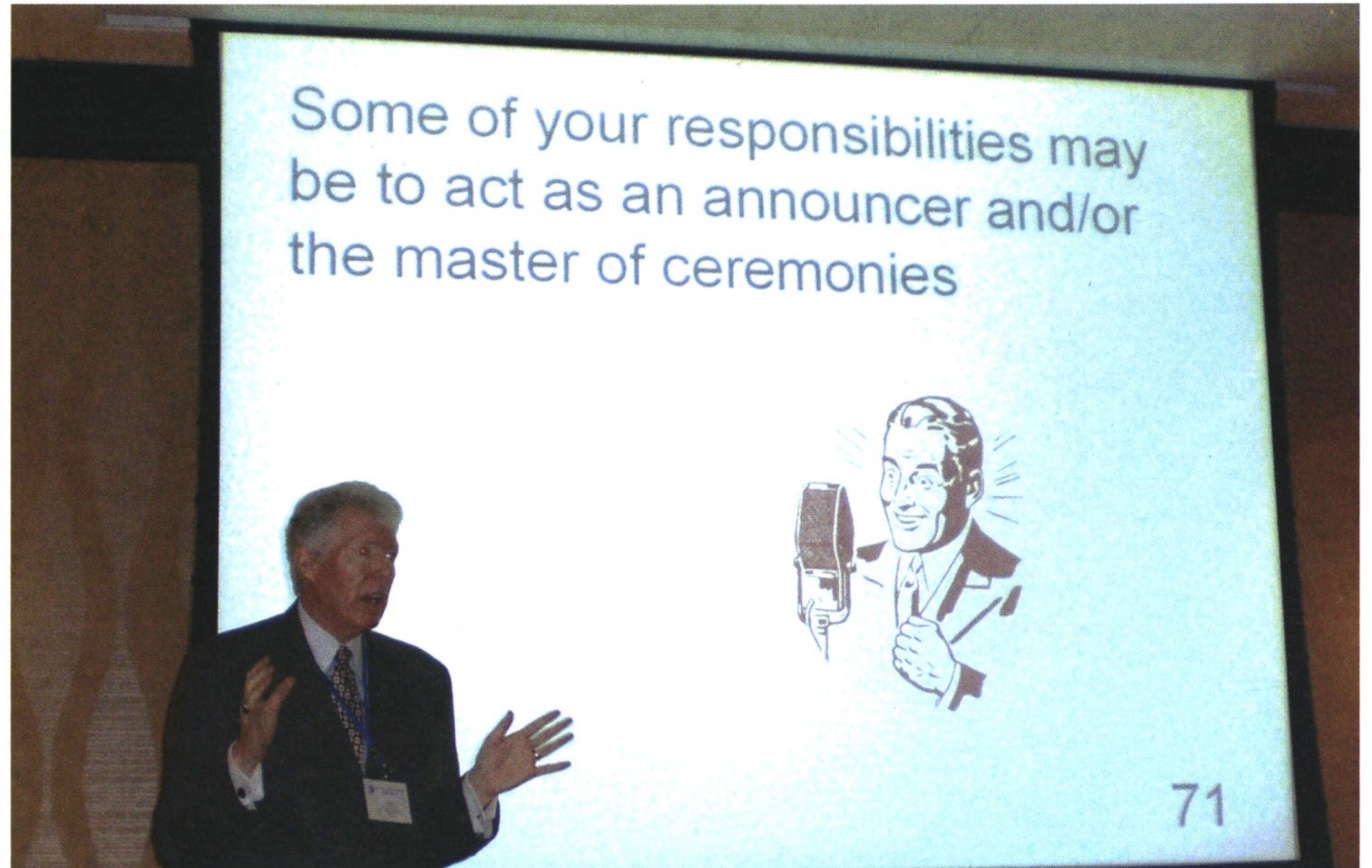
## Class in Seattle continues popular specialty

NAA's designation classes for the Benefit Auctioneer Specialist (BAS) continue to be highly attended, filling a need as benefit auctions have become one of the fastest growing segments of the auction business.

On this page are photos from the last BAS class, in April in Seattle, WA. The class was taught by Benefit Auctioneer Kip Toner, BAS.

Toner said that not only interest in the classes remains high, but he sees benefit auctions doing well despite the current economic recession. "I had a recent auction go over \$1 million for a client and others have been very successful. The money is still there and people are willing to spend for their favorite charities."

BAS student Jack Young, of Winters, CA, attended in Seattle and said "I learned some new Best Practices about live auction order, silent auction ordering and space allocation as well as evaluating auction results. It was a pleasure to



Kip Toner talks about Master of Ceremony duties.

and a great learning experience to assist at an actual benefit auction as part of the course. I would recommend the classes to others because there are huge differences between a commercial auction and a benefit auction. The BAS program effectively instructs the student how to create successful fundraising events for your clients and how to build a successful benefit auction business based upon the most current Best Practices of the industry."

The BAS course is designed to teach the planning techniques that create successful benefit auctions.

Learn to specialize your marketing skills and create a business strategy to build your clientele and profits. In addition to classroom instruction, students will usually attend a benefit auction to observe the process from start to finish.

### Course topics include:

- \*Fundraising components of benefit auctions
- \*Item acquisition
- \*Audience development
- \*Additional revenue items
- \*Contractual agreements
- \*Solicitation of benefit auction clients
- \*Public relations and self-promotion

Credit Hours: 21 (taught over 3 days)

Who Should Attend? Auctioneers wanting to expand their business into the growing field of Benefit Auctions.

To Receive the Designation: You must attend the three day course and pass the final examination and submit a benefit auction summary report.

After receiving the designation, there is a yearly designation fee. The fee will be billed annually in the fall. BAS designees are also required to complete 24 hours of continuing education every three years.

The next BAS class is July 11-13 in Overland Park, KS.

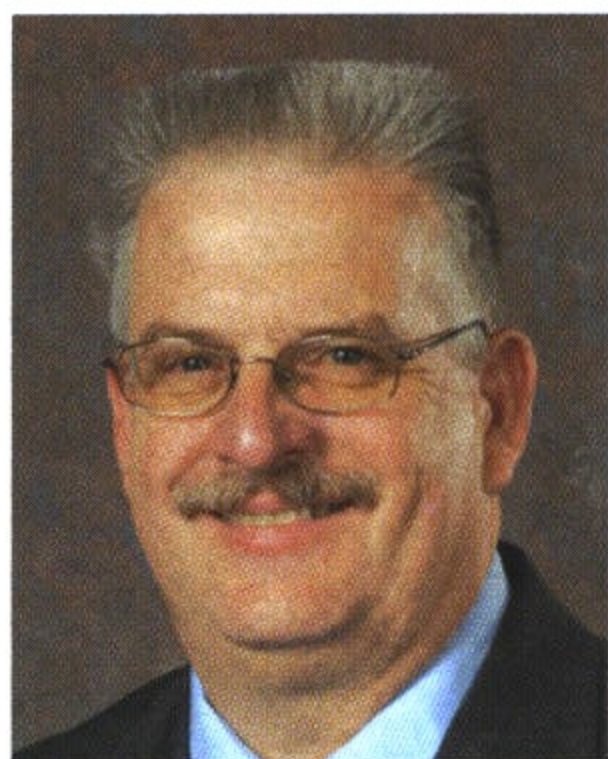


Kip Toner, center, with Jack Young, left, and David Sobon.



# Get ready, get set, KNOW!

Crucial auction knowledge is ready for the taking at this year's historic Conference and Show.



By Randy Wells, CAI,  
AARE, BAS, CES, GPPA,  
NAA President

It's getting closer for our 60th anniversary of NAA and our really big celebration at the International Auctioneers Conference and Show is just over a month away! I

hope that you have all made your plans to attend this special event. We guarantee that this year is not only going to be a fun and special event, but it will also be one of our best Conference and Shows ever, particularly regarding auction industry education.

I first read the following quote at CAI in 1997 and now I use it in many of my seminars, articles and even in my daily business. This clearly communicates how important additional auction and business education is, especially now, in our ever changing auction industry.

*"It's not just what you don't know, it's also what you don't know that you don't know. ...The important information is the information you don't have, the important questions are the questions you can't answer...The most important information is the information you don't request, the most important questions are the ones you don't ask."*

--Michael Hammer  
Harvard University

As Auctioneers, we know that the performance we give on the microphone is very important and we practice to improve our bid calling abilities. We may drive



down the road selling telephone poles, listening to "YES" CD's, or other instructional CD's offered by many of our peers. I agree that our bid calling capability is an important aspect of being a good Auctioneer, but I think that it is even more important to give our client the best performance that we can possibly give before, during and after the auction. The best way to do that is through auction industry education and learning from others, which can be found at this at this year's Conference and Show celebration.

Whether you come in for the full five-day conference, or select which days you would like to attend by choosing one of the other "shoestring" packages offered by NAA, you will walk away with additional tools to help you give the best "client performance" possible.

Not only do we have a great trade show floor featuring vendors from across the country, we are offering more than 40 educational programs this year at

Conference and Show where you can learn more about what's working, what's not working, what's hot and what's not, working smarter, not harder, how to hopefully stay out of trouble. AND don't forget all of the great education and advice you will receive from the best educators of them all -- other Auctioneers that you can meet during breakfast, lunch, dinner, after hours and in the hallways. Many of these people have already "been there, done that" and they will freely share some great advice learned from the School of Hard Knocks.

We have made some changes this year for the Conference, including: making it more family-oriented, making changes to the Opening Session on Wednesday morning that will enable us to have a shorter President's Gala on Saturday night, which will include some great entertainment. This year, Cowboy Ernie Sites will entertain us. He definitely puts on a good show and one you will not want to miss. So saddle up and hold on to your



horse because you're going to be enjoying a great experience with Cowboy Ernie Sites whose voice can calm the orneriest of herds. Ernie is a ranch-raised cowboy from Southern Idaho who combines traditional and original western singing/songwriting, yodeling, cowboy poetry, storytelling, and if space permits, trick roping demonstrations with his own personal brand of western humor and wit to entertain audiences of all ages.

Conference and Show has always been a place for me to learn – whether it's in the classroom, in the hallway, or at the President's Gala. I hope you will be there this year to see old friends, make new ones, experience the changes we've made and the education we are offering. I know I'm ready, I'm set and I'm....headed to Overland Park to help NAA celebrate our 60th anniversary.

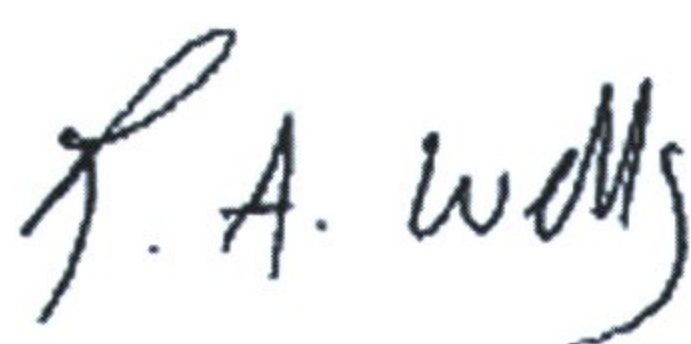
Your NAA board of directors held its spring board meeting in April and you can read all about the results on page 14. We promised more transparency this year and I would like to thank our CEO Hannes Combest, CAE, for writing this story about results that provides the "whys" behind the "whats" concerning our discussion items and action items on the board agenda.

For the past two days before writing this column, I have been in Washington, D.C. with NAA past president Bill Sheridan, CAI, AARE, GPPA, of Mason, MI, who is the current chair of the Auction Forum for National Association of REALTORS. On Thursday morning I participated on the forum panel along with NAA members; Denny Stouffer, of Smithsburg MD; Ben Anderson, of Destin, FL; Martha Hilton, of Lewisburg, WV; and Bill Sheridan as our moderator. Time went fast, but in our two-hour time frame we were able to dispel some auction myths and provide some auction education to all who attended. Thursday afternoon Bill and I had an opportunity to meet with Charles McMillan, current president of NAR and Vicki Cox Golder, incoming president of NAR. This was definitely time well spent as we continue keep our communication lines open between our two organizations as NAA provides input as the voice of the auction industry.

Also in this issue of Auctioneer, on page 12, is a fax back survey concerning the issue of whether to allow absentee voting by NAA members. Currently only members who physically attend the annual business meeting at the International Auctioneers Conference and Show are eligible to vote for new officers and directors. The board continues to consider whether to change this policy to allow absentee voting by those not in attendance at the business meeting. Please fill out this short survey and help provide our board with additional member information.

Next month will be my last article written for Auctioneer as your president of this great association, which has been a huge part of my life and my family's life and our business since 1996. I am amazed at how fast this year has gone by. I am very proud of the accomplishments and the firsts that your NAA board and all NAA committees have accomplished this past year as we continue "Movin Forward" by Strategizing, Organizing and Prioritizing. None of us could have accomplished this without wanting to make a difference, or without the input from our membership, and I thank you all for that.

Enjoy each day,



Randy

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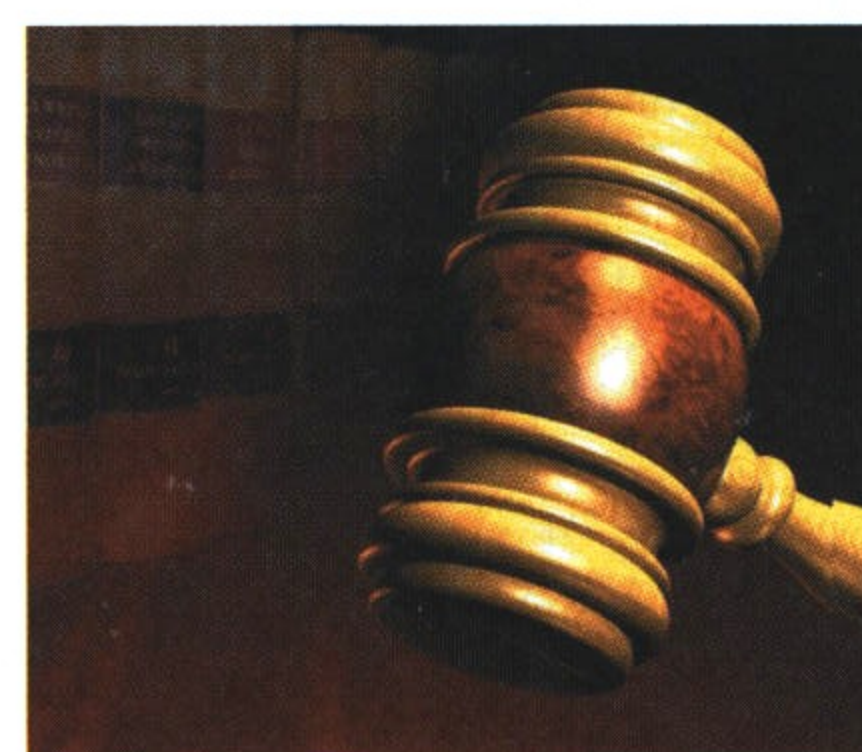
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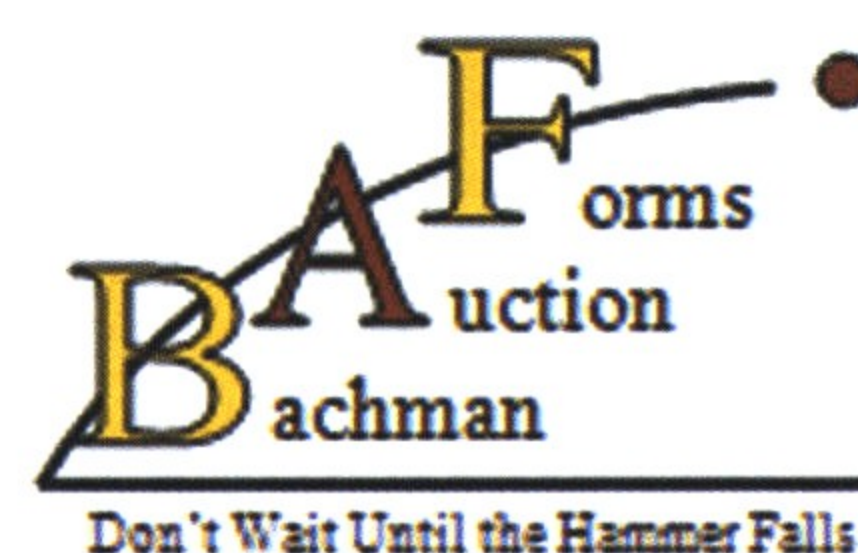
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**Don't Wait Until the Hammer Falls**





The 2010 CAI Planning Committee met recently at NAA headquarters to begin planning the Certified Auctioneers Institute program for March 2010. Details of their discussions will be reported in a future story. The committee includes, from left, NAA Director of Education Harlan Rimmerman; Traci Ayers-Dower, CAI, AARE; David R. Hudgins, CAI, AARE; Marc A. Geyer, CAI, AARE, BAS, CES; Steven Hunt, CAI, AARE, GPPA; Scott Shuman, CAI; NAA Chief Executive Officer Hannes Combest, CAE.

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# Notice of Member Vote

## Two proposals that would change the number of NAA board members will be voted on July 16

NAA's membership will have an opportunity to vote on two changes to the association's Articles of Incorporation on July 16 at the annual board meeting: one change would reduce the number of board members by three. Currently there are 21 board members. The NAA board recommends the board size be reduced to be more manageable. The other proposal recommends adding a representative of the National Auctioneers Foundation to the NAA board to ensure communication is effective between the two groups.

### **RATIONALE:**

The NAA board of directors recommends that the following two revisions be adopted by NAA members on July 16, 2009.

1) Eliminate one member of the board each year for three years, so that by 2011, the membership will vote on nine board members.

Rationale: By voting for three positions each year until 2011, the board will effectively be reduced by three members. This provides a more manageable board in terms of size and is more in alignment with a membership organization of our size.

2) Ensure there is a representative of the National Auctioneers Foundation serving as an ex-officio voting member of the NAA Board of Directors.

Rationale: Currently the President Elect and the Treasurer for NAA sit on the NAF Board of Directors. In order to ensure communication is effective for both organizations, the NAA Board of Directors recommends adding an NAF representative to the NAA Board of Directors.

### **RESOLUTIONS:**

Notice to Amend the National Auctioneers Association Articles of Incorporation, Article IV – Board of Directors:

To add an NAF representative to the NAA Board of Directors.

Notice to amend the National Auctioneers Association Articles of Incorporation, Article IV – Board of Directors.

Resolution: The Board of Directors shall be reduced by one elected member each year for three years until 2011. By 2011, the membership will vote on nine board members.

### **IF BOTH RESOLUTIONS ARE APPROVED, THE ARTICLE CHANGE WOULD READ AS FOLLOWS:**

#### **Article VI---Board of Directors**

The affairs of the corporation shall be conducted by a Board of Directors consisting of the Immediate Past President, President, President-Elect, Vice President, Treasurer, and nine (9) members of the Association who shall be elected as provided in the Bylaws. The Chairman and Vice Chairman of the NAA Education Institute shall be an additional ex-officio voting member of the Board of Directors. The President shall also have the right to appoint one additional board member to serve on the Board of Directors as a voting member who may or may not be a member of the Association whose term shall last for one (1) year.

In addition, the Chief Executive Officer of the Association shall be a member of the Board of Directors, but shall not be entitled to vote.



# Spring board meeting results

## NAA board of directors discuss membership numbers, financials and decides on no change for current life membership program

NAA's membership losses and associated revenue decreases were topics of discussion at the recent board of directors meeting in April in Overland Park, KS.

Kurt Kiefer, treasurer of the Board of Directors, indicated that although NAA was facing these significant challenges, the Executive Committee had elected to wait until after the 60th International Auctioneers Conference and Show in July to determine a course of action for the remainder of the year. Due to administrative changes within the organization, NAA has sufficient cash on hand to address its current and immediate future operational needs. Kiefer noted that it would be a tight fiscal year and that the positive bottom line originally identified as a goal would probably not be feasible this year. The Board also discussed materials prepared by Robert Purinton, CPA and Craig Chance, CPA, of Purinton, Chance & Mills, LLC, regarding the audit of the seven month period ending December 31,

2008. The current audit and 990s forms are posted on the NAA website under the tab titled Public Financials: [www.auctioneers.org/core/content-manager/uploads/Financial/2008\\_990.pdf](http://www.auctioneers.org/core/content-manager/uploads/Financial/2008_990.pdf).

Jay Nitz, CAI, chair of the membership committee, noted that he was very concerned about the membership numbers, but that his committee had been extremely active in contacting all of the members who were set to lapse. These member were contacted before they lapsed to encourage them to renew. Nitz said that 1,400 packets of membership information had been mailed to former members whose membership had lapsed over the last 18 months. Current numbers of people who renewed from this effort were not available. He also noted that the membership committee was actively trying to get new members engaged in NAA so that they would see the value of the networking that membership provided.

During the meeting, the board determined

that no revisions would be made to the current life member program and directed that no additional life memberships be sold until a program with new parameters is presented to the board at an upcoming meeting. The life member program had been under review because the membership costs were higher than the interest received from the original investment.

In other business, the board reviewed the progress made on the 2009 Business Plan they approved in December 2008 and approved the second quarter priorities. A few of these priorities include:

- Ensure progress is made on creating new NAA consumer and member websites.
- Complete preparations for the 2009 annual Conference and Show.
- Strengthen preparations for USA TODAY's partnership with NAA.
- Hold a successful Real Estate Summit in May.



Spring board meeting.



NAA President Randy Wells, CAI, AARE, BAS, CES, GPPA, said "The priorities we identified are designed to provide metrics to support the goals and objectives that move NAA closer to its vision of unifying the auction and competitive bidding industries."

## THE ANNUAL MEETING

The board confirmed that two votes will be held at the 2009 Annual Business Meeting, scheduled for July 16 in Overland Park, KS. The board approved a request from the National Auctioneers Foundation that a Foundation board member serve as a representative on the NAA board of directors. NAF Executive Director Carol Jorgensen, said in a letter that "The flow of communication between NAA and NAF would be enhanced if one member sat in representation on the other board." The NAA board concurred and voted to recommend the passage of this revision to the Articles of Incorporation. In addition, the issue related to reducing the size of the NAA board by one for the next three years will be on the ballot. This action had been approved by the board as a recommendation to membership at the October 2008 meeting.

The board also discussed the costs of the electronic voting devices at Conference. In order to minimize election expenses, the board directed staff to identify a less expensive but still efficient and effective way to conduct the annual election. Chief Executive Officer Hannes Combest, CAE noted that the best and most expedient way to do so would be to use the scanning device owned by NAA for educational purposes in this election. She said that staff will be working on a plan to accomplish this before the July meeting.

## ABSENTEE BALLOTS

The board agreed that the membership should be given an opportunity to voice their position on absentee ballots, not just those attending conference. As a result, a survey is included on page 50 of this publication. Members are asked to respond to the questions and fax it back to 913-894-5281. Virtual member were sent a survey asking these same questions. The board will discuss this at the pre-conference board meeting.

## MISCELLANEOUS BUSINESS

In other action, the board will be working on a process to identify sites for future conferences. The board directed staff to ensure that state associations were included in the process in order to get more members engaged in the conference event, particularly those from the state associations wishing to host the event. A subcommittee will be working on refining the process to be presented at the October board meeting.

And finally, the board decided that NAA would stop publishing a print version of Auction Advantage newsletter, a quarterly customized newsletter that members could purchase to send to their clients. Combest noted that only 63 members took advantage of this program. Although surveys indicated they were pleased with the benefit, the board felt that staff efforts should not be directed to such a small group of members. Combest said the same editorial content will be provided on the new NAA website in the Fall that all members will be able to download and use in their communications. The content will be changed on a monthly basis so that members can continue to get information out to their clients about the auction industry.

► continued

## New Education Trustees: Michael Fine, CAI, AARE, and Aaron Traffas, CAI, ATS

The NAA board of directors approved two new members to the Education Institute Trustees at the NAA spring board meeting in Overland Park, KS in April: Michael Fine, CAI, AARE and Aaron Traffas, CAI, ATS will join the Trustees in July.



Michael Fine, CAI, AARE

Fine is the Executive Vice President and Director of Project Management for Sheldon Good & Company. He has participated in the sale of more than \$800 million in commercial and residential property. Fine currently teaches in the AARE program. Fine noted that he would like to see the classes that NAA offers "geared to the many different experience levels of our members." He said he wants NAA to "be at the forefront of the movement to better educate Auctioneers."

Traffas has been in the auction industry for more than seven years, during which time he has been active in NAA



Aaron Traffas, CAI, ATS

education as a student and faculty member. He currently works for Purple Wave. Traffas helped develop the Auction Technology Specialist designation and co-teaches it with Robert Mayo, CAI, ATS, AARE. He also taught this year at the Certified Auctioneer Institute. Traffas noted that he believes that "education is the cornerstone of the NAA." He wants to focus on increasing the amount and quality of information about the education that the Institute offers. "By improving the quality and increasing the quantity of information about the courses offered, we can increase attendance at the courses and increase membership in the NAA," he said.

According to Scott Shuman, CAI, chair of the Trustees for the Education Institute, including Fine and Traffas as members of the Trustees will be outstanding. "These individuals have a passion for education and long history with working with the Institute as faculty members," he said. He added that "They understand curriculum and the auction profession and most importantly, they have a passion for education." Traffas and Fine will replace retiring trustees Renee Jones, CAI, AARE, and Jack Christy, CAI, CES, whose four-year terms expire.



## REPORTS FROM NAA

During the meeting, board members and staff gave reports from various committees. Here are the highlights.

Regarding the financials, NAA ended 12/31/08 with a surplus of \$246,097 for the seven-month year. The surplus was managed by a combination of cutting unprofitable programs, staff reductions, benefit reductions, fixed overhead reductions and careful management of Association assets. The NAA Board has a 2009 budget in place that calls for another substantial surplus of approximately \$200,000. NAA's asset position at the end of the 2007 fiscal year was a negative \$259,842, which improved at the end of the 2008 fiscal year to negative \$78,336. According to Treasurer Kurt Kiefer, "There is still a negative net asset position, which we hope to erase during the 2009 fiscal year. From 2000 to 2007 the NAA had net losses of approximately \$900,000. However, as you can see from our business plan, going forward the Board is committed to eliminating our negative

asset position in 2009 and having a surplus through profitable operations each year. We have a five year goal of having operating capital of \$250,000 and cash reserves of at least \$750,000. This reserve building needs to be accomplished during a serious downturn in membership and a significant change in the auction business model because of technology. The NAA like many associations today will face serious financial and membership challenges in the upcoming years."

