Auctioneer

MARCH 2007

The official publication of the National Auctioneers Association

Cost of Doing Business Survey

helps you compare to similar firms

2006 Year-End Report

shows strong growth for auction industry

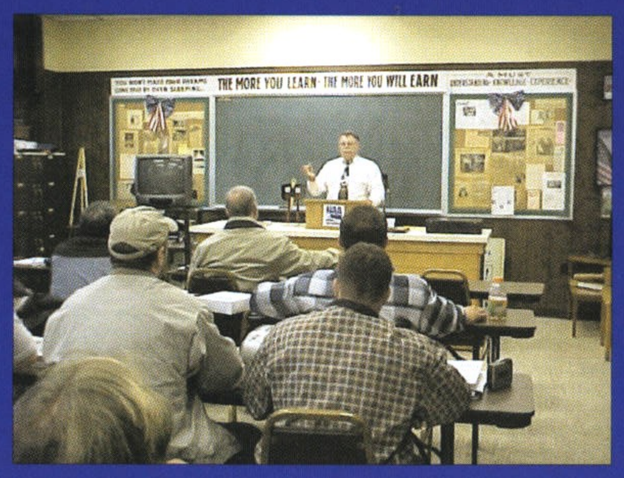
APPLES VS. ORANGES

AMERICA'S TOP AUCTIONEERS ARE TRAINED HERE!!!!

MENDENHALL SCHOOL OF AUCTIONEERING
PO BOX 7344
HIGH POINT NC 27264

PHONE 888-833-0316 FAX 336-887-1107

WWW.MENDENHALLSCHOOL.COM
MENAUCTION@AOL.COM



START WITH A FIRM FOUNDATION. CALL OR WRITE TODAY, FOR A FREE CATALOG

MENDENHALL SCHOOL OF AUCTIONEERING
P. O. BOX 7344
HIGH POINT, N. C. 27264

LEARN FROM THE PROS AND LEARN MORE ABOUT AUCTIONS THAN YOU EVER THOUGHT POSSIBLE

CONTROL YOUR AUCTION!

WITH AMPLIVOX PORTABLE SOUND SYSTEMS

WIRELESS HALF-MILE HAILER - MODEL SW610A

- 50 WATT AMPLIFIER
- BUILT-IN WIRELESS RECEIVER
- INCLUDES LAPEL AND HEADSET MICROPHONES
- DUAL WIRELESS CAPABILITY WITH SECOND MIC KIT
- WIRELESS HALF-MILE HAILER KIT AVAILABLE

INCLUDES SECOND SPEAKER, TRIPODS, CASE

WIRELESS TRAVEL AUDIO PRO - MODEL SW905

- 100 WATT AMPLIFIER
- BUILT-IN 10 CHANNEL UHF WIRELESS RECEIVER
- CHOOSE HEADSET, HANDHELD, OR LAPEL MIC
- OPTIONAL SECOND BUILT-IN UHF RECEIVER
- BUILT-IN TAPE RECORDER AND CD PLAYER
- INTERNAL RECHARGEABLE BATTERIES & AC POWER

AMPLIVOX® PORTABLE SOUND SYSTEMS

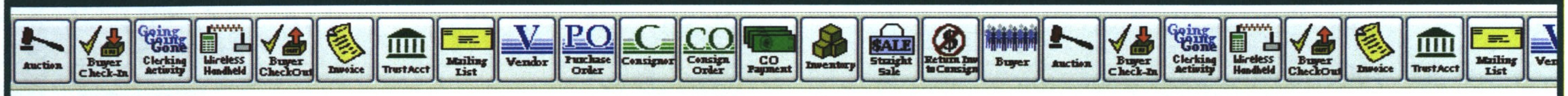
c UL us LISTED 917L

■ MADE IN THE USA ■ 6 - YEAR WARRANTY

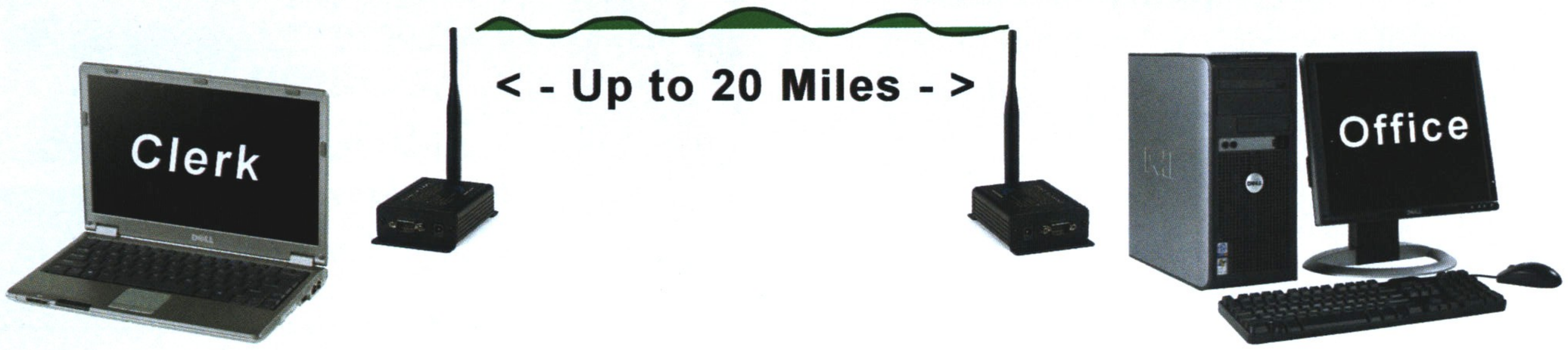
Auction FLEX®

The Powerful Auction Industry Software Solution

(Lotted - Non-Lotted - Multi-Parcel)

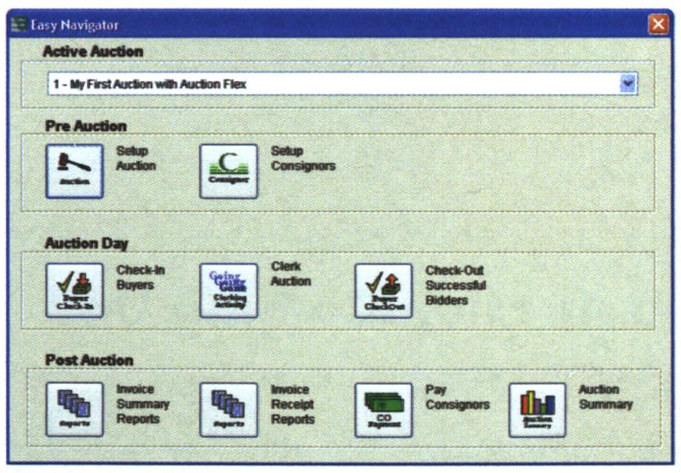


RF MODEM CLERKING HAS ARRIVED!



Auction Flex is the de facto market leader in auction management software for Windows. Started in 2000, Auction Flex has quickly established a reputation for providing powerful, flexible software and unmatched customer service. Download a free trial from www.auctionflex.com and see what you've been missing.

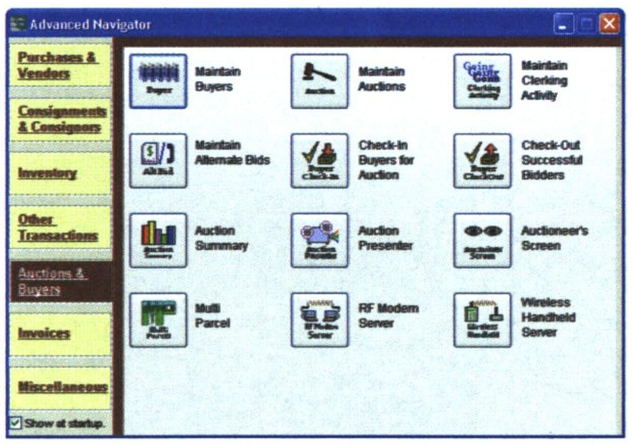
Easy Mode



BUYER CHECK-IN

1. Scan drivers license
2. Capture image
3. Print bidder card
4. Next!

Advanced Mode

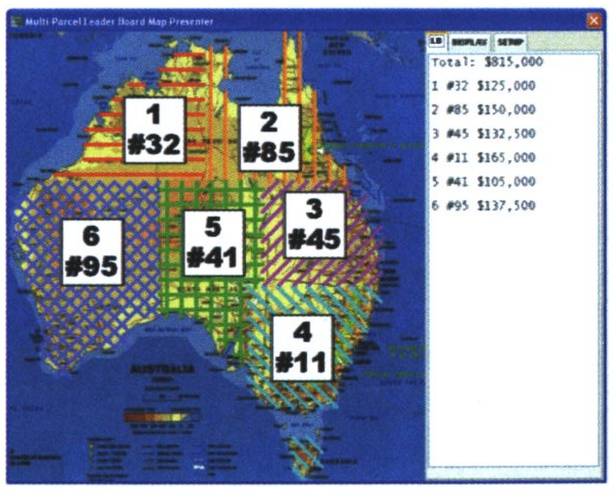


WIRELESS HANDHELD CLERKING

IWS

Integrated internet absentee bidding on your website!
1 click to upload your auction
1 click to download your bids
Seamless & Easy

Multi-Parcel Capabilities Too!



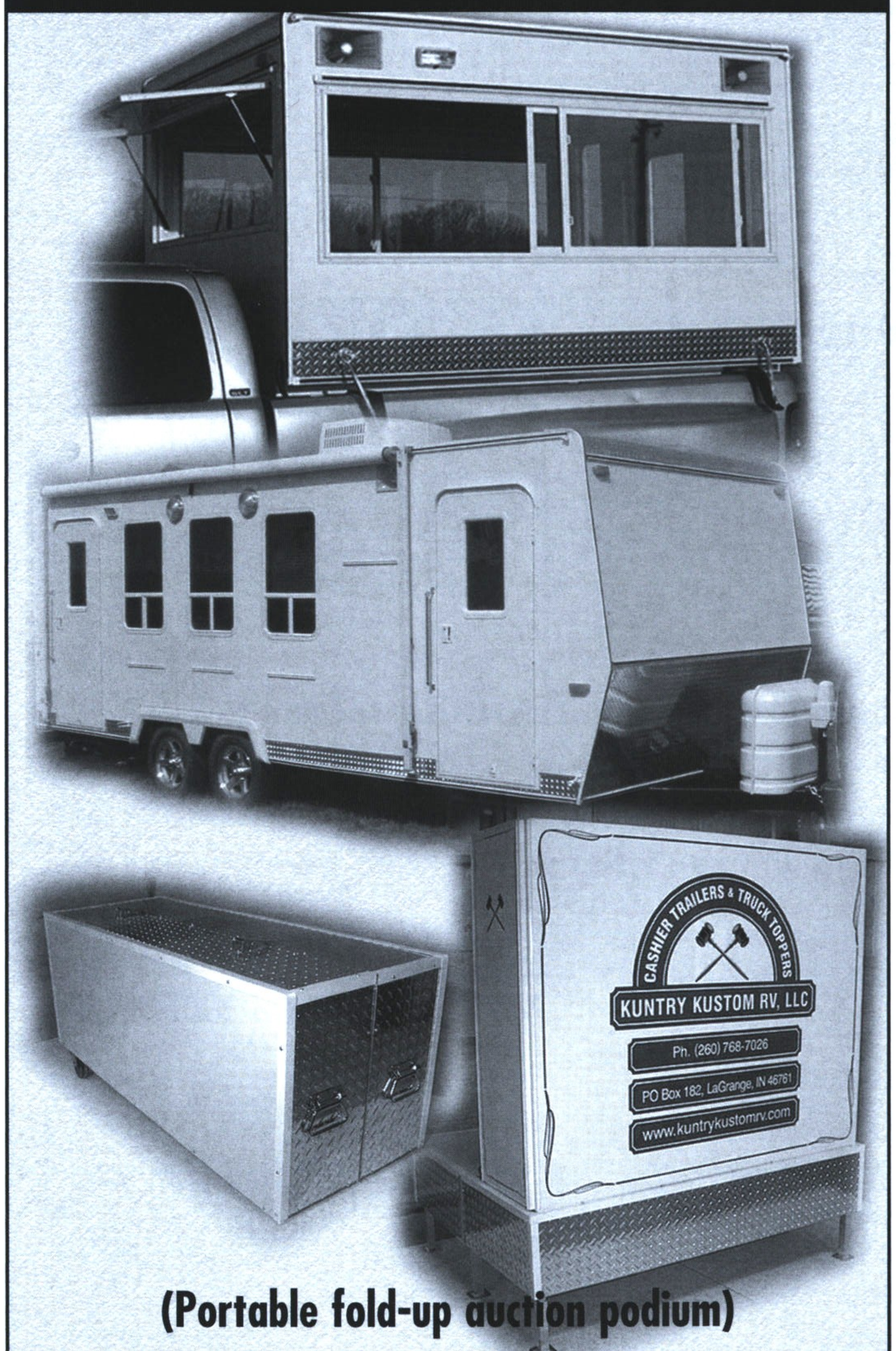
w w w . a u c t i o n f l e x . c o m

7 E Silver Springs Blvd #200
Ocala, FL 34470

Sebae data solutions

Phone: (352) 624-2791
Fax: (352) 368-9735

Fiberglass, Industrial, Quality Built Cashier Trailers & Auction Toppers



(Portable fold-up auction podium)

Professionally designed and customized to your specifications. High end quality with professional appearance at affordable prices.

Let our 30 years of Rv experience work for you.

www.kuntrykustomrv.com

Kuntry Kustom Rv LLC

PO Box 182 • Lagrange, IN 46761

Ph: 260-768-7026 Fax: 260-768-7085

Willis Yoder, CAI Manager

MULTI-PAR™ Bidding System

Land Auction Coming Up?

The only way to sell multiple lots, tracts, and parcels!

"It's very simple to use and has worked well for us."

Joe Wilson, CAI
NAA Past Pres.

- Competitive Prices!
- Sell up to 120 units at once!
- Will work alongside your existing clerking software!
- FREE technical support!
- No maintenance agreement fees!
- Used by auctioneers since 1991!
- Use for farmland, subdivision lots, timber, warehouse space!
- Lightening fast speed—even for the largest auctions!

812.963.5616
www.multi-par.com

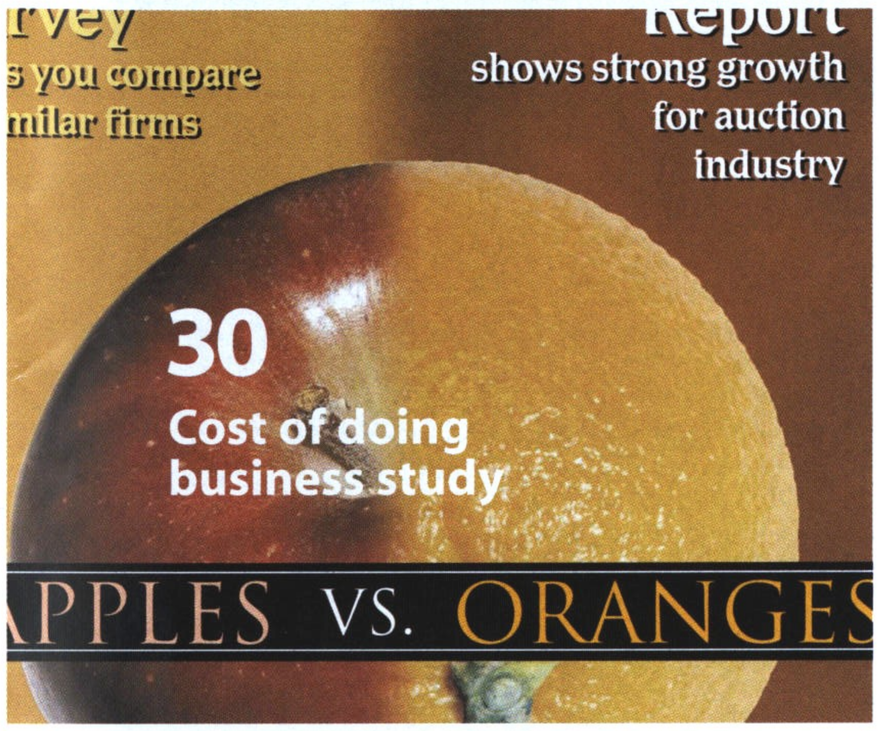
over 15 years of multiple parcel auction experience

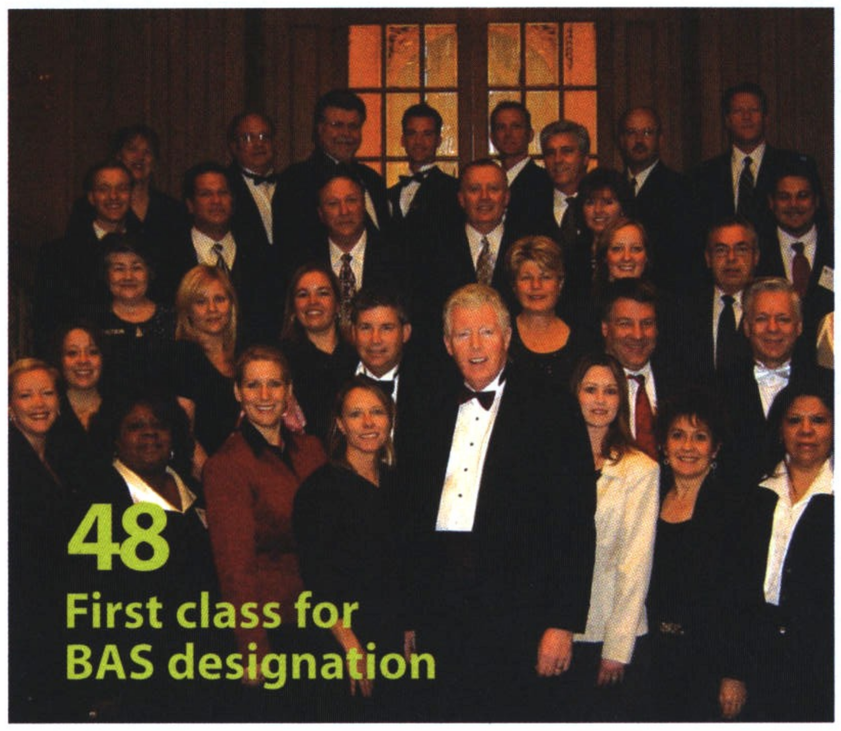
www.auctioneers.org

Auctioneer

The official publication of the National Auctioneers Association

MARCH 2007 VOLUME 59 NUMBER 3





Features

2006 industry statistics 36
Online auctions are the great equalizer 40
National Auctioneers Day 42
Winter symposium 50
Improving your business 62

On the cover

How would you like to be able to compare your firm's costs to other auction firms of your size? NAA helps you do that with the cover story in this issue, the Cost of Doing Business Survey. The story tells about many categories of expenses, including insurance, employee benefits, rent and others. See what you can glean from this financial analysis.

Cover design by Leanna Morris, NAA's Technical and Creative Services Manager.

Columns

From the President 10
Headquarters Report 13
Education 14
Member Services 15
NAF 16
Invest in Your Future 17
Conference and Show 18
Government Relations 20
Auxiliary 22
Legal Questions 24
Partner Profiles 46
Technology 52
In the Industry 54
Association News 56
Success Stories 60
Cybertips 68
Parting Thoughts 74

Reader Services

Mailbox 6
Education Institute Events 12
New Members 66
NAA Resources 69
NAF Calendar 71
Advertiser Index 73

NAA Auctioneer

Auctioneer

The official publication of the National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214-1985. Phone (913) 541-8084, member service line (888) 541-8084. The magazine is published at the first of the month, with 12 issues annually. *Auctioneer* is a means of exchanging ideas that will serve to promote the Auctioneer and the auction method of marketing. Periodicals Postage Rate (USPS 019-504) is paid at Shawnee Mission, KS and at an additional mailing office. POSTMASTER: Send address changes to *Auctioneer* magazine (NAA), 8880 Ballentine, Overland Park, KS 66214-1985. Copyright 2007 by the National Auctioneers Association. Materials may not be reproduced without permission.