Darron Meares, CAI, BAS, MPPA, chair of the technology committee, noted that the board made the development of a new websites a priority for staff in the first quarter. He noted that NAA had a contract with a company to design two websites: one focused at the consumers interested in auctions and one focused for NAA members and potential members. He said that he expected more progress on the sites designs and architecture during the next couple of months and that he hoped the sites would be fully operational in the fall. Combest noted that one of the most important things that NAA can do for its

members is to find ways to increase the interest that consumers place on auctions as the preferred method of marketing. She said that "As a small organization, we do not have the resources to conduct a national campaign. In order to accomplish broad awareness among potential auction users, NAA must be creative in working with various partners that are aligned with the business interests of our members."

For example, she noted that for the last two years, NAA has had a relationship with the National Association of Realtors that has resulted in NAA members and staff writing a one-day introductory course on auctions for Realtors. She told the board that, based on their direction, staff has focused efforts on four organizations: USA TODAY, the American Bankruptcy Institute (ABI), the International Society of Appraisers (ISA), and the American Society of Association

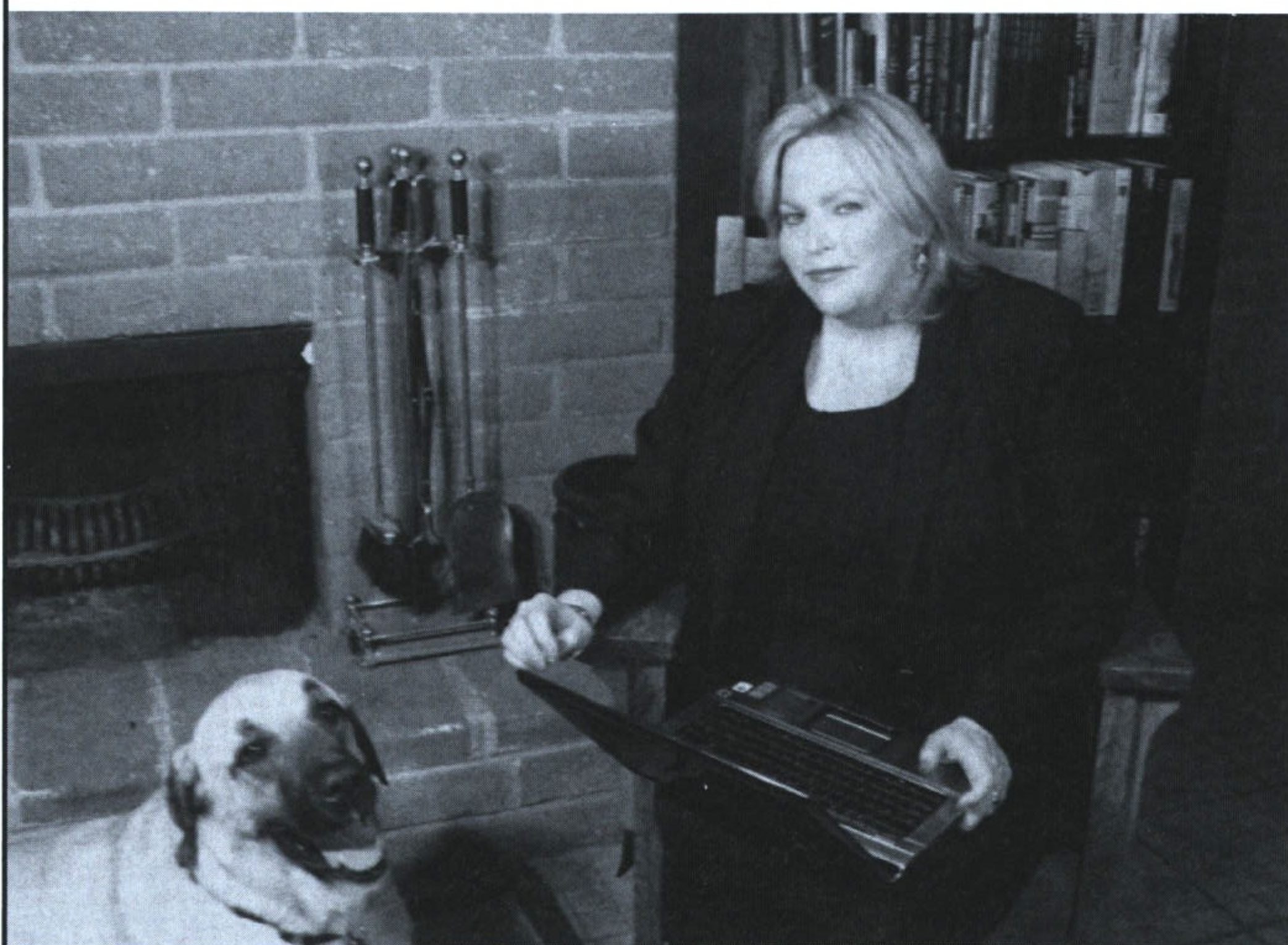
Executives (ASAE). USA Today provides NAA members a discount on their advertising rates. More importantly, however, USA TODAY provides NAA with the banner under which these ads lay – Auction Showcase. This relationship will extend electronically and grow through a program we are currently finalizing based on the approval at the Board's October meeting.

President Randy Wells and NAA's Deputy Executive Director Chris Longly attended the ABI Conference and Show in early April. During that meeting, NAA members Kim Hagen, CAI, AARE, CES and Stephen Karbelk, CAI, AARE, hosted a special NAA education session, attended by approximately 50 members of ABI. Wells and Longly staffed a booth at the trade show and attended some of the social functions in order to extend the partnership with ABI.

NAA Director of Education Harlan Rimmerman attended the ISA annual conference. Approximately 175 appraisers attended that conference. Rimmerman had the opportunity to meet one-on-one with four ISA Board members, including the president and vice-president. Vice President Christine Corbin (also a member of NAA) will be conducting a session at NAA's Conference and Show on appraising antiques. During his visit, Rimmerman had the opportunity to talk about the value of GPPA and to identify editorial and education content that is relevant for NAA members. He also noted that the Foundation of Appraisal Education will provide scholarships to people interested in taking the GPPA designation. Finally, ASAE is an organization that represents more than 20,000 executives who work for associations or other non-profit groups. NAA is developing a relationship with ASAE that will allow NAA to market benefit Auctioneers to this group.

The complete summary of the April 2009 meeting of the Board of Directors can be found on the NAA Web site under the Member's Only section at [www.auctioneers.org](http://www.auctioneers.org). On the right side in a blue box click on the words "Board information," then click on "Summary of April 23-24 Board meeting."

### Deb Weidenhamer, CAI Candidate for NAA Director



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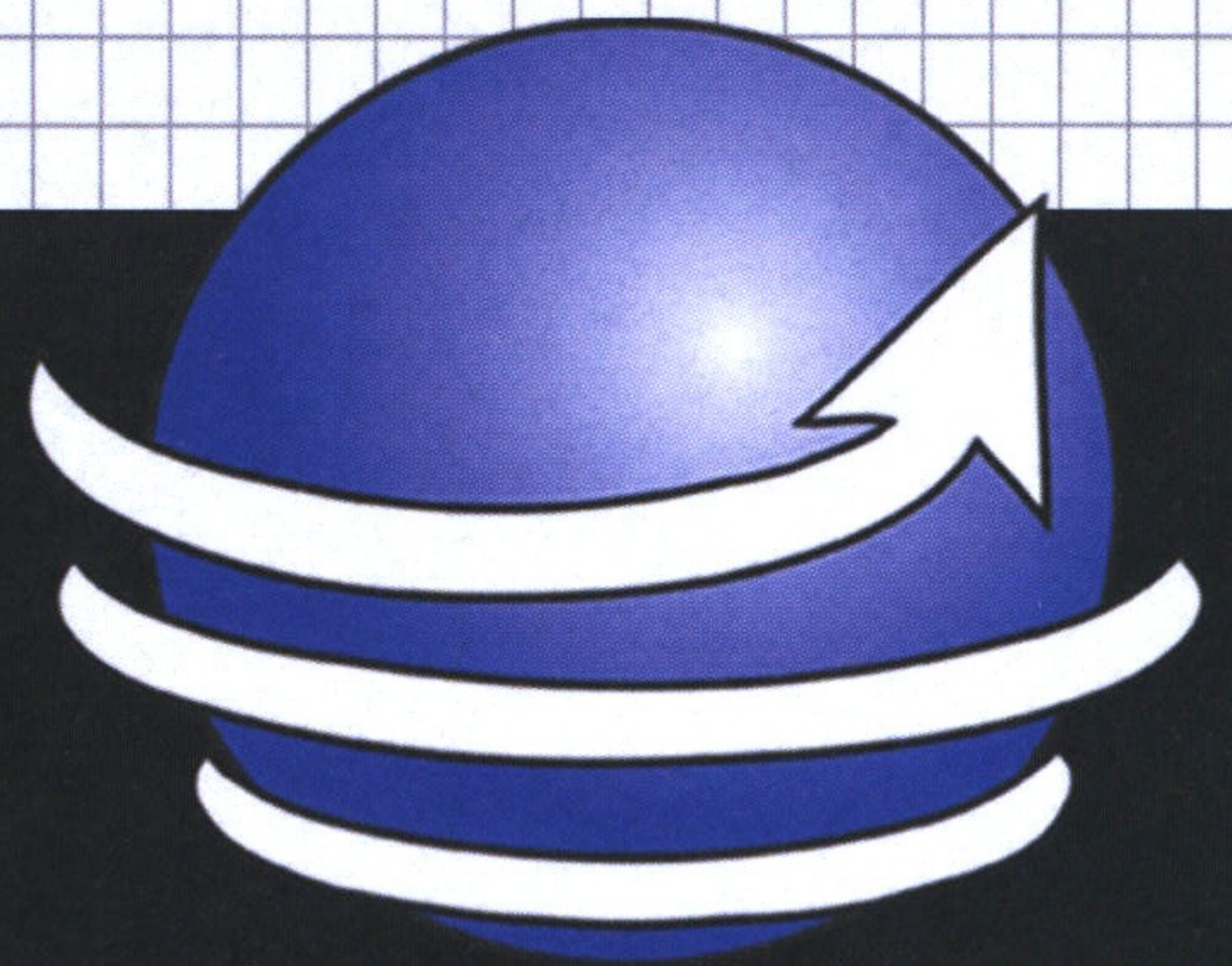
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# National Auctioneers Association 2009 Annual Election Procedures

1. **Election desk:** Will be open on Thursday July 16, 2009 at 7 a.m. and will remain open until declared closed by the Presiding Officer. Each eligible voting member shall be issued a paper ballot to be used for the purpose of electing officer and director candidates.
2. **Eligible to vote:** Active and retired members (as described in the NAA bylaws) shall be entitled to vote in person on all matters to come before this annual meeting.
3. **Candidate Information and Review Committee:** Interviews were conducted with each candidate between March 1 and March 15 to review and outline the requirements/guidelines for all available positions as set out in the bylaws Article XII (2 a, b, c.)
4. **Elections: Voting will be for:**
  - President-Elect
  - Vice President
  - Treasurer
  - Three Directors - depending on the outcome of the vote on the proposed revisions to the Articles of Incorporation.
5. **Listing Order:** Candidates will be listed alphabetically on two large charts or on an overhead projection system, by office contested. The charts will be posted to the left and right of the speaker's lectern, clearly visible to all delegates.
6. **Candidate Presentations:** Only the candidates can speak on their own behalf at the annual meeting. Officer candidate speeches will be limited to a maximum of five minutes and Director candidates to a maximum of three minutes each. The speaking order will be determined by random draw.
7. **Requirement for election:**
  - a. Candidates for Officer positions require a majority of the legal votes cast, to be declared elected. If no candidate receives a majority, the candidate with the lowest number of votes is dropped and another vote is taken for that position. Voting continues until one candidate receives a majority of the legal votes cast.
  - b. Candidates for Director positions shall be elected by plurality vote. In the case of a tie, for the final position(s) there will be a run- off vote.
  - c. Candidates for all positions will be elected through the use of paper ballots, except where there is only one candidate contesting that office, in which case, the election for that position shall be decided by voice vote.
8. **Counting the vote:** The voting results will be tabulated, and displayed on a projection screen(s). The Chair is responsible for declaring candidates elected to each office contested.

**Time election takes effect:** Newly elected Officers and Directors shall assume office at the close of Conference and Show.



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# Legal Questions

## Two sets of contracts for real estate?



Kurt R. Bachman

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

*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 these questions are designed to provide information of general interest to the public and are 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 shall 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 complete confidentiality.*

After being unsuccessful a few times selling real estate at auction, I decided to get my real estate salesperson license for the protection of the "day before" and the "day after" an unsuccessful auction. Now I am faced with a combination of two sets of laws and two sets of contracts, so can I have a real estate listing contract that is up to snuff with the rules of the Multiple Listing Service while having an enforceable auction contract that won't cause conflicts of interest and liabilities in the mix? For example, on a predetermined date there

will be an auction, can I de-list the property for that date and have it automatically re-listed the day after the auction if the auction is not successful?

Greg Engstrom, CAI  
Valparaiso, IN

Answer: The Multiple Listing Service ("MLS") is a membership organization comprised of individuals who list and sell real estate and utilize a central posting or advertising network for properties listed by each member. Members enter into a uniform agreement with the MLS ("MLS

Agreement") to address issues such as ethical standards and fee splitting. Members pay a fee to the MLS in order to use its services. MLS members use a fairly standard contract, a listing agreement, which members use to list properties for sale. The idea behind the MLS is to develop standardized procedures to promote the sale of members' listed properties. The standardized procedures promote fairness among the members representing sellers or buyers in which the property is listed through the MLS. In contrast, auction contracts are not generally developed or approved by the MLS. Rather, the Auctioneer and the seller negotiate specific terms such as, whether the sale will be with or without reserve, reserve prices, buyer's premiums, commission, advertising costs, and the time and location of the sale. Auction contracts are not standardized—each auction contract can be different and independent from any other contract. The purpose of the auction contract is to define the relationship and responsibilities between the Auctioneer and seller. The MLS Agreement and auction contract serve different purposes.

The listing agreement is between the seller and the listing agent and is pre-approved by the MLS. It is pre-approved because other members of the MLS will rely on the terms of the listing contract representing



potential buyers. Members of the MLS also rely on the uniform terms contained in the MLS Agreement. In comparison, an auction contract is for an event – the auction – to be conducted on a certain date in the future. After the Auctioneer conducts the auction, the right of the Auctioneer to sell the property usually ceases. Can an individual sign both contracts—the listing and auction contracts? Generally, yes. A real estate agent who is also a licensed Auctioneer can have a seller enter into both contracts. But, the auction contract will need to incorporate the terms of the listing agreement. In other words, the auction contract will have to be reconciled with and made consistent with the listing agreement. For instance, if a seller decides to sell his or her property at auction, during the listing agreement, the MLS Agreement may determine how commissions will be split with any MLS member who produces a ready, willing and able buyer at the auction. An auction contract would not terminate an enforceable listing agreement. Before agreeing to enter into such a relationship, however, an Auctioneer should have a licensed attorney review and prepare the documents in order to avoid any conflicts between the two agreements.

Another option is for an Auctioneer to enter into an auction contract with the seller after the listing agreement has expired. Once the listing agreement has expired, the terms of the MLS Agreement would no longer be binding on the sale of real estate. Once the listing agreement has expired, the seller and Auctioneer are free to negotiate the terms without reference to the MLS.

Although the MLS is not likely to allow its members to alter or modify the terms of the MLS Agreement or listing agreement, it is possible for an attorney to prepare an auction contract that includes the terms of the MLS Agreement. The MLS uses its agreements in order to promote uniformity in the listing and sale of real estate among and between its members. On the other hand, auction contracts are specifically prepared for each seller's unique property, needs, and expectations. Using the auction method, while listing property with an MLS, requires careful planning and drafting in order to make the auction contract compatible with MLS terms.

## MEDICAL DOCUMENTS IN STORAGE AUCTIONS

I recently was asked what the HIPAA requirements were for medical documents found in storage lockers when they were abandoned and put up to auction. This also led to the other issues of running into personal medical records at sales. Anything we should be aware of?



Kurt Johnson, BAS  
Minneapolis, MN

**ANSWER:** The Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) was enacted on August 21, 1996. Sections 261 through 264 of

HIPAA require the Secretary of U.S. Department of Health and Human Services to establish standards for the electronic exchange, privacy and security of health information. In 2002, the U.S. Department of Health and Human Services issued the Privacy Rule to establish federal privacy protections for sensitive health information.

The HIPAA Privacy Rule generally applies to (1) health plans, (2) health plan clearinghouses, and (3) health care providers who transmit any health information in an electronic form. 42 U.S.C. § 1320d 1. These three types of entities are defined as “covered entities” in the HIPAA regulations. 45 C.F.R. § 160.103. Anyone who regularly works with a covered entity and has access to protected health information is also covered by the HIPAA Privacy Rule.

The general rule is that a covered entity may not use or disclose protected health information (“PHI”), except as otherwise permitted or required. There are a few exceptions to this rule, however. For example, a doctor is allowed to share PHI with a health insurance company to obtain payment for his or her services. A doctor is required to disclose PHI about a patient to that patient when it is requested. Covered entities must safeguard and protect PHI. A covered entity is required to have in place appropriate administrative, technical, and physical safeguards that protect against uses and disclosures not permitted by the Privacy Rule and to limit incidental uses or disclosures. A “covered entity must reasonably safeguard protected health information from any intentional or unintentional use or disclosure that is in violation of the standards, implementation specifications or other requirements of this subpart.” 45 C.F.R. § 164.530(c)(2)(i).

Auctioneers generally do not have access to PHI and are not subject to the HIPAA Privacy Rule. But, Auctioneers should be aware of HIPAA to the extent that it may impact their clients. For example, if an Auctioneer agrees to conduct an auction for a hospital or doctor's office, he or she could come into contact with medical records and PHI. HIPAA prohibits such information from being disclosed, shared, copied, sold, or given to others. A doctor cannot generally sell or give medical information about his or her patients to others. If the protected health information is being discarded, HIPAA generally requires that the documents be destroyed.

Auctioneers generally should not sell medical records at an auction. Instead, the records should be maintained in a secure and confidential manner or destroyed. In addition to the HIPAA requirements, several states have laws to guard against identity theft. Medical records, in addition to medical information, could include an individual's social security number, date of birth, or credit card numbers. In order to avoid potential liability, an Auctioneer could check each document for and remove all personal data or not agree to sell the documents.



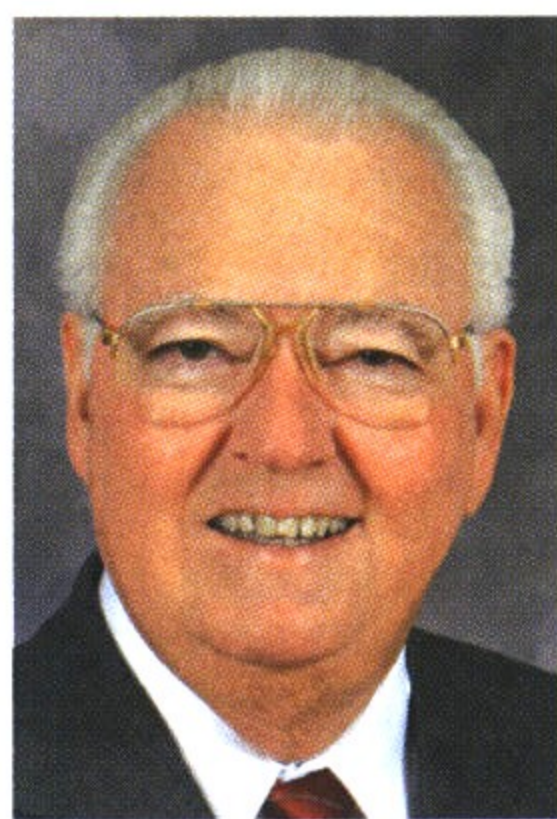
# Board of Trustees election

## National Auctioneers Foundation 2009 Conference and Show Activities

One very important item of National Auctioneers Foundation business to be conducted at the NAF Annual Business meeting at the International Auctioneers Conference and Show in July is the election for the vacant 2009-2010 NAF Board seats. This year four highly-qualified individuals have stepped forward and are ready to serve and lead the Foundation. With no contested positions, the Foundation will ask for a motion to accept the entire slate by acclamation at the NAF Annual Business meeting on Thursday, July 16, 2009. The candidates are as follows:

NAF Vice-President  
Candidate:

### Louis B. "Benny" Fisher, Jr., CAI Pompano Beach, FL



Benny Fisher, Jr.

Number of years in  
the auction  
profession: 37

Number of years as  
an NAA member:  
37

Member of state  
association: Florida  
Auctioneers  
Association and a

lifetime member of the Auctioneers  
Association of North Carolina.

Number of auctions conducted annually:  
Fisher Auction Co., Inc. conducts approx-  
imately 40-50 auctions annually.

Auction specialty: Real estate with an  
expertise in judicial sales of all types;  
municipal, county, state, and federal.

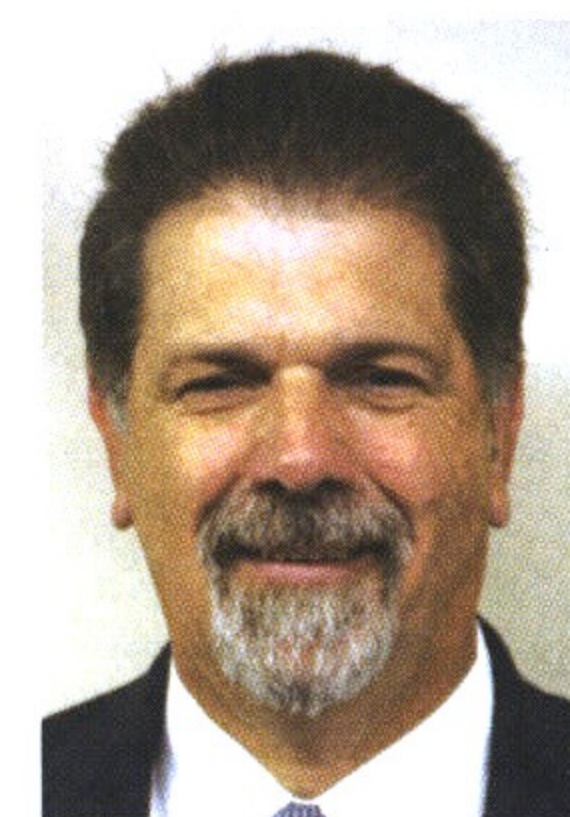
Briefly describe your career in the auction  
industry: I began my company in 1972,  
after graduating from the Reisch World  
Wide College of Auctioneering, in Mason  
City, Iowa.

Like most of my colleagues, I started  
selling anything that anyone would allow  
me to sell. Later, as time passed, I believed  
that if fine art, thoroughbred livestock,  
and other high price merchandise could be  
sold by the auction method, I could sell  
real estate in the same fashion. Fortunately,  
I was right, and we are now honored to  
participate in auctions on a national scale.

Briefly describe your career in the auction  
industry: It has been a privilege for me to  
serve on the NAA board of directors and as  
a trustee for the National Auctioneers  
Foundation, as well as to have been  
involved in the activities provided through  
our conference and shows for my entire  
career. I would like to continue that  
service in a new capacity as the vice-  
president of our Foundation. I will appre-  
ciate the confidence of your support and  
vote.

NAF Trustee Candidates:

### Sanford L. Alderfer, CAI, MPPA Hatfield, PA



Sandy Alderfer

Number of years in  
the auction  
profession: 37

Number of years as  
an NAA member:  
35

Member of state  
association: Pennsylvan-  
ia  
Auctioneers  
Association

Number of auctions conducted annually:  
52+

Auction specialty: Real Estate, Personal  
Property

Briefly describe your career in the auction  
industry: I have been in the auction and  
real estate business since 1972. I am  
president of The Sanford Alderfer  
Companies, which specialize in ethically  
and creatively helping people manage the  
maze of property in transition. I was  
instrumental in establishing the Alderfer  
Auction Center, an innovative, modern  
auction facility located in Hatfield, PA. In  
addition to work with my own companies,  
I serve numerous community organiza-  
tions: as a board member of Harleysville



Savings Bank and Goodville Mutual Insurance, and as a member of the building and development committees at Christopher Dock High School, 4H of Montgomery County, and the Souderton/Telford Rotary. I am active in the NAA and the Pennsylvania Auctioneers Association (Past President). I was honored by the Pennsylvania Auctioneers Association as 2005 Auctioneer of the Year.

**Briefly describe why you would like to serve on the NAF Board of Trustees:** I would like to serve on the NAF Board of Trustees because the Foundation is truly making a difference in the auction industry right now.

## **Barbara Bonnette, CAI , GPPA, AARE Alexandria, LA**



Barbara Bonnette

**Number of years in the auction profession:** 22

**Number of years as an NAA member:** 20

**Member of state association:** Louisiana Auctioneers Association and Texas Auctioneers Association.

**Number of auctions conducted annually:** 50-75

**Auction specialty:** Real Estate, Business Liquidation, Vehicle-Equipment.

**Briefly describe your career in the auction industry:** I am President of United Country Bonnette Auction Co., founded in 1987. I graduated from Nashville Auction School, hold the CAI, GPPA, and AARE designations. I have served as President of LAA, Vice chairman of LA Auction License Board, and NAA Director. I am currently and Education Institute Trustee and a NAF Trustee.

**Briefly describe why you would like to serve on the NAF Board of Trustees:** I am a full time Auctioneer. The auction industry is my passion. I enjoy serving and staying involved.

## **David G. Helmer, GPPA, CES Saline, MI**



David Helmer

**Number of years in the auction profession:** 13

**Number of years as an NAA member:** 13

**Member of state association:** Michigan State Auctioneers Association

**Number of auctions conducted annually:** 100

**Auction specialty:** Estate, Farm, Benefit

**Briefly describe your career in the auction industry:** I am the son of an Auctioneer. My father, Jerry Helmer, started his business in 1971 and as I grew up I learned all the aspects of the auction business. He is currently retired and I am the President of Braun & Helmer Auction Service L.L.C. I have been an active Auctioneer in at least 1,200 auctions.

**Briefly describe why you would like to serve on the NAF Board of Trustees:** I would like to serve so that I can help be part of the rich history of the auction industry. To me, NAF represents the best part of our living history. I am also a hard worker who lives to be part of a team that is getting things done.

## **TRADE SHOW BOOTH**

Be sure to visit the NAF booth on the show floor where you will have the opportunity to speak one on one with the Foundation Trustees and staff. Learn more about NAF's role as a fundraising

entity and its role in supporting and advancing the goals of NAA.

This year to commemorate NAA's 60th anniversary, a special, limited edition, numbered Conference and Show souvenir will be unveiled and offered for sale.

## **IRC/NAF BENEFIT AUCTION**

Once again, through the IRC/NAF Media Benefit Auction, all members have the opportunity to support the Foundation through a routine business activity...the purchase of media, marketing and promotional services. Bring your business dollars and take advantage of this member benefit disguised as a fundraiser to purchase media at a great price.

## **NAF FUN AUCTION**

Immediately following the IRC/NAF Media Benefit Auction the "FUN" Auction will kick off with a "Parade of States" each state association has been asked to donate a premium item or a unique experience package. As an incentive, the state whose donation brings the highest sales price will be awarded a 2010 NAA Conference package, including registration and hotel stay. Individuals, both expert and novice are encouraged to participate and showcase their skills by donating an item and selling it to the live audience.

## **HALL OF FAME / J. L. TODD GAVEL AWARD HONOREE RECEPTION**

NAF is proud to once again host the Hall of Fame / J. L. Todd Gavel Award Honoree Reception following the President's Gala. Don't miss this opportunity to congratulate this year's honorees, sample some sweet treats and make your final farewells to friends and colleagues old and new as the 2009 Conference and Show draws to a close.



# The Singing Auctioneer

Leroy Van Dyke is going strong at 79, performing concerts and benefit auctions

*By Steve Baska, editor*

When Leroy Van Dyke sings his famous song "Auctioneer" on July 16 to a crowd attending NAA's 60th Annual International Auctioneers Conference and Show, he says "I will be among friends."

The concert is the highlight event of a party hosted by United Country Auction Services in Kansas City, MO during the annual conference. The party is free and open to all conference attendees. See the sidebar information in this story and on the back cover of this issue for more details.

Van Dyke is a legend in the auction industry for having written and recorded the hit country song "Auctioneer" in 1956. The song, that sold approximately three million records, features Van Dyke doing a lively chant. The song inspired scores of prospective Auctioneers to enter the industry over the last 50 years. The song tells the true story of how Van Dyke was inspired as a boy when he heard an Auctioneer's chant.

"My story is that when I was nine or 10 I went with my dad to an auction in Sedalia, MO and I heard an Auctioneer whose chant pinned me to my seat. It was like a 30-caliber machine gun. That was Ray Sims, who turned out to be a second cousin of mine. I said I have to do that Auctioneer chant. So, I went to Reppert School of Auctioneering just before my senior year in college. Then, after I

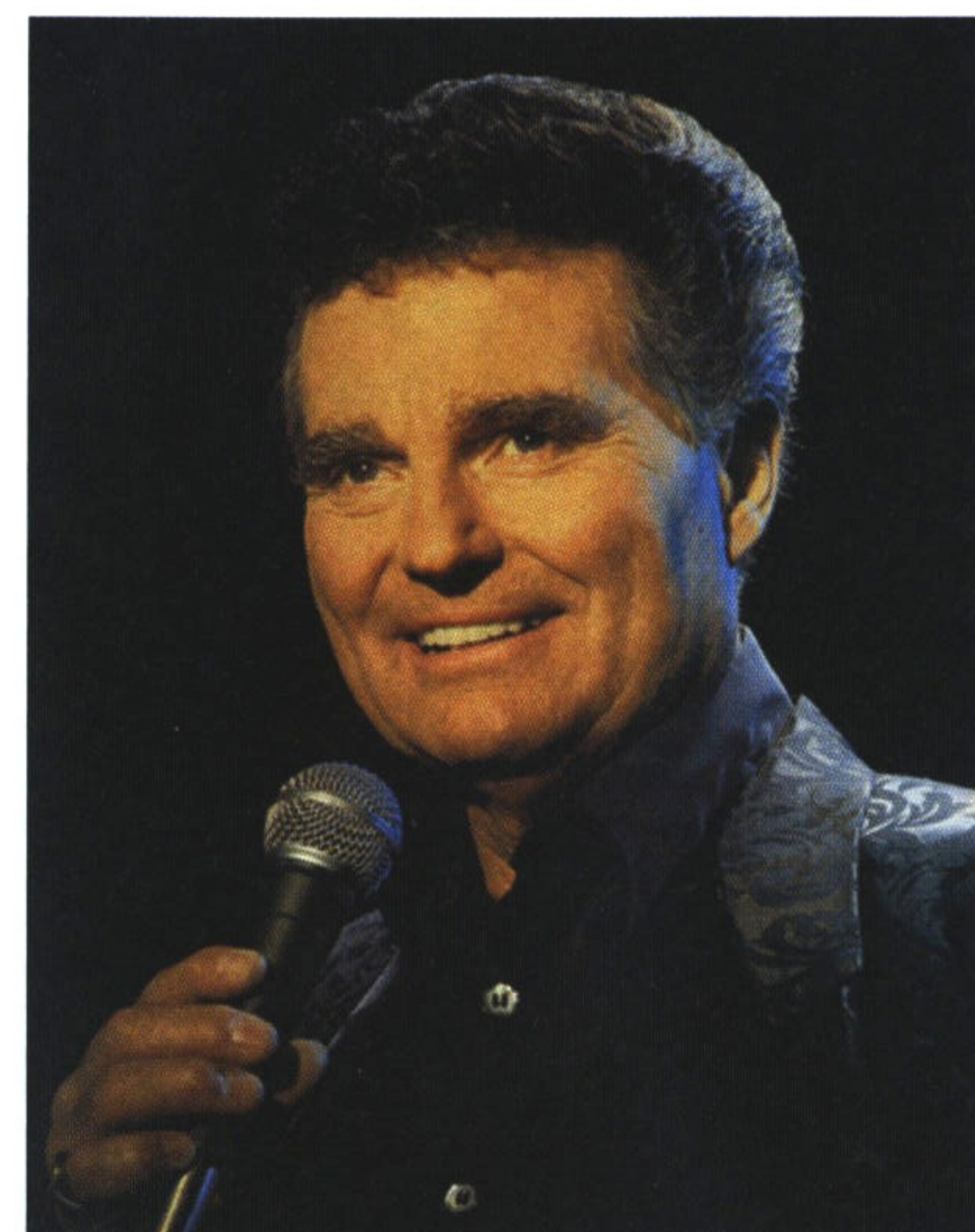
graduated and was in the Army in Korea, I wrote the song about Ray. I had no idea the song would change my life."

When the song became a hit it enabled Van Dyke to begin a career of performing concerts of his own songs and country standards at county fairs and other venues. He has worked 40 to 70 fairs and livestock events per year for over five decades, but he also has always worked as an Auctioneer and continues to this day at age 79.

"I do ten to 20 auctions a year. I do a lot of charity and some for-hire auctions where I just show up and call bids," he said. Van Dyke said he has no plans to retire from performing songs or calling auctions. "My wife said it best by saying that I will only retire when I fall over on-stage. But, really I love what I'm doing and I will keep doing it as long as I keep my voice."

In 1996, when Van Dyke was inducted into NAA's Hall of Fame, Sims made the introduction. Today Van Dyke lives on a 1,000-acre ranch where he grew up near Sedalia, MO. When he is not traveling, he and his family (wife, Gladys; son, Ben) enjoy raising top quality saddle mules from registered Arabian mares. He is also in demand as a judge for mule shows, and he accepts a few of these engagements as time permits.

Van Dyke keeps up with reading about changes in the auction industry, including speculation that Internet-only auctions may someday replace live auctions



Leroy Van Dyke

conducted before a crowd. "I've heard those comments and I think there is no substitute for the excitement, efficiency and money-gathering capability of a live Auctioneer," he said. "I can see the Internet helps reach a wide audience. I don't know how the future will change for the auction industry."

Van Dyke also enjoys writing and has written a course called "Auctioneering – Motivation – Success," which covers chant drills, work ethic, integrity and other topics. The course includes six audio cassette tapes or six CDs, along with instruction manual. The course and his music albums are available for purchase on his website at [www.leroyvandyke.com](http://www.leroyvandyke.com).

The song "Auctioneer" was far from his only success. Another huge seller was "Walk On By," a record that stayed in the charts for 42 weeks, nineteen in the number one position, and was later named by Billboard Magazine as the biggest country music record in history. After its release, Van Dyke moved to Nashville, TN

*"I had no idea the song would change my life," Van Dyke said of the song "Auctioneer."*



and became a regular member of the world-famous Grand Ole Opry. Music industry experts named Leroy Van Dyke as the Country Music Entertainer of the Decade for the 1960s. He also had the starring role in the 1967 movie titled "What Am I Bid?"

Van Dyke was a founding co-host of "Country Crossroads," the most widely syndicated show in radio history; and he hosted his own syndicated television series, "The Leroy Van Dyke Show." He hosted the 1965 Country Music Association Awards Show at which Ernest Tubb was inducted into the Hall of Fame.

Van Dyke is considered by his peers to be an entertainer who put professionalism in country music. He was the first to take a staged, produced, choreographed, self-contained country music show to Las Vegas. He was the first to take country music to Bourbon Street in New Orleans' famed French Quarter. He was the only country music performer ever to open a show for Marilyn Monroe, he said.

He still travels around the world performing at fairs, festivals, concerts, rodeos, supper clubs, conventions, radio, television, recordings, the Nevada circuit, livestock events, agricultural shows and private functions.

"I'm looking forward to the show in Kansas City on July 16," he said. "I'll play 'Auctioneer' and some country standards. I know I'll be among friends."

## United Country Auction Services party, featuring Leroy Van Dyke

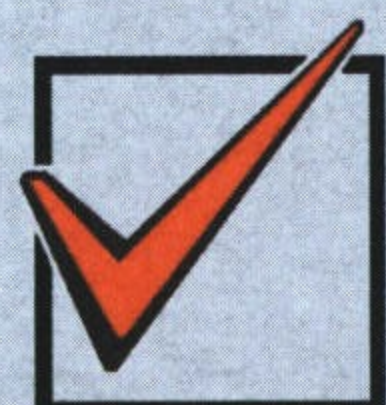
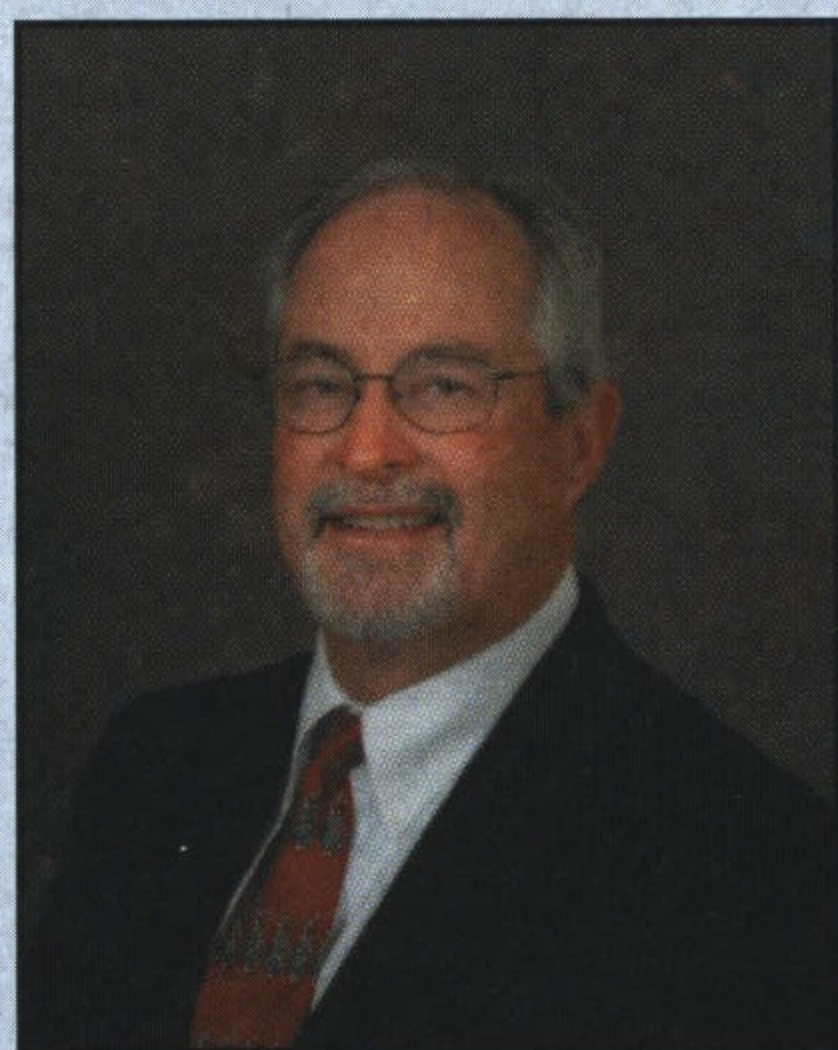


See the back cover of this issue for more details and RSVP request.

Event to be held Thursday, July 16, 2009 in Kansas City, MO.

- \*Outdoor Picnic Style Event: "Under the Big Top" will be open to all attendees of the 60th Anniversary NAA Conference & Show, an evening of fellowship and family fun.
- \*To honor NAA's incoming NAA President Scott Musser, CAI, BAS, and his family.
- \*Live Entertainment: Concert by the legendary country musician and NAA Hall of Fame Member Leroy Van Dyke.
- \*Free Buffet Style Dinner with beverages
- \*Auction – 10 to 15 items with proceeds going to charities.
- \*Horseshoes, kid's activities, building tours, sack races etc.
- \*Buses begin departing from the Overland Park Convention Center at 5 p.m. Event begins at 5:30 pm and buses will return to the convention center following the concert.
- \*To RSVP, so United Country can get a count of number of attendees, call 800-999-1020, extension 494.

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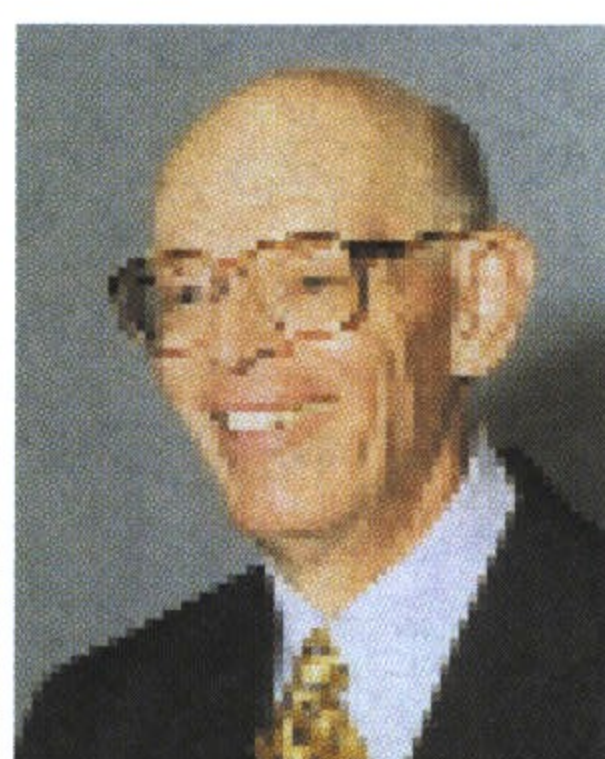
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# Screen sellers carefully

Avoid this nightmare that happened to an Auctioneer.



By Steve Proffitt

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://www.jpking.com)). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, NC and Reppert School of Auctioneering in

Auburn, IN. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Mr. Proffitt will answer selected questions, but cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to [sproffitt@jpking.com](mailto:sproffitt@jpking.com) or c/o J. P. King Auction Company, Inc. 108 Fountain Avenue, Gadsden, AL 35901.

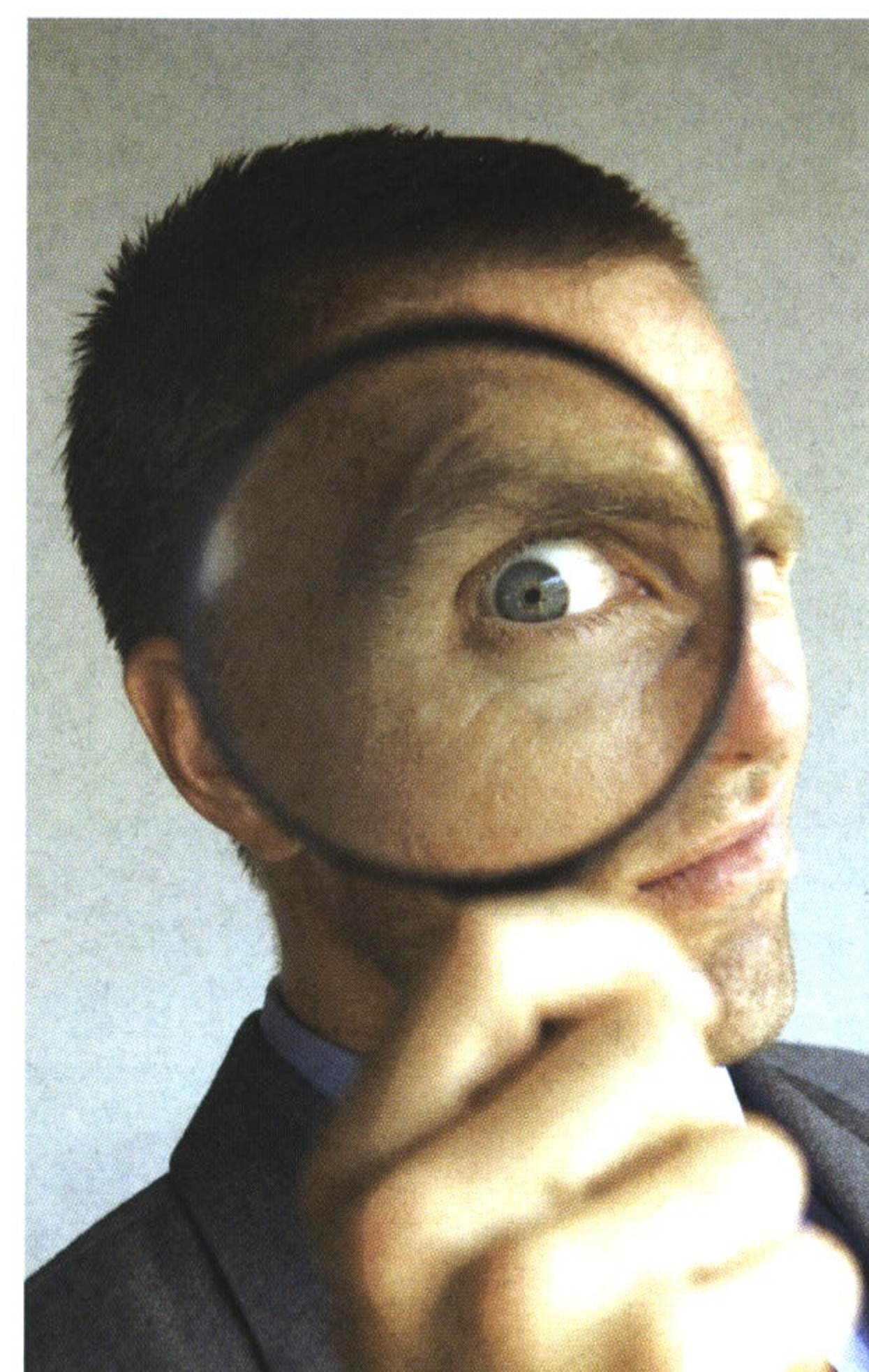
An Auctioneer in a jam wrote and asked for my advice. Here's part of his letter:

*"I've attended several of your seminars and never thought I'd become one of the horror*

*stories I've heard you tell, but I was wrong. Awhile back I had the best auction I've ever had and it paid the biggest commission I've ever made. Now I'm being sued because the seller didn't have the right to sell the merchandise. It turns out he was just one of several related heirs who were to inherit the property from an estate. The heirs are feuding and now their battle includes me. I have a lawyer defending me, but what could I have done differently to avoid this?"*

My answer to him is this: You made two mistakes: one before the auction and one afterward. Let's start with your post-auction error.

You wrote that this is "the best auction" you've ever had. Are you kidding? If it is, what did your worst one look like? This auction is far from your best, unless you get sued every time. Auctioneers don't get sued over good auctions and certainly not from their "best" auctions. They get sued from nightmares and that's what this is – a nightmare in which you sold goods you



had no right to sell and gave the money to someone not entitled to receive it. Don't delude yourself again and refer to this as anything but what it is – a mess! Just because you were paid a big commission doesn't make it different. Before this ends, you'll likely spend all of your commission and more on legal costs. You'll also suffer mental upset, valuable time lost, frustration, inconvenience, and bad publicity.

When I was a little boy, "The Lone Ranger" was a hit on TV. Every week the Ranger and faithful sidekick, Tonto, rode into another episode to bring justice to the lawless West. Some bystander seeing him astride Silver would always exclaim, "Who is that masked man?" We all knew the Lone Ranger was a good guy; but

*The estate representative was the correct party to deal with about selling the property and not an heir. If you had made that telephone call, it would have stopped everything and saved you.*



Auctioneers deal with a lot of “masked” men (and women) who turn out to be bad guys. A key to auctioneering success is to learn to unmask these unknown prospects and separate the good from the bad. The only way to do that is to carefully examine each one. The caution I regularly give Auctioneers is to practice “S-O-S” ... “Screen Our Sellers.”

The problem is many Auctioneers use too much accelerator and too little brake when meeting prospective sellers. They are so gung-ho to sell sellers on selling at auction that they throw caution to the wind and fail to investigate and qualify these prospects. This leads them to charge blindly into contracting with bad sellers and exposing themselves to the problems and liability traps that accompany these undesirables. You fell into this trap by not questioning this seller at the outset, obtaining answers, and then delving into them. The letter you sent me never alluded to your making any inquiry whatsoever with the seller.

You should have started by asking when and how he obtained the goods. Once you learned they were part of a deceased's estate, you needed the

name of the deceased and the date and place of death. Then you would want the identity of the administrator or executor of the estate so you could contact that person about the proposed auction. The estate representative was the correct party to deal with about selling the property and not an heir. If you had made that telephone call, it would have stopped everything and saved you.

Even if the seller lied to you, and that's not uncommon, a careful interview would almost certainly have revealed some sign of lurking trouble. This is why Auctioneers need to carefully query prospective sellers and listen closely to their answers. It's also important to pay attention to possible indicators of untruthfulness like voice inflection, body language, and inconsistent facts. Tips can often be gleaned from prospects that there's more in the pudding than vanilla. Unfortunately, you didn't do any of that.

There are many undesirable sellers looking to hire Auctioneers. These sellers have troubled personalities, assets, circumstances, and expectations. No Auctioneer could satisfy them and no Auctioneer should get hooked into trying. When one does,

it's because he didn't screen the prospect and uncover the problems that exist. Your seller is embroiled in a family feud over jointly-owned property. The origins of this battle probably trace back through years of strained conflict and emotional turmoil amongst these relatives. Now you've been conscripted into their war. Same-blood disputes can be particularly bitter and the fuel is often money.

Auctions are all about money. Sellers come to auction to sell assets for money and they want as much as they can get. What Auctioneers often don't recognize is that sellers don't care where the money comes from – the buyers' or the Auctioneer's pocket. Sellers just want the money. This seller tried to cheat his fellow heirs out of their shares of the estate and now the others want their money from you. You said the other heirs are suing you and the seller. I expect your lawyer will advise you to sue the seller, too, and this would complete the ring of fire. I'm sorry you're in this mess and it's going to cost you. Consider it tuition for an education that will enable you to never travel this road again.