VA loans don't work well with real estate auctions

I recently had the opportunity to conduct a residential real estate auction in Jacksonville, NC. I had barely put the auction sign in the ground and when I returned to Raleigh I had already received several calls about the auction. To make a long story short, the callers all had served in the military and said they had pre-qualified for a certain number of dollars for a loan. I thought that was great. What I didn't know was that all of these people had been approved for Veterans Administration loans. I received an education on VA loans very quickly and this is what I learned.

VA loans and auctions do not work well together; it is like mixing oil and water. VA loans require an inspection and an appraisal before committing to a loan. They will then loan up to the amount at which they (the VA) values the property. Further, most of the people using a VA loan will not have the auction-required down payment needed at the close of the auction. So here are the two problems--contingency and deposit. Don't misread my concerns. I am glad that there is such a program in place for our military service people and veterans. If it were not for them, we would not have the freedoms we enjoy today.

There is a way to work around this conundrum if your sellers agree to it. If we assume that the VA buyer will more than likely receive VA approval for the loan, the sellers may opt to get the inspection and appraisal to satisfy the VA buyer requirements in advance of the auction. Then the sellers may choose to advertise that the property has met VA requirements. The big down side to this is if the bidding advances above the value that the VA has placed on the property. Then the buyers would lose their eligibility for the VA loan. I discussed this directly with the Veterans Administration in Washington.

At my auction in Jacksonville, the sellers decided to not incorporate the VA loan requirements. We still had nine bidders at the auction and got the property sold at auction. Every auction is an education in itself.

Tom Jordan, AARE, CES
Carolina Auction & Realty, Inc
Raleigh, NC

Correction

A Letter to the Editor in the January *Auctioneer* from Stephen H. Schofield, CAI, AARE, CES about his trip to South Africa with D Byers, CAI, incorrectly stated that met with Alon Kowen. They did not. This was an editing error inserted by NAA staff. The letter also indicated that he lives in Effingham, NH, but he has since moved to North Conway, NH.

NAA Auctioneer

National Auctioneers Association
2006-2007 board of directors

President
William L. Sheridan, CAI, AARE, GPPA
(517)676-9800, Email: bill@sheridanauctionservice.com

President-Elect
Thomas L. Williams, CAI
(918)369-0472, tommy.williams@williamsauction.com

Vice President
Randy A. Wells, CAI, AARE, GPPA, CES
(208) 699-7474, Email: rwells@tranzon.com

Treasurer
Scott Musser
(509) 735-4278, Email: ssmusser@mbauction.com

Chairman of the Board
Dennis K. Kruse, CAI
(260) 927-9999, Email: dkkruse@skyenet.net

Chief Executive Officer
Robert A. Shively, CAE
(888) 541-8084 ext.11, Email: bob@auctioneers.org

Directors
Terms Expiring 2007
W. Ronald Evans, CAI, AARE, CES
(202) 269-4831, Email: ronevanscapital@aol.com

John J. Hines, AARE
(715) 273-3377, Email: hinesauction@sbcglobal.net

Thomas M. McInnis, CAI, AARE
(910) 997-2248, Email: tom@ironhorseauction.com

W. Scott Swenson, CAI
(512) 261-3838, Email: sswenson@swensonauctioneers.com

Terms Expiring 2008
James F. Littlejohn, CAI, AARE, CES
(260) 925-2796, Email: jflittlejohn@sbcglobal.net

John Reddish, CAI
(479) 750-7217, reddishauctions@cox.net

Jeff Stokes, CAI
(253) 925-9650, Email: jeff@stokesauctiongroup.com

Jay Ziegler, CAI, AARE
(717) 533-4267, Email: info@zieglerauction.com

Terms Expiring 2009
Christie King Ray, CAI, AARE
(256) 546-5217, Email: ckingray@jpking.com

H. John Kramer, CAI, AARE
(937) 456-1101, Email: john@krameraucti ons.com

Darron J. Meares, GPPA
(864) 947-2000, Email: darron.meares@mearesauctions.com

Lance Walker, CAI, CES
(901) 384-9992, Email: lance@walkerauctions.com

Ex Officio Director
Jane Campbell-Chambliss, CAI, AARE, GPPA, CES
(410) 263-5808, Email: info@campbellauctions.com

CUS is...Windows or DOS.
...Online or in person.
...Large auction or small.
...On the road or at home!

The Auction Industry Software Authority

• Whether you use a single computer to run a small farm auction or a 30-user network for a large construction equipment auction, **CUS has the right system for you.**

• Whether you stay home in your own auction center or have a dozen auction teams traveling the world, **CUS has the right system for you.**

• Whether your client is the estate of John Smith or an agency of Uncle Sam, **CUS has the right system for you.**

When over 1200 auction firms use CUS every day, to sell any type of asset, in every corner of the globe, you know that **CUS has the right system for you, too!**

- Windows software with all of the features of our popular DOS system...and so much more!
- One-click upload to your online auction with pictures
- Fully integrated contact and mail management with email
- The most powerful inventory management software in the industry

CUS Business Systems

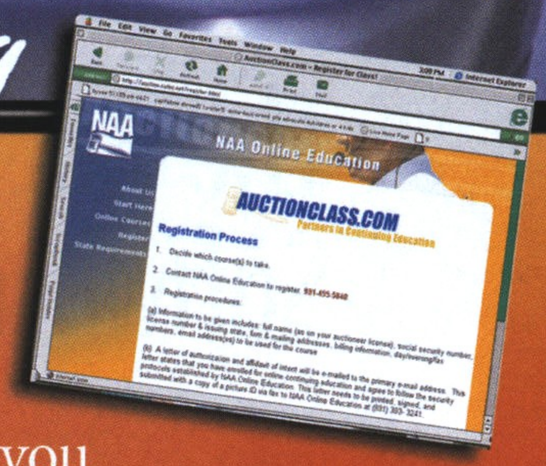
OUR CLIENTS SPEAK LOUDER THAN WORDS

1580 Sawgrass Corporate Parkway • Suite 130 • Sunrise, FL 33323

954-680-6545 • email: info@cus.com • website: www.cus.com

NAA ONLINE EDUCATION

Introducing



A new NAA benefit designed with busy people in mind. NAA Online Education gives you the opportunity to complete continuing education easily with your schedule in mind. Courses are accessible anytime within a 30-day period and can be accessed on the web 24 hours a day. Each online course is only $95 for members and $125 for non-members.

COURSES INCLUDE:

•Environmental Issues
•Marketing and Advertising for the Auctioneer
•Internet 101 Guide for Auctioneers
•Auction Math
•Math 201
•Auctioneering Ethics
•Internet Strategies
•Auction Administrator
•Auction Manager
•Care of the Voice
•Intro to GPPA

NAA Auctioneer

For more information call (931)455-5840 or visit www.auctioneers.org

NAA Online is provided in partnership with the Nashville Auction School

The National Auctioneers Association is a dynamic, harmonious, proactive organization providing progressive leadership and education for the membership, industry and consumer; the leading authoritative voice for the auction method of marketing.

NAA Auctioneer

National Auctioneers Association
8880 Ballentine
Overland Park, KS 66214
Member Service Line: (888) 541-8084
Fax: (913) 894-5281
email: info@auctioneers.org
Web: www.auctioneers.org

HEADQUARTERS STAFF
(888) 541-8084 (direct extension # listed)

Administration
Chief Executive Officer
Robert A. Shively, CAE (ext. 11)
bob@auctioneers.org

Executive Services Manager
Joyce Peterson (ext. 16)
joyce@auctioneers.org

Director of Conference & Show
Carrie Stricker (ext. 14)
carrie@auctioneers.org

Accounting
Director of Accounting
Janel Lamb (ext. 12)
jlamb@auctioneers.org

Accountant
Judy Hennessy (ext. 35)
jhennessy@auctioneers.org

Membership
Director of Member and State Association Services
Ashley Herman (ext. 13)
aherman@auctioneers.org

Membership Marketing Coordinator
Heather Rempe (ext. 15)
hrempe@auctioneers.org

State Association Executive Services Manager
Trisha Klosterman (ext. 32)
tklosterman@auctioneers.org

State Association Executive Services Manager
Sandra Bunten (ext. 39)
sbunten@auctioneers.org

Communications
Director of Communications
Steve Baska (ext. 18)
steve@auctioneers.org

Associate Editor/Graphic Designer
Ryan Putnam (ext. 30)
ryan@auctioneers.org

Technical and Creative Services Manager
Leanna Morris (ext. 25)
lmorris@auctioneers.org

Public Affairs Manager
Erica R. Brown (ext. 31)
ebrown@auctioneers.org

Corporate Accounts/Advertising
Account Manager
Wendy Dellinger (ext. 20)
wdellinger@auctioneers.org

Continuing Education
Director of Education
Dr. Harlan Rimmerman (ext. 19)
hrimmerman@auctioneers.org

Education Coordinator
Pamela Bray (ext. 23)
pbray@auctioneers.org

Education Coordinator
Lois Zielenski (ext. 28)
lzielenski@auctioneers.org

NAF Director of Development
Dave Hanneman (ext. 26)
dhanneman@auctioneers.org

"YES – THIS IS OPPORTUNITY KNOCKING."

THE LONG TIME SUBSCRIBERS OF ANTIQUE TRADER BUY OR COLLECT: *GLASS 46.5% POTTERY 43.5% FURNITURE 38.4% CHINA 38.4% ADVERTISING / MEMORABILIA 34.2% JEWELRY 31.5% (JUST TO NAME A FEW VENUES). IF YOU HAVE AN UPCOMING AUCTION OR SHOW FEATURING ANY OF THESE ITEMS – CALL OUR HELPFUL ADVERTISING REPS AND ASK FOR THE "WELCOME HOME" PLAN.

1-888-457-2873

Antique Trader®

Antique Trader October 15, 2002 readership survey results.

Your feedback is key to the biggest thing we do

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

The NAA supports Auctioneers and auction staffs in many important ways, but probably the biggest thing we are doing right now is releasing to the world four times each year the statistics we gather about the economic performance and size of the auction industry and all its segments, from real estate to autos and charity auctions.

As you can read in the cover story of this issue, the industry's revenues rose 7.1 percent in 2006, with residential real estate growing 12.5 percent. That's exciting growth, and frankly, it's exciting that NAA can report those numbers with such specificity and authority.

Since we started compiling this economic data in 2004, there has been an explosion of media coverage of these industry reports and, consequently of what Auctioneers are doing. NAA has become the single authoritative voice of the auction industry because of this data gathered by the Morpace International research firm, funded by the National Auctioneers Foundation and released by the NAA. No other organization can tell how much the industry is growing and in what areas.

But, if we are to continue getting this coverage in USA Today, the Wall Street Journal and other national and local media, we need your help. Four times a year we send emails to NAA members asking you to fill out a survey that is used to create these important data reports. The email asks you to click on a link that takes you to the survey, which takes a maximum of 10 minutes to complete. You just punch buttons and send the email back. Then, your anonymous responses are compiled to become this authoritative data that is released to the media to show how the auction industry is changing.

There is only one way we can continue providing this data to the world, and that is for you to respond. The number of responses we receive must be large enough to enable Morpace to make statistically-accurate estimates of the entire industry. So far, they have been able to do so. We want to keep it that way.

Please, take a few minutes to complete the survey. Sure, it is one more thing to do in your already-busy day and full email box, but keep in mind that this survey can benefit you directly and indirectly.

Directly, many NAA members are sending out press releases to their local media alerting them that residential real estate auctions grew at a 12 percent rate last year, and that the local Auctioneer is part of this trend. Many newspapers are then following up with stories on the Auctioneer and the trend. That is how you benefit directly. In fact, I urge you to pull out the four-page brochure, inserted in this issue, about the 2006 year end report, then photocopy it and send it to your local media with a letter telling them that they should be covering these trends and local Auctioneers. Their business editors are looking for trend stories. Here is one at your fingertips.

Indirectly, your filling out of the survey helps promote the entire auction industry because this data is used by so many national media outlets that the effect is a gradual raising of the public's interest in auctions. Even if you don't personally get a local story from these statistics reports, you're helping the industry nationally.

Do the words "statistics" and "data" sound boring to you? Take a positive outlook and look past them to phrases like "real estate is the hottest growth category," "autos are the biggest category" and "charity auctions are growing." Those are what the media is latching on to, and we all need to be helping that along.

We know that buyers and sellers are increasingly seeing the advantages the auction method brings to the sale and we are excited to be a part of this shift in public perception. Yes, the auction method itself draws interest, but we as Auctioneers and NAA members are helping push its growing success. Filling out this survey is one way we are doing that.

So, the next time an email from NAA lands in your email box asking you to take a few minutes to complete that survey, please do it swiftly and cheerfully. You and your industry will be better off for your effort.

Bill

"Featuring The Best Auctioneers & Ringpeople In The Automobile Industry"

2007 World Automobile Auctioneers Championship

April 27 & 28, 2007

Paul C. Behr, President
World Automobile Championship

$50,000

Prize Money, Trophies & Gifts

Auto Auctioneers/Ring People "Do you sell automobiles?"

-You Qualify-

•Auto Auctions •Public Auctions •Salvage Auctions
•Dealer Auctions •Other Auctions

"The LARGEST purse in Auctioneer competition history"

Colorado Auto Auction

To be held in Denver, Colorado

FOR INFORMATION & ENTRY FORM
Contact Paul C. Behr
paulcbehr@comcast.net

We invite you to attend this event, as a contestant or guest.
We'll roll out the red carpet for you!

Come be part of history

"See you in Denver!"

Paul C. Behr

FOR THE BEST IN AUCTION PRINTING

We offer a full spectrum of printing and mailing options for auctioneers nationwide.

Give us a call today to find out how we can best fulfill your auction printing needs.

Division Manager
Steve Holden
steveholden@industrialpublishing.com • 800.823.9118

INDUSTRIAL PUBLISHING, INC.
NAA Auctioneer

2895 CHAD DRIVE • EUGENE, OREGON 97408
800.929.2800 • Fax: 541.342.3011 • www.industrialpublishing.com

NAA Education Institute

Listed by Event

Real Estate Seminar
April 16-17, 2007 — Chicago, IL

Professional Ringmen's Institute Training
July 15-17, 2007 — San Diego, CA

Designation Classes

AARE Accredited Auctioneer, Real Estate

AARE 100
April 29-30, 2007 — NAA Headqtrs.
July 12-13, 2007 — San Diego, CA
November, 2007 — Atlanta, GA

AARE 200
May 1-2, 2007 — NAA Headqtrs.
July 14-15, 2007 — San Diego, CA
November, 2007 — Atlanta, GA

AARE 300
May 3-4, 2007 — NAA Headqtrs.
July 16-17, 2007 — San Diego, CA
November, 2007 — Atlanta, GA

Benefit Auction Specialist
March 31-April 3, 2007 — Cincinnati, OH
July 12-14, 2007 — San Diego, CA

CES Certified Estate Specialist
April, 2007 — Seattle, WA
June 12-14, 2007 — Concord, NC
July 15-17, 2007 — San Diego, CA
October 8-10, 2007 — NAA Headqtrs.

CAI Certified Auctioneers Institute
March 18-23, 2007 — Bloomington, IN

GPPA Graduate Personal Property Appraiser

101 Basic Appraisal Writing & Research
July 13-14, 2007 — San Diego, CA
September 17-18, 2007 — NAA Headqtrs.
December, 2007 — Tucson, AZ

201 Small Business Evaluation
July 15-16, 2007 — San Diego, CA
September 19-20, 2007 — NAA Headqtrs.

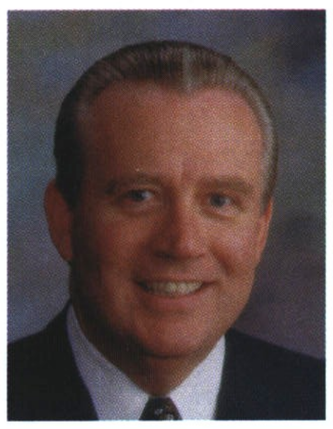
301 Antiques & Residential Contents
September 19-20, 2007 — NAA Headqtrs.
December, 2007 — Tucson, AZ

301 Manufacturing/Process Equipment
September 19-20, 2007 — NAA Headqtrs.
December, 2007 — Tucson, AZ

301 Construction/Agricultural Equipment
September 19-20, 2007 — NAA Headqtrs.
December, 2007 — Tucson, AZ

USPAP Certification Class
March 26-27, 2007 — Manchester, NH
November, 2007 — Greensboro, NC

Are you interested in bringing NAA Education to your area? Call 888.541.8084, Ext. 28
Check the NAA website for changes and additions.



Are you really providing superior service?

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

Like many young kids, once upon a time I had a paper route for a weekly newspaper. Once an afternoon tall stacks of paper were dropped off at our driveway. I carefully folded each one in thirds, put a rubber band around them, stuffed them into my bag, and then took off either by bike or on foot to make my deliveries. Crazy kids that we were back in those days, we actually put the paper inside your screen door.

My, how things have changed! Now I pay to have the *Topeka (Kansas) Capital Journal* delivered each day. Let me suggest that "deliver" is a bit generous to describe what I get to look forward to each morning. If I am lucky (and at least once or twice a month I am not) a screeching car will slow down in front of my house around 5 a.m. and an anonymous arm will fling a blue *Topeka Capital Journal* plastic bag containing the day's paper out on the driveway in front of my house.

Compared to having to go to the newsstand or Starbucks to get the paper I guess this passes for home delivery. But somehow, it doesn't really feel like the paper is delivered when I still have to get dressed, put on shoes and a coat, and trudge out to pick up the paper. When I've gone to all that trouble, I may as well enjoy the paper at the coffee house and get myself a nonfat latte to boot.

Many companies deliver value like my so-called paperboy: they spend time and energy engaging in what looks like providing service, but they don't quite get it to the door. Instead, the end-users have to do just enough work that it makes them question their brand loyalty or companies they like to do business with.

NAA wants to provide world-class service and I can assure each member that we want to achieve the highest rating on service available and have the paper inside the screen door!

If I could find a delivery service that would put my morning paper inside my door, to bring that value right into my hands, I'd probably even pay a bit more for what now passes as "going the extra step," but once was the minimum expectation. Unfortunately, I don't have that option for that type of home delivery. But for just about every other product or service I want, I do. And so do your customers!

Last month in *Auctioneer* I shared with you the results of the "Ultimate Question" study that was conducted among the NAA membership. Based on this study I would say that NAA has 42.3% of our membership that feel we are putting their paper inside the screen door, 38.5% feel it is close to the door and 19.2% that it is in the street.

In today's super-busy world, it is easier than ever to find excuses for why we feel we have to scrimp on customer service. It seems we either don't have time, or money or whatever to provide top-notch service. So, just like newspaper delivery, the standard of service gets lowered. It's happening in many companies and industries. But, it doesn't have to. Let's keep a "super customer service" as a top goal, a focus for our auction companies.

NAA, also, wants to provide world-class service and I can assure each member that we want to achieve the highest rating on service available and deliver that paper inside the screen door!

JERE DAYE, II, CAI, AARE, GPPA, OF HOUMA, LA SPECIALIZES IN REAL ESTATE AUCTIONS AND HAS BEEN IN THE INDUSTRY FOR 18 YEARS.

AARE forges into 2007

The latest Morpace statistical study on the auction industry indicates that the sale of real estate using the auction method of marketing is continuing to experience positive growth. In working and speaking with Auctioneers associated with selling real estate, the opinions of those individuals indicate that the future looks bright for continued growth in this arena.

No longer is the sale of real property considered a last ditch effort to move that property. Many sellers are now viewing the auction method of marketing as their best opportunity to sell their property not only quickly, but also to receive fair market value.

Fifteen years ago, we developed the AARE (Accredited Auctioneer Real Estate) course. Throughout the development and the teaching of this designation, the NAA Education Institute trustees have continue to upgrade this course to keep it a viable and valuable course. That framework continues as we enter a new year.

The AARE 100 course has been completely re-written to include more information about the use of technology, newer methods of marketing properties, additional methods of marketing your firm, as well as information about working with real estate agents and brokers. The 200 course not only teaches you about using a financial calculator, but methods of promoting the sale of single family homes along with commercial real estate.