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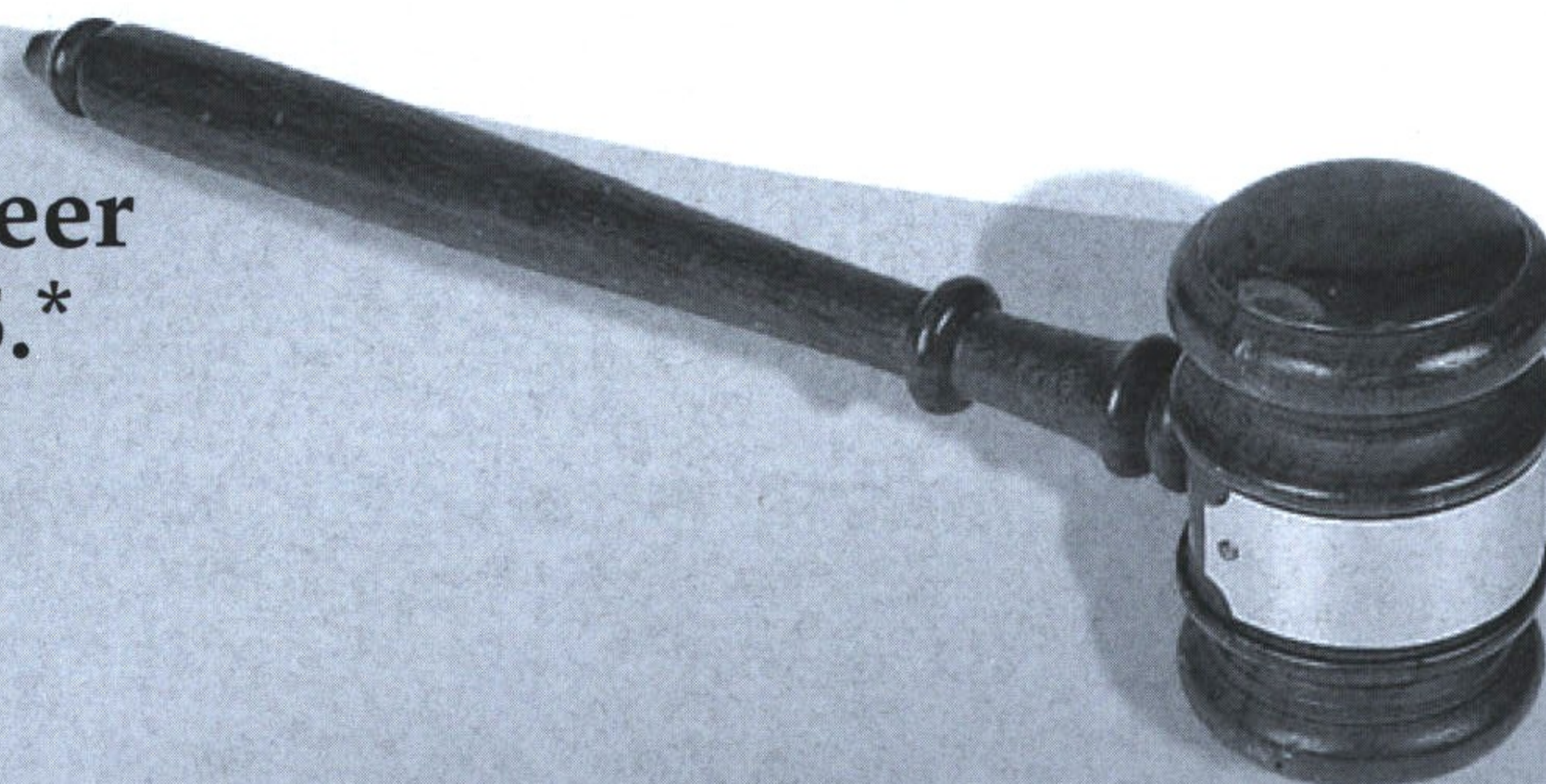
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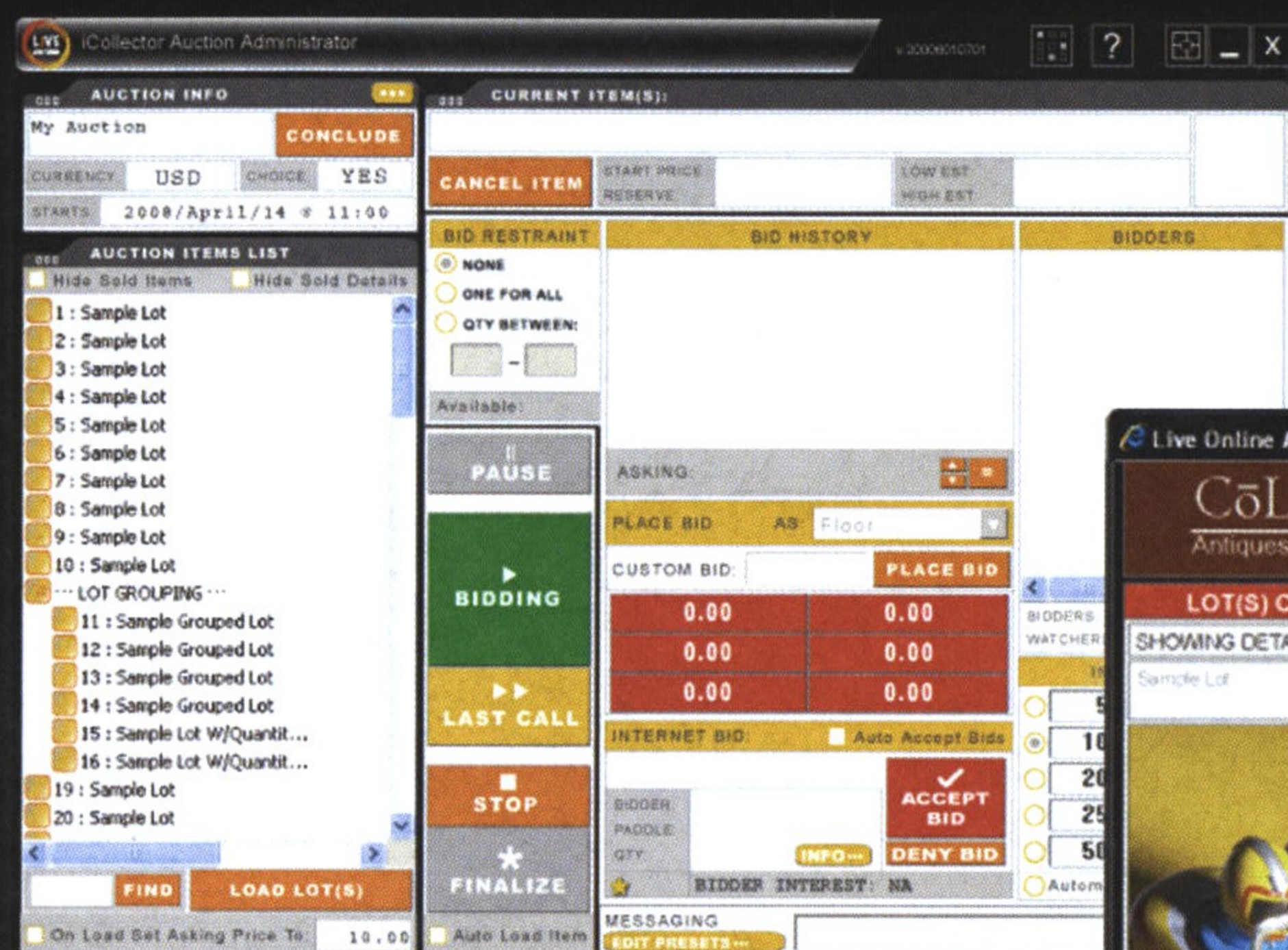
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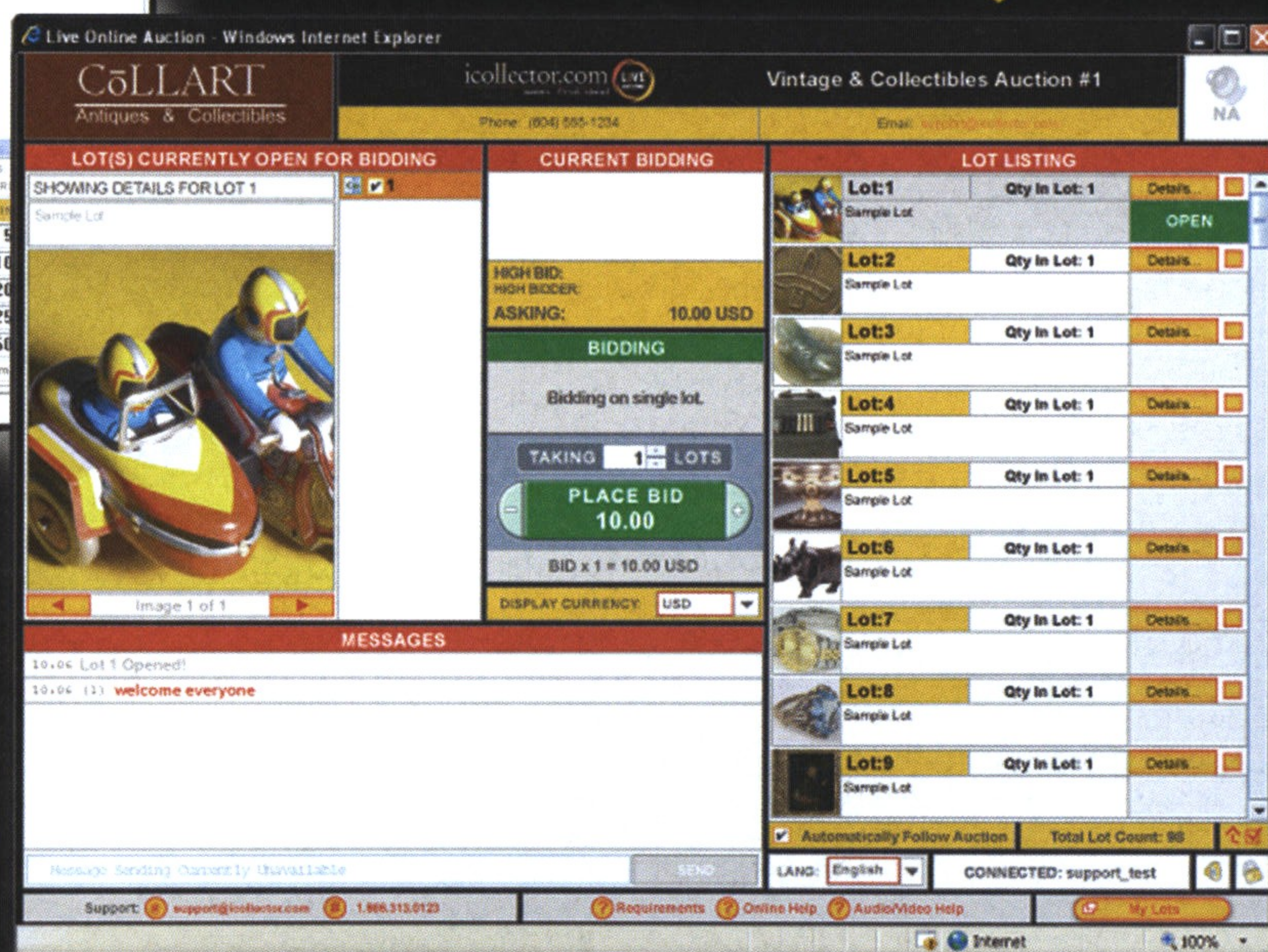
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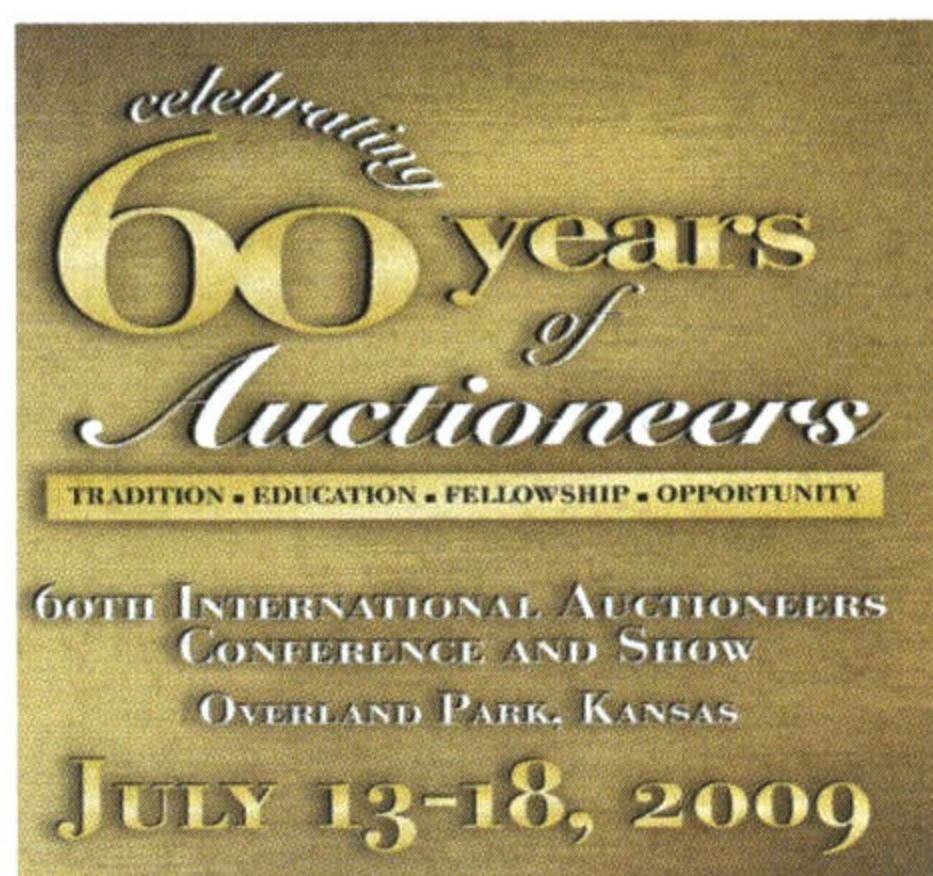
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# When you think about Overland Park, what comes to mind?

# Where?



By Hannes Combest, CAE

“Overland Park – it’s a suburb of Kansas City.”

This is probably a conversation that you may have had with a business colleague or a spouse or one of your children as you make plans to come to the 60th International Auctioneer Conference and Show that is going to be held in Overland Park, Kansas (a suburb of Kansas City) July 14-18, 2009.

Overland Park may not make the top list of destinations you have always wanted to visit, but trust your NAA staff when we say there is a lot to do in Overland Park! Its attractions range from a sophisticated live dinner theatre and upscale shopping to a relaxing 300-acre arboretum and botanical garden and extensive park system.

While we know that you will be spending most of YOUR time in one of the outstanding educational programs that NAA will offer at the Conference or visiting with one of almost 100

exhibitors on the trade show floor, your family may want to take the opportunity to see some of the sights. This article is for them!

## THE FAMILY EXPERIENCE AT CONFERENCE AND SHOW

First, don’t forget that this year, the Conference and Show experience has been designed with family in mind. From the opening dinner, complete with Kansas City barbeque, to the final President’s Gala, the event is designed to maximize your family’s experience.

Tuesday night at the Rockin’ Reunion, children of all ages will have an opportunity to enjoy Wii World. Seven Wiis will be stationed in a nice air conditioned hall with games that range from bass fishing to race car driving to bowling, tennis, and even yoga! If you have never experienced a Wii, you’ll see that it’s not just for “kids”. Plan to try one now and be prepared to bid on it during the IAC Finals.

But Wii World is only one of the areas that kids can enjoy. We’ll have much more for them on Tuesday night with moonwalks, games and entertainers. And most of this same activity will help transform the Trade Show into a very special place.

We’ll move the Wiis onto the trade show floor and have an area specially designed for children to be able to play. And like the Wiis being sold at IAC, much of the furniture in the children’s area will be sold during the IJAC competition.

## OVERLAND PARK

But we know for many of you, this is not just work, this is your vacation. In between Tuesday night and Sunday when you leave, get out and explore the area.

As you know, Overland Park is the home of the National Auctioneers Association and we want to make sure you have time to come and see your building. Lynn Ward, the museum curator, will be on hand to keep the building open from 9 a.m. to 4 p.m. from Tuesday through Saturday so you can see “where it all happens!” Not only is this “home” for members of your NAA and NAF staff, this is where the National Auctioneer Museum is located. Unfortunately, the museum is not accessible to people who need a wheel chair or who can not climb stairs. But there’s still plenty to see! Lynn is bringing

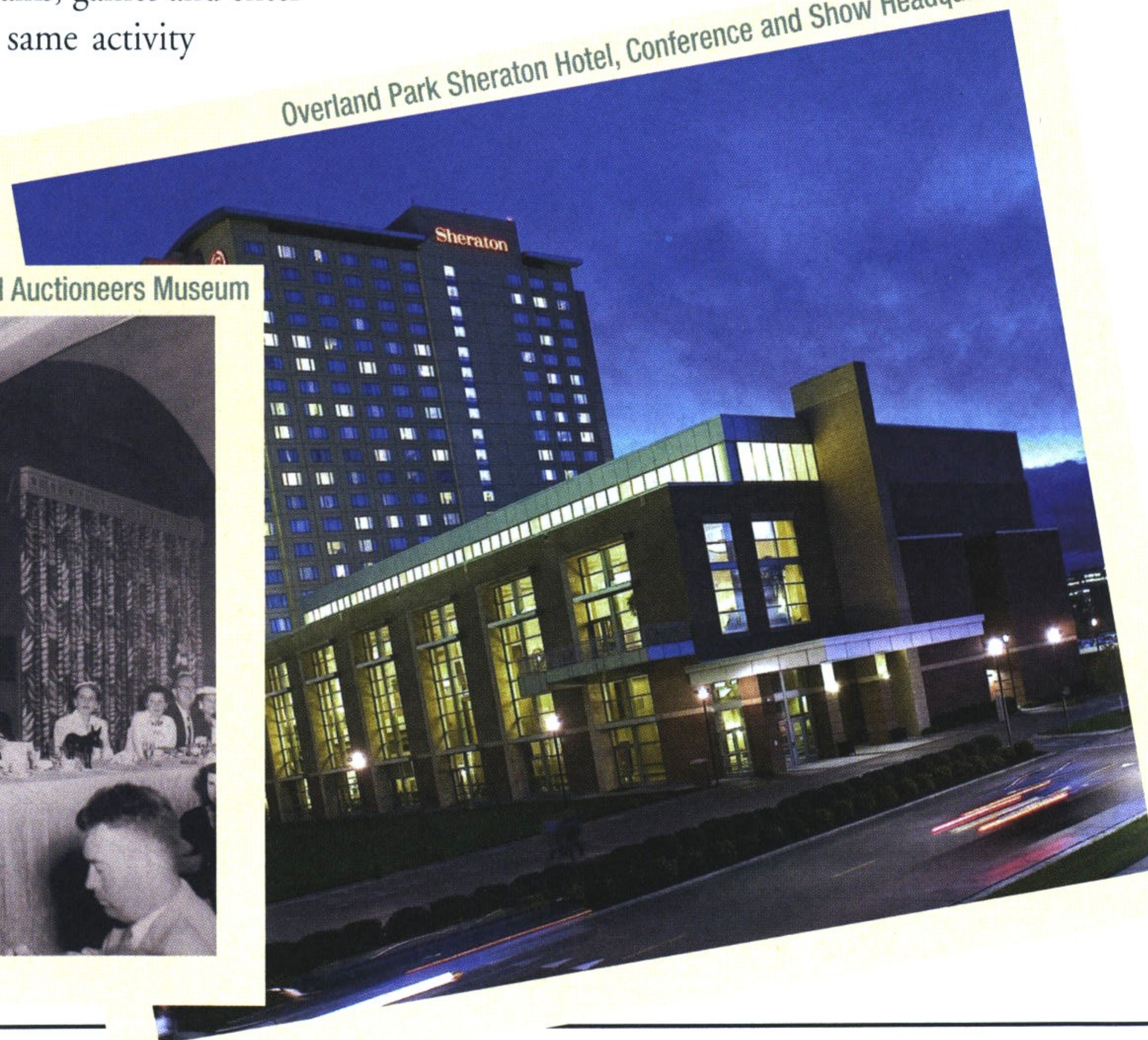
Entertainer Ernie Sites



1956 Conference, photo courtesy of the National Auctioneers Museum



Overland Park Sheraton Hotel, Conference and Show Headquarters





up the Auxiliary scrap books from storage and will have plenty of memorabilia on hand to help foster fond memories or to help those new to the business understand their heritage.

Most of the NAA's convention hotels will take you within five miles of their facility. Check with the front desk but within five miles is a great shopping area called Town Centre Plaza. This shopping area boasts stores such as Macy's, Pottery Barn and local boutiques. In addition, there are great restaurants within the five mile areas to check out and enjoy.

One of the favorite family activities is a visit to the Deanna Rose Children's Farmstead. According to their website, the Farmstead was built in 1976 to preserve the farm legacy so children in the city could learn the facts of life from the charm of the farm. Children treasure such memories as gathering eggs, the sweet smell of hay, and learning first hand where milk comes from. Today, the Farmstead is twelve acres of family fun, education and entertainment. Each year it has in excess of 350,000 visitors and is **free to all**. Come by to check out not only the gardens but the authentic one-room schoolhouse, the petting zoo and much, much more.

## KANSAS CITY – HERE WE COME!

In order to help you enjoy your visit to Overland Park, your NAA staff has identified some of their favorite things to do in "their hometown!"

**Lois Zelinski** has worked at NAA for more than three years and serves as our education coordinator. According to Lois, visiting the Nelson-Atkins Museum of Art is one of her favorite activities. The Nelson-Atkins Museum of Art is internationally recognized for its outstanding collection of more than 33,500 objects. From ancient times to modern day, this encyclopedic museum is one of the best in the country, offering visitors the opportunity to explore civilization through the eyes of painters, sculptors, craftsmen,



Lois Zelinski and Harlan Rimmerman



Steve Baska

and many other artists. Admission is free and the museum is less than 30-minutes from the Overland Park Convention Center. Zelinski says that "spending time at the Museum always calms me and re-energizes me."

**Steve Baska**, Auctioneer editor for more than eight years agrees with Lois and encourages people to spend some time down on the Plaza, an upscale shopping area within walking distance of the Nelson. In this area, you'll find out why Kansas City is called the City of Fountains!

**Heather Rempe** also notes that shopping – whether it is the Town Centre Plaza or The Plaza or one of a dozen malls around the areas is a great drawing card for the area. "People don't have to drive to Denver or Chicago to shop in the "big city" stores, they can just head to KC/OP (Kansas City/Overland Park)" she said.



Heather Rempe and Chris Longly

One of the newest additions in the Kansas City area is its downtown Kansas City Power and Light district. **Joyce Peterson**, an eight year NAA veteran and NAA's Conference and Show manager, said that she likes this area because "It's new and you can just hang out and be entertained. There's always something going on. They

have all kinds of restaurant to choose from and it's lively."

Lively is an understatement as this \$850 million entertainment district has re-energized downtown, creating an entertainment, retail and dining hot spot for visitors and conventioners. It transforms itself from a unique lunch and retail destination by day, to an exciting dining and entertainment experience at night.

For those of you who are sports fanatics like our own **Ryan Putnam**, associate editor of Auctioneer, check out the Negro Leagues Baseball Museum/American Jazz Museum. Ryan adds that as a bonus, "it's not far from the original Arthur Bryant's."



Ryan Putnam

(Arthur Bryant's BBQ restaurant is world famous and one of KC's oldest eating establishments).

Ryan also urged people to attend a Kansas City Royals professional baseball game – some games may compete with

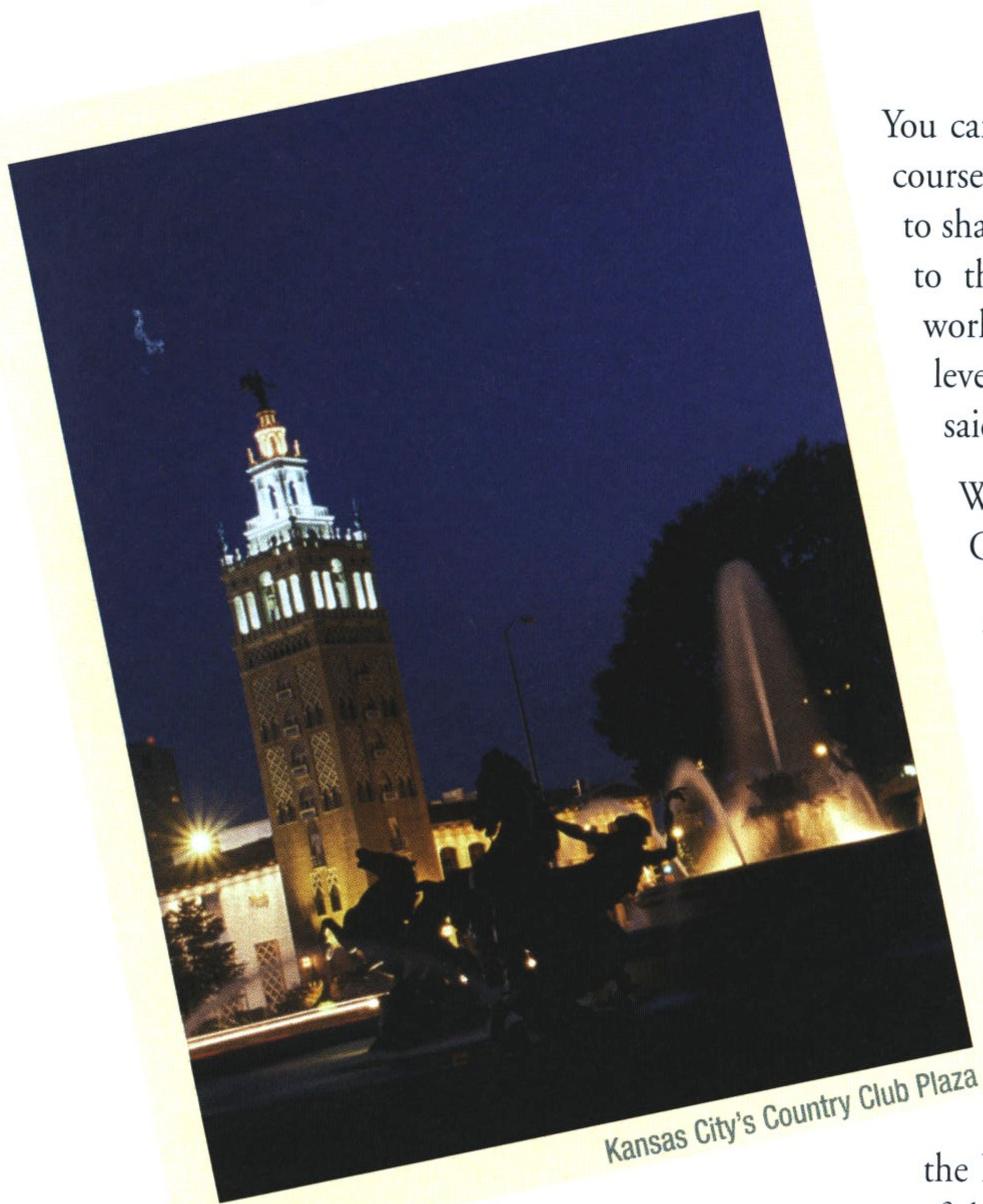
NAA evening events – visit [www.royals.com](http://www.royals.com) to view their schedule!

If you come into town the weekend before or are planning to stay thru to the following Sunday, **Harlan Rimmerman**, Director of Education, urges visitors to check out the T-Bones. This minor league baseball team plays the Fargo-Morehead Redhawks on Sunday, July 12 and the Joliet Jackhammers on Sunday, July 19. This minor league team is sure to hit a homerun with your family as ticket prices are inexpensive (as low as \$6 for grass seating or \$7.50 for bleachers) and the games are great.