The AARE 300 used to be a course where a hypothetical property was presented and a group of students working together would do an auction proposal for that property. Today, Auctioneers taking this course are required to bring a laptop computer to class as they create a proposal using an actual listing. As part of the presentation, they must locate tax information, advertising rates, land use laws and regulations as well developing comps. This is all done by using the Internet.

Each group must then make their presentation to the instructor and the other members of the class. By participating in this exercise, the Auctioneer will learn how to work with not only sellers, but bankers and attorneys. They will be equipped to make a professional presentation to anyone interested in selling real property.

AARE has been one of the most sought after designations. The Education Institute will continue to work and improve this designation to make sure that anyone taking this course is well trained to work in this growing and exciting field.

Watch for upcoming classes and be ready to "get into the action." If you would like additional information about AARE or any of our other designations, please contact the Education Institute office at (888) 541-8084, extension 23 or 28.

NAA EDUCATION INSTITUTE TRUSTEES

Jane Campbell-Chambliss, CAI, AARE, GPPA, CES
- *chairman*
(410) 263-5808
info@campbellauctions.com

Kurt Aumann, CAI - *vice chairman*
(217) 563-2523
kurt@aumannauctions.com

Trustees
Terms expiring 2007:
Jane Campbell-Chambliss, CAI, AARE, GPPA, CES

Mark L. Manley, CAI, AARE, GPPA, CES
(800) 323-8388
mmanley@rowellauctions.com

Terms expiring 2008:
Jere Daye II, CAI, AARE, GPPA
(800) 433-1694
jeredaye@corbydaye.com

John Dixon, CAI
(770) 425-1141
john@johndixon.com

Terms expiring 2009:
Renee Jones, CAI, CES
(940) 665-5664
renee@npsolutions.com

Jack L. Christy, CAI, GPPA, CES
(317) 784-0000
info@christys.com

Terms expiring 2010:
Scott Shuman, CAI
(217) 352-6078
scott@westchester-group.com

Kurt Aumann, CAI - *vice chairman*

NAA Board Representative
Randy A. Wells, CAI, AARE, GPPA, CES
(208) 699-7474
rwells@tranzon.com

Creatively connecting with Auction Advantage newsletter

member services

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

Spread the word…the ultimate success of any organization rests on the ability to convince customers and potential customers that they will be receiving the best possible products and services available. So, it is up to you as business professionals and company owners to keep your customers engaged and educated on not only the industry you represent, but also the products and services you provide.

Keeping the most up-to-date information in front of your customers can be somewhat challenging as you have to continue to find new ways to grab their attention. As an Auctioneer, you need to think creatively on how to connect and educate your customers on the auction method of marketing.

When your potential clients choose to liquidate their property or sell their real estate, do they think of having an auction? Do these potential clients choose to call you first before going to and/or using other means of traditional sales? If you answered "yes" you're on the right tack and one of your member benefits, the *Auction Advantage* newsletter, can help you with your affordable and creative marketing efforts. If you answered "no" or even "sometimes" you're missing an opportunity to save time and money.

Let NAA's *Auction Advantage* newsletter help you! The Auction Advantage newsletter is a quarterly newsletter for the auction consumer. The best part is YOU as a member get to take full advantage of this creative benefit and with very little prep work.

Auction Advantage was created by the NAA to help members keep in touch with their customers and potential customers. It is a four-page, full color newsletter filled with facts, stories and information focused on the auction method of marketing. Best of all, it's cost effective at ONLY 45 cents per newsletter sent to each customer, including postage! The only cost incurred by members is little more than postage. If you choose to email a PDF electronic copy of the newsletter to your company's email distribution lists, then *Auction Advantage* is absolutely FREE.

Auction Advantage allows NAA members to keep your company's name in the minds of customers and potential customers; keep in touch with customers; keep customers up-to-date on the auction industry and keep customers thinking about auctions as their best resource for buying and selling goods.

The newsletter has your company contact information and your photograph printed on it, as well as positive news stories promoting the auction method and encouraging customers to attend your auctions. Simply provide us with your photo and mailing list and we do the rest. For just pennies over the cost of mailing you cannot afford not to take advantage of this creative marketing tool for your business.

Scott McKain, author of *What Customers Really Want*, illustrates that customers desire a connection with the people and organizations that they do business with, so the outcome is a persuasive experience that goes beyond simple business transactions.

Marketing gurus say, "The days of mass marketing are over, and we have gone to direct marketing." Take advantage of this opportunity and add it to your marketing mix.

Additional information about *Auction Advantage*, as well as other member benefits, can be found on the member's only section of the NAA website, www.auctioneers.org. Click on the member benefits link located on the left side of the screen.

CAI Benefit Auction Online!

PORTIONS OF PROCEEDS TO BENEFIT ST. JUDES & TRI-STATE SCHOLARSHIP

March 21, 2007 - 7:00 p.m.

A FEW OF OUR FEATURED LOTS INCLUDE:

- Kim Hagen Consultation Package
- LeRoy Van Dyke Concert! Backstage passes & Lunch with LeRoy
- VIP Passes to Kruse International Labor Day Auction!
- Giant Custom Handmade NAA 'Americana' Quilt by Lindsey Osborn
- Auction Zip - 30 day 'Featured Ad' Advertisement
- Hunting Expeditions
- NAA Education Package
- World Wide School of Auctioneering Bi-Lingual Training with Angelo Lopez
- Auction Block from Kuntry Kustom
- and much, much more!

Register online right now at: www.Proxibid.com

For more information contact: Kenny Lindsay (248) 473-1547 Darron Meares (864) 947-2000

A Special thanks to Proxibid for donating their online services

CAI AUCTIONEER

DO NOT MISS THIS AUCTION EVENT

PRESENTED BY CAI, CLASS II, 2007

national auctioneers foundation

SARA SCHOENLE IS THE NATIONAL AUCTIONEERS FOUNDATION ADMINISTRATOR

NATIONAL AUCTIONEERS FOUNDATION 2006-2007 BOARD OF TRUSTEES

Martin E. Higgenbotham, CAI - President
(863) 644-6681
auction@higgenbotham.com
(term expiring 2008)

Sara Schoenle - Administrator
(913) 541-8084 ext.17
sara@auctioneers.org

Trustees
Term expiring 2007:
Haskel Ayers
(423) 562-4941
ayersbh@ccdi.net

J. Craig King, CAI, AARE
(256) 546-8036
craig@jpking.com

Chris Pracht, CAI, AARE, CES
(846) 226-7941
jcpracht@aol.com

Scott Musser
(509) 735-4278
ssmusser@mbauction.com

Tommy Williams, CAI
(981) 369-0472
tommy@williamsauction.com

Terms expiring 2008:
Patricia Massart, CAI, GPPA, CES
(920) 468-1113
pat@massartauctioneers.com

Chuck Bohn, CAI, GPPA - Treasurer
(303) 340-2422
cfbohn@aol.com

Terms Expiring 2009:
Rob Doyle, CAI
(845) 635-3169
hikertwo@aol.com

Terry Dunning, CAI, GPPA - Pres. Elect
(847) 741-3483
tpdunning@aol.com

John Roebuck, CAI, AARE
(901) 761-0428 ext.111
john@roebuckauctions.com

Kip Toner - Vice President
(206) 282-9050
kip.ceo@KTBA.net

Museum curator
Lynn M. Ward
(913) 541-8084 ext. 17
lynn@auctioneers.org

National Auctioneers Foundation tour continues to Australia

Last month this column featured photos of the NAF tour to New Zealand held last October, when 28 people went on our study tour to visit that county and Australia, where we saw auctions and met local Auctioneers. In this month's column, we feature photos other Australia portion of the trip.

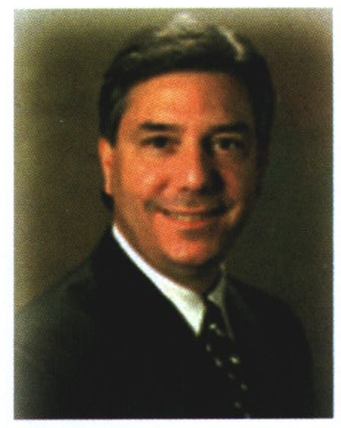
1. Wednesday, October 25th, our group departed Auckland, New Zealand for Melbourne, Australia. Upon arrival, we were greeted by our Australia representative who gave us a half-day city tour of Melbourne. Part of that tour included visiting Cooks Cottage. The Cottage and its surrounds commemorate the life and achievements of the man today celebrated as Britain's greatest explorer. Captain James Cook was a skilled navigator, cartographer and astronomer. The group also visited Fitzroy Gardens, a 150 year-old Victorian style garden on the edge of the city near Cook's Cottage.

2. Thursday, October 26th, our group boarded our private coach for a full-day tour to the Dandenongs and Yarra Valley. Dotted throughout the Dandenong Ranges are gorgeous villages, secreted amongst majestic eucalypts and giant tree ferns. The group rode the 100-year-old Puffing Billy, Australia's favorite steam train and one of the most popular of its kind in the world. It chugs along the narrow-gauge track from Belgrave to Gembrook, through towering forests and cool fern gullies.

Larry & Sherri Theurer in front of the Puffing Billy train.

continued on 70

Member phase of Initiative will challenge each member in April



DAVID HANNEMAN IS THE NATIONAL AUCTIONEERS FOUNDATION DEVELOPMENT DIRECTOR

Dear Friends,

Over the course of the past eight weeks, some members have shared with me comments like, "NAF is always asking us for money." I understand why this is the perception and, in my position, it is quite common to hear.

It may appear that the Foundation requests support too often; however, in reality NAF seeks your support prudently through a modest number of essential fundraising activities.

One of the contributing factors to the heightened sensitivity is the conduct of an extraordinary initiative entitled, "Investing in our Future." This project was launched in 2005 and has been extremely successful due to the generosity of NAA leaders across the country. Most of you are aware of the program and the benefits of this historic undertaking. The project is successful, but far from over.

Beginning in April, NAF will challenge every member to make a pledge of support to "Investing in our Future" during the member phase of the National Initiative. For those who have already made your pledge, thank you; for the undecided, please consider doing so, as it will serve as an inspiration to others.

The National Initiative will culminate in San Diego in July at the 58th International Auctioneers Conference and Show, and you will then no longer hear about the fundraising effort but rather the lasting benefits provided by its success. At Conference and Show all those individuals, state associations and companies who generously donated their time, talent and treasure to the program will be showcased in a celebration of success.

Each year NAF conducts an annual appeal. Like any successful enterprise, the Foundation needs resources to operate. To that end, each December the Foundation sends a request to every member as well as to past supporters of the Foundation. This program does not begin and end in December; although many people like the tax benefits of year-end giving, it is a yearlong opportunity to support the ongoing programs of the foundation.

Unlike "Investing in our Future," where the Foundation seeks extraordinary pledges, the appeal supports Foundation operations and special projects through renewable support at more modest levels. This year's proceeds will assist NAA in bringing quality speakers to Conference and Show as well as underwriting a portion of the National Auctioneer's Museum curator position. Throughout the year, NAF will send out information updating you on appeal progress and encouraging participation. This may appear to be another "ask for money" when in reality it is simply encouragement for those who have not made an annual gift to the Foundation.

This summer NAF will introduce a new planned giving program. Unlike the other programs, planned giving can produce a lasting tax benefit to you and your family. The Foundation will mail information once a year with additional information available through the Foundation's website.

As you reflect upon the Foundation's requests consider the impact of your generosity and your leadership. Leadership is often about doing what others will not do. Foundations are about leadership; people with vision coming together for the common good.

To succeed in its mission, it is incumbent upon NAF leadership to challenge and invite your participation. Giving is a personal decision; asking is a responsibility.

The National Auctioneers Foundation is a fundraising and grant-making enterprise; however, unlike other charities, when you invest in the NAF, you are investing in your future.

Sincerely,
Dave Hanneman, Development Director, NAF

Planned giving can produce a lasting tax benefit to you and your family.

CARRIE STRICKER IS NAA'S DIRECTOR OF CONFERENCE AND SHOW

Top 7 reasons to attend NAA's 58th International Auctioneers Conference and Show

1. Seminars

At NAA's Conference and Show this July 16-21 in San Diego, CA you can choose from more than 50 interactive, timely, and relevant educational sessions that apply to all levels of auction industry professionals. Topics include but are not limited to real estate, legal, technology, personal property, government, leadership, benefit auctions, bid-calling and vocal techniques. A new three-day Ringman Training course will be available through the Professional Ringmen's Institute and four seminars have been approved for Continuing Education Units (CEUs) for Wisconsin and Illinois license renewals.

2. Designation Courses

Seven designation courses are being offered in San Diego. The Accredited Auctioneer Real Estate (AARE) series includes the 100, 200, and 300 classes that begin on Thursday, July 12 and conclude on Tuesday, July 17. The Benefit Auctioneer Specialist (BAS) is a three-day course Thursday, July 12 – Saturday, July 14. The Graduate Personal Property Appraiser (GPPA) series including the 101 and 201 classes are being offered Friday, July 13 - Monday, July 16. And, the Certified Auction Specialist (CES) course is being offered Sunday, July 15 – Tuesday, July 17.

3. Keynote Presentation and Featured Speakers

The Keynote Presentation titled "Leadership in a Time of Great Change" will be presented by Dick Ruhe, Ph.D., a Senior Consulting Partner for The Ken Blanchard Companies. On Wednesday, July 18, learn from Dick the skills necessary to grow your business and how to become an effective leader. Dick will explain how to initiate change during a time when many different forces are being exerted on the business and the business owner. He will also explain how to make this period of change a productive time for you and your company.

Other featured speakers also include the talents and expertise of Larry Mersereau, CTC; Wallace G. Stadtfeld, M. Ed.; Jeffrey Hansler, Lorna Riley, Lanny Thomas, Pat Vredevoogd Combs, Collette Carlson, M.A., and Kelly McDonald.

4. Exhibits and Lunches on the Trade Show Floor

NAA's Trade Show is always the best place to find solutions for your business. Experience an array of products and services geared toward the auction profession that will help you be more successful. Industries such as auction schools, software, Internet services, education, marketing, printing, and auction equipment will be available

throughout the week. For 2007, the NAA streamlines your daily Conference and Show to-do list by providing lunch to all Conference and Sshow attendees on the trade show floor. Now, you can ease your gnawing hunger pangs while visiting with vendors and meeting new people.

5. International Competitions

Three high-profile competitions are sure to grab your attention at this year's Conference and Sshow. NAA is eager to recognize and reward the youth of the NAA for their talents and accomplishments. The new International Junior Auctioneer Championship (IJAC) will be held on Wednesday, July 18. This contest taps into the next generation of outstanding and gifted Auctioneers. All youth ages 12 – 21 are invited to participate and the top three contestants will be awarded cash prizes. Also on July 18, NAA will debut the International Ringman Championship (IRC). The IRC is a unique and exciting competition that features the ringman's expertise and brings a new element to our annual event. Last, but certainly not least, is the International Auctioneer Championship (IAC). The IAC is the premier showcase of auction talent. NAA members from around the world come together to compete for the top Auctioneer title. The IAC competition takes place on Friday, July 20.

6. Guest Activities

NAA has four exciting tours lined up for conference attendees who want to spend some time in San Diego seeing the sights. The La Jolla Coastal Walk and Birch Aquarium tour is scheduled for Monday, July 16. On Tuesday, July 17, you'll have the opportunity to visit Mexico on the Tijuana Ole! tour. Take a San Diego Bay Cruise and visit the U.S.S. Midway on Thursday, July 19. And, Friday, July 20 can be spent observing the training process that marines must endure on the Marine Training Center tour.

7. Networking

Networking is the single most powerful marketing tactic to accelerate and sustain success for any individual or organization. It is about making connections and building enduring, mutually beneficial relationships. As always, the environment at NAA's Conference and Show encourages social interaction. With social events like the Caribbean-themed Opening Night Event, the NAF Benefit Auction, the President's Gala, the Auxiliary Luncheon and Fun Auction, the Women Auctioneers Fellowship and Dinner, and the New First-Timers and Mentors Breakfast, you will have the opportunity to learn dynamics within your industry, facilitate win-win relationships, develop knowledge resources, and accelerate your professional development.

For more information on all the exciting events taking place at NAA's 58th International Auctioneers Conference and Show, go to www.auctioneers.org.

Elect Monte Lowderman
NAA Director in July 2007

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

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

This passion is exceeded only by my commitment to family.
It would be an honor to serve
YOU!

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

ERICA R. BROWN IS NAA'S PUBLIC AFFAIRS MANAGER OVERSEEING GOVERNMENT RELATIONS AND PUBLIC RELATIONS

Protect workers and customers with a no-smoking policy

Auctioneers have more reason than ever to protect employees and customers from exposure to secondhand smoke.

A smokefree policy helps create a safe/productive workplace and environment for your auction business and is becoming the trend in America. Twenty-two states, along with the District of Columbia and Puerto Rico have already passed statewide no-smoking bans in public and workplace areas, and 577 municipalities have also passed similar bans. Many more states are moving one step closer to following this trend and implementing a statewide no-smoking ban in public places.

The days of smoking in a separate section of the workplace or in public are coming to an end as a result of data published by the U.S. Surgeon General on secondhand smoke and its affect on nonsmokers. The report, published in June 2006, indicated that nonsmokers exposed to secondhand smoke increase their risk of developing heart disease by 25 to 30 percent and lung cancer by 20 to 30 percent.

What does this mean for your auction house? Below I will discuss the benefits of implementing a smokefree policy in your auction house and how it can increase productivity from your workers and increase your business revenue.

Secondhand smoke contains more than 50 cancer–causing chemicals, and is itself a known human carcinogen. According to the American Lung Association, nonsmokers who are exposed to secondhand smoke inhale many of the same toxins as smokers do.

U.S. Surgeon General Richard H. Carmona states in his report, "The scientific evidence is now indisputable: secondhand smoke is not a mere annoyance. It is a serious health hazard that can lead to disease and premature death in children and nonsmoking adults."

Benefits of a Smokefree Policy

As facts documenting the health and safety hazards posed by secondhand smoke continue to grow, Auctioneers have more reason than ever to protect employees and customers from exposure to secondhand smoke. The benefits of implementing a smokefree policy, disregarding the substantial health benefits, include extensive economic benefits for your business.

The Tobacco Information and Prevention Source of the Center for Disease Control (CDC) suggest several benefits from implementing a smokefree policy in your workplace. The first benefit is that health and fire insurance premiums can be lower if a smokefree policy is adopted. Secondly, maintenance costs go down when smoke, matches, and cigarette butts are eliminated. Additionally, office equipment, carpets and furniture last longer in a smokefree environment. Your attendance may increase as a result of customers not being exposed to secondhand smoke.

Another major advantage of making your auction house a smokefree facility is it enhances your corporate image. Nonsmokers account for the majority of the population, thus it is easy to see why implementing a smokefree policy is in your customers' and clients' best interests.

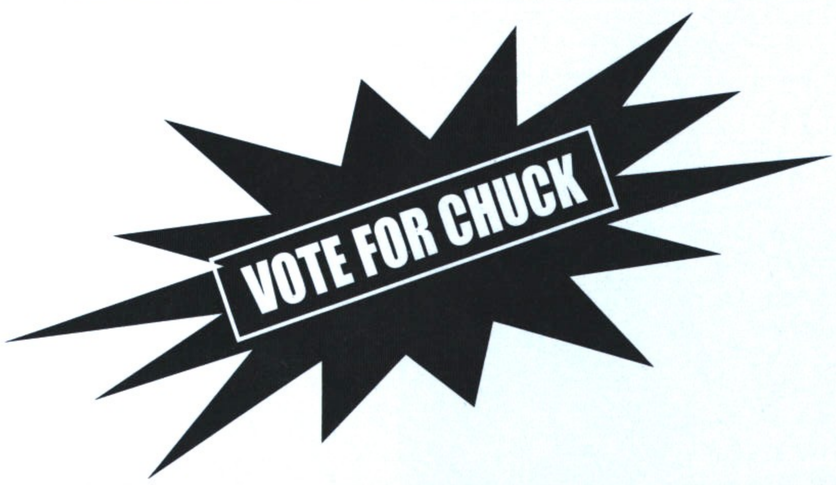
In addition to enhancing your customers experience at your auctions, there are many benefits for your employees by implementing a smokefree policy. A smokefree workplace enhances productivity by reducing the effects of secondhand smoke on non-smokers and by reducing excess smoking-related absenteeism among smokers. Most importantly, establishing a no-smoking policy suggests that you care about your employees by protecting their health.

NAA Vice President Randy Wells, CAI, AARE, CES, GPPA recently posted on the NAA's Discussion Forum, "We opened a new facility in 1991 and decided to make it a smokefree facility. Smokers could smoke all they wanted outside with the doors closed. We received very few complaints and the smokers learned to live with the rules." He goes on to say, "You might be surprised at how many new faces show up after you advertise you are a smokefree facility."

Implementing a smokefree policy now (unless you already live in a state or municipality that requires you to do so) will help give you a jump-start on this inevitable trend. It is your responsibility to ensure a safe and healthy facility for your employees as well as your customers.

For more information about how to implement a smokefree policy in your business, visit the NAA's "Government Relations" section located in the Member's Only section of NAA's website www.auctioneers.org.

Chuck McAtee, AARE
For NAA Director



Chuck McAtee, AARE
For NAA Director

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

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

Roundtable discussions: A great way to share and learn from others

SUSAN HINSON AND HER HUSBAND, AUCTIONEER RICK HINSON, OF JACKSON, TN, FOUNDED HINSON AUCTION & REAL ESTATE COMPANY, INC. IN 1983.

The NAA Auxiliary's new mission statement says "We will create educational and networking opportunities associated with the auction method of marketing."

We fulfilled this mission at the 2006 NAA International Auctioneers Conference and Show in Orlando, FL last July with the first ever roundtable discussions for the auction support team (and, planning is now underway for the roundtables to be held this coming July). Last year, the three different topics covered during the hour-long session were:

- Clerking and cashiering
- Auction support services
- Technology

We were fortunate to have several of our members lead the discussion and the attendance was great. We had auction support team members with many years of experience sitting at the table with support team members who had one to two years experience, and we all walked away with greater knowledge.

We all know that the auction business is ever-changing, and keeping our options open to a new, better or different way of doing things is a must. Additionally, it was helpful to hear ideas that didn't work. The discussion flowed constantly, everyone participated and time went by very fast.

An evaluation comment after the discussion was, "We need to expand the time for roundtable discussion." Each person involved brought great ideas to the table and everyone was willing to share their successes and failures. It was such a blessing to be able to share with other auction support team members.

Every evaluation was positive! Some additional comments were:

- "We all learn from sharing ideas."
- "The roundtable was a good idea, a great opportunity to meet other support team members."
- "This is what I thought the Auxiliary would be doing when I first joined."
- "We need to share this and make it bigger for all attendees." "I hope we can continue these round tables in the future."

The overwhelming response was that people want to see this continue each and every year. As you can see from these positive comments, the first round table discussion was a great success. We know that it will only get better in the years to come.

We are in the process of planning the roundtable for the 2007 Conference and Show in San Diego. The roundtable session will occur on Thursday July 19 from 9 a.m. to 10 a.m., so mark your calendar now.

The next roundtable session will occur on Thursday July 19 from 9 a.m. to 10 a.m., so mark your calendar now.

You will not want to miss the opportunity to sit with fellow auction support team members and share your ideas as well as learn from the best in the business. As Sharon discussed in her article in the January *Auctioneer*, the Auxiliary is working hard to provide educational opportunities for the auction support team. Please be sure that you take advantage of all the opportunities presented to you to learn how to make your aspect of the auction business better. I look forward to seeing each of you at the roundtable in San Diego.

NATIONAL AUCTIONEERS ASSOCIATION 2006-2007 AUXILIARY BOARD OF DIRECTORS

Sharon Huisman - President
(209) 368-1532
raschein@hotmail.com

Annette Wells - President Elect
(208) 771-0404
annette@mrauction.com

Barbara Fisher - Vice President
(954) 461-0971
benny@fisherauction.com

Ramona King - Secretary/Treasurer
(828) 684-4273/ (828) 684-6828
ramonaking@bellsouth.net

Glenda McCarter Johnson - Historian
(865) 453-8417
gmjonsn@bellsouth.net

Terms ending in 2007:
Jane Aumann
(217) 594-2825 / (217) 563-2523
jane@aumannauctions.com

Sandy Bauermeister
(260) 493-9206
bauermeister@earthlink.net

Deidre B. Rogers
(336) 789-2926 ext. 104
deidre@rogersrealty.com

Janet Shearer
(407) 847-3993
auction1@kua.net

Terms ending in 2008:
Lois Daniel
(434) 577-2971
danielauction@telpage.net

Susan Hinson
(731) 664-1159
rhinson@mindspring.com

Nancy Manning
(903) 883-0314 / (972)881-6004
bandn@netportusa.com

Terms ending in 2009:
Lou Blocker
(843) 844-2770 / (843) 538-2276
jgbauction@lowcountry.com

Teresa Christy
(317) 885-9044 / (317) 784-0000
info@christys.com

Kim Ward
(630) 556-3648
kbward@mchsi.com

Fourth Wave

TrueWireless™ From the Leader in Wireless Auctions

We have offered true, standards based wireless auctions to the market for more than 5 years, and we continue to be the leader in proven, powerful, and reliable solutions.

HAND WRITE YOUR TICKETS!

Recognizes your handwriting and sends tickets immediately back to cashier. Clerk inventoried or non-inventoried items. Review & change tickets. A fully functional clerking system in the palm of your hand.

Ease of Use

Intuitive, easy to learn

Blazingly fast license scan based registration

100% Windows software

One button invoicing & settlements

All units can be wireless.
All can clerk, register and cashier.

Online Auctions

Completely integrated - one clerk can do both regular and online bidding.

Catalogs uploaded automatically

Does absentee bids, live online bidding and timed auctions.

Support

Best anywhere - ask our clients

After hours auction support

Over 50 years combined computer experience.

25 Years in business.

Just some of our Features:

- Vehicle Module
- Multi-Tract Auctions
- Catalog Slide Show
- Cellular Credit Card Processing
- License Scanning
- Complete Mailing/Emailing

info@fourthwave.net

Fourth Wave,® LLC

640 W. Maxwell Street Suite #130 • Lexington, Kentucky 40508

859.243.9920 • info@fourthwave.net • www.fourthwave.net

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

Who does the buyer's premium belong to?

Who does the buyer's (bidder's) fee belong to at an auction? This when an Auctioneer or company holds an auction, he or she may typically charge a 5 to 15 percent fee on the sale of an item and thus when settlement is made there is extra revenue from the final sale of the item that the buyer must pay.

I have been to many national and state conferences and either the buyer's fee is a sacred item that no one wants to discuss, or the Auctioneer as an agent is afraid to admit what they do with the additional revenues. Wisconsin does not address this under the Auctioneer regulations. And yet we have a number of people (buyers and sellers) who are requesting information on this.

My interpretation is the buyer's fee is established on the seller's merchandise and therefore this is a fee that should be returned to the seller to use to offset the costs for the sale. In our business since we have used the buyer's fee, we have returned it all to the seller. Now many of our colleagues in this profession have indicated that we are in error. I disagree. Incidently, we must also pay sales tax in Wisconsin on the buyer's fee.

Lyle Wanless, Ph.D.
Brooklyn, WI

Answer: In general, the buyer's premium belongs to the Auctioneer. The use of a buyer's premium is accepted nationally as a method of paying the Auctioneer for his or her services. A buyer's premium is often employed to help shift the burden for payment of the Auctioneer's commission from the seller to the buyer at an auction. Simply stated, a buyer's premium is a fixed percentage of the sales price or a flat fee that is paid by a successful bidder in addition to the amount of the successful bid.

Unless the contract between the seller and Auctioneer states differently, the buyer's premium should be used to pay for the Auctioneer's services and any related expenses. When the buyer's premium is used to pay for the Auctioneer's services, the Auctioneer will generally reduce or eliminate the commission to be paid by the seller. The end result is the same as giving the buyer's premium to the seller and the Auctioneer collecting a full commission – more money for the seller.

For example, if an Auctioneer usually charges a 10 percent commission for the sale of real estate and the Auctioneer agrees to charge a buyer's premium of three percent, it would be reasonable for him or her to reduce the seller's commission to seven percent. The result is that the Auctioneer is paid the same total fee, but the seller recovers more money from the sale.

It is important to remember, however, that the nature of the legal relationship between an Auctioneer and the seller is based in contract law. As such, the Auctioneer and seller are free to negotiate the terms of their agreement as they see fit. The Auctioneer should make it clear in the contract with the seller what fees are charged and how proceeds from the buyer's premium are to be used.

Finally, Auctioneers should keep in mind their ethical responsibilities to not mislead bidders or make any misrepresentations regarding the buyer's premium.

Errors and Omission insurance

I am a licensed Auctioneer (in states that have auction license laws) and a real estate broker in a few states. Here is my question to you:

Recently, our California E&O insurance ecarrier said that they would not cover

Advice in this column

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

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

auctions of real estate. However, they have no problem in covering real estate brokerage transactions.

It seems to me that what the auction laws cover are Business and Professions Codes that include the Uniform Commercial Code to regulate how chattle of business asset sales takes place, with a need to protect lienholders, buyers, and sellers. It seems that none of the auction laws seem to cover the real estate transaction.

In fact, it seems to me that the auction process is part 1 of a 2-part mechanism for real estate auctions.

1. The auction process determines who will be the eligible buyer and the price that the real property will be sold for.
2. The real estate process then carries out the sale transaction, generally through an escrow holding company or some other legal escrow tool.

If this is so, might the California E&O carrier need to cover the real estate transaction portion of the sale? The auction seems to merely be a process that determines who will be allowed to buy, at what price, and what terms of ultimate sale, all taking place through real estate brokerage law.

Nicholas Varzos
Lake Tahoe, NV

Answer: Insurance policies are written contracts between the insurance company and the insured. Whether there is coverage is for a specific injury or loss depends upon the exact language of the policy and the applicable state law.

It appears that your insurance company is based in California. So, an issue that needs to be considered is whether California law controls the interpretation of the policy or another state's law. There will usually be a "choice of law" clause somewhere in the policy. The choice of law clause will specify which state's laws will apply to the interpretation of the policy.

I am not licensed in California and am unable to comment on the laws in that jurisdiction. You should contact an attorney licensed in your state to receive a legal opinion if one is necessary. The specific language of the policy will control whether there is coverage. Unfortunately, without reviewing the policy and applicable state law, I cannot give you any additional information on the coverage issue.

Whether an auction of real estate should be considered a two-step process is interesting. In some states it is a two-step process. Your state's law may permit Auctioneers to call bids for the sale, but require an individual with a real estate license to close the transaction. So, there are two parts of the sale.

continued

In my opinion, however, considering the transaction a two-step process generally is not helpful. In most real estate auctions the terms and conditions of the sale, except for the price, are established prior to the fall of the hammer. After the auction, the buyer cannot negotiate the terms of the sale. In other words, the transaction is essentially complete after the auction.

In an absolute auction, for example, the transaction is complete with the fall of the hammer. In an absolute auction there are no contingencies or other limiting conditions. Thus, upon the fall of the hammer title to the property effectively passed to the seller. In these instances, the buyer may sue the seller for specific performance if he or she refuses to close the transaction. (In this type of litigation there may be an issue on whether the parties can satisfy the statute of frauds, but there should not be an issue about the contract terms.)

How to handle non-payment

We had a buyer at a three-day auction that purchased items from all three days totaling over $150,000. He received copies of his invoices and said he would wire the funds on the next Monday. When we did not receive the wire we started phoning. Most of the time we would not get him but when we did talk to him he would still state that he was going to pay and in fact we did receive three different wires from him, one for $6,500, one for $5,600 and one for $11,200; still quite a bit shy from the total amount due.

Finally when he still had not paid by the time the auction facility had to be vacated we moved from the facility as many of his items purchased as we could, but we could not get everything moved in the allotted time and several items of his remained at the auction facility.

Today we have still not received total payment for his items, although he called yesterday in regards to this matter. Our terms are clear payment due immediately after the auction end. When we have an exceptionally long and large auction and an out of town purchaser we do allow them a day or so to get the funds to us. We do understand sometimes it takes a little time. We were even still trying to work with him on the final week that items had to be removed, which was two weeks after the auction and still he did not pay. What are our legal options now in regards to this matter?

Gregg Trenor
Ft. Worth, TX

Answer: In this situation, you should consider the following options: (1) reselling the property purchased, (2) continuing trying to collect from the buyer, or (3) suing him for breach of contract. You should discuss these options with the seller and determine how to proceed. The decision, at least in part, will depend upon the language in your contract.

It appears from your question that you still have possession of some or all the property he purchased at the auction. The fact that you have possession of the property should give you some peace of mind and additional leverage.

If he fails to make payment in a reasonable amount of time, you should consider sending written notice to the buyer that unless the lots are completely paid for by a certain date you will re-sell the property and seek to hold him responsible for the difference in the purchase price. You may be required to give him a certain number of days notice before the sale. If the lots sell for more than he agreed to pay, your claim against the buyer generally disappears. If the lots sell for less than he agreed to pay, the buyer should be responsible for the difference.

However, before you decide to sell any of the property, you should consider discussing this matter with an attorney licensed in your state. Even though the buyer has not paid the full balance, he has made some payments for the lots he agreed to purchase. Has he asked for these payments to be applied to any specific lot? Does he still claim that he intends to pay the remaining price? If you sell the property without carefully following state law, you could be sued for breach of contract.

In the alternative, you can continue attempting to collect the debt. He has made some payments, but is no where close to paying off the full balance at this time. So, this may not be the best option. Unless stated otherwise in your contract, you are not generally obligated to pursue collection efforts on behalf of the seller.

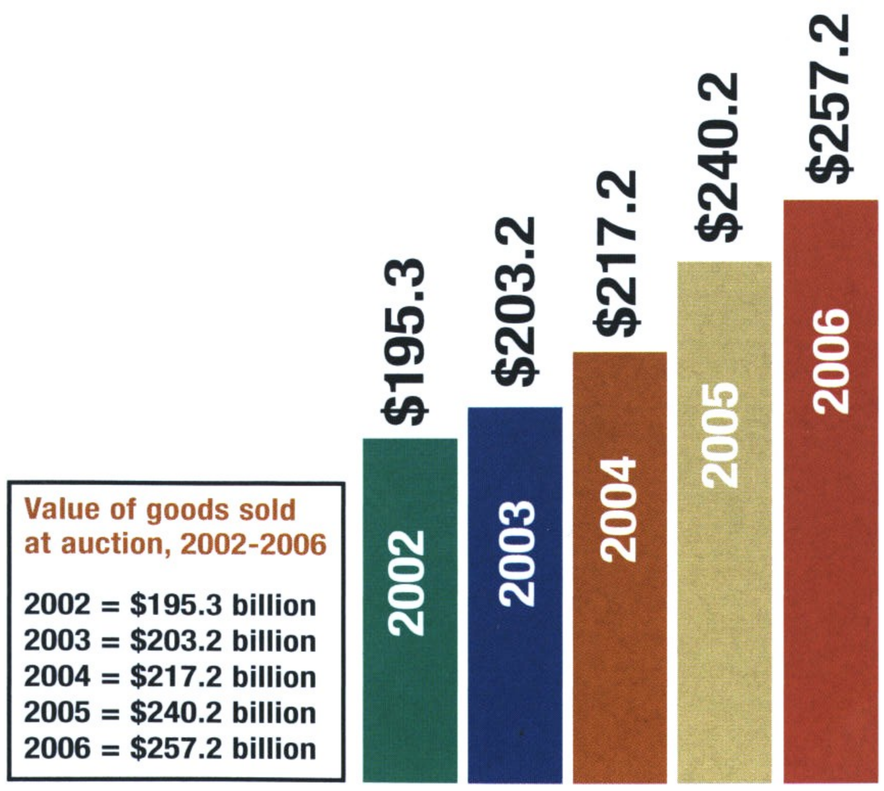
The Auctioneer is the agent of the seller and essentially disappears from the transaction after the completion of the sale (except for other associated responsibilities to the seller). The actual contract of sale is between the seller and the buyer. Thus, the seller is usually obligated to pursue collection either by hiring an attorney or contacting a collection agency.

The seller should also consider suing the buyer for breach of contract. This is a significant amount of money. If the bidder registered and agreed to pay all necessary collection costs, including reasonable attorney fees, you will have additional leverage in pursuing the claim.

If you are interested in ordering copies of this brochure to distribute to your clients or use as a media resource, contact the NAA Membership Department

at 888-541-8084, ext. 15.
Copies can be purchased for $25/100 copies.

AUCTION INDUSTRY GROWS 7.1% IN 2006



The live auction industry's revenue grew 7.1% translating into $257.2 billion as documented in this report produced by the National Auctioneers Association. With an increase in sectors like residential real estate auctions, public perception of auctions is changing and becoming the first choice for people who want to sell real and personal property.

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

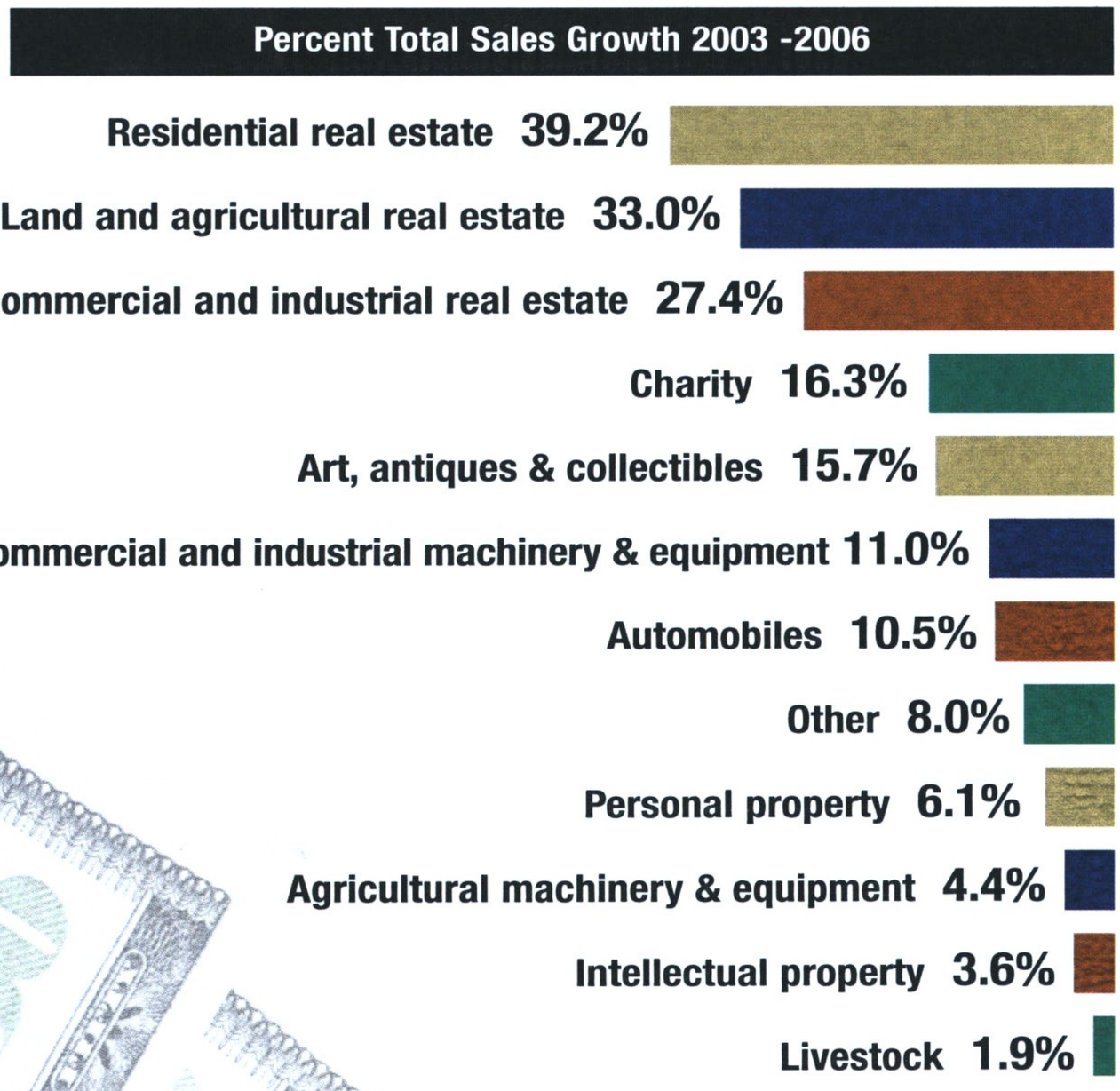
In 2006, MORPACE conducted a total of 1,424 Internet interviews with NAA members. Members estimated changes in their annual gross sales receipts from 2005 as well as within auction specialty areas.