**Chris Longly**, NAA's Deputy Executive Director, believes that barbeque isn't the only memorable cuisine in KC. "When visiting Overland Park I highly recommend taking time to enjoy a mouth watering steak at J. Gilberts and for dessert visit J.

► continued





Kansas City's Country Club Plaza



Carol Jorgenson

Alexanders for its unforgettable carrot cake. End your evening with a cocktail or a Kansas City Boulevard Wheat beer at JP's Wine Bar."

## AROUND THE AREA

If you are coming in early or staying an extra day or two or even just looking for a nice half-day adventure, Carol Jorgenson, the executive director of the National Auctioneers Foundation encourages visitors to explore nearby Weston, Missouri.

"I love Weston, MO. It's a great little town if you like to look at antique shops, but for me the real attraction is the winery-sales in the old church.

You can taste the wine and purchase them of course, you can also purchase a picnic basket to share with family/friends in the arbor next to the building. The coolest pub in the world is in Weston with multiple vaulted levels underground and live music," she said.

Weston is about an hour north from the Convention Center.

And your author (and CEO) lives in Lawrence, Kansas – only a 35 minute drive from scenic Overland Park through the farmlands to Lawrence, Kansas. Lawrence is a community of 80,000 (home to the Kansas Jayhawks!). You are invited to drive west to Lawrence and spend some time shopping at the boutiques in downtown, or visit the Robert Dole Center or tour

the Kansas University campus. Check out some of the great restaurants downtown – Teller's is an old bank that's been converted, or try Ten, the restaurant in the Eldridge Hotel. An afternoon in Lawrence will be well worth your while!

## FOOD, SHOPPING AND FAMILY ORIENTED

What hasn't been mentioned are things like Worlds of Fun and Oceans of Fun, museums like the Truman Library, and the new National WWI Museum and Liberty Memorial. The area also boasts some of the finest golf courses (some designed by named architects such as Jack Nicolas or Greg Norman). There's a ton to do and a ton of things to see!

Perhaps one of the things you've picked up in reading this article is that there are three themes to the Overland Park area:

Delicious food – barbeque, steaks, and lots of other local cuisine

Great shopping – whether it's upscale or boutiques, it is close

Family oriented activities – and different things to do.

Overland Park may not have been your first choice for a vacation destination, but staff is confident you will leave with lots of good memories! As Ashley Moyer, one of NAA's membership specialists says, "People think that Kansas has nothing going on- but we have

## Three Tips for Enjoying the Overland Park area

**1) Rent a car and be prepared to drive 5 to 60 miles. Traffic is generally light outside of prime traffic hours (8:00 a.m. and 5:00 p.m.). It will cost you approximately \$30 one-way to get to the Overland Park area from the Kansas City International Airport by taxi – we recommend renting a car and planning to keep it throughout your stay here.**

**2) Be prepared for HOT weather! Average July temperatures in the Midwest reach the upper 80s and lower 90s but we'll keep you cool in the Convention Center!**

**3) Visit the following websites to learn more about the KC area, then pack your bags and join us in KC!**

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

[www.towncenterplaza.net](http://www.towncenterplaza.net)

[www.artsandrec-op.org/farmstead/index.html](http://www.artsandrec-op.org/farmstead/index.html) (for information about Deanna Rose Farmstead)

[www.visitkc.com](http://www.visitkc.com)

[www.westonmo.com](http://www.westonmo.com)

[www.visitlawrence.com](http://www.visitlawrence.com)

amazing chefs who have won all kinds of awards and we have quaint, older neighborhoods that bring in some amazing art vendors."

She's right – Kansas has it going on!



Ashley Moyer



# Time to register

## Now is the time to register for Conference and Show

If you have not already registered to attend the 60th International Auctioneers Conference and Show to be held July 13-18, 2009 in Overland Park, KS, there are three ways to register:

- **Online:** at [www.auctioneers.org/conference2009.aspx](http://www.auctioneers.org/conference2009.aspx)
- **Fax:** 913-894-5281
- **Paper:** NAA Conference Registration, 8880 Ballentine, Overland Park, KS 66214

Registration forms are located in the Conference Forms Booklet or online at [www.auctioneers.org/conference2009.aspx](http://www.auctioneers.org/conference2009.aspx).

Spring is a time of new and exciting beginnings and new this year at Conference and Show is the NAA Auction Idol contest. Do you have a musical talent? The stage is set for you at the Opening Night Rockin' Reunion held Tuesday evening in the Courtyard of the Overland Park Convention Center. This contest is for attendees who wish to showcase their musical talent Karaoke-style vocally, instrumentally or both.

Conference attendees will be the judges and will vote for their favorite performer by purchasing tickets at \$1 each with proceeds benefiting St. Jude Children's Research Hospital. The contest is limited to the first 25 contestants who register by sending an email to [naaauctionidol@auctioneers.org](mailto:naaauctionidol@auctioneers.org) and pay the \$10 entry fee. For more information contact NAA at [naaauctionidol@auctioneers.org](mailto:naaauctionidol@auctioneers.org) or 913-541-8084, ext. 31.

Also, new this year is the NAA Online Knowledge Center. Re-experience the 2009 conference sessions wherever and whenever with a complete set of conference recordings. Listen to a motivating, informative address or hear a compelling course you may have missed. NAA's new Online Knowledge Center will provide you with synchronized slides, handouts and much more. The recordings are captured as true multimedia re-creations also available for download in Mp3 format to your iPod for easy listening. Simply choose the "Best Value" option of any Conference Registration Package, which adds a complete set of Conference Recordings to your registration. For more information, contact Harlan Rimmerman at 913-541-8084, ext. 19.

Gain a competitive edge in this struggling economy by attending Conference and Show. Benefits include:

- Gain invaluable knowledge through educational seminars
- Build upon your résumé
- Learn marketing strategies
- Publicize your presence through press releases for local and/or national media
- Learn to use auction industry research to market your business
- Develop solid business relationships with your fellow members
- Network and build business partnerships

Not an NAA member? Join today and apply your Educational Investment Voucher towards your registration fees or designation classes. Contact the NAA membership department at 913-541-8084 for details.

### INVEST IN YOUR FUTURE: EDUCATIONAL SEMINARS YOU JUST CAN'T AFFORD TO MISS INCLUDE:

- Great Ideas session
- Leadership Academy
- How to Grow Your Business
- Great Debate
- Bid Calling Workshop

- Qualify for Government Contracts
- Commercial Real Estate
- Using Morpace Study to Seal the Deal
- Learning from the Champions
- Proposal Writing
- Antique Sales
- Auctions Without Bid Calling
- Business Liquidations
- Building Brand Awareness

### CUT COSTS!

We are doing our best to help you save money wherever possible so use the following NAA resources designed specifically with you in mind.

#### ● Airline Discounts

By purchasing tickets through NAA Travel, conference attendees will save on regularly-published airfares on Midwest, Continental and American, the official carriers for this year's conference. Call NAA Travel at 877-363-9378.

#### ● NAA Discounted Hotel Rates

Did you know that hotel rooms in Overland Park are \$11 less per night, on average, over last year's rates in Nashville? Book your room through NAA Travel and save over \$100 per night at the Sheraton compared to booking on your own!

#### ● Share a Room/Share a Ride

Consider sharing a room with another attendee, or share a ride to and from conference or the airport.

Register today at  
[www.auctioneers.org](http://www.auctioneers.org)



Overland Park Convention Center, home of Conference and Show.



## 2009 Wii World Sponsor

### CHRISTIE KING, CAI, AARE, BAS

Relax, unwind, and challenge fellow Auctioneers in a head-to-head match in Wii World. Wii is the fun and interactive gaming system that brings novice and experienced gamers together to test strength and skill. This new and innovative break from “business as usual” will offer young and old alike unique and dynamic networking and fellowship opportunities. The first-ever Wii World at the 60th International Auctioneers Conference and Show is proudly presented by Christie King for NAA Vice President. Christie is endorsed by the Alabama, Colorado, Georgia and South Carolina Auctioneer’s Associations. Wii stations will be located around the Trade Show floor.

Christie said: “Together we will work to renew NAA’s purpose and lead our great organization into a Renaissance of American auctioneering. My dream for the auction industry is promotion, service, and education for the Auctioneer. These play a vital role in the development of every Auctioneer, allowing them to reach their maximum potential, regardless of their specialty. Also, we must increase our awareness to the media through public relations efforts and becoming stronger in the legislature on both the state and national levels. I want the NAA to



give greater voice to the auction industry. Much like a speaker does not call the auction, but rather delivers the sound to an eager crowd. The NAA must become the instrument by which Auctioneers make their voices heard.”

Please show your support for Christie King, CAI, AARE, BAS on Thursday, July 16 at the NAA Annual Business Meeting. Visit [www.votechristieking.com](http://www.votechristieking.com) for more information.

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## NAA Cyber Cafe sponsor

### W. RONALD EVANS, CAI, AARE, BAS, CES

During NAA’s 60th International Auctioneers Conference and Show, sit down at a comfortable computer station at the NAA Cyber Café and stay in touch with your office or home on a modern, powerful computer. The Cyber Café is a row of computers available to any conference attendee. The Café is located on lower level by the education meeting rooms in the Overland Park Convention Center. The Cyber Café is presented by W. Ronald Evans, CAI, AARE, BAS, CES, candidate for NAA vice president. Ron is endorsed by the Auctioneers Association of Maryland, and the Fellowship of Christians Auctioneers International.

Ron said: “My intention will be to lead NAA further into the 21st Century and show a diverse approach to membership development by enhancing the exposure of the auction method of marketing to the global market. Service on the board of directors has given direction towards continued growth and development of our individual



**Ron Evans**  
**NAA VP**  
**Candidate**

businesses, thus providing influence to others to become members of NAA, by providing more educational, business and growth opportunities to the small, medium and large professional in the auction industry through local municipalities and the federal government.”

Please support and vote for Ron Evans, CAI, AARE, BAS, CES on Thursday, July 16 at the NAA Annual Business Meeting. Visit his website at [www.captialcityauction.com](http://www.captialcityauction.com). We will continue the fight to keep the auction method of marketing working for all members of the association.



# 2009 Conference and Show Sponsors



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**IAC, IJAC, and IRC Competition Clerking**  
Auction Flex  
www.auctionflex.com



**Opening Session**  
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www.auctioneers.org



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**NAA Marketing Competition Awards  
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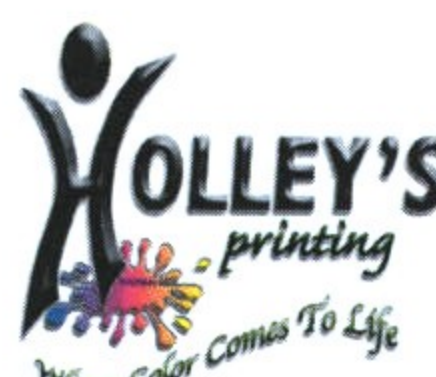


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Candidate for NAA Vice President  
www.votechristieking.com

**Cyber Café**  
W. Ronald Evans, CAI, AARE, BAS, CES  
Candidate for NAA Vice President



# Facebook tips

## Know how to use this social networking site for business



*By Ryan George. Ryan manages Biplane Productions, an auction advertising design firm working in 40 states.*

If you're looking to [www.Facebook.com](http://www.Facebook.com) for free advertising, you'll "get what you pay for." Facebook can bring you clients and prospects, but you'll find the greatest and most likely benefit to be the ability to build into the professional relationships you already have. You'll get to know clients, vendors, and industry peers as people. When you show people you are interested in them for more than just the transaction, they are more likely to give the next transaction to you.

Facebook is one of several prime places to build a personal brand, maybe even the expert brand. Your character, personality, experience, and lifestyle reflect on your business. Environments like Facebook allow you to intentionally manage and broadcast your public personae.

### BE "CONTENT GENEROUS."

Just like in marriage, you'll reap the greatest benefits when you give more than you take. If you want something out of Facebook, you need to add value to the

environment. Post interesting articles and links—and tell people why you're sharing. Show that you never stop learning, that you're constantly trying to grow—and that you want others to join you on that journey. Subscribe to RSS feeds or magazines, so that you have a constant stream of ideas to share. You don't have to know everything to be an expert; you just have to know where to get answers. If consumers see you as a source of good ideas and solutions, why wouldn't they trust you with their professional challenges?

Share lots of encouraging, affirming, congratulatory comments on others' content. Drop quick notes to tell folks you're glad to know them, that you're thinking of them, that they deserve the cool weekend or vacation they just lived. Let your professional contacts know that you think about them, even when you're not working together.

### BUILD FACEBOOK FENCES

Facebook includes a robust range of privacy settings. You can allow some people to see only your resumé-level information and others your most personal pictures (and several steps in between those extremes). You can determine the accessi-



**Deb Weidenhamer**

**Endorsement**

**The Arizona State Auctioneers Association Proudly Endorses Deb Weidenhamer for NAA Board of Directors**





*Not everybody you invite or accept as a Facebook friend has to see everything you post. By setting audience boundaries, you can post with more freedom and personality.*

bility of specific photo albums or videos and who can see them. You can even choose specific people or groups of people you don't want to see certain pictures. Your college days pictures are great fun with your frat brothers, but probably not appropriate to show your largest client. Not everybody you invite or accept as a Facebook friend has to see everything you post. By setting audience boundaries, you can post with more freedom and personality—and be yourself—limiting only who can interact with specific content.

## PREDETERMINE YOUR FACEBOOK INTERACTION

Facebook is the new solitaire/mine sweeper, only guised in marketing clothes. You can easily tell yourself that you're networking on Facebook, when you're really just shirking work. So, just like any other social engagement, budget time for it. Then stick to that schedule. Facebook is only one networking environment; don't let it infringe on other opportunities to build relationships. If you don't want Facebook interrupting your productive hours, Facebook allows you to turn off some or all of the notifications it can send to your email box.

Many entrepreneurs check their Facebook feed in the morning after running through their email inbox and/or at the end of the day before they head home. My generation sifts through their RSS feeds and google notifications like our parents used to read the paper. Facebooking fits neatly into this segment of your day. Maybe it's during breakfast or lunch for you, or maybe it's a weekend appointment.

For me, Facebook is intrinsically woven throughout my day. Working in my basement cave, it's a connection to the outside world, an environment for personal ministry, a break room with a water cooler, a year-long Auctioneer convention without the suits and hotel room keys. I use it to enrich and secure the friendships I already have and to cultivate friendships from working relationships.

You can be successful without Facebook. Facebook just makes success a community benefit.



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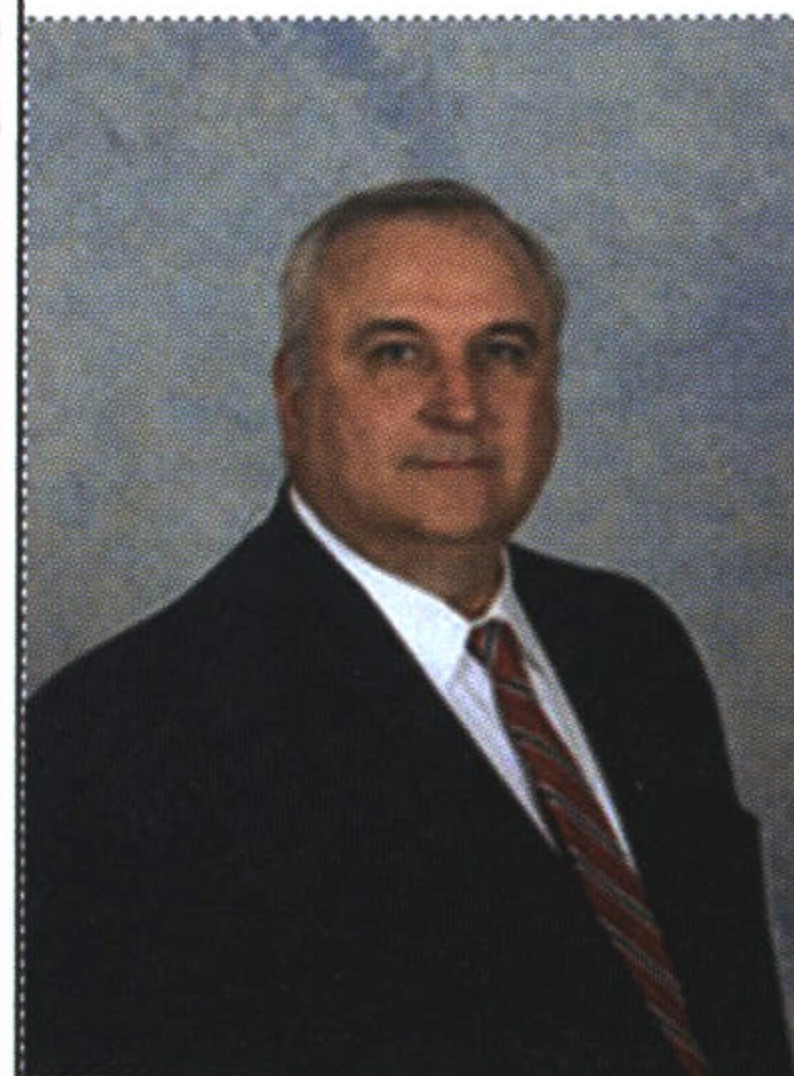
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**For more information, go to [www.tass-software.com](http://www.tass-software.com)  
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## **Auctioneer's Association of MD unanimously supports Denny Stouffer for NAA Director!**



### **Denny Stouffer**

- ◆ CAI
- ◆ AARE
- ◆ MPPA
- ◆ CES

**"I can't serve you without your support"**

- ◆ VP Auctioneer Assoc of MD
- ◆ Member PA Auctioneer Assoc.
- ◆ President-Stouffer's Auction Co. Inc.
- ◆ Broker/Owner-Quad State Realty, Inc.

**[www.stouffersauctionco.com](http://www.stouffersauctionco.com)**



# Success Stories

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

## 1877 Winchester rifle sells for \$93,000 at Montana Auction

A Winchester Model 1873 "One of One Thousand" rifle sold for \$93,000 during a

firearm and collectible auction in Lewiston, Mont. on May 9. United Country – Shobe Auction & Realty conducted the auction that drew more than 370 registered buyers from 18 states, bidding either live or via the internet.

Winchester records report that the valuable Winchester rifle was made in 1877 and shipped from the Winchester factory in 1878. The authenticity of this rifle was verified by experts in the field and the Winchester Museum in Cody, WY. The rifle, which sold to an out-of-state collector, was in 75 percent of its original condition.

the Winchester 1873 One of One Thousand rifles, records indicate that only 133 were completed.



"Winchesters are certainly an emblem of the American West. Rarely do we see such a remarkable piece as this Winchester One of One Thousand, with so much historic value. Just to hold this rifle in our hands was privilege enough, but the opportunity to sell it? Once in a lifetime," said Kyle Shobe, Auctioneer with United Country – Shobe Auction & Realty.

United Country – Shobe Auction & Realty can be contacted by phone at 406-538-5125 or through their website at <http://www.shobeauction-realty.com>.

## Oregon Auctioneer helps Elks club

Milwaukie, OR Auctioneer Maurece P. Hamel helped the Milwaukie Elks with their first charity auction on March 7 and raised \$5,333 for scholarship awards to local high school seniors and to sponsor two handicapped children at Meadowood Hearing and Speech camp.

Most of the items were donated by lodge members. The event kicked off with a dinner and silent auction. Exalter Ruler Frank Kremers introduced Hamel, who is a 44-year member of the Elks. Acting as bid spotters with flashlight lanterns in hand were club members. Organizers for a professional slide show was Shawn Tucker and Christopher Hamel.

**Capital City Auction  
and Realty Company**  
Capital City Technology Group



## Vote For Vice President

W. Ronald Evans - CAI, AARE, BAS, CES

**July 16th at 9:00 a.m.**

National Auctioneers Association  
International Auctioneers Conference & Show  
Overland Park, Kansas

I am asking for your vote and support, we can accomplish many great leadership qualities in an industry of Pride and Integrity, to serve our customers with knowledge and value. Providing valuable members of the NAA to the World, no matter where they are. We can serve them together. "Let Your Light Shine" Vote for me as your VP 2009. Thank You!

SPONSORED BY THE AUCTIONEERS ASSOCIATION OF MARYLAND, INC.







## Greek art sets 17 world records

Bonhams Auction Co.'s Greek sale in London, England shrugged off any semblance of economic gloom to set 17 new world records at its New Bond Street saleroom on May 19. Maria Agelopoulou, of Art Expertise, Bonhams Agents in Greece, said: "We went into the sale knowing we would have a strong result because of the amount of pre-sale interest in Greece and the UK but even we were amazed of the ongoing strength of this sector. There is a real passion by Greeks for collecting Greek Art today."

Top result for the sale was lot 29, Dawn by Constanitinos Parthenis (1878-1967) which made \$566,098. Following a very successful reception at The Athinais Multi Cultural centre in Athens attended by 1200 people, Bonhams 14th Greek sale was a resounding success. A full room and nearly 20 phone lines resulted in a selling rate of 90 percent by value (83% by lots) and the most successful Greek sale in recent years.

Once again the Greek market appears to defy the norm, with strength throughout, from the traditional 19th century works through to contemporary pieces. The number of collectors who registered for the sale would suggest that this market is by no means in the decline, in fact 59 of the 142 lots on offer sold above the high estimate and 57 sold within estimate.

A careful selection process for the catalogue, combined with a degree of caution with regard to the estimates, proved attractive to buyers who bid with confidence. 25 percent of those registered to bid were new clients, thus proving that this market continues to grow despite the current economic climate.

The 17 new world records included a small landscape by Nikos Lytras which sold for \$175,647 and \$343,579 for the narrative painting by the French artist Pierre Bonirote. Bonirote was the first artist/professor who officially taught oil painting in Greece and was appointed by King Otto.

## Send us your success stories!

**NAA wants news of your successful auctions to publish in this section. If you have had an unusual auction, a successful new method of auctioning used or individual items of special interest, please email details and photographs to [steve@auctioneers.org](mailto:steve@auctioneers.org).**

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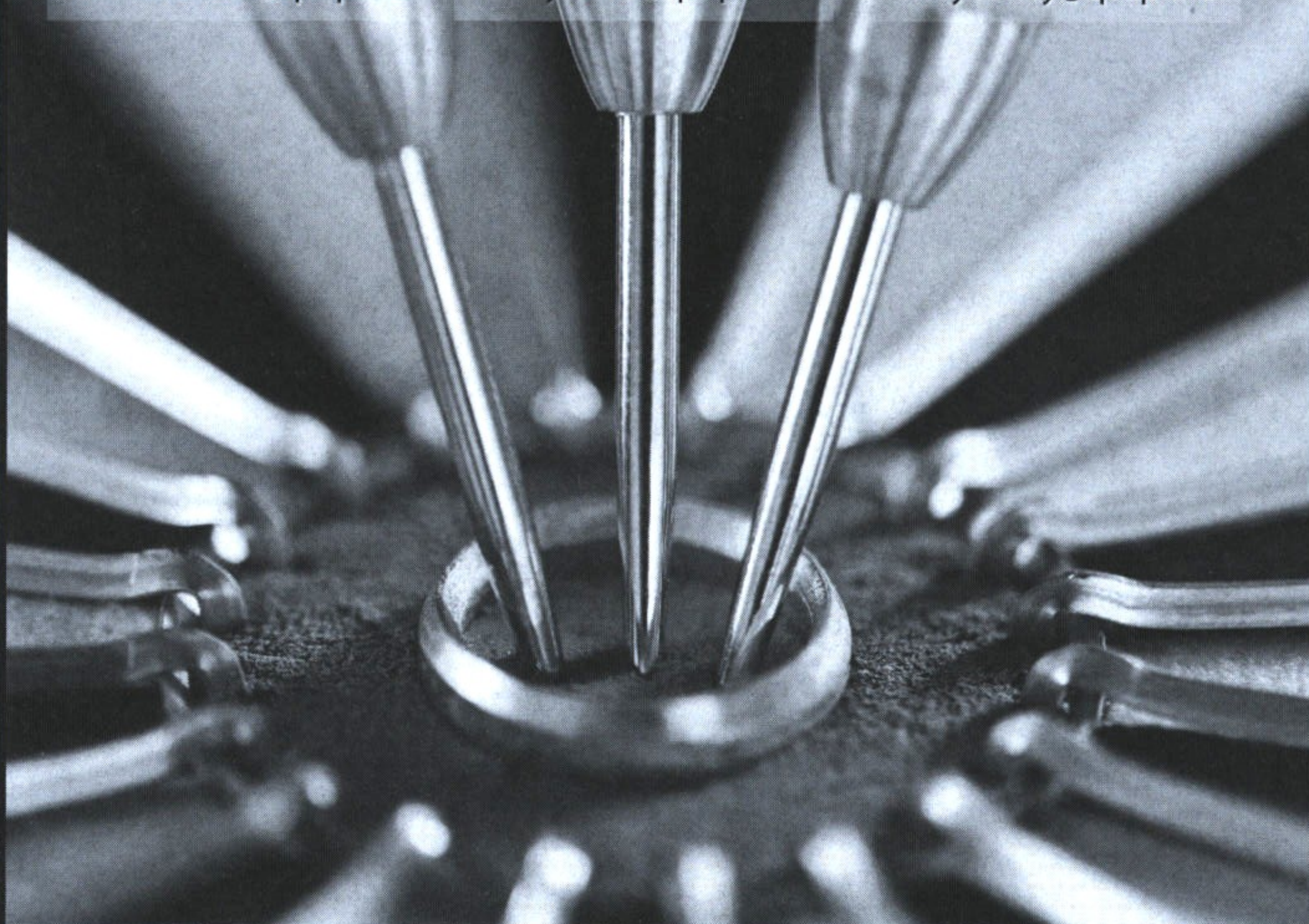
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## Beware of this dangerous leg condition

Damaged veins can cause dangerous blood clots and are a threat for people who stand long periods

*By Joani Mangold, CAI, GPPA, CES.*

*Joani and O.C. Mangold run Mangold Auctions in Wickenburg, AZ*



Joani Mangold, CAI,  
GPPA, CES

Auctioneers and auction staff who stand for long periods should be aware of a serious but correctable condition: Venous Reflux Disease. The symptoms are not always visible, but the disease can result in blood clots that can be extremely dangerous. In fact, you may wish to start examining your own legs for signs of this condition. I speak from experience.