Method of Projecting Gross Sales

In 2003, NAA initiated the first extensive and professional data collection about auction industry gross sales. On behalf of NAA, MORPACE International created the survey tool and conducted more than 1,300 interviews with Auctioneers. This national sample of the industry included firms that were NAA members, non-NAA members, and large companies that accounted for significant market share in various auction specialty areas. A model was developed to project industry-wide sales based on this comprehensive information. Using the original sales relationships between NAA members and the industry, the MORPACE model projects industry-wide sales based primarily on interviews with NAA members. Since 2004, industry-wide gross sales receipts have been derived from quarterly interviews with NAA members and by collecting year-end sales activity of mega-firms within specific auction specialties.

In 2006, MORPACE conducted a total of 1,424 online interviews with NAA members. Members estimated changes in their annual gross sales receipts from 2005 and by auction specialty area. Data was also collected on marketing and advertising spending as well as the number of total auctions conducted in 2006.

Total Growth of Auction Sectors



Within the major categories of auction specialties, the fastest growing sectors are all related to real estate. The adjacent chart shows *total* change in gross sales revenue from 2003-2006. Residential real estate grew 39.2% during this period, from $11.5 billion in 2003 to $16.0 billion in 2006. Land and agricultural real estate grew 33.0% from 2003-2006, followed by commercial and industrial real estate which showed a total growth of 27.4%. Automotive, with 2006 gross sales revenues of $87.3 billion represents the largest sector accounting for more than a third of total industry-wide sales. Its modest growth of only 10.5% from 2003-2006 indicates that online competition might be challenging live auction market share.

Introducing a new program for NAA members:

Major Medical Health Insurance

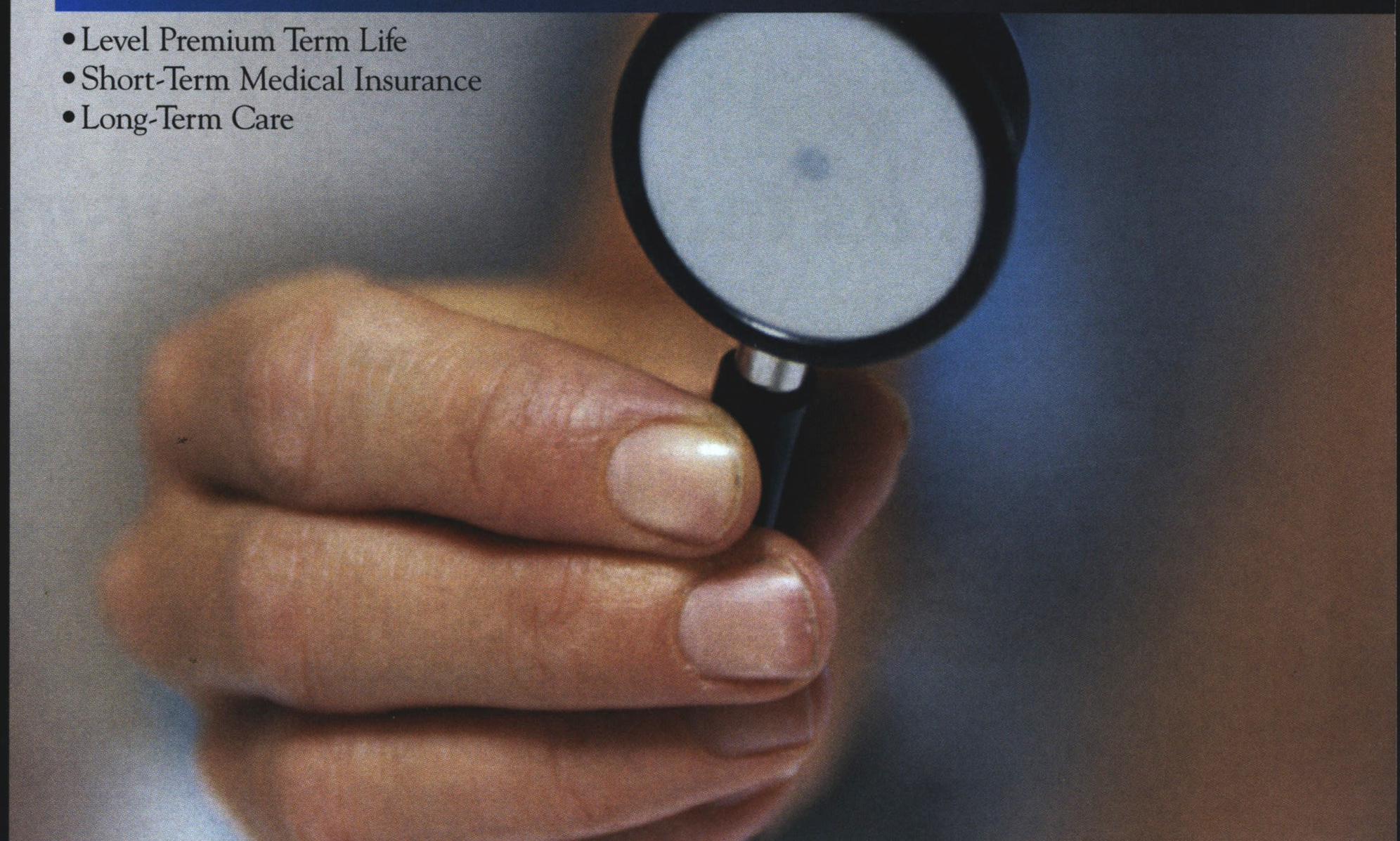
As your professional association, we work for your interests and benefit. Here's proof

Major Medical Insurance Plan

- A lifetime maximum benefit of $5 million
- 12-month rate guarantee
- Wellness benefits
- No claim forms with PPO plans
- You control your care; it's not an HMO
- NurseCare Hotline – available 24 hours/day, 7 days/week
- Organ transplant benefit with donor expenses also covered
- Coverage applies worldwide
- Other available options: Dental, Vision, Chiropractic, Maternity, Disability Income, Dependent Life, Long-Term Care, Short-Term Medical, and more!

Other New NAA Insurance Plus Programs:

- Level Premium Term Life
- Short-Term Medical Insurance
- Long-Term Care



For complete plan information and to request a premium quote, log on to (www.auctioneers.org) and go to the Members Only section, or call 1-800-821-7383. Start saving today!

Plan benefits shown are available in most states. NAA Insurance Plus is administered by PRO Insurance Managers, Inc.

NAA Auctioneer

Want the highest hammer

Go for Gold.

NAA Live GOLD

More Bidders. More Bids.

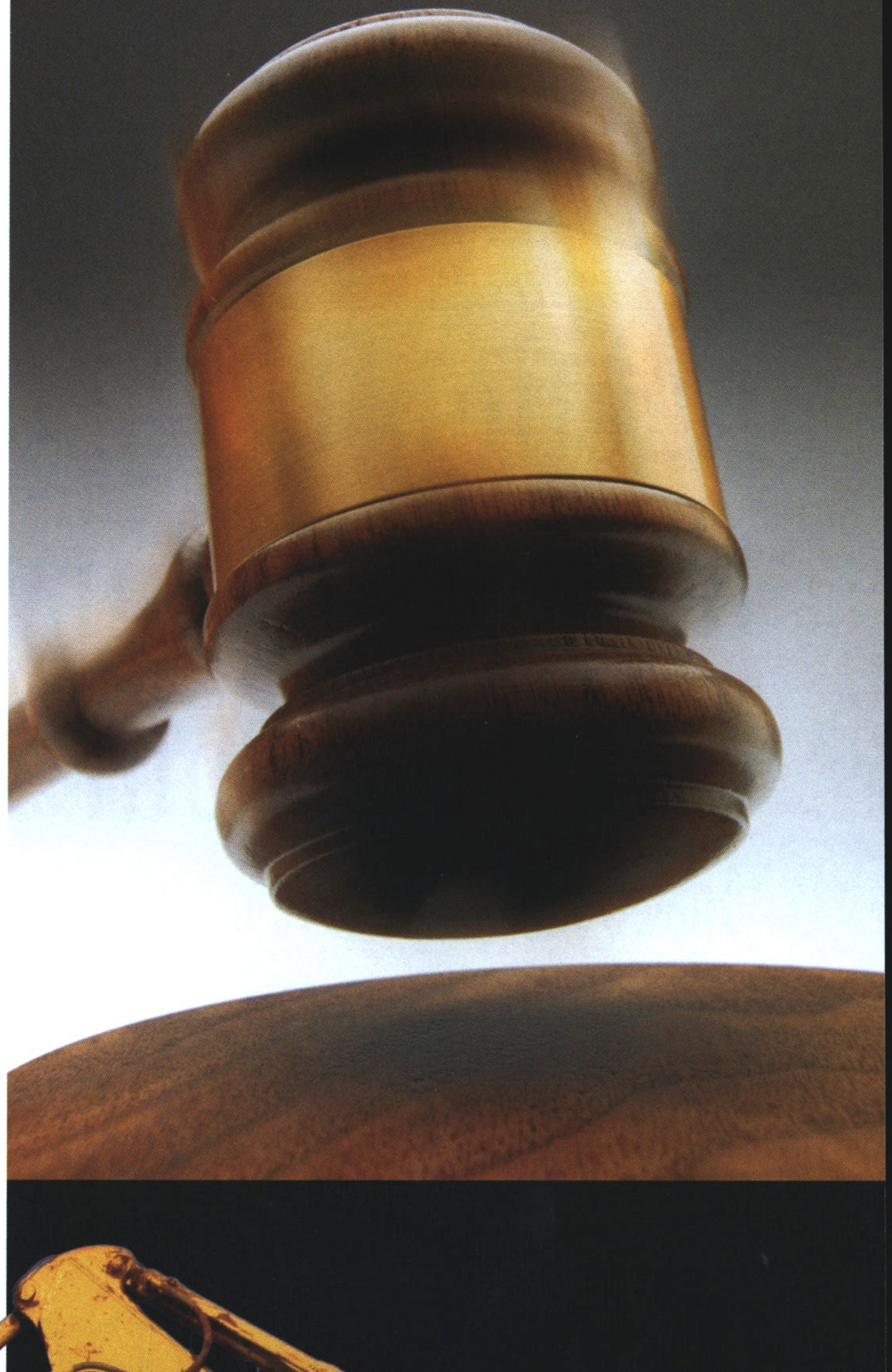
That's exactly what our exciting new service is about - delivering more bidders and higher hammer prices to every sale. Building on top of an already robust technology platform, *NAALive Gold* goes beyond a standard online broadcasting service to give you maximum exposure for your auctions.

Contact us today to find out more!

1-877-456-LIVE

(5483)

prices?



NAA
ONLINE
SOLUTIONS

Trusted, Powerful & Easy

APPLES VS. ORANGES

Auction Industry "Cost of Doing Business" Survey allows you to compare your costs to other firms

How would you like to be able to compare your firm's costs to other auction firms of your size?

Wouldn't that help you make decisions about insurance, employee hiring, rent, advertising and other expenses?

NAA helps you do that with its "Cost of Doing Business" Survey in this issue.

This past November, NAA conducted its second "Cost of Doing Business" Survey. The prior study was initiated in 2003, and focused on the 2002 fiscal year.

That pilot study in 2003 was limited to a small number of members. The results from that initial survey allowed staff to revise and add questions so that the content of future surveys would be more meaningful. Based on member interest in past results, the survey was expanded this year to include all members.

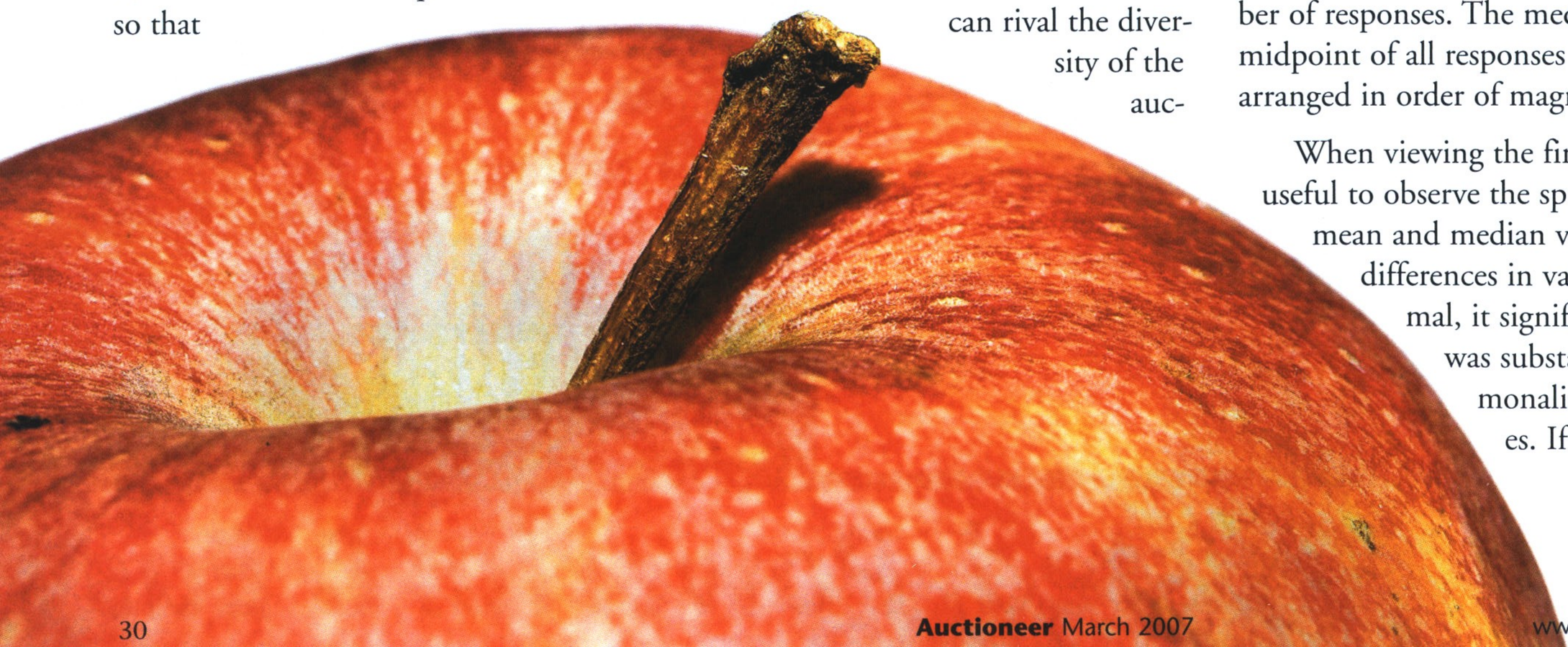
Nearly 70 members responded to this year's survey, which focused on various operating expenses, financial ratios, and employee benefits. Members were asked to provide information about their 2005 fiscal year.

There are few industries that can rival the diversity of the auction industry. In reviewing the survey results it became evident that a variety of factors could influence an Auctioneer's cost structure. These include operation size, concentration in an auction specialty, and structure of the business.

Results for most of the 13 questions are segmented by business size, represented by 2005 gross sales revenue. These two size segments are auction companies with less than $1 million of gross sales revenue, and firms with more than $1 million of gross sales revenue. Roughly half of the respondents are included in each classification.

Most results are shown using both mean and median values. The mean is commonly referred to as the "average," and is derived by summing the value of all responses and dividing by the number of responses. The median is the midpoint of all responses when they are arranged in order of magnitude.

When viewing the findings, it is useful to observe the spread between mean and median values. If the differences in value are minimal, it signifies that there was substantial commonality in responses. If the mean is



much higher or lower than the median, then some members reported information that was much different than their peers.

To ensure that all members had the same understanding of the information being requested, the following definitions were provided to participants:

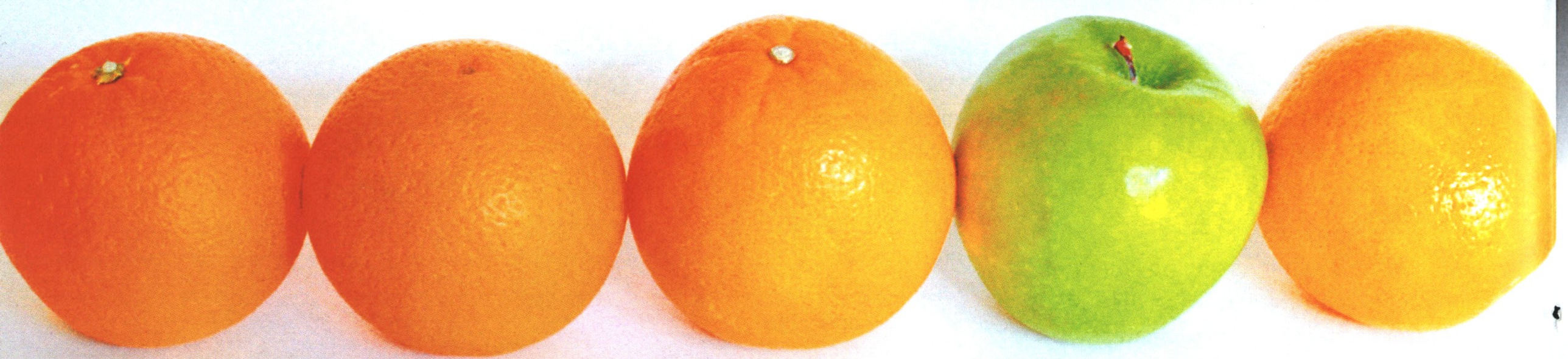
- **Total Expenses** – all operating expenses excluding interest and all taxes.
- **Gross Auction Proceeds** – total commissions and fees from all auction-related activities.
- **Net Auction Proceeds** – total commissions and fees less operating expenses (excluding interest and taxes).

Highlights

- Firms that offer their employees insurance benefits tend to have gross sales revenue in excess of $1 million. Half the firms of this size offer group health insurance, compared with only 17% of firms with revenues of less than $1 million. Nearly 30% of larger firms offer their employees life insurance.
- The most popular non-insurance benefit extended to employees of smaller auction companies is educational reimbursement (20.7%). In comparison, 50% of larger firms offer this benefit. Profit sharing is offered by 26.5% of larger companies while only 13.8% of firms with revenues of less than $1 million provide this benefit.
- Companies that are offering benefits, typically pay most of the premiums. Large and small firms pay over 80% of group health insurance. Companies with revenues of over $1 million pay 81.7% of life insurance and 67.8% of dental premiums. Large companies also reimburse 85% of educational costs.
- Fewer than 19% of responding Auctioneers indicated they paid debt on facilities, 46% paid rent, and 35% indicated that debt repayment or rent was not applicable to their situation. For the 46% of respondents that paid rent, this cost was about 5% of total expenses. The median percent of debt repayment to total expenses was 10% for smaller companies and 7% for large firms.
- Larger companies had a greater median percent (34%) of payroll costs to total expenses than auction firms with revenues of less than $1 million. These smaller firms indicated that median percent of payroll costs to total expenses was about 25%. Owner salaries and distributions were excluded from payroll costs.
- Advertising costs as a percent of total expenses were identical for small and large auction firms (18.9%) as measured by the mean, and nearly as close (13% for smaller firms and 15% for larger firms) when the median was calculated. Members were also asked to calculate the advertising costs earmarked to promote their own business as a percent of total advertising costs. The mean percentage for company promotion advertising was 9.6% for smaller companies and 9.8% for firms with revenues in excess of $1 million.
- For both larger and smaller firms, the median of total travel expenses as a percent of total expenses was 5%. Regardless of company size, total outside or third party commissions divided by net auction proceeds was less than 10%.
- Total expenses divided by gross auction proceeds measures the level of expenses needed to support a given amount of total commissions and fees from auction-related activities. Using a median comparison, the expense ratio of smaller firms is only half as much (20%) compared to the expense ratio of larger firms (40%). Smaller companies with few or no employees, who use their home as an office, and who do not need to maintain assets, may incur proportionately fewer expenses as a percent of the gross sales revenues they are able to generate.

As we anticipate the development

In reviewing the survey results it became evident that a variety of factors could influence an Auctioneer's cost structure. These include operation size, concentration in an auction specialty, and structure of the business.



There are few industries that can rival the diversity of the auction industry...The growth in participation from our initial 2003 survey is gratifying, yet we realize that for this report to have even more value, the number of respondents needs to expand.

Study, we look forward to your comments and input. For those that participated in our 2003 study, you may have noticed that nearly all the questions changed in the 2006 survey. Based on responses to the earlier study, we tried to request financial and operating data that would be more readily accessible to our members.

Our membership reflects the diversity of our industry. The greatest challenge of this study is to provide comparable data so that members can evaluate their own financial and operating data with companies possessing similar characteristics. With greater member participation in these studies, we can provide additional size segmentations, an important factor driving cost structure.

In addition to size, we would eventually like to provide segmentations based on other factors. Perhaps we could also produce separate data for Auctioneers with a major concentration in an auction specialty such as residential real estate or arts and antiques.

We know that many of our members are part-time Auctioneers. If enough responses are gathered, a special report could also be prepared for this important segment of our membership. Your information is held in the strictest confidence. Our research partner, First Generation Consulting, tabulates the data and then shreds all surveys.

The growth in participation from our initial 2003 survey is gratifying, yet we realize that for this report to have even more value, the number of respondents needs to expand.

As you read through this report, think of some questions that you would like to see included in the next survey. Can we make the definition of terms easier to understand and perhaps more applicable to different segments within our industry? Do we need to ask additional questions related to member demographics so that results can be segmented to fit your specific circumstances?

Please contact me personally to let me know how we can modify this survey to create even more value for your business. I hope you can use the information in this report to increase the profitability of your operations.

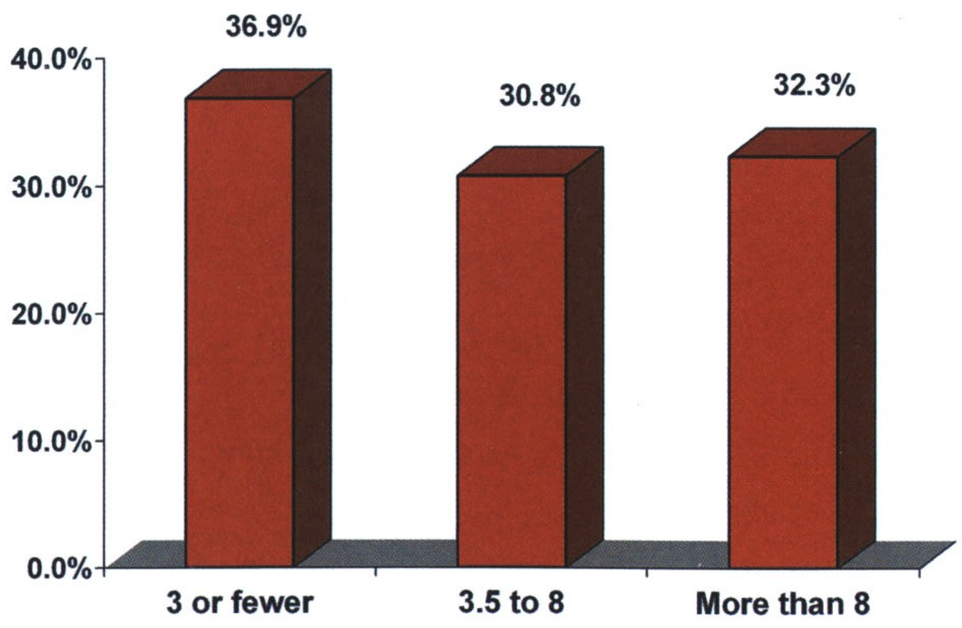
Robert Shively, CAE, Chief Executive Officer of NAA. (913) 541-8084 ext. 11. bob@auctioneers.org.

* * *

Respondent Demographics

What was the profile of the members who responded to the survey? NAA members were asked to provide information related to number of employees in 2005 and also gross sales revenue for that year. Respondents converted part-time employees to full-time equivalents and also identified the number of full-time employees in their company. These figures were added to derive total full-time employee equivalents for a company. The distribution of employees among participating companies is shown in the accompanying graph.

Distribution of Employees



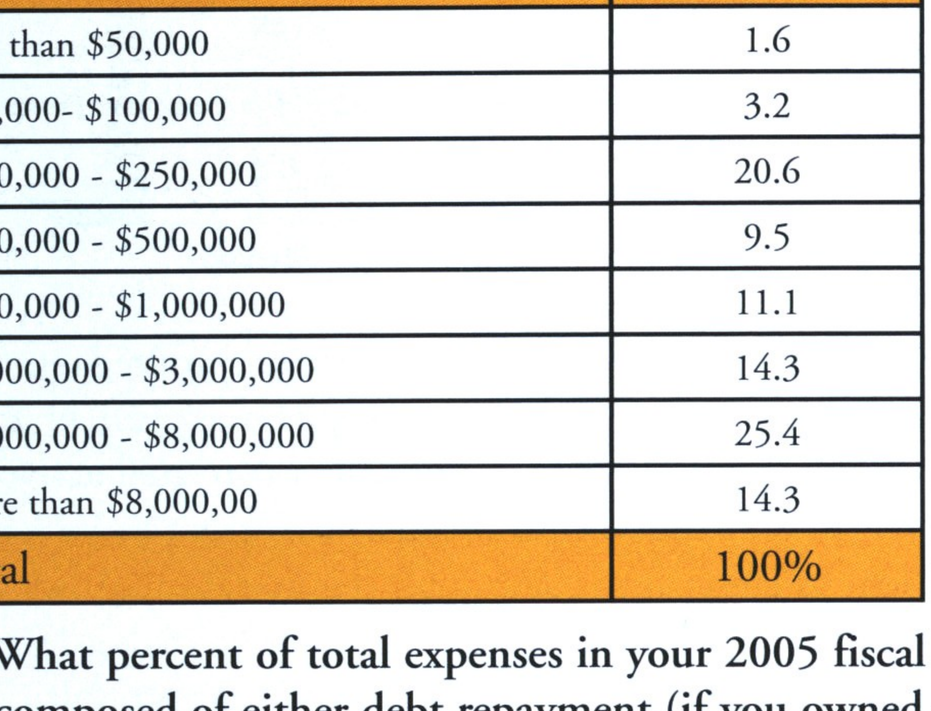
Which range best describes your company's gross sales revenues in 2005?

The distribution of responding companies was divided fairly evenly between those firms whose revenue was $1 million or less (46%) and companies with gross sales revenues of $1 million or more (54%). This division was used in the analysis to distinguish between smaller and larger companies.

2005 Gross Sales Revenues	Percentage
Less than $50,000	1.6
$50,000- $100,000	3.2
$100,000 - $250,000	20.6
$250,000 - $500,000	9.5
$500,000 - $1,000,000	11.1
$1,000,000 - $3,000,000	14.3
$3,000,000 - $8,000,000	25.4
More than $8,000,00	14.3
Total	100%

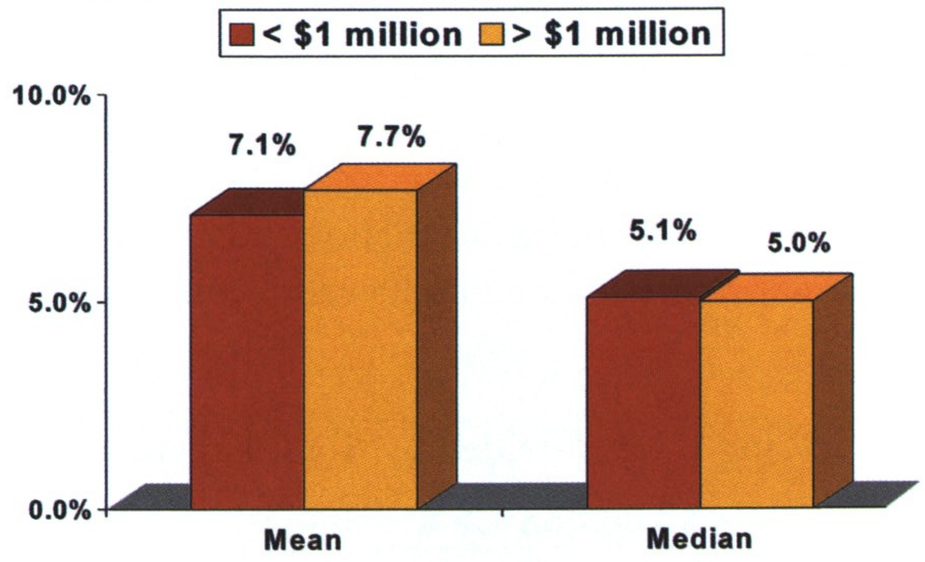
What percent of total expenses in your 2005 fiscal year was composed of either debt repayment (if you owned the facilities) or rent? Debt repayment should include both principal plus interest. (If utilities are included in rent payment, please include only the estimated rent portion).

Debt Repayment



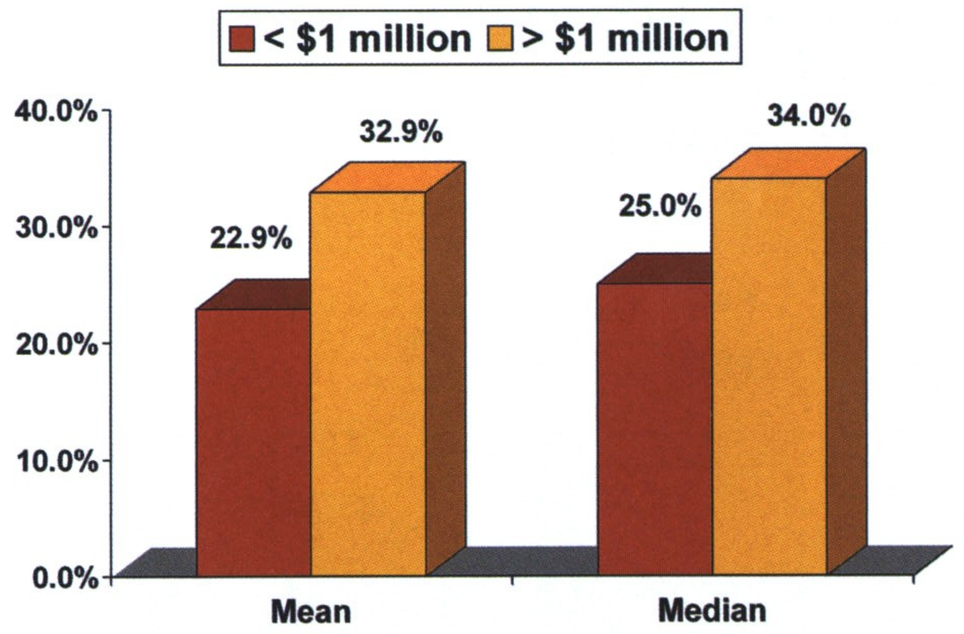
Less than 19% of responding Auctioneers indicated they paid debt on facilities, 46% paid rent, and 35% indicated that debt repayment or rent was not applicable to their situation. Debt repayment on a facility as a percent of total expenses was relatively similar regardless of company size. The median percent of debt repayment to total expenses was 10% for smaller companies and 7% for larger firms.

Rent Repayment

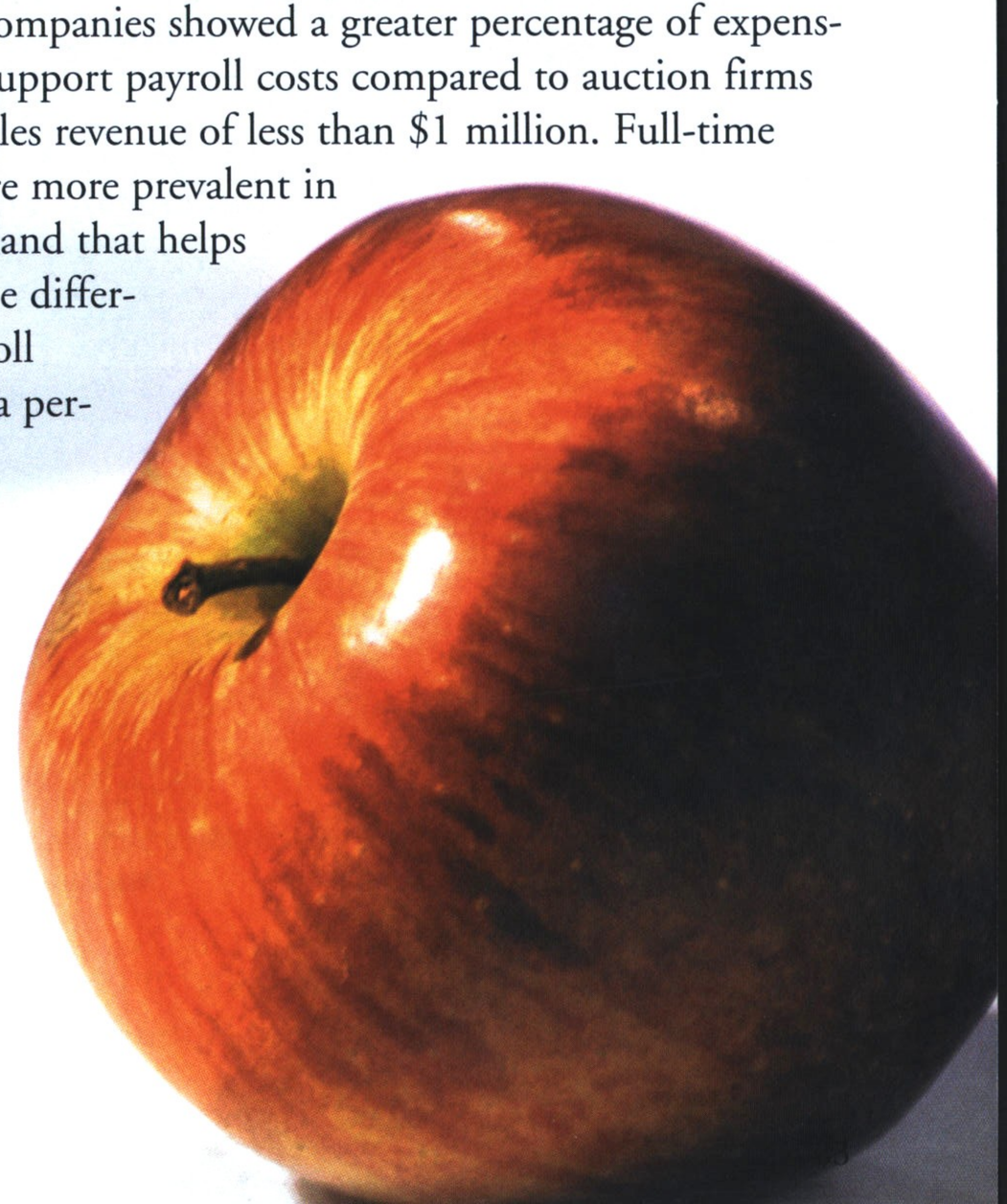


For the 46% of respondents that paid rent, this cost was about 5% of their total expenses. The mean and median percent contribution to rent was similar regardless of company gross sales revenue.

What were your total payroll expenses as a percent of total expenses? (Please exclude owner salaries and distributions, and include payroll taxes, contract labor, employee benefits, and commissions)



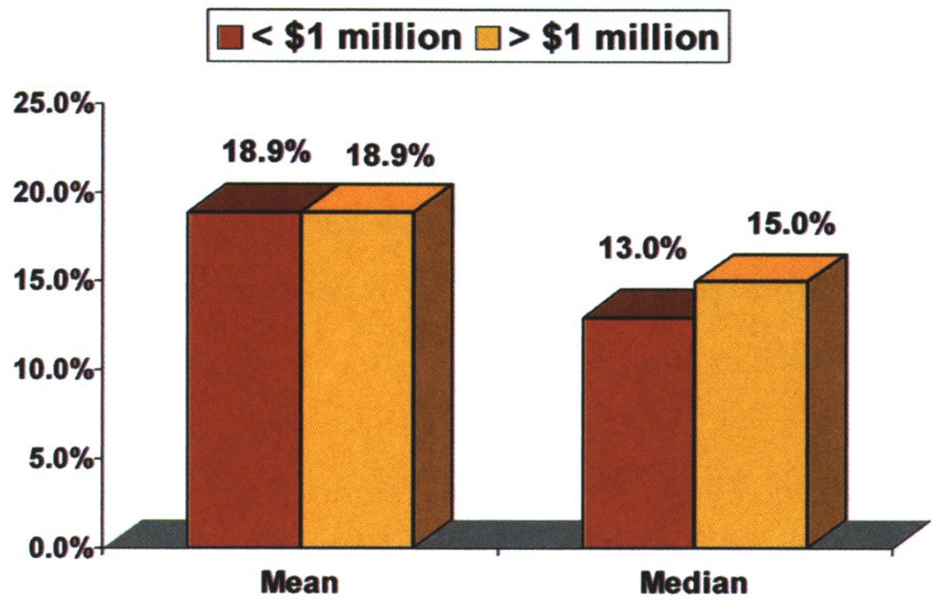
Larger companies showed a greater percentage of expenses going to support payroll costs compared to auction firms with gross sales revenue of less than $1 million. Full-time employees are more prevalent in larger firms, and that helps to explain the difference in payroll spending as a percent of total expenses.



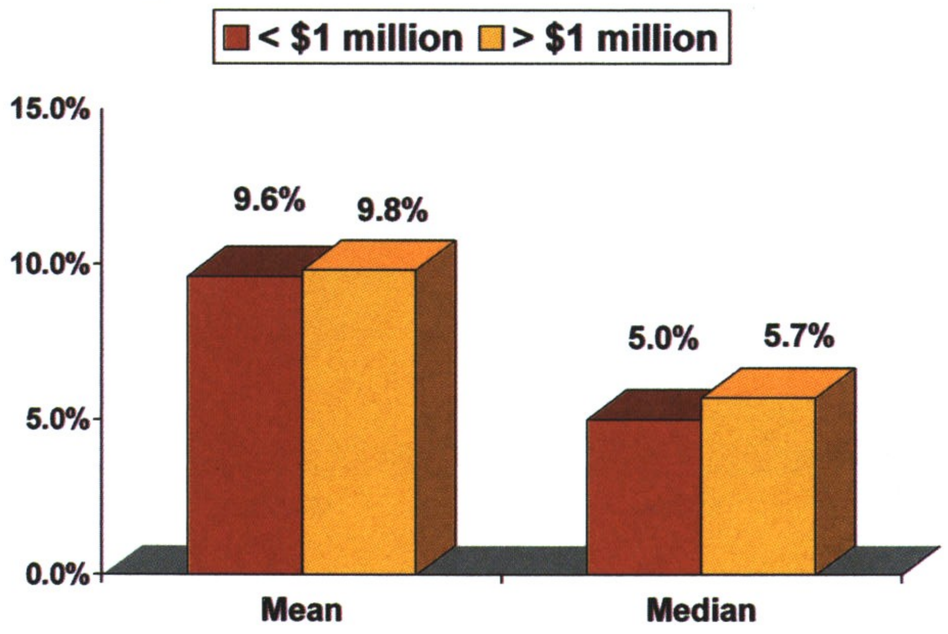
Total advertising costs (prior to any customer reimbursements) divided by total expenses.

The mean advertising costs, as a percentage of total expenses, was identical for large and small firms, and the median comparison was also quite close. The percent of total advertising spent to promote an Auctioneer's own company was also similar between larger and smaller companies.