Ten years ago my mother, Marcy, passed away from congestive heart and kidney failure. She had complained for years of restless leg syndrome, poor circulation from the feet to the heart, varicose veins, leg pain, cold feet and legs. This quickly led to kidney failure. I began to feel the same symptoms she had and I attributed this to standing on cement while teaching art in a classroom for 32 years. And like many ladies, I used to love wearing those fashionable high heels. When I married my husband, O.C., 27 years ago I was also introduced to standing and walking for long days at auctions. At the end of the day, my legs felt tired and painful. Soaking in a jacuzzi tub relieved the aches...for a while. We continue to enjoy the profession and I too enjoy bid calling and clerking, a "standing profession" according to medical science.

While feeding our horses one evening our neighbor's dog charged at me and nipped me on the calf of my right leg. The dog's teeth didn't break the skin but it left a good size red mark that later turned black. When I told my doctor of the black spot, he ordered an ultrasound of my right leg. Events went into high gear when my doctor referred me to a specialist at the Center of Venous Disease in Glendale, AZ. The outcome was a blood clot. They were concerned that part of the clot may come loose and move to my heart or brain. Immediate treatment was started to arrest the blood supply to the clot by the closure procedure. The specialist then went on to tell me that this dog alerted me to a much more severe problem. Another ultrasound showed that my femoral veins in both legs were 80 percent blocked. I had a vein disease that can be cured with the prescribed procedures.

I was among the 25 million people in the United States that suffer from superficial Venous Reflux Disease. This is what my mother possibly had, but



ten years ago the procedure was stripping the varicose veins. This was the culprit that was causing the aching, restless legs, cold feeling. Had the aggressive dog not bit my leg I would have never known that I had Venous Reflux Disease. In other words, I had damaged vein valves and incorrect blood flow. With the wonderful advancement in medicine a new procedure was developed a little over six years ago called Vein Closure Procedure. It can help save men, women, even children and teens, from this invasive disease.

Are you a candidate? Many factors contribute to the presence of Venous Reflux Disease, including: age, family history, multiple pregnancies, sports, standing and "on the go" profession, obesity and the like. Healthy leg veins contain valves that open and close to assist the return of blood back to the heart. Venous Reflux Disease develops when the valves that keep blood flowing out of the legs and back to the heart become damaged or diseased. As a result, vein valves will not close properly, leading to the symptoms of varicose veins, pain, swollen limbs, leg heaviness and fatigue, skin changes and skin ulcers. Superficial Venous Reflux Disease is progressive and symptoms will worsen over time if left untreated.

Three years ago I started the closure procedures as an outpatient. Using ultrasound, the physician will position the closure catheter into the diseased vein, through a small opening in the skin. The tiny catheter delivers radio frequency (RF) energy to the vein wall. As the RF energy is delivered and the catheter is withdrawn, the vein wall is heated causing the collagen in the wall to shrink and the vein to close. Once the diseased vein is closed, blood is re-routed to other healthy veins. I had little discomfort.

Last fall, my physician and his partner announced that I was completely cured of this vein disease. I now enjoy a superior quality of life and my prognosis will be long term. I experienced less post-operative pain and bruising than the old stripping method and resumed normal activities

within one day after each of my eight procedures. My health insurance fully covered the cost. My legs never displayed any of the bulging white veins or the clustering of dark blue veins like many patients. These veins are easy to recognize by looking at legs. If you or your friends have this problem tell them of this procedure and have it checked immediately. It may add more years to your life with healthy blood flow.

I hope by sharing this personal experience with you, it may give you a healthy quality of life. Divine guidance through the intervention of a nasty dog nipping at my leg will prolong my life. Things do work in mysterious ways.

*A new procedure was developed a little over six years ago called Vein Closure Procedure. It can help save men, women, even children and teens, from this invasive disease.*

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# A rare occupation

Why have Auctioneers always been comparatively few in number? Many reasons.



By Robert A. Doyle, CAI,  
ISA, CES, CAGA

As we celebrate our 60th Anniversary as the National Auctioneers Association it is appropriate to consider the historical uniqueness of our occupation and

what it means to be an Auctioneer. Auctions have existed world wide from the very start of civilization. It can be stated that auctioneering is the oldest profession, as price had to be determined before any services could be performed. The auction industry has always been comprised of a relatively small number of parishioners in any given region.

By definition an Auctioneer is "a person who conducts sales by auction." One of the dictionaries claims the origin of the word dates from 1700 to 1710. Other definitions include: "An Auctioneer is the one that conducts an auction." "To sell at auction." "A person who sells by auction;" "A person whose business it is to dispose of goods or lands by public sale to the highest or best bidder."

Therefore, an Auctioneer is defined as a "person." Throughout the world and until the mid 20th century, this "person" was a male. Women started to enter the field of auctioneering in the late 1940s and have continually gained admittance, acceptance and success ever since. Further, the word "Auctioneer" is gender neutral; it applies equally to women and men. Both women and men have developed into the respected

## Number of Auctioneers compared to other professions

The following estimations are from the InfoUSA website. The numbers indicate the number of full time employees in the United States in each category.

**Auctioneers - 10,034**

**Appraisers - 16,077**

**Funeral Directors - 23,648**

**Painters - 43,178**

**Barbers - 48,830**

**Plumbers - 60,787**

**Financial Advisors - 63,735**

**Accountants - 79,910**

**Insurance Agents - 206,853**

**Real Estate Agents - 212,110**

**Attorneys - 302,603**

leadership role of Auctioneer by working hard, maintaining honesty and integrity, gaining wisdom, contributing to the local community, becoming known as someone that can obtain the best market price for the commodity that is being consigned to be sold through competitive bidding via auction.

Auctioneering has always been a relatively rare occupation. Perhaps it is due to the fact that to be successful in the field, fulltime participants have to subscribe to the highest of ethical standards, be proficient in many skill sets, be great listeners and excellent sales people, willing to work long hours, striving constantly to broadening their knowledge base while maintaining excellent health and stamina. Auctioneers have a strong entrepreneurial spirit and are adept at analyzing and limiting risk.

The Auctioneer is called upon to sell everything that someone has to sell from

contents of homes, livestock, vehicles, business assets, real estate and more. Therefore, the Auctioneer is one that builds trust with sellers, buyers and the community at large. The Auctioneer is constantly being judged by personal conduct and auction results. The Auctioneer is only as good as the last auction conducted. Perhaps this is the reason that the profession is difficult for new Auctioneers to enter and why there are so many successful multi-generational auction businesses.

An Auctioneer fresh out of auction school will often find it difficult to "hang out a shingle" and get work in competition with the established, seasoned Auctioneer in the region mainly because the new Auctioneer cannot demonstrate a track history of successful auctions. Therefore, few people are willing to risk the total liquidation of their property to someone that does not



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yet have practical experience. New Auctioneers should consider working with established Auctioneers to gain a foothold in their new endeavor, or seek a niche that is not currently being satisfied in the marketplace. The good news for the "new" Auctioneer is that perseverance pays off. The longer this "new" Auctioneer works in the field and conducts successful auctions the more established the business becomes. Eventually, this Auctioneer will be the established Auctioneer ready to assist the next eager graduate of auction school.

## FINDING STABILITY

Regardless of whether an Auctioneer is inexperienced or experienced, male or female, young or senior they all experience the volatility of the auction business. Every self-employed Auctioneer at sometime in their career will feel like they are unemployed. Finding stability in the auction business can be a challenge. Auctioneers tend to be transaction oriented. They contract auctions and then work to properly setup, market and sell everything only to find themselves looking for another major consignment. Auctioneers find that their monthly bills are fairly consistent. But, their revenue can be very erratic causing havoc with their cash flow.

In doing research for this article to demonstrate the relative uniqueness of Auctioneering I found there is not much information to draw from. Let's face it;

high school guidance counselors don't suggest "Auctioneer" as a choice to their students. Handbooks of occupations and trades don't even list "Auctioneer." I did some homework on the U.S. Census website as well as the Bureau of Labor Statistics website with little results. When was the last time you found a want ad for an Auctioneer in your local paper? Auctioneering certainly is one of the best kept secrets, and always has been.

Until the turn of the 20th Century, there were no auction schools or Auctioneer associations of any kind. The first national Auctioneers association started in 1904 at the St. Louis Exhibition and was called "International Association of Auctioneers." Carey M. Jones of Davenport, Iowa started the first documented auction school, with Jones' National School of Auctioneering and Oratory in 1904. Jones felt that the best age to enter auction school was 30, giving ample time for a person to gain a well rounded education and hone common sense skills.

In 1904 Jones stated, "In opening this school we hope to build up and not tear down the profession of Auctioneering. The aim is not to flood the country with Auctioneers, but to make better Auctioneers, men who will stand high and help elevate the profession."

Over 100 years later, the National Auctioneers Association, the Education Institute of the NAA, and all the accredited auction schools across America are continuing to educate this small professional group of women and men who represent the last niche of the free enterprise system in the United States; hard working people that proudly call themselves Auctioneers.

*Do you have historical items pertaining to Auctioneers of the auction method or marketing? If so, please consider donating them to the National Auctioneers Museum. Contact museum curator Lynn Ward for more information at [lynn@auctioneers.org](mailto:lynn@auctioneers.org), or at (913) 541-8084 (ext. 17), fax: (913) 894-5281, or by mail at 8880 Ballentine, Overland Park, KS 66214. Rob Doyle can be reached at [hikertwo@aol.com](mailto:hikertwo@aol.com).*

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# Idiot's Guide to Live Auctions

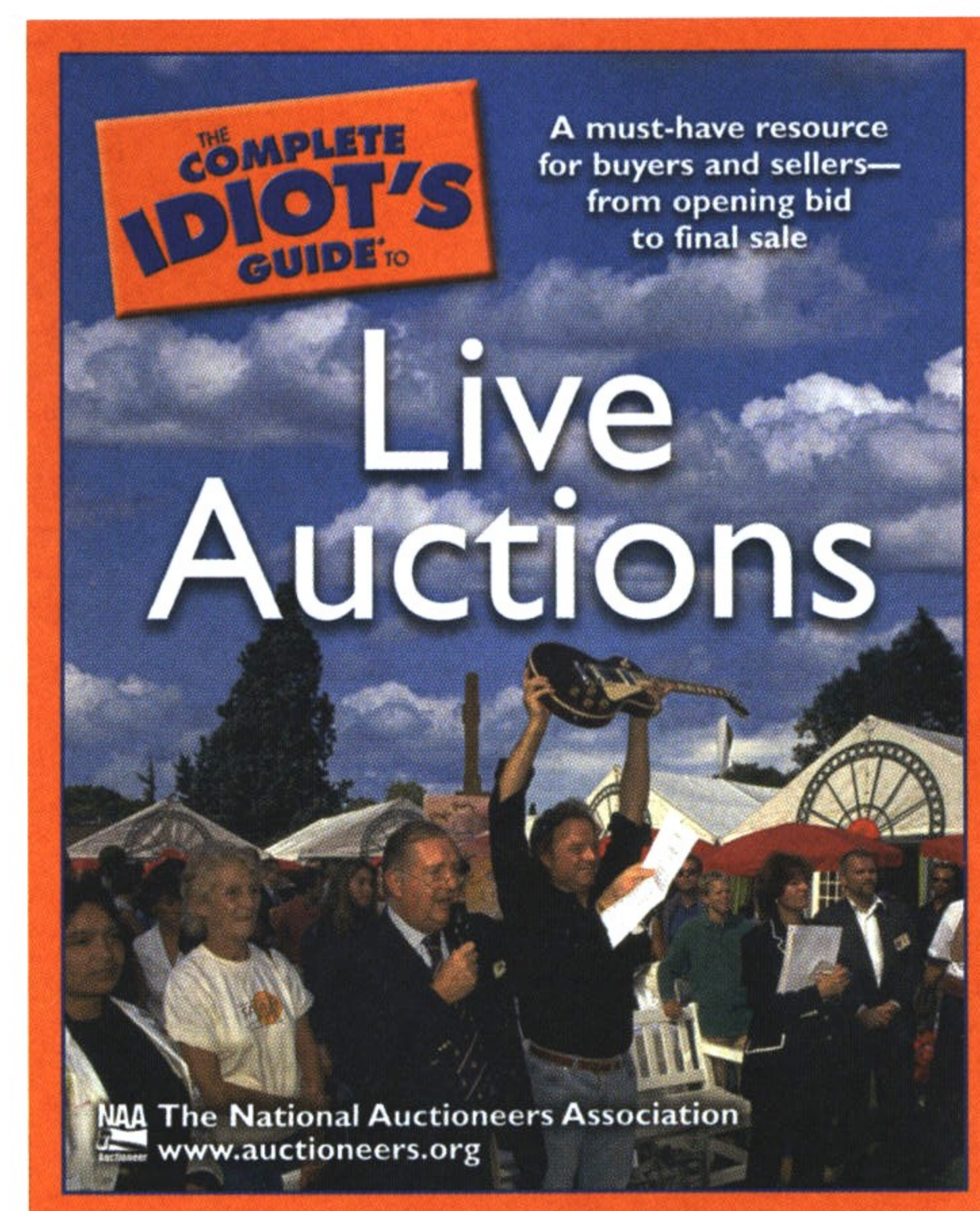
## Live auction book by NAA available at 40% discount

"The Complete Idiot's Guide To Live Auctions," written by the National Auctioneers Association, explains in simple terms the auction procedures, bidding strategies, types of auctions and other details that auction attendees, buyers and sellers want to know to be successful.

NAA members can purchase the book at a 40 percent discount off the \$16.95 retail price by ordering from the publisher's website at <http://us.penguingroup.com/static/pages/cig>. When ordering ("adding your cart," on the website), the prompts will direct you to enter your special members-only code. At that point enter NAA40 to get your 40% discount. NAA expects many members will want to buy multiple copies to have

available for the public in auction company offices and other sites.

The book is also available in all major bookstores, on Amazon.com and other outlets, but the 40% discount is only available on the Idiot's Guide website. The book is another in the highly-successful series Idiot's guides that explains business and personal topics in step-by-step manner so beginners can understand and so veterans can learn updated information. The book includes stories and advice from many NAA members. The text was reviewed by a committee of veteran NAA members before



### NAA WANTS YOUR NEWS

*Auctioneer* magazine is your publication. 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, NAA Member News and other sections. The staff is usually able to print every news release and photo that is received. If you had special items that sold well, a benefit sale, a new

method or product you tried that was successful, new members of your staff, or any other news you believe will promote your business and be of interest to NAA members, please send it by email or mail service to NAA. Email to [steve@auctioneers.org](mailto:steve@auctioneers.org), or send to Editor Steve Baska at 8880 Ballentine, Overland Park, KS. 66214.

### Future NAA Conference and Show dates :

July 12-17, 2010, Greensboro, NC  
July 11-16, 2011, Orlando, FL

July 16-21, 2012, Spokane, WA  
July 15-20, 2013, Indianapolis, IN



## OBITUARY

**Charles Cumberlin**

Auctioneer, former NAA President and NAA Hall of Fame member Charles Cumberlin, 71, of Brush, CO died May 1 at Eben Ezer Lutheran Care Center in Brush. He was born January 8, 1938 and grew up in Clarinda, Iowa to Lee and Eustasia (Mendenhall) Cumberlin. He married Carolyn Schmidt on January 27, 1963 in Windsor, CO.

He graduated from Bedford High School in Bedford, IA and Western College of Auctioneering in Billings, MT. He auctioned his first item when he was just a fifth grader. He served honorably in the United States Navy from 1956-1960. He was an instructor at Missouri Auction School for 25 years. He worked as an Auctioneer and a Farm Machinery and Equipment Appraiser. He was a World Champion Livestock Auctioneer in 1978, and was inducted into NAA's Hall of Fame in 1986 and into the Colorado Auctioneers Association's Hall of Fame in 1989.

Cumberlin was president of NAA from 1979-1980, president of the Colorado Auctioneers Association in 1972, and was a Colorado and Wyoming BLM Oil and Gas Lease Auctioneer and State of Colorado Oil and Gas Lease Auctioneer. He was a lifetime member of Safari Club International and was Member of the Year in 2003. He worked in Greeley with Austin and Austin Auctioneers and Realtors before moving to Brush, CO in 1972, where he formed Odle-Cumberlin Auctioneers with Jim Odle operating the Brush Livestock Commission Company.

He had guest appearances on "The Mike Douglas Show" and "CBS Sunday Morning" television shows and conducted many bid calling seminars. He served as Brush City Councilman for 2 terms. He was an avid trap shooter and enjoyed hunting and fishing.

He is survived by his wife Carolyn Cumberlin, of Brush, daughter Shelly Jo Johnson of Fruita, Brother Harold Cumberlin of Torrance, CA, and two grandchildren: Thomas Charles Johnston and Katie Jo Johnston of Fruita. He was interred in Sunset Memorial Gardens. Memorial contributions may be made to World Wide College of Auctioneering Scholarship Fund in memory of Col. C.E. Cumberlin by calling 1-800-423-5242 or mailing P.O. Box 949 Mason City, Iowa 50402-0949, or contributions may be made to



the United Methodist Church, 1701 Edmunds St. Brush, Colorado 80723 or the Stoddard Funeral Home 3205 W. 28th Street, Greeley, CO 80634. Carolyn Cumberlin's new address is 1211 Edison St. Unit 7A, Brush, CO 80723.

If you would like to see Cumberlin in a video interview conducted by the National Auctioneers Foundation, visit <http://auctioneersfoundation.org/video.php> and click on "2007 interviews" and then click on

"Charles Cumberlin."

There is also an online memorial to Cumberlin at: <http://mem.com/Story.aspx?ID=2998924>

**NAA members comment about Cumberlin**

On the NAA Discussion Forum at [www.auctioneers.org](http://www.auctioneers.org), NAA members made the following honoring comments about Cumberlin:

"The world has truly lost one of the best. Our condolences go out to Chuck's family, his auction family and his many friends. He will be truly missed."---NAA President Randy Wells, CAI, AARE, BAS, CES, GPPA.

"My thoughts and prayers go out to his family and may the Lord ease their burden. I was fortunate to know him and got to work with him at Missouri Auction School. Chuck was one of the great ones."---Brent Voorheis, CAI, CES

"Chuck was an Auctioneer's Auctioneer. Our industry has lost a beacon of light. Rest in peace my friend."---NAA President-elect Scott Musser, CAI, BAS

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# In the Industry

News and notes from the auction industry.

## CAR AUCTION PRICES RISE Used vehicle market improves as prices rise for fifth month in a row

By Tom Kontos

Average prices for wholesale used vehicles at auction rose for the fifth month in a row, as measured through March 2009. The firming in prices that began in November continued in March. On a year-over-year basis, prices are still modestly under water, but the level of submersion has diminished to almost negligible levels. Although all seller types, model class segments, and vehicle ages experienced month-over-month price gains, the strength of the overall increase in March was partially determined by robust prices for the youngest, most expensive vehicles purchased in manufacturer auctions by franchised dealers. This is a reflection of supply shortages of late-model used vehicles resulting from diminished rental unit sales in recent years, and renewed interest on the part of franchised dealers to generate grosses by selling more late-model used vehicles (at nearly a one-to-one ratio with their new vehicle sales).

Remarketers who have flexibility in the timing of auctioning their vehicles would do well to take advantage of the current

Wholesale Used Vehicle Price Trends					
	Average Prices (\$/Unit)			Latest Month Versus:	
	Mar-09	Feb-09	Mar-08	Prior Month	Prior Year
<b>Total All Vehicles</b>	<b>\$9,880</b>	<b>\$9,363</b>	<b>\$10,027</b>	<b>5.5%</b>	<b>-1.5%</b>
<b>Total Cars</b>	<b>\$8,923</b>	<b>\$8,502</b>	<b>\$9,227</b>	<b>5.0%</b>	<b>-3.3%</b>
Compact Car	\$6,489	\$6,262	\$6,909	3.6%	-6.1%
Midsize Car	\$7,449	\$7,077	\$7,291	5.2%	2.2%
Fullsize Car	\$8,229	\$7,535	\$7,436	9.2%	10.7%
Luxury Car	\$13,835	\$13,146	\$14,116	5.2%	-2.0%
Sporty Car	\$11,926	\$11,321	\$13,257	5.3%	-10.0%
<b>Total Trucks</b>	<b>\$10,864</b>	<b>\$10,265</b>	<b>\$10,858</b>	<b>5.8%</b>	<b>0.1%</b>
Mini Van	\$7,602	\$7,322	\$8,265	3.8%	-8.0%
Fullsize Van	\$7,158	\$6,723	\$7,953	6.5%	-10.0%
Mini SUV	\$10,536	\$9,862	\$10,640	6.8%	-1.0%
Midsize SUV	\$10,544	\$9,969	\$10,547	5.8%	0.0%
Fullsize SUV	\$13,073	\$12,434	\$12,312	5.1%	6.2%
Luxury SUV	\$20,001	\$19,197	\$20,700	4.2%	-3.4%
Compact Pickup	\$7,111	\$6,884	\$7,351	3.3%	-3.3%
Fullsize Pickup	\$11,429	\$10,766	\$11,057	6.2%	3.4%

Source: ADESA Analytical Services.

seller's market. Inventory levels at auction have diminished, and the Spring market is still springing. With consumers, and hence dealers, actively seeking used vehicles in these tough economic times, demand, as well as supply, conditions remain favorable for wholesale prices to continue to firm.

According to ADESA Analytical Services' monthly analysis of Wholesale Used Vehicle Prices by Vehicle Model Class1,

wholesale used vehicle prices in March averaged \$9,880 -- a 5.5% increase over February. Cumulatively, average prices have risen by almost \$1,250 since their trough in October, though they remain down 1.5% year-over-year.

All vehicle model class segments experienced month-over-month increases in average prices, and full-size SUVs and pickups were both up year-over-year. Mid-



*Remarketers who have flexibility in the timing of auctioning their vehicles would do well to take advantage of the current seller's market.*

size and full-size cars also registered year-over-year average price increases.

Year-over-year, March average prices for vehicles sold in manufacturer sales were up 1.1 percent, fleet/lease sales prices were down 3.5 percent and dealer consignment sales prices were down 6.1 percent. However, prices were up for all three groups compared to February. Auction industry sales volumes rose by 18.2 percent compared to February, although volumes were down 7.3 percent compared to year-ago levels. ADESA Analytical Services estimates that generally improving sales prices, conversion rates well above the 60 percent norm, and higher sales volumes combined to lower inventory levels to approximately 44 days at the end of March compared to over 70 days at 2008 year-end and 39 days at the end of March 2008. The working down of inventories will continue to put upward pressure on prices in light of still-strong demand.

Based on data from CNW Marketing/Research, March retail used vehicle unit sales were up by over 35 percent versus February for both franchised and independent dealers. However, retail used vehicle sales were down on a year-over-year basis by 4.3% for franchised dealers, 10.9 percent for independent dealers, and 7.5 percent overall. Certified used vehicle sales in March were also up on a sequential basis (by 6.4 percent) but down year-over-year (by 12.6 percent) according to Autodata. It should also be noted that franchised dealers sold almost as many used vehicles in March (830,562 according to CNW) as they did new vehicles (857,982 according to Automotive News).

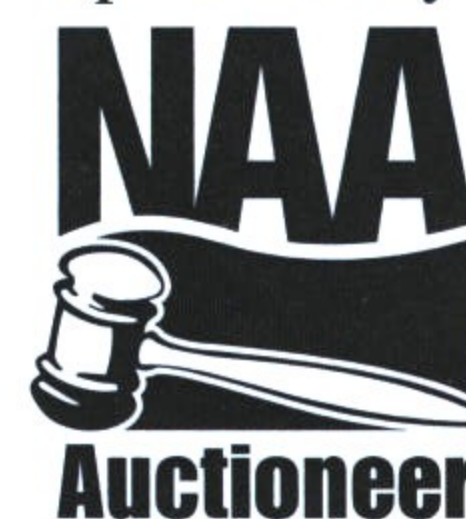
## Support the kids of St. Jude by participating in Auction for Hope.

The mother of 3-year-old Ellen was plagued with worry over her daughter's swollen lymph nodes, even though doctors repeatedly told her it was nothing.

They insisted the bumps on Ellen's head and neck were caused by a simple infection. But after three months of taking antibiotics with no improvement, Ellen's primary care doctor examined the bump on her head and said, "It's not good. I don't know what this is, but we need to get it off." The doctor sent them immediately to the local children's hospital, where the family was devastated to learn their little girl had non-Hodgkin lymphoma. The doctor referred Ellen to St. Jude Children's Research Hospital.

Ellen is responding well to treatment, and her prognosis is good. Ellen loves cooking with her dad and playing dress up. She also loves to sing, and she knows all the words to "The Star Spangled Banner" and "America the Beautiful."

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Ellen  
5 years old  
non-Hodgkin lymphoma

  
St. Jude Children's  
Research Hospital  
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# Storage auction opportunity

## Defaults drive business up in some areas, but the key to profit is volume sales



Rich Schur, BAS

*By Rich Schur, BAS. He runs Schur Success Auction Services in Colorado with his wife Shannon Schur, CAI, BAS. In addition to conducting benefit and industrial auctions, the company serves nearly*

*100 self-storage facilities. They sold more than 1,200 units in 2008, and are on track to hit 1600 units in 2009 (25 percent growth).*

Self storage facilities are feeling the crunch of the economic downturn. More renters are defaulting on their leases, forcing more and more units to go to auction. According to Tim Dietz, vice president of communications for the Self Storage Association, owners have seen a mild increase in defaults over the past year, mostly following regional economic trends. Although they have no specific data, they have “anecdotal information that hard-hit areas such as Detroit have seen some increase in delinquencies and auctions.”