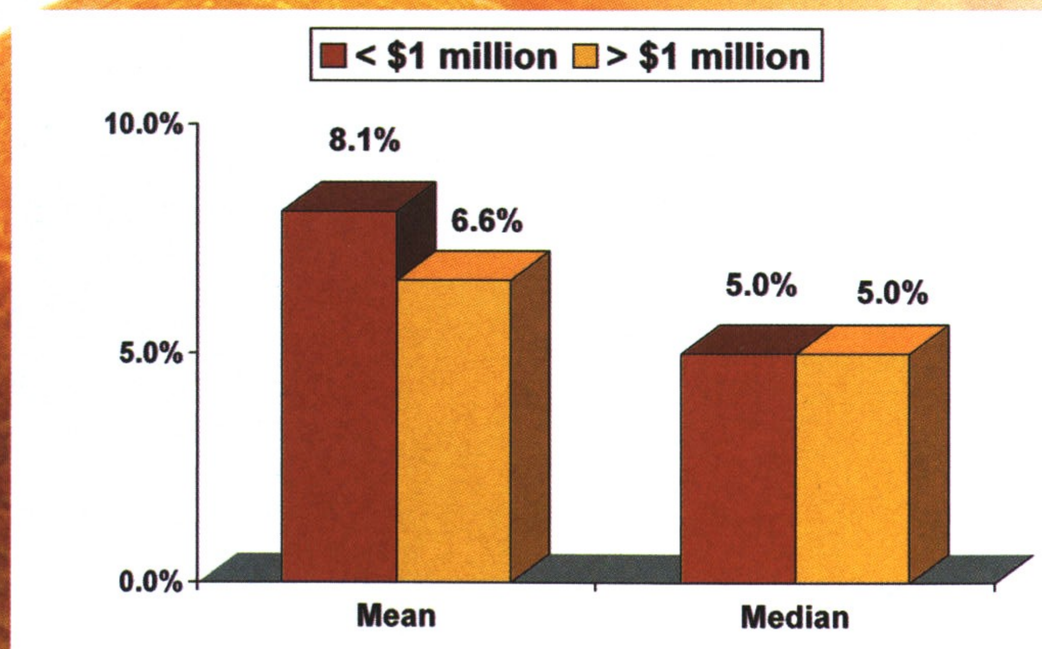
Total Advertising Costs Divided by Total Expenses



Company Promotion Advertising Costs Divided by Total Advertising Costs

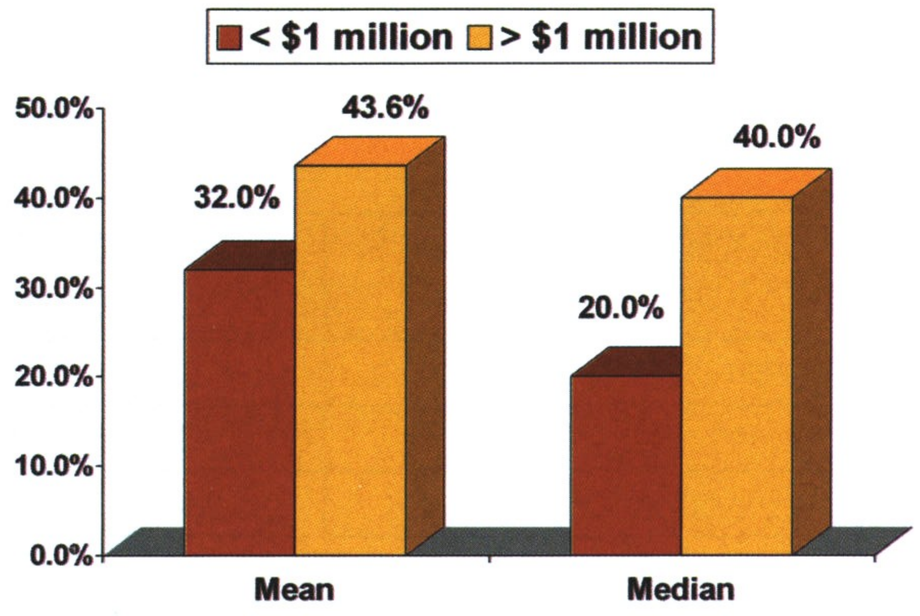


Total Travel Expenses (include auto, lodging, airfare, etc.) Divided by Total Expenses



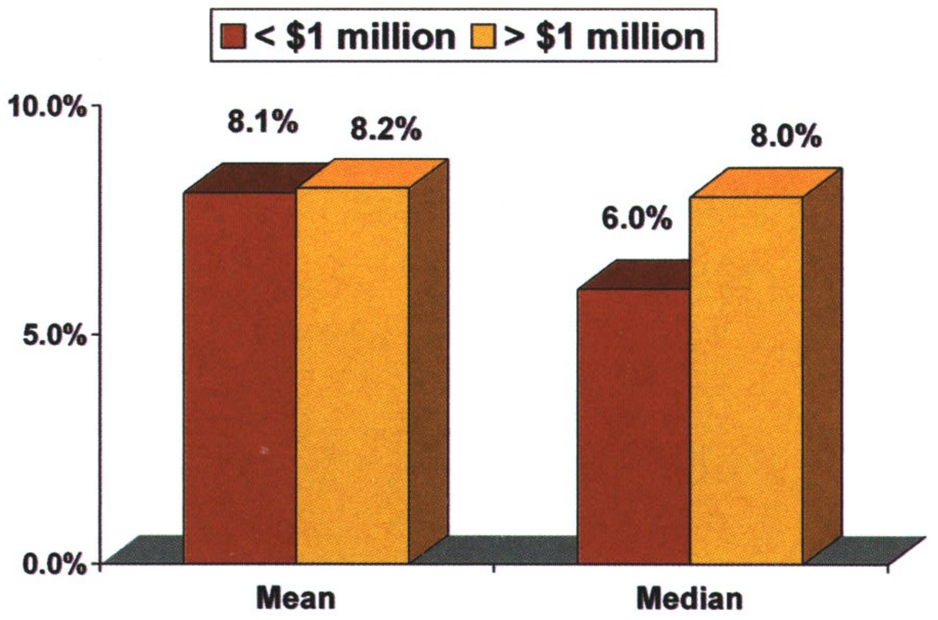
The mean of travel costs as a percent of total expenses is higher for smaller than larger firms, although median expenses are identical. Regardless of the measurement used, travel expenses are between 5-8% of total expenses.

Total Expenses Divided by Gross Auction Proceeds



Total expenses divided by gross auction proceeds measures the level of expenses needed to support a given amount of total commissions and fees from auction-related activities. Using a median comparison, smaller firms seem to be twice as efficient as larger firms, although the margin narrows when examining the mean comparison. To obtain a higher level of profits, larger auction firms may need to incur proportionately more expenses to promote and support the business than part-time Auctioneers.

Total Outside or Third Party Commissions Divided by Net Auction Proceeds



About 45% of responding Auctioneers reported using outside or third parties in their business operations. In all instances, commissions for third parties represented less than 10% of net auction proceeds.

Employee Benefits

Among the three choices provided, please select ONE of the following options: the benefit is not offered, it is available to employees only, or it is available to both employees and their families.

Auction Firms with Gross Sales Revenue of Less than $1 Million

	Do not provide	ONLY made available to employees	Offered to BOTH employees and their families
Group Health Insurance	82.8	13.8	3.4
Dental	96.6	3.4	---
Life Insurance	100.0	---	---
Additional Voluntary Life Insurance	100.0	---	---
Vision Insurance	96.6	3.4	---

Auction Firms with Gross Sales Revenue of Greater than $1 Million

	Do not provide	ONLY made available to employees	Offered to BOTH employees and their families
Group Health Insurance	50.0	23.5	26.5
Dental	73.5	8.8	17.6
Life Insurance	70.6	17.6	11.8
Additional Voluntary Life Insurance	82.4	14.7	2.9
Vision Insurance	94.1	2.9	2.9

Not surprisingly, smaller auction firms with few employees are less likely to offer employee benefits compared to larger firms. For example, 50% of auction companies with revenues in excess of $1 million offer group health insurance compared to only 17.2% of firms with gross revenues of less than $1 million. Nearly 30% of larger firms offer their employees life insurance, while no firms with revenue of less than $1 million provide this benefit.

Please indicate which of the following non-insurance benefits are offered.

	$1 million or less	More than $1 million
Profit Sharing	13.8	26.5
Short-term Disability	3.4	14.7
Long-term Disability	3.4	2.9
Severance Pay	0.0	17.6
Flexible Spending	0.0	8.8
Educational Reimbursement	20.7	50.0
401(k) (U.S. members only)	6.9	41.2

The provision of non-insurance employee benefits also differs markedly by company size. Profit sharing is offered by 26.5% of larger companies, while only 13.8% of smaller firms provide this benefit. For smaller companies, profit sharing is the second-most popular non-insurance benefit offered.

The opportunity to participate in a 401(k) program is offered by 41.2% of large companies, and 17.6% provide severance pay. Less than 7% of smaller companies provide the opportunity for 401(k) participation. Few companies of any size offer long-term disability.

Among smaller firms, the most frequently provided employee benefit is education reimbursement, offered to 20.7% of employees. Education reimbursement is also a popular benefit of larger firms, offered to 50% of employees in these companies.

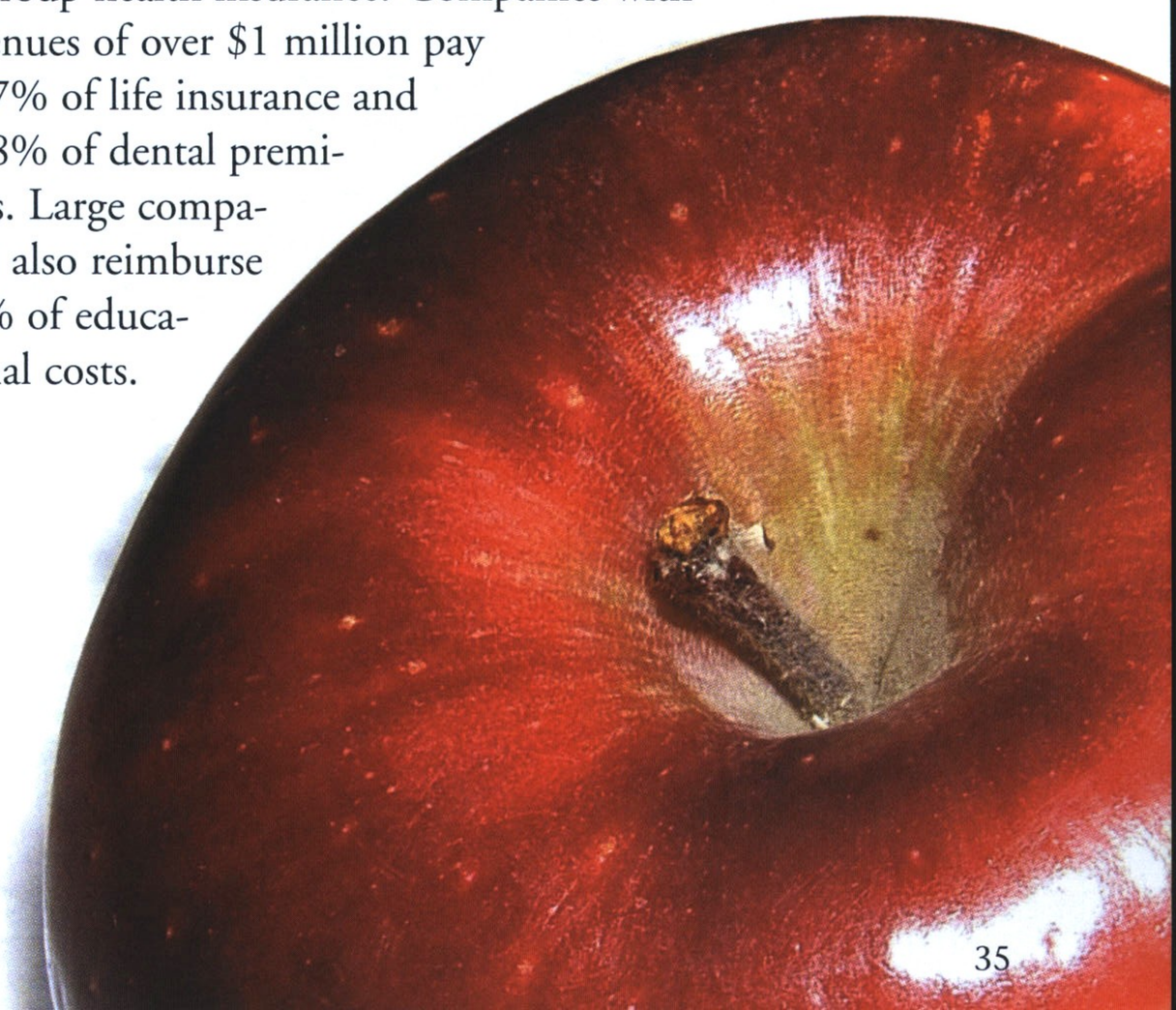
For INDIVIDUAL benefits that you offer to employees, please indicate the percentage of premium paid by your company. If you do not provide individual benefits, please leave blank.

Percent Premium Paid

	$1 million or less	More than $1 million
Group Health Insurance	87.5	83.9
Dental	*	67.8
Life Insurance	*	81.7
Dependent Life	*	*
Education Reimbursement	*	85.0
Vision Insurance	*	*

** Fewer than four responses*

If companies are offering benefits, they typically pay most of the premiums. Large and small firms pay over 80% of group health insurance. Companies with revenues of over $1 million pay 81.7% of life insurance and 67.8% of dental premiums. Large companies also reimburse 85% of educational costs.



2006 Industry statistics show growth in robust categories

The MORPACE International 2006 year-end statistical report shows auction industry revenue grew overall by a strong 7.1 percent in 2006 over 2005. From under that umbrella of all categories, the report shows where the strong and weak categories lay *(See the statistics brochure inserted in this issue).*

The study, comissioned by the NAA, shows the fastest growing sector, once again, is residential real estate auctions, which grew at a rate of 12.5 percent above 2005 figures. Overall, residential real estate generated $16 billion for 2006. The 12.5 percent compares to 8.4 percent for the previous year, showing how much this category is growing.

The growth in revenue may reflect several factors, including more Auctioneers selling real estate and more properties coming to auction, veteran Auctioneers say.

"Anyone watching the auction industry trends knows real estate is important to our future," said Auctioneer Scott Musser, of Kennewick, WA, whose company, Musser Brothers, is focusing more on real estate than their traditional focus of agricultural machinery.

"Anyone watching the auction industry trends knows real estate is important to our future," said Auctioneer Scott Musser.

Following closely behind this leading category, is commercial and industrial real estate with a 9.3 percent growth. The same factors driving growth may apply in this category, as more Auctioneers bring more properties to auction, partially driven as Auctioneers see the larger income opportunities in higher priced commercial properties.

Additionally, land and agricultural real estate auctions grew at 8.4 percent over 2005. Auctioneer Mike Jones, CAI, GPPA, President of United Country Real Estate Auctions, who specializes in rural property, said more agricultural land is coming to market as farm holdings are reduced and more of the U.S. population moves to cities from the country. This is a trend that will likely continue for some years, he said.

Another high growth area is art, antiques and collectibles, with a 9 percent growth over 2005. Partial credit goes to television shows featuring art and antique auctions. Consumers watching "Antiques Roadshow" and "Cash In the Attic" are cleaning out their attics and basements to find things to bring to auction said appraiser/Auctioneer Mike Odell.

Charity auction revenues were up 6.6 percent in 2006, likely reflecting more clients bringing more auctions to fruition with more Auctioneers entering that niche, said benefit Auctioneer Kurt Johnson, of Minnesota.

"I definitely have more competition in my region," he said.

NAA has recognized this trend by establishing the new educational designation, Benefit Auctioneer Specialist (BAS), which includes a 21-hour educational program on all aspects of being a successful benefit Auctioneer.

Automotive auction revenues experienced a 6.5 percent rise

ANTIQUES FROM BRITAIN & EUROPE

$1.50 to the £1 = is what I'm offering on the exchange rate.
The banks rate is more like $1.90 to a £1 maybe higher.

Goodfellow antiques needs to stay in business which is exporting antiques, so we are offering all customers an exchange rate of a dollar fifty to the British pound. Prices are less now than they were ten years ago. We want you to make money. To stay afloat in the export trade, to continue to create business I'm saying to all of you auctioneers and dealers out there:

If for any reason any item of furniture selected for you in the load isn't up to your expectations - I will refund your money.

We have been in this business for 38 years. Our customers will tell you themselves what they think of the quality and of the expert packing of clean pre 2nd world war Edwardian & Victorian 200 items of furniture.

The load is insured; you can select from pictures; your shipment takes five weeks to arrive at your door; we assist you with a broker at the port of entry, delivery is to your warehouse and you pay the freight only when your shipment is in the USA. No agent's fees, no packing charges, just straight honest deals.

Order your next 40ft. container of antiques and pay only $1.50 to the sterling pound. Take a good look at our new web site pictures of the varied selection you would have on your own container costing out from only $12,000 for profitable antiques, not reproduction and a money back guarantee. Select your own personal load now at:

www.Goodfellowantiques.com
Email me at g.goodfellow@btinternet.com
Phone: 011 44 1745 870 699
mobile: 011 44 0777 5748009

Prize money reinstated for IAC, ringman contests

The NAA board of directors, during a special meeting held in conjunction with the recent Winter Seminar in Tucson, AZ, voted to reinstate the prize money to the International Auctioneer Championship ($10,000 each for Men's and Women's divisions) and the new International Ringman Contest ($5,000) for those events at the 2007 International Auctioneers Conference and Show to be held in July in San Diego, CA. The prize money was recently removed with the intention to use those funds to create a professionally-produced promotional video that would include the winners and would promote the auction industry nationwide on cable television networks. But, the prize package was able to be reinstated due to favorable negotiations for the production and airing of the these events for television. While final details of this television airing are still pending, the board felt comfortable that it would no longer need the additional $25,000 secured from these prize awards to make this exciting event showcase for television.

NAA President William L. Sheridan, CAI, AARE, GPPA, said "The board of directors was committed to bring the IAC and new IRC to television and regretted having to utilize the prize money funds to make it possible. The negotiations on the production and airing of these events have proceeded beyond our expectations and has allowed NAA to reinstate these funds for 2007. The added visibility and opportunity of having these premier events showcased on television will add significant value and exposure to the contestants, winners and the auction profession. When it became apparent the NAA would no longer need these funds the board quickly reacted and voted unanimously to reinstate the prize money."

For details on these contests, visit www.auctioneers.org, and click on the purple graphic in the center of the page that says "58th International Auctioneers Conference and Show."

in 2006 as that category continues as the overall largest gross revenue producer in the industry. One factor driving up revenue is the webcasting of auto auctions live on the Internet. This can bring more bidders online than physically show up on the auction floor, and driving up prices as a result.

Among the low growth categories are commercial and industrial machinery and equipment at 1 percent; livestock at 1.4 percent and personal property at 0.6 percent.

The two categories reflecting a decline in revenues were agricultural machinery with a 0.7 percent decline, and intellectual property with a 1.6 percent decline.

Overall, NAA is glad to see continued growth in most categories.

"We are pleased that real estate auctions continues to grow so rapidly, and that the overall industry is showing strong growth," said NAA President Bill Sheridan, CAI, GPPA, AARE, of Mason, MI.

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

NAA promoted this news about the industry growth with news releases to national news media and to industry media sources.

NAA ONLINE SOLUTIONS

Big Audienc

When size matters, we deliver. With over 212 m

eBay Live Auctions is the venue of ch and top dollar values

The iColl

As the only eBay the tools, trainin We are the origi platform and ex

Broadcast you

"iCollector has done a superb which has brought us excellen

- Peter Sidlow, Victo

Call Us Today!