In my market of Denver, CO, our sales have increased as well. Our total unit sales have increased and our average price per unit is up about 5 percent over last year. In conversations with regular buyers, higher sales have been attributed to the many new or first-time buyers looking to “strike it rich” or find supplemental income. John

Caroza, CAI, BAS, CES, of Storage Auction Experts in California, said that more people from the construction trade are attending sales. “When the home building industry slumps off, construction workers come to sales to keep busy and keep earning.”

Auctioneer B.J Jennings, CAI, BAS, of Jennings Auction Group, York Haven, PA, said their storage business has not seen much change, as her region has not been dramatically impacted by the economy as much as other areas have been.

With the increasing need for, and the recent publicity about storage auctions, it seems like a good path for Auctioneers to pursue. However, it’s not all a bed of roses. Auctioneers contemplating this line of work need to spend time researching and understanding the business and liability considerations associated with lien sales.

The first thing to understand is that Auctioneers are a necessary evil. Storage managers and owners spend a great deal of time and energy contacting renters and pursuing many methods of collection besides auctions. By the time a unit goes to auction, the losses are usually significantly more than the auction will bring in revenues. In addition, an auction creates a substantial financial liability as well as a potential public relations black eye. Relating to management’s need for dependability and legal compliance are critical to keeping their business. When we walk in, they know they have lost money.

Selling delinquent units usually generates a small fraction of what’s due. Take out your commissions and the expenses in selling a unit, and management absorbs a hefty loss. In reality, your sale represents an opportunity to put rentable space back on the market, while recovering a portion of the loss and protecting the owners from liability through a legally-accepted format.

Jennings advises Auctioneers: “Know the law – follow the law.” By selling a unit, you take a portion of the liability away from the facility owner. You must be well versed in your state’s lien and storage auction laws. Be aware of what types of collection and notification efforts must be made prior to the sale. Generally, a minimum time period has to pass, certified letters demanding payment and warning of auction need to be mailed, and legal notices have to be published before a unit goes to sale.

Before conducting the sale, ensure that management has met all of its obligations and that you feel comfortable selling the unit. If the sale is improper, you’re likely to be standing in court with your client. Win or lose the case, it’s a position that can be costly, not only financially, but from a public relations standpoint. Imagine the headline “Evil Auctioneer Improperly Sells Church Elder’s Prized Possessions.”

Follow your standard business practices to protect you in conducting these sales. Have a solid contract with each facility. Be clear in your terms and conditions with your buyers, and get an acknowledgment that they understand the rules. In addition



to some of your standard protections, many self-storage Auctioneers follow several additional rules, most commonly is that no-one enters a unit. Period.

Once a seal on a unit is broken at sale, and the door is opened, the merchandise inside still belongs to the renter until you have

inventory and photographs, and then overlock the unit with a break-away seal. Our buyers look for this seal as an assurance that the unit has been properly secured.

We offer a lock-cut service in which we cut off or remove the renter's lock, and witness

unit goes. Simple paperwork makes the process easy. Register your bidders, cover the terms and conditions, and go from unit to unit. Depending upon crowd sizes, you can sell a unit in less than ten minutes. We average more than 30 bidders at each location, with more attending now than last year, and more attending when we have lots of units to sell.

Although there are good days and good revenues from selling storage units, there are just as many bad days. For every \$500 unit we sell, we sell 20 that go for less than \$30. We cover a huge geographic area and there's a lot of driving time and fuel to consider. We collect sales taxes in multiple jurisdictions and therefore have the expense of multiple business, Auctioneer, and tax licenses. We found that high volume has been the key to profitability.

Jennings eases some of the costs and workload. "I always have a lot of units to sell since we limit sales to once a quarter," she said. This helps make her trips worthwhile. Some clients can't wait a full quarter to sell units because they need to rent the space. When locations sell monthly, they have fewer units to sell, and therefore fewer bidders, and ultimately generate less money. When this happens, it's important to have enough locations in a day to make it worth your time, and ultimately worth your buyer's time.

Storage units can be profitable, but unless you have lots of business, you won't get rich. On the other hand, the units are easy to sell, it takes just a single Auctioneer and a few carry-with items, and the sales are always lots of fun. And what better way is there to practice your bid calling?

For further information about storage auctions and self storage facilities, contact [Rich@Success-Auctions.com](mailto:Rich@Success-Auctions.com) or the Self Storage Association at [www.Selfstorage.org](http://www.Selfstorage.org).



Rich Schur, BAS, right, sells the contents of a storage unit in Denver, Co.

sold the unit and paid the facility. Until then, no one, not even you, should ever enter the unit. This protects you and the facility from claims that "things were stolen" or damaged.

To further protect yourself, and to keep your top buyers happy, be certain that there are no opportunities for local managers to "cherry-pick" or ransack the unit before the sale. Normally, once a unit goes into lien status, the manager will remove the renter's lock, take a general

the management team taking the inventory and photos. We watch them closely and lock the door, and record the seal number. Buyers who are confident about the process will bid higher and come more often. Your ability to defend yourself is also improved. Carozza said that he has his own seal tags that he uses to further ensure the integrity of the process.

Storage auctions can usually be handled by a single person. Each unit is sold as a single, whole lot, and everything in the

*Auctioneers contemplating this line of work need to spend time researching and understanding the business and liability considerations associated with lien sales.*





# Absentee Voting Questionnaire

The NAA board of directors recently decided to poll the entire membership of the NAA to get members' thoughts related to absentee voting. This page is the method used to conduct that poll. Absentee voting refers to NAA's current and longstanding policy that only members who physically attend the annual business meeting at the International Auctioneers Conference and Show are eligible to vote for new officers and directors. The board continues to consider whether to change this policy to allow absentee voting by those not physically attending the business meeting.

**Please respond to the following questions  
and return this completed questionnaire by fax  
to NAA headquarters at 913-894-5281 by July 1, 2009.**

1. Are you in favor of absentee voting?  
☐ Yes ☐ No
  
2. Would you be in favor of absentee voting if the cost were \$2,500 - \$5,000?  
☐ Yes ☐ No
  
3. If we allowed absentee voting, would you rather vote by (select only one):  
☐ Internet ☐ Mail
  
4. Are you in favor of leaving the voting process as it has been for the previous 60 years?  
☐ Yes ☐ No

To update our records, please provide us with your email address:

\_\_\_\_\_

☐ I do not have an email address

Name (please print): \_\_\_\_\_

**Note: your name is required to confirm that you are an eligible voter. Anonymous entries will not be counted.**



After attending the 60th International Auctioneers Conference and Show,  
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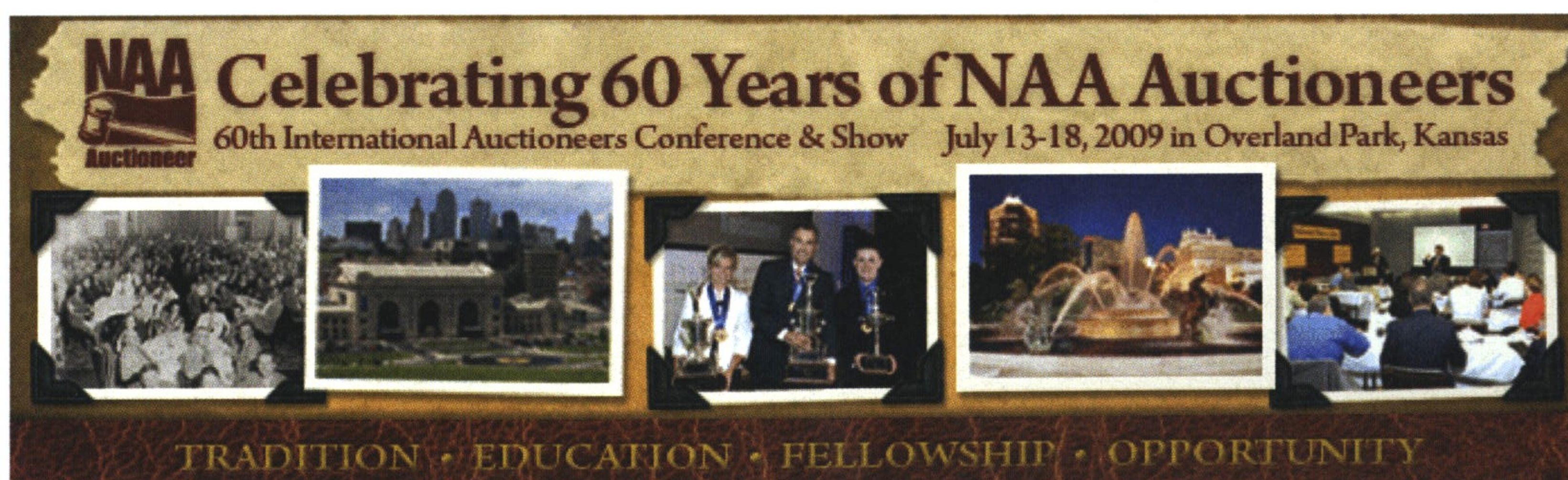
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**For more information, visit the NAA Online Knowledge Center  
Demonstration/Sales Booth at the Conference,  
or online at [www.softconference.com/naa](http://www.softconference.com/naa)**





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# Continuing Education Units (CEUs)

## NAA processing requirements for receiving CEUs earned during NAA's Conference and Show

During NAA's 60th International Auctioneers Conference and Show in July many members will take education seminars to receive continuing education credits in their states. In preparation, please read and be aware of the information below.

**1. *You MUST SIGN each education session sign-up sheet legibly and correctly: NO EXCEPTIONS!***

- Some state license commissions now require NAA to process and report CEU within 20 days. Your CEU will not be accepted late by those states.
- Many members call up to a year later wanting CE credit and NAA has no written record of their attendance. NAA cannot legally give credits without signatures.
- NAA is/will continue to offer extensive education. To keep up with continual CE processing requirements NAA must have a written record/signature of your attendance at each education session.

**2. *NAA will mail you an Education Credit Certificate.***

- Your certificate lists the individual sessions that your signature shows you attended.
- The session length determines the CE credit hours. For instance, one-and-one half hour of class time equals 1.50 CEU's.
- Mail a certificate copy to your state licensing board if licensed in a state requiring CE.

**3. *TENNESSEE licensed Auctioneers – Be Aware!***

- Tennessee Auction Commission WILL NOT accept certificates.
- NAA Education Dept. must create and email an Excel spreadsheet to TN listing:
  - a. Your Tennessee license number
  - b. Your name spelled exactly as it is on your license
  - c. Your earned CE credits.
- If you supply TN license data inconsistent with the TN technology it will be rejected. Therefore, your TN credits will not be recorded. (NAA does not have TN license information on file.)

**4. *Other state license numbers are NOT needed (only Tennessee).***

- Other state license numbers written on the education session sign-up sheet complicate CEU processing.



January						
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# NAA Education Institute 2009

## Upcoming Education Programs Listed by Event

**JULY**  
**Accredited Auctioneer Real Estate**  
 Overland Park, KS..... July 8-13  
**Graduate Personal Property Appraiser**  
 Overland Park, KS..... July 9-13  
**Auction Technology Specialist**  
 Overland Park, KS..... July 10-13  
**Benefit Auctioneer Specialist**  
 Overland Park, KS..... July 11-13  
**Certified Estate Specialist**  
 Overland Park, KS..... July 11-13  
**Appraiser as Expert Witness in the Courts**  
 Overland Park, KS..... July 13

**SEPTEMBER**  
**Auction Technology Specialist**  
 Phoenix, AZ..... September 21-23

**OCTOBER**  
**Benefit Auctioneer Specialist**  
 Atlanta, GA..... October 19-21  
**15-hour USPAP**  
 Stateline, NV ..... October 20-21

**NOVEMBER**  
**Auction Technology Specialist**  
 Plymouth, IN..... November 3-5

**DECEMBER**  
**Accredited Auctioneer Real Estate**  
 Las Vegas, NV ..... December 6-11  
**Certified Estate Specialist**  
 Las Vegas, NV ..... December 7-9  
**Graduate Personal Property Appraiser**  
 Las Vegas, NV ..... December 7-11  
**Appraiser as Expert Witness in the Courts**  
 Las Vegas, NV ..... December 11



July						
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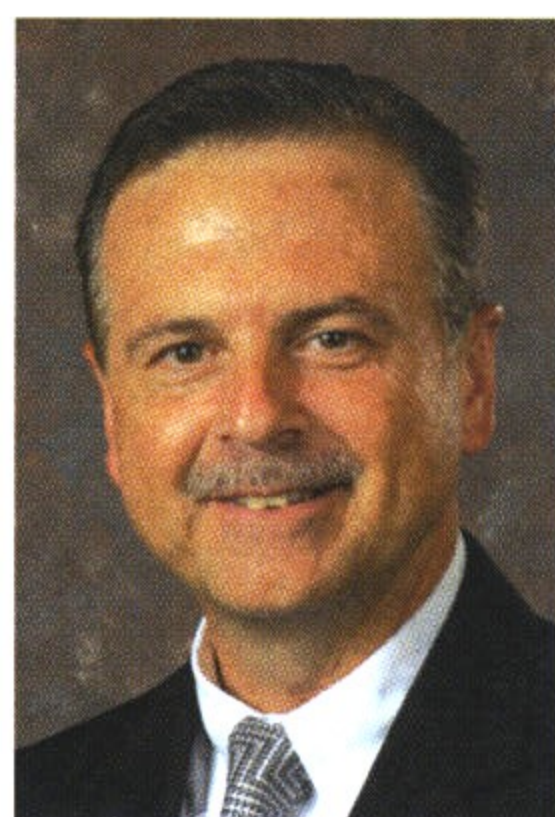
# Real Estate Summit success!

## NAA education seminars in Atlanta teach how to cope with today's challenging market

*By Harlan Rimmerman,  
NAA director of education.*

More than 70 Auctioneers and real estate agents listened to seven presenters during the NAA Education Institute's 2009 Real Estate Summit held in Atlanta, GA on May 18-19. The two-day event covered current real estate market conditions, managing seller expectations and other timely topics to meet the challenges of today's recession.

B. Mark Rogers, CAI, AARE, and NAA vice president, said "This was one of the best seminars I have ever attended." Speakers presented information on how to work with clients in this transitioning



B. Mark Rogers, CAI,  
AARE

market. Much of the current market news was not good, but they presented methods and techniques to continue to help those involved with real estate sales. Many of the presenters saw light at the end of the tunnel, although several said it might be 18 to 24 months before we experience a turnaround. Some of the other good news is that online auctions are continuing to grow and provide a means to sell real estate, and commercial property is now going through the same cycle as residential, but again, there are opportunities for Auctioneers. One speaker talked about 1031 Exchanges and how to use them with clients. Another presenter, a banker, spoke on how to work with banks to get their business which was tied in with another presentation on how to create an effective proposal. John Dixon, CAI, arranged many of the speakers and acted as the master of ceremonies.

**These seminars can be obtained through the NAA Online Knowledge Center. See ad on page 51 for details.**

### PRESENTERS AND TOPICS INCLUDED:

- \* David Haddow, CRE; "Which way is up – current economic and real estate market conditions compared to past cycles."
- \* Kim Hagen, CAI, ARE, CES, CCIM: "Managing seller expectations in the current market."
- \* Richard Eason, SR: "What a banker looks for."
- \* Michael Fine, CAI, AARE, CCIM: "2009—A changing time for real estate auctioneers."
- \* Thomas Rowell, CAI, and Julie Carter: "The contemporary online auction marketing environment, online or behind."
- \* Bill Hood, CPA: "The Power of 1030 Strategies—taking advantage of opportunities in today's distressed real estate markets."
- \* David Gilmore, CAI, AARE, CCIM: "Commercial asset recovery in today's market."

In addition to standalone seminars and summit such as this one, NAA offers a real estate designation in the Accredited Auctioneer Real Estate.

An Auctioneer with the AARE designation has gone the extra mile to ensure they offer the highest level of professionalism and the

most up-to-date information when it comes to selling properties. Whether selling residential, agricultural, commercial or industrial properties, AARE auctioneers have enhanced knowledge in all pertinent areas, such as:

- \* Marketing techniques
- \* Financial/investment calculations
- \* Evaluating cash flow
- \* Holding-period analysis
- \* Tax consequences of buying and selling properties
- \* Multi-parcel real estate auctions

The AARE Auctioneer has successfully completed three (3) classes and submit documentation of ten (10) auctions, an auction summary report and application to gain the designation, and must maintain it with continuing education. After receiving the designation, there is a yearly designation fee. The fees will be billed annually in the fall. AARE designees are also required to complete 24 hours of continuing education every three years.



Kim Hagen presents on seller expectations.





Bill Hood teaches about 1031 strategies.



Tommy Rowell teaches real estate market history.



Mike Fine teaches about changes.



John Dixon, CAI, served as Master of Ceremonies.

A collection of auction-related items including a bid card with the number 907, a lot tag with the number 484, and a lot tag with the number 118.

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## Are you using this special NAA program? Why not?

Many Auctioneers and their staffs are using the NAA Online Mentoring and Networking Forum (also called the Discussion Forum) to ask questions and find great ideas to increase profits.

As a membership benefit, you can participate in Online Mentoring at [www.auctioneers.org](http://www.auctioneers.org), and read what your peers are saying about auction trends, best business practices, technology, real estate, licensing and other issues.

NAA member Kenny Lindsay, CAI, of Livonia, MI, says the Forum saves him money and makes him money. He said:

*"The NAA Online Networking & Mentoring Forum has been a tremendous asset to our auction company. This resource has enabled us to connect and network with fellow professional Auctioneers throughout the USA and abroad. I credit the online forum for my success early in my auction career. I have made the online forum a daily routine for nearly seven years to learn, brainstorm ideas and assist fellow Auctioneers. The bottom line: The NAA online forum has both saved and made our company money, from avoiding certain situations, to partnering with fellow Auctioneers. One of these partnerships alone paid our NAA dues for five years!"*

Many NAA members log on every morning for a few minutes to get their daily dose of auction advice and inspiration from peers. Log in and join them!

### HERE ARE THE STEPS TO READ THE FORUM AND POST YOUR OWN QUESTIONS OR REPLIES:

- 1—Go to [www.auctioneers.org](http://www.auctioneers.org);
- 2--On right side of that page, click on the link that says "NAA Members Section."
- 3—Enter your NAA member ID and password in the boxes. If, you do not know your ID and password, call NAA member services at 913-541-8084, extension 15, and ask for them.
- 4—On next page, look on top for link that says "Online Networking and Mentoring (Discussion Forums). Click the "GO" button there.
- 5—The next page to appear shows the discussion categories to choose from, including General Discussion, 2008 NAA Elections, Tech Talk; Vendor, Product and Service Provider Reviews, Favorite Presidential Candidates, and more.










6—Pick one, such as General Discussion, and click on those words, which are an active link that will take you immediately to that discussion.

7—On next page you will see the individual "subjects". These are the questions and comments posted by members. Pick one that interests you, such as "Colorado Auction License," posted by Dean Smith. Click on those words.

8—On the next page, you see a string of posted messages, a kind of running discussion, with each post commenting on the one or more above it.

9—To add your own comment, hit the "reply" button at the top or bottom of the screen, and then fill out the empty box, and then hit the button "post."

10—Be sure to observe the forum rules, including no rude language, personal attacks, commercial promotions. Also, while the NAA encourages members to help each other build their business, please refrain from posting specific figures or percentage rates as the postings may be in violation of Federal Antitrust Statutes (Sherman Antitrust Act).

General Category			
	<b>General Discussion</b> Feel free to talk about anything and everything in this board.	1528 Posts 1541 Topics	Last post by Dale B. Hittington, CAI in Re: Cross Country Trip on Today at 09:28:42 AM
	<b>2008 NAA Elections</b> At the 2008 conference and show, new board members will be elected. Please use this forum to discuss what you want in your future leaders. If you plan on running for office, feel free to discuss your qualifications.	118 Posts 7 Topics	Last post by Phil D. Hinton, CAI in Re: A. Thomas & Co. Convention on July 29, 2008, 11:09:48 AM
	<b>Tech Talk</b> Get advice on issues ranging from megabyte to megapixel. Go from "Technophobe" to "Technophile" on the Tech Talk forum.	777 Posts 157 Topics	Last post by Joseph A. Abel, PhD, JARE, CES, CFP® in Re: Great Auction Videos on September 14, 2008, 02:42:45 PM
	<b>Vendor, Product and Service Provider Reviews or Announcements</b> If you have questions on anything from clerking software to auction trailers to auction schools, this forum is your primary resource. What could be better than a recommendation from the Auctioneers who use the products and services day in and day out?	492 Posts 79 Topics	Last post by Richard J. Wernick in Re: How To Get Your Award on September 15, 2008, 04:21:00 PM
	<b>Who is your favorite presidential candidate?</b> As we head into the 2008 presidential election, join your fellow NAA members and discuss the presidential candidates and issues that matter most to you this election year. What candidate has your vote on Election Day? Is there an issue that matters most to you when choosing which candidate you support?	503 Posts 32 Topics	Last post by Lynne R. Hensley in Re: Citizens Campaigns Up on Today at 12:03:48 AM
	<b>Rants &amp; Raves</b> Have you had a really good experience with a seller? Was your latest auction run particularly great? Use this topic to express your frustrations, list criticisms or send high praise on any subject you would like.	492 Posts 46 Topics	Last post by Ming A. Henry, JARE in Re: President info request on September 15, 2008, 04:21:00 PM
	<b>Job Board</b> Are you a new Auctioneer looking for contract work? Are you an experienced Auctioneer looking for some extra help at an upcoming auction? This thread connects Auctioneers needing help to Auctioneers who want to give help.	178 Posts 27 Topics	Last post by William H. Walker in Re: 2008 Training Manager, etc. on August 20, 2008, 11:02:03 AM
	<b>Ask the President</b> The NAA President is committed to staying accessible to the NAA Membership. The questions and the President's answers will be posted online.	1 Posts 1 Topics	Last post by Louise Brown in Re: Ask the President on September 11, 2007, 04:58:05 AM
Topics by Auction Category			
	<b>Appraising</b> Do you have questions about obscure and not so obscure items? Find appraisal help from fellow members or just share interesting anecdotes from the world of appraisal.	257 Posts 21 Topics	Last post by Joseph A. Abel, PhD, JARE, CES, CFP® in Re: Appraisal in Jackson... on August 11, 2008, 12:00:00 PM



# Exhibitor List\*

## NAA's 60th International Auctioneers Conference & Show, Overland Park, KS July 13-18, 2009

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AntiqueWeek (800) 876-5133 www.antiqueweek.com	Certified Auctioneers Institute (913) 541-8084 www.auctioneers.org	Kansas/Missouri Professional Auctioneers Associations (913) 541-8084, ext. 15 www.kansasauctioneers.com www.moauctioneers.org	NALLOA (502) 239-6772	United Country Auction Services (816) 420-6219 www.unitedcountry.com
Atlanta Academy of Auctioneers, Inc. (770) 331-9180 www.atlantaacademyofauc- tioneers.com	Cowtown Printing & Signs (817) 790-0235	Kiefer Auction Supply Co. (218) 736-7000 www.kieferauctionsupply.com	NextLot, Inc. (800) 516-3830 www.nextlot.com	USA Today (705) 854-5936 www.USAtoday.com
Auction Audio (630) 668-8497 gmcm57@yahoo.com	CUS Business Systems (954) 680-6545 www.cus.com	Kuntry Kustom Rv, LLC (260) 593-2208 www.kkrv.com	Performance Printing (402) 564-9323 auctionbidcards.com	Voxpros (402) 488-3403 www.voxpros.com
Auction Flex (352) 624-2791 www.auctionflex.com	Dee Sign Company (800) 333-7446 www.deesigncompany.com	Lampi Equipment, Inc. (320) 274-5869 www.lampiequipment.com	Printworks (706) 234-3768 www.goprintworks.com	Williams & Williams (918) 362-6508 www.williamsauction.com
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AuctionServices.Com (540) 206-3311 www.auctionservices.com	EquipmentFacts/Global Auction Solutions (908) 685-7323 www.equipmentfacts.com; www.globalauctionsolutions.com	LuJohns Enterprises, Inc./Bidder Central.com (413) 443-2500 www.biddercentral.com	Proxibid, Inc. (402) 505-7770 www.proxibid.com	Yoder Brothers Auction Service (260) 768-7318 www.kuntrykustomrv.com
Auction X-Press (541) 510-9191 www.auctionxpress.com	Fellowship Of Christian Auctioneers International, Inc. (254) 582-3000 www.fcai.com	MarkNet Alliance (217) 563-2055 www.marknetalliance.com	Quick Service Auction Printing (541) 636-3974 www.qsap.biz	
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			Satellite ProLink, Inc. (800) 606-0200 www.satelliteprolink.com	

\*Sales continue: an updated list will be available through the conference program.



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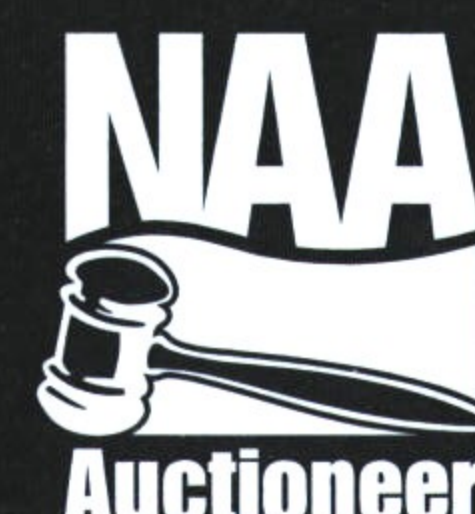
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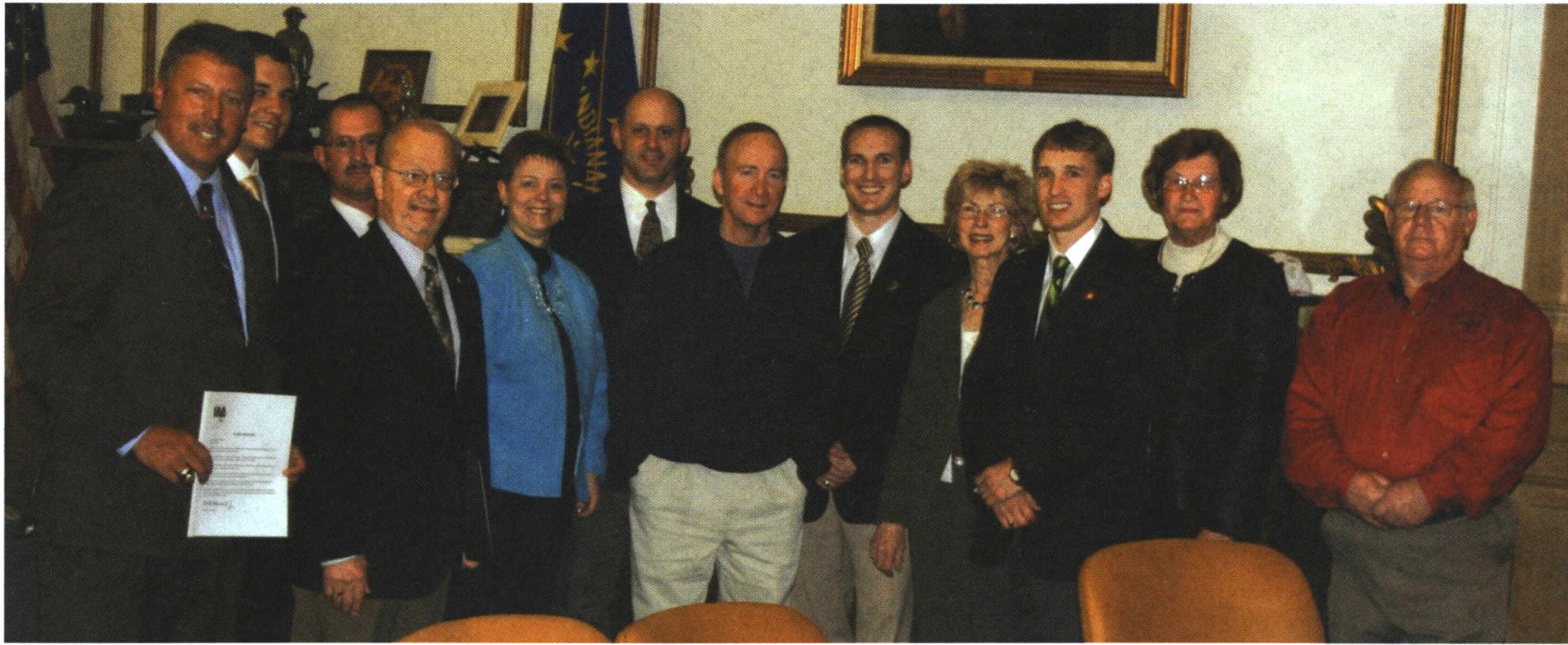
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## Indiana Event

Officials of the Indiana Auctioneers Association met with Gov. Mitch Daniels at the Indiana State House on Friday, April 17 as Daniels signed a Proclamation proclaiming the third Saturday of April as National Auctioneers Day in Indiana. Pictured, from left, are Jim Lestinsky, 2009 IAA President; Jonathan Kraft; Jimmie Dean Coffey, 2008 IAA President; Phil Deckard; Kathy Baber, IAA Executive Director; Brent Markley; Governor Mitch Daniels; Aaron Wilson; Carol Bonham; Andrew Wilson; Sara Minor; Tom Freije.

## State Auctioneer association upcoming events

### JUNE

5-7: Nebraska Auctioneers Association convention, Hastings, NE.  
 7-9: Alabama Auctioneers Association convention, Orange Beach, AL  
 11-13: South Dakota Auctioneers Association convention, Mitchell, SD.  
 12-14: Texas Auctioneers Association state convention, Kerrville TX  
 16-17: Michigan State Auctioneers Assoc. summer conference, Port Huron, MI  
 19-20: North Carolina Auctioneers Association convention, Concord, NC

### JULY

13-18: National Auctioneers Association Conference and Show, Overland Park, KS.  
 26: Nebraska Auctioneers Association bid calling contest, Hastings, NE  
 30: Missouri Professional Auctioneers Assoc. Summer Conference, Poplar Bluff, MO.

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**NAA Technology Committee Member.**

**NAA Auction Action Day 2008 in DC.**

*I believe in the future of Auctioneering and the competitive bidding process. I also believe in the NAA. The NAA needs to embrace technology and educate its members in its use. The NAA web site should be the preeminent place to find Auctions and Auctioneers. We can increase membership and the quality of Auctions our members conduct by involving the entire auction company in our education and association. We need real value for our membership dollar. I will work to add real value for you. Have questions? Email me at [david@whitleyauction.com](mailto:david@whitleyauction.com). Thanks for your support! DPW*

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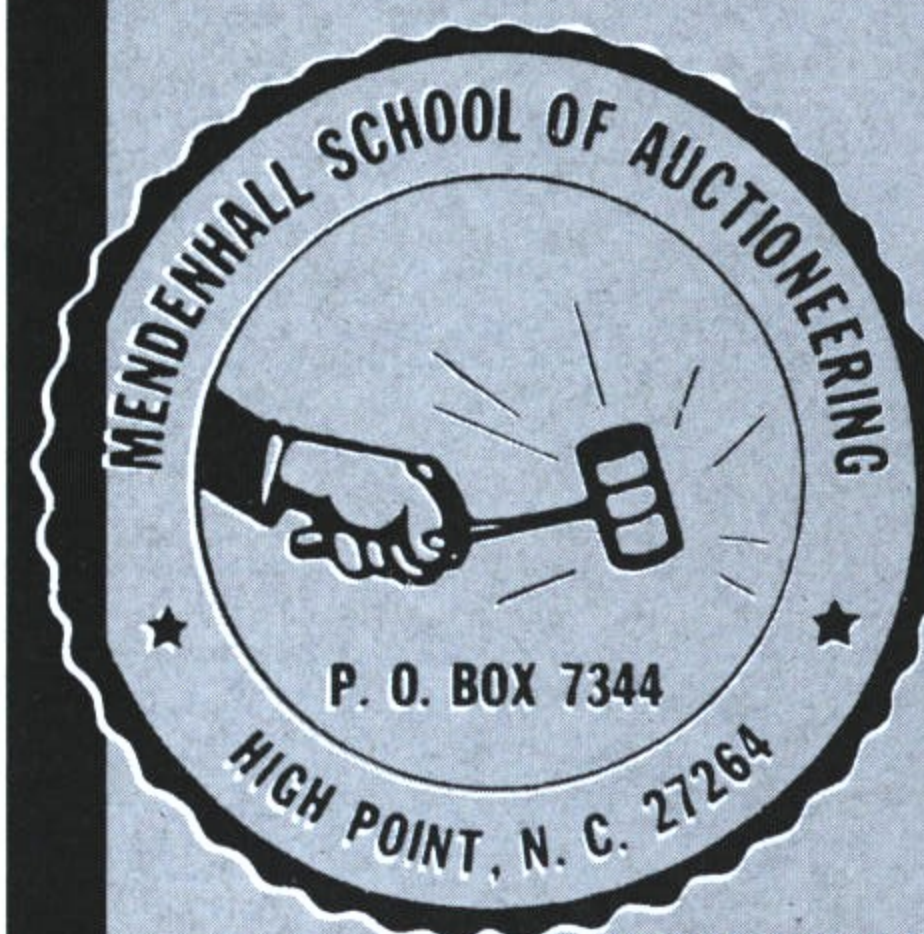
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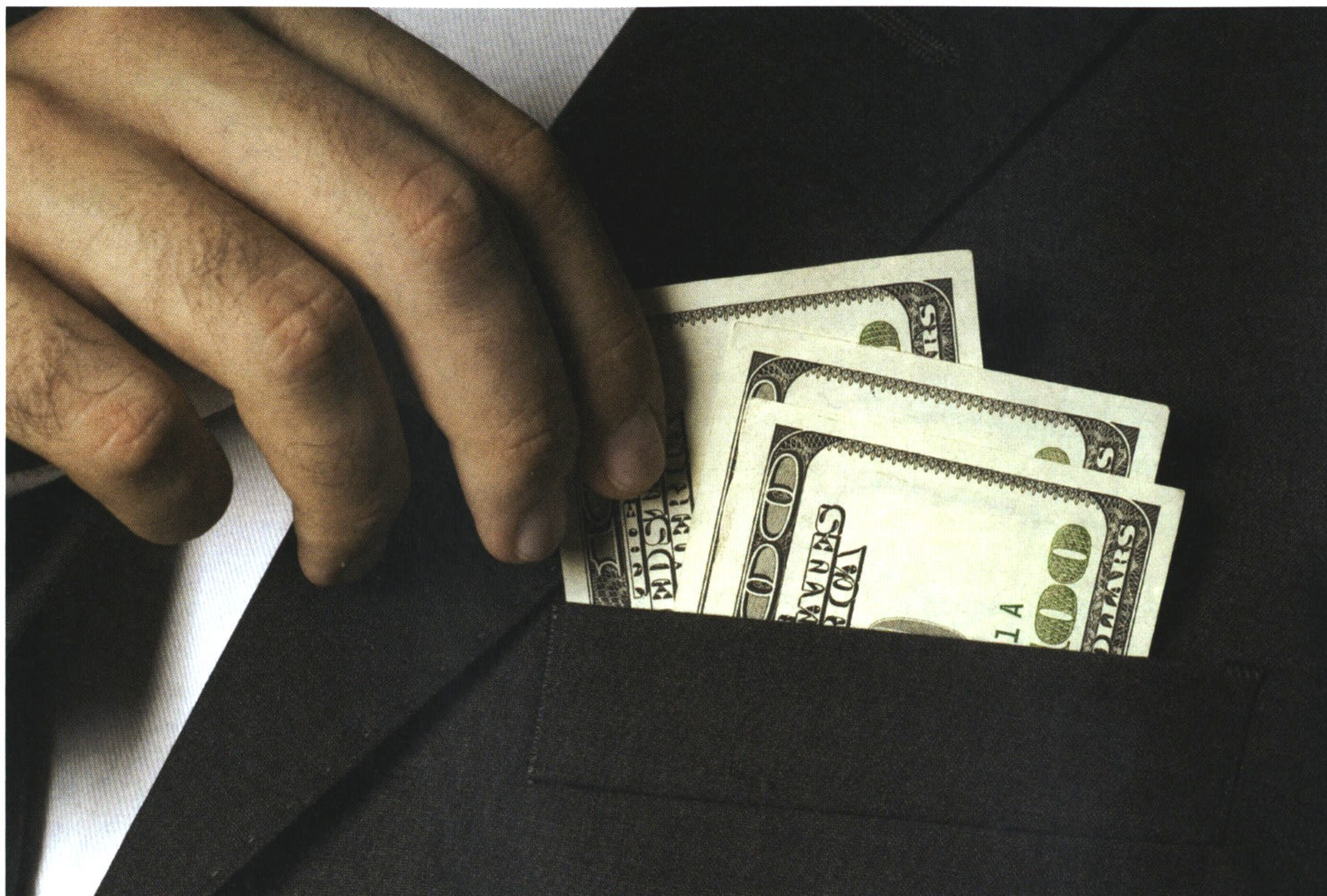
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NAA's new E & O Insurance Program is the first of its kind that will cover your business for general auctioneering, appraisals and real estate. This new program is not only unique in its coverage and offering, but also in the extremely attractive pricing. For details go to [www.auctioneers.org](http://www.auctioneers.org), click on the link "Association and Membership" (on left side of the screen), then read "Business Building Benefits" in the box on the left side of the next page.

**Don't pass up savings that you could obtain by a few minutes of investigation today!**





# 5 tips to prepare for Conference and Show

By Steve Baska, editor

To get the most of your time at NAA's Conference and Show, plan how you'll spend each day. You've spent time making your travel and registration arrangements, so why not put in a few minutes to plan those important days for the best benefit? Here are some tips.

(1) Preview the activities schedule – The detailed schedule was included in your Conference and Show brochure sent with your May issue of *Auctioneer*, or look on the NAA Web site at [www.auctioneers.org](http://www.auctioneers.org) at the Conference and Show section. And plan a few outside things to do for recreation in the Overland Park/Kansas City area as your schedule allows.

(2) Choose seminars carefully – Veteran Auctioneers advise you go to a mix of seminars in your field and those that expose you to new information. You may get interested in a new niche of auctioneering that you had not previously considered.

(3) Decide who you will vote for in the NAA board elections – Details about each candidate were published in the May issue of *Auctioneer*. The candidates gave their views on many issues facing the NAA and the industry.

(4) Carry your essentials – It's a good idea for each participant to create their own NAA Conference notebook, in which they keep event schedules, travel information, business cards, notes from seminars, new ideas for business, and contact information from people they meet. Also be sure to take your cell phone and other things you may need throughout the day.

(5) Remember this while networking – Wear your nametag high and visible. Introduce yourself to new people. If you forget a name, simply admit it and ask them to repeat their name. Arrive early to events. Visit the tradeshow and other booths all around the conference.



Correction: Dennis Kruse, CAI, left, and Doyne Lenhart, CAI, AARE, are members of the charter class of CAI and were pictured last month in *Auctioneer* with Mr. Lenhart's last name spelled incorrectly. *Auctioneer* regrets the error.



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# Power up easily

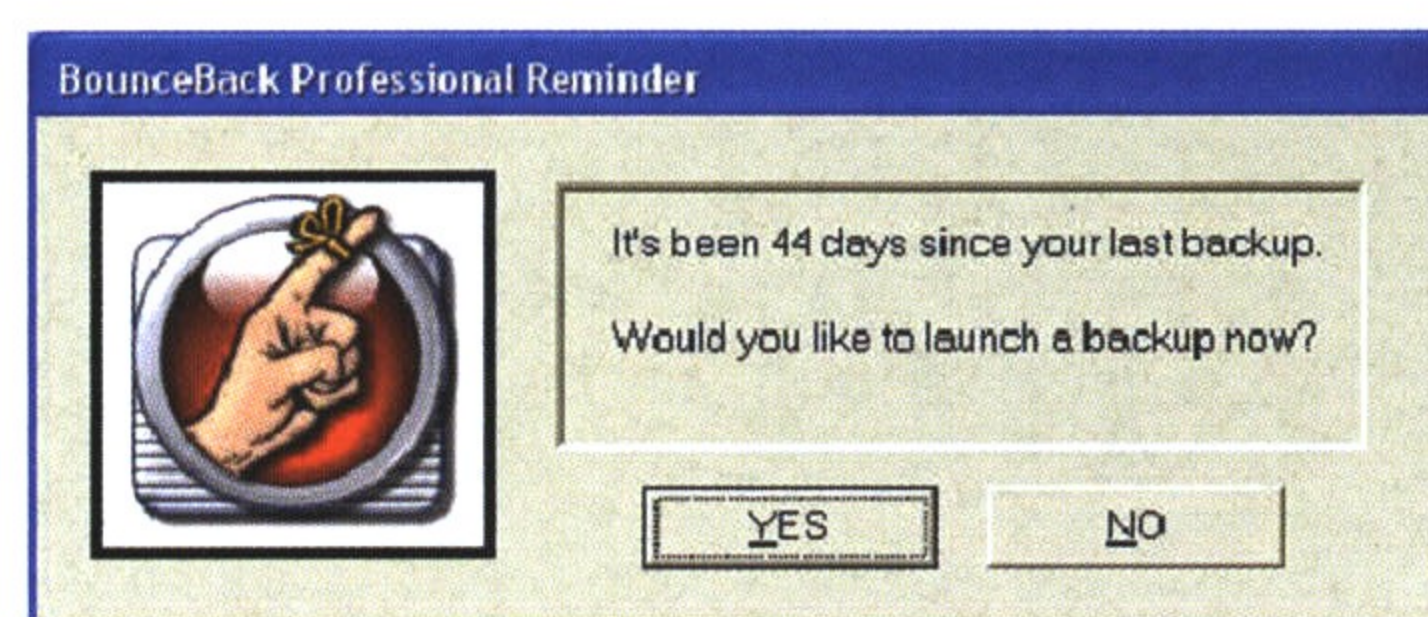
## Use a universal power adapter

*Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at [gmarshall@repconnection.com](mailto:gmarshall@repconnection.com), or visit his website at [www.repconnection.com](http://www.repconnection.com).*

I tell the airport security personnel that the backpack I carry onto planes is almost a walking Radio Shack.

I have the usual electronic travel toys: notebook computer, MP3 player, noise canceling headphones, wireless mouse, cell phone, etc. I also occasionally carry a

portable printer and/or a portable scanner. The problem with all these toys is they all need power. And they all have different power bricks (AC adapters). Plus on long flights if you are lucky you can plug your



computer and/or MP3 player into the plane's power supply, which of course is a unique plug.

Rather than carry all those bricks and second adapters for airplanes, I use a universal power adapter. There are a number of companies that make these adapters. iGo was an early one ([www.igo.com/](http://www.igo.com/)). More recently Kensington has made a small unit (<http://us.kensington.com/html/11168.html>). Targus has a large number of notebook accessories, one is a universal adapter ([www.targus.com/us/powerstore.asp](http://www.targus.com/us/powerstore.asp)).

All these adapters work the same way. The adapter comes with an AC cord, an empower cord, and a car cigarette lighter to empower adapter. They are compatible with any power, either 110 or 220 volt and 50 or 60 Hz. They come with a number of interchangeable tips that let you power different notebook computers (I've been creative and figured out how to power my portable printer using a similar computer's tip).

You can also buy a secondary adapter cable that will charge MP3 players or cell phones. Again they use interchangeable tips to adapt for many different devices. The bottom line on these universal power adapters is the best one for you is the one that has the tips to power the notebook, cell phone and any other electronic toys you might travel with. Let the tip wars begin! Right now iGo (and its OEMs) seems to be winning.

Of course, this all can be frustrating. Many of us live with piles of power bricks at home. One problem is like baggage, many adapters look similar. They may even have the same plug, but operate at different voltages. Plug the wrong brick into the wrong device and you may get snap, crackle, pop as the device fries itself. I suggest that as soon as you open a box, you label the power brick with the make and model number of the device. I've used small round labels or a silver Sharpie pen to label the brick.

But use the universal power adapter whenever you can. And, don't leave them behind in hotels or elsewhere. Given these universal adapters can cost \$100 or more, leaving them behind can be very expensive. Put an address label on the back of your adapter or power bricks. That way if someone finds them, they can return them.



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To book hotel reservations call NAA Travel 877-363-9378 or visit [www.auctioneers.org/conference2009.aspx](http://www.auctioneers.org/conference2009.aspx).

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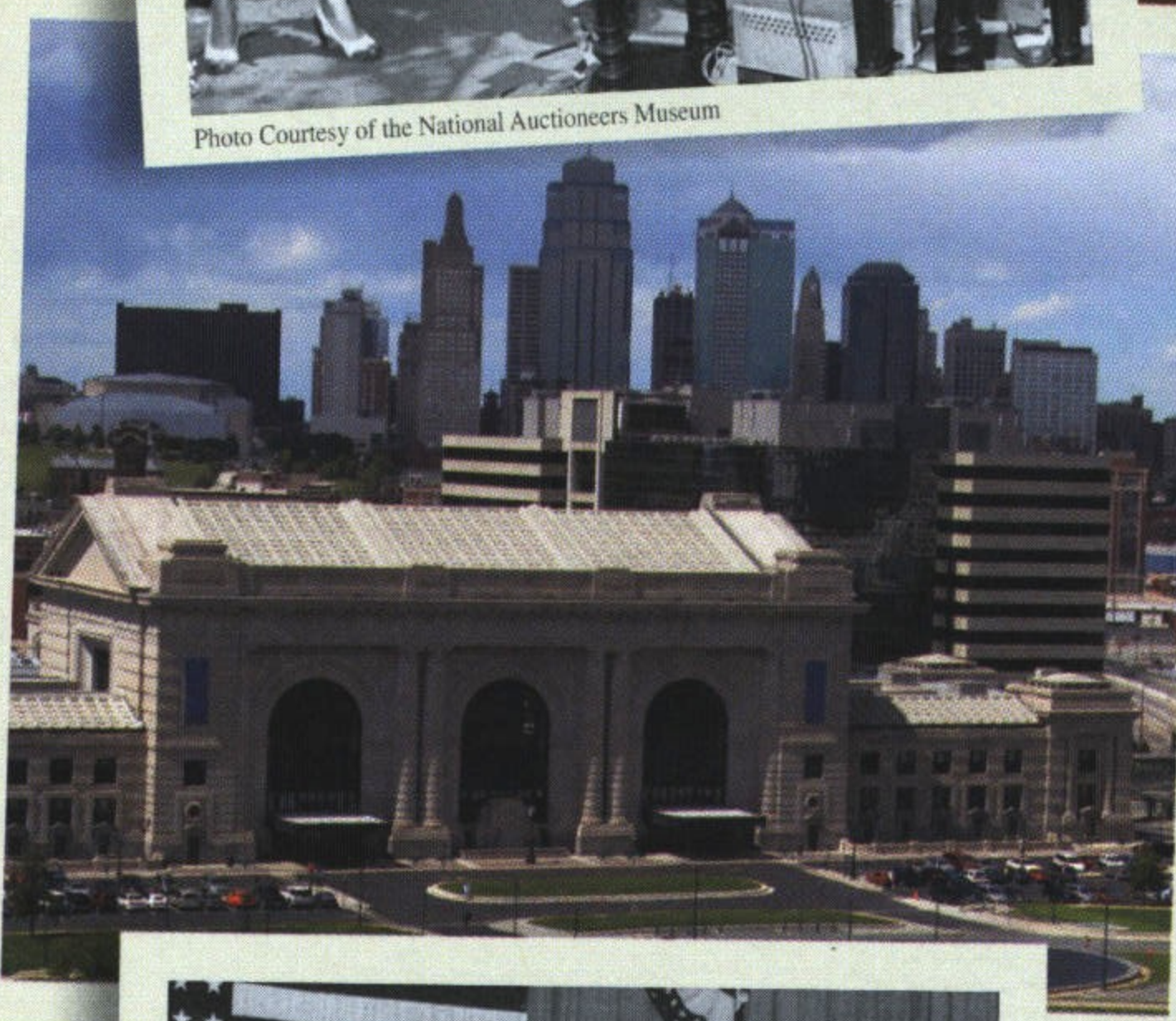


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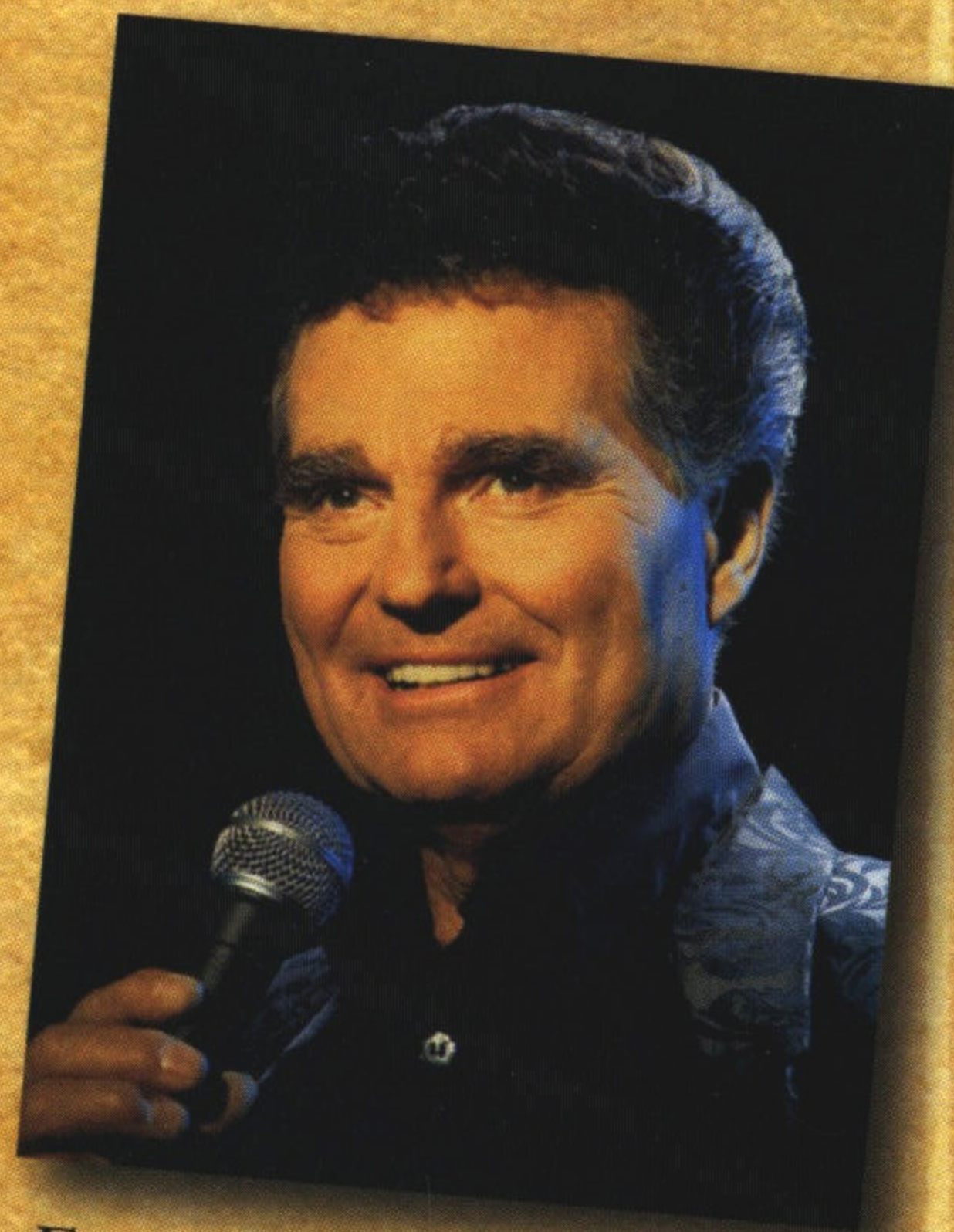
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This will be a casual, picnic-style event where conference attendees can reconnect with old friends. United Country Auction Services' home office will be the perfect place to network with other auction professionals while you kick back and stroll the beautiful rolling acreage of our national headquarters.



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