1-866-313-0123

e. Big Results.

illion registered users in 33 international markets,
noice for receiving maximum exposure
for your auction goods.

ector Advantage

Live Auctions provider endorsed by the NAA, iCollector offers
g, service and expertise to make your next auction a success.
nal eBay Live Auctions partner will a fully integrated technology
perience that's second to none.

r next auction *live* with iCollector and see the difference!

o job at increasing our bidder base,
nt results from our online auctions"
ian Casino Antique Auction

icollector.com
iseek.ifind.ideal

LiVE AUCTIONS

Small firms can now compete with the biggest **Online Auctions are "The Great Equalizer"**

By Chris Mayr, of AuctionAnything.com

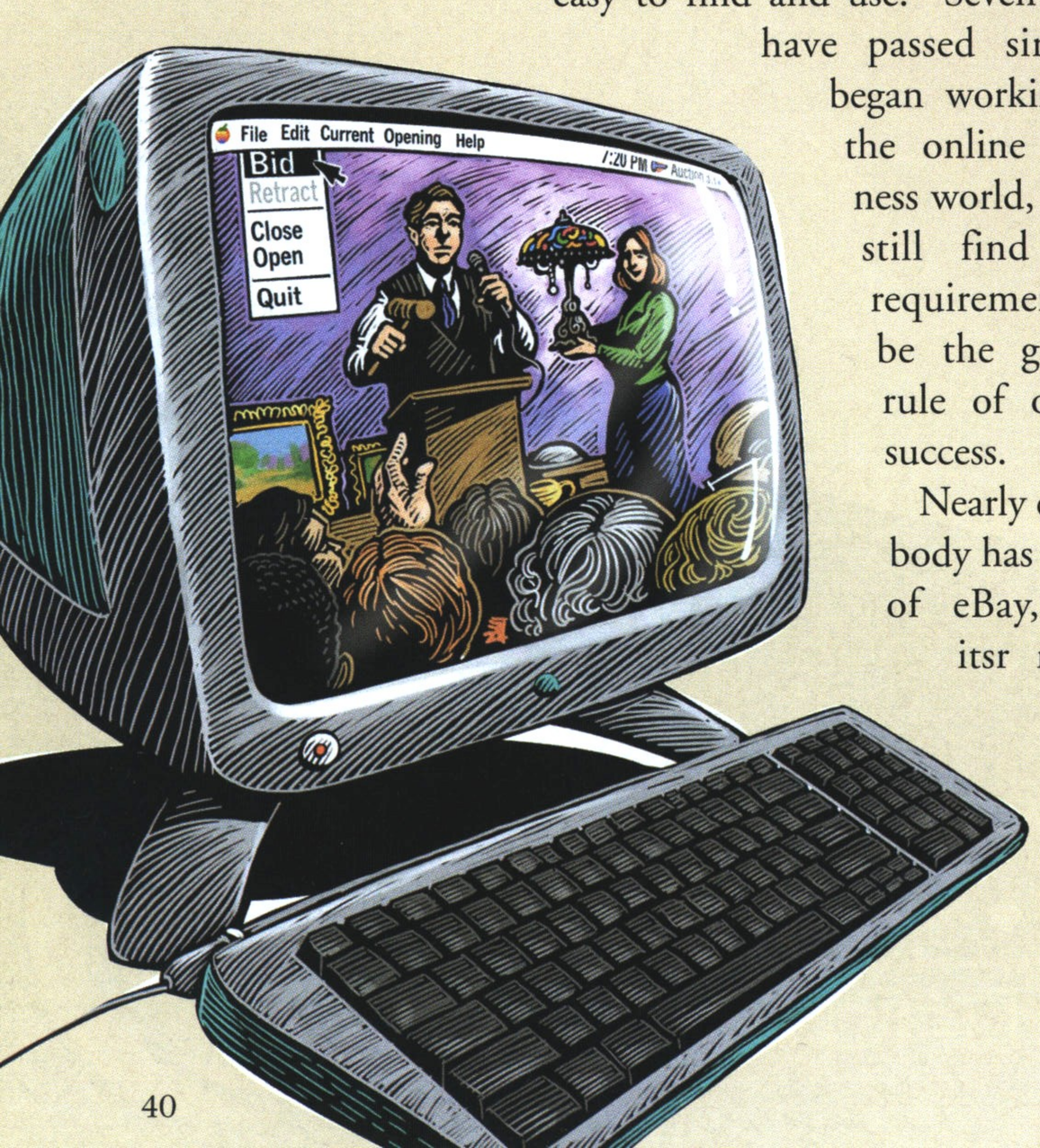
What makes a good online auction? Is it a big budget? A staff of 500 support personnel? A logistics department with distribution centers across the United States?

Or could it just be a great idea and a strong work ethic to make that idea happen?

I began my career in the world of the Internet commerce in 2000. Prior to that I had been plying my marketing trade in traditional brick and mortar businesses, an area dominated by large amounts of capital, high geographic representation and highly traditional, if not somewhat outdated, business practices.

I was drawn to the online field because I saw a place where even the "little guy" could compete. A small business man, as most Auctioneers would describe themselves, could not only enter the market, but also flourish in the online world. The online world is the great equalizer between the large established, big business players, and the smaller, dedicated individual businessperson. I saw large corporations with billions of dollars in their war chests fail miserably online, while startups working out of their garage or home office hit the jackpot.

Why was it that the little guy can out-flank the large corporate gorillas? The answer is that on the Web you can be whatever you need to be to meet customer demand. There are no geographical limitations to your customer base, nor capital investments such as having to open 200 locations across the country. To compete effectively you need to meet two requirements; offer great customer service and a web site that was easy to find and use. Seven years have passed since I began working in the online business world, and I still find that requirement to be the golden rule of online success.



Nearly everybody has heard of eBay, and itsr member statistics are staggering. It has been said that if the eBay community was a country, it would be the third most populous country in the world. Billions of dollars of transactions go through the site each year and the do-it-yourself seller represents the vast majority of those transactions.

A portrait of the eBay seller shows that the biggest areas of activity are in consumer goods and mass market collectibles. Many of these items previously were changing hands through collectibles shops, garage sales, swap meets and other person to person marketplaces. In my opinion, this marketplace, and others like it, are not the primary threat to the livelihood of the professional Auctioneer.

The primary competition for professional Auctioneers isn't the home or small business based eBay seller, but rather the new start-up companies who liquidate inventory such as real estate, machinery, and agricultural goods. Ten years ago, if you had to retool a factory or refurbish a restaurant, you called in an Auctioneer who would liquidate your goods for you. Now, companies are finding that they can streamline this process through the use of an online auction.

The Professional Online Auctioneer

This new breed of professional Auctioneer is just beginning to emerge. This new Auctioneer may have never worked as a ring man, never called an auction and doesn't even own a gavel. The new auctioneer is the Professional Online Auctioneer. Again, the Internet is leveling the playing field for this newcomer. However, this newcomer does not have the years of experience and business savvy that many of his more traditional counterparts possess.

In most cases, for the auction client, the only thing that really matters is the bottom line. Who can move my entire inventory at the highest possible price? The need for years of experience and tradition aren't a priority for this customer. For them the questions are:

- How did you do in your last five or 10 auctions?
- How will you get my items to the largest possible buyer pool?
- How quickly can you move my inventory?
- How easy can you make the process for me?

The new Auctioneer can do it faster, cheaper and is on the "cutting edge" for the client. Their pitch is sexy and relevant. Nowhere can this be better illustrated than in the art and antiquities world. With such a small segment of the population participating in these high ticket auctions, the Internet is bringing together interested buyers into one sale and the staid auction houses that are not embracing the online technology are being replaced by the startups and smaller progressive auc-

tion houses that are conducting online enabled or online exclusive auctions.

In 2000, the world of salvaged steel was handling liquidation of inventory through an auction that cobbled together a few in-person bidders, some bids via fax and a few buyers over the phone. The auction was organized chaos at best. Today, the market for second-hand steel has grown by tens of millions of dollars with the vast majority of those items being sold at auction, an online auction.

Mayr

The reason for this change? A better mousetrap was built. By bringing together a bigger book of bidders and an easier method of conducting the sale, they were able to change the way their industry did business. It was the great equalizer that changed an entire industry. It wasn't the big steel manufacturers, or the large shipping carriers, rather it was a one-man shop that used the power of the Web to become the leader in his industry. That steel liquidation company has since grown much larger. The company has been featured in numerous national publications and industry magazines. It is now the de facto standard in the liquidation second-hand steel.

Shortening the time window

Need to liquidate a retail store in two weeks before the lease expires and the contents of the store are discarded by the landlord? Online auctions can greatly shorten the auction cycle and reduce the marketing requirements to move that inventory. Print production can take weeks, the postal stream days more, any publications are usually weeks in the making, but the Internet can get your message out in hours and bidders don't need to make travel arrangements to bid on the web.

I recently met an Auctioneer who had a requirement to empty a restaurant in 21 days from the date that he was initially contacted. In his case, he was within a few hours drive of the particular location.

This is a rough sketch of his timetable:

- Day 1: He and his wife drove to the location to inventory, inspect, and photograph the equipment and fixtures.
- Day 2: He compiled all of the information from his trip and posted it to his auction web site.
- Day 3: An auction email was created and blasted out to his book of bidders.
- Days 4 – 14: The auction ran on his auction site with most of the items selling.
- Days 16 – 18: All winning bidders arranged their shipments or pick up of goods and the final few remaining fixtures were liquidated.

The Web gave our Auctioneer the ability to operate as a large auction house while remaining a small one to two person

continued on 73

Bring Internet Bidders To Your Next Auction

Affordable, Proven Complete Unlimited Live Web Site

Live real time internet bidding
Live audio & Live video
Online silent auction system
Complete clerking software

Runs on your web site
Unlimited auctions
No per auction fees
No per auction commissions
24 hour support

ALREADY HAVE A WEB SITE?

Let LUJOHNS add the tools you need to bring more bids for more profits.

Choose what you need now and add more later or take it all and have the most powerful auction web site available.

LUJOHNS ENTERPRISES

800 243-4420
413 443-2500
INFO@LUJOHNS.COM

www.BidderCentral.com

Bonds & Insurance.
Competitive Prices.
Unbeatable Service.

E.R. MUNRO & COMPANY

since 1885

licensed in 50 states

Call today. 866-313-0429
phone: 412-281-0673 • fax: 412-281-4014
bonds@ermunro.com
Member, National Auctioneers Association

Have an insurance need? Ask for Greg at ext. 157.

National Auctioneers Day is April 21; help your community

April 21, 2007 has been set aside by NAA as National Auctioneers Day to draw attention to the auction industry and provide a focused opportunity for Auctioneers to help their communities.

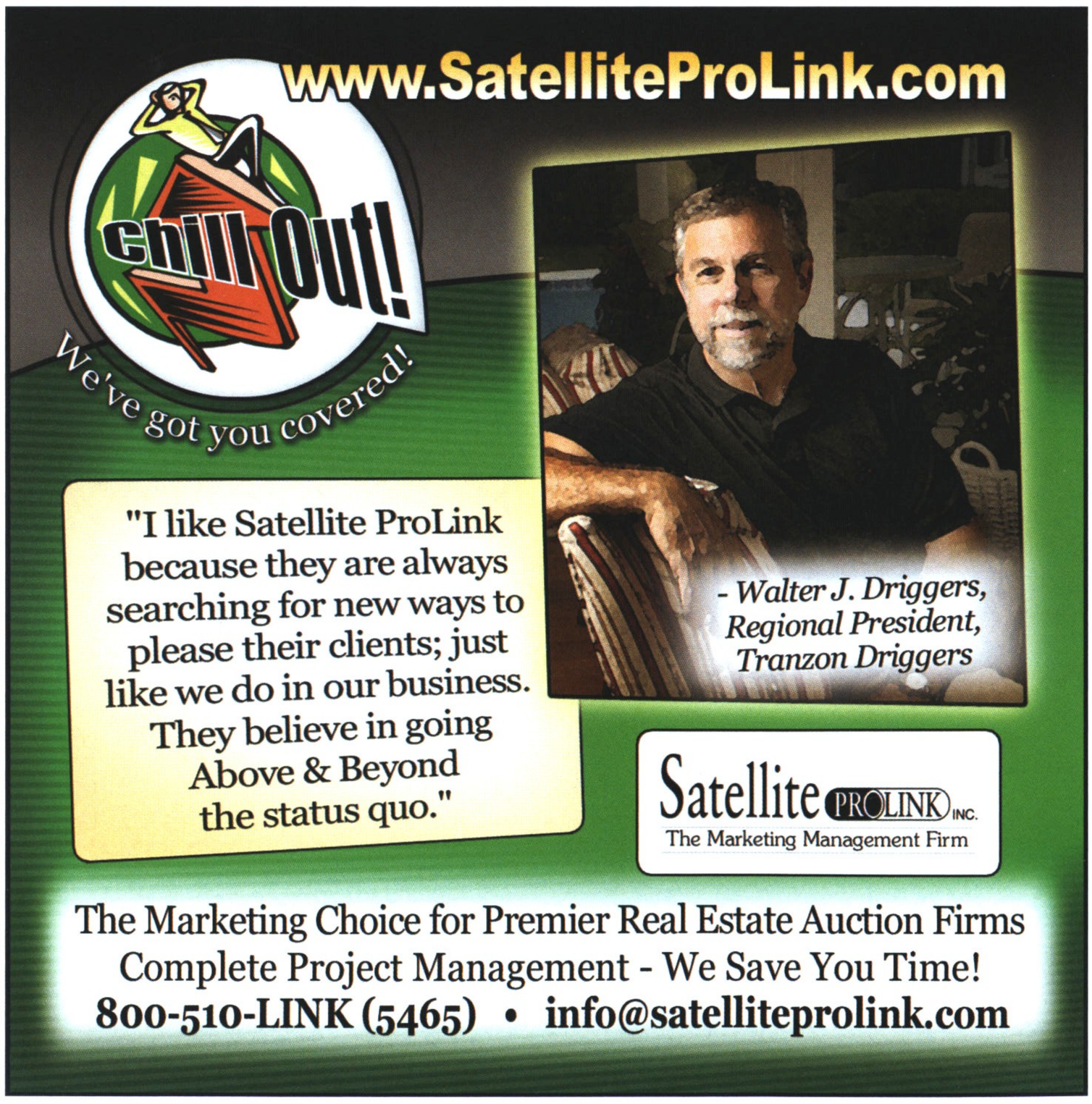
All NAA members are encouraged to participate in a benefit auction to raise money for a community program. Additionally, members are also encouraged to do the following: write a letter to their local newspaper; and write a letter to their state representative or state senator encouraging the state to adopt a proclamation designating April 21 as National Auctioneers Day. Sample letters are included at the end of this story.

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

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

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

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



Additional Ideas

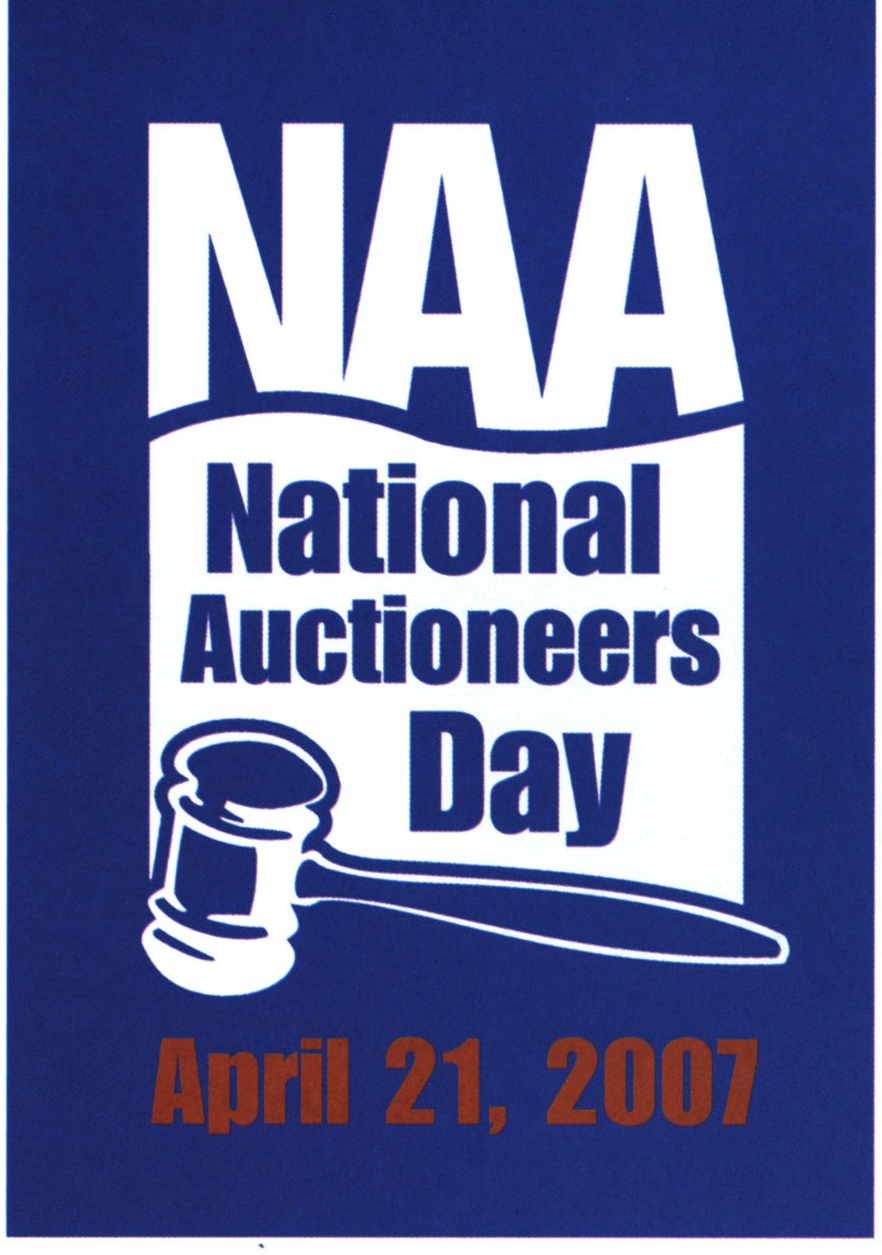
- Develop a Tip Sheet. Use this day as a launch date for a new communications device for your business. Develop a bi-monthly or quarterly "tip sheet" that you can send out to local media and/or your clients to give them the "insider's tips" on upcoming sales, bidding strategies, special events and company news (i.e., anniversary celebrations, new employees on staff, launch of a new web site, speaking engagements). Print it on company letterhead (or create a simple, new design) and be sure to list your name and business/cell phone so you can be contacted easily.
- Send or email a "Thank You" to clients. This is a time to promote your business, but turn the tables a bit and give your customers the credit. Send or email them a note to say "Thank You" for their business and let them know

just how much you appreciate them. Let them know that you are celebrating National Auctioneers Day and your success couldn't have been possible without them. A small note of thanks can go a long way in maintaining a good working relationship with customers.

Successful Promotions

• Post It On Your Web Site: This is probably the simplest yet most effective way to spread the news about this special day. The posting can be as simple as "Join in the celebration of National Auctioneers Day on Saturday, April 21 by attending an auction!"

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



Ready Resources

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

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

(example letters on following pages)

#1 World Wide College of Auctioneering
Since 1933

World Wide College of Auctioneering
Mason City, Iowa

"Become A Champion" Bid Calling School

September 17 & 18, 2007
Denver, Colorado

World Champion Instructors	Areas Covered
•John Korrey	•Advanced bid calling (developing that smooth rhythmic, easy to listen to chant)
•Rowlan Hill	•What others look for in scoring your competition
•Trent Stewart	•Voice training and care
•Paul C. Behr	•Imaging •Dress for success/ competition style
•Amy Assiter	•Get the edge others wish they had

"Come train with the Champions"

For More Information Call 1-800-423-5242
www.worldwidecollegeofauctioneering.com

SOLD II® Auctioneer of the Month

Liska & Assoc. AUCTIONEERS

Wayne & Barbara Liska
Grants Pass, Oregon

Combining traditional auction values with SOLD II technology for the best in customer service

Their Mission Statement sums it up:

"We are in the auction business, and we promote it, not only because it is our business, but because we have confidence in the auction method, and we know that it has many advantages for our clients. Liska & Associates Inc. combines experience, honesty, expert marketing methods, and a long-time established name in the business along with the advantages of the auction method itself to provide clients with the service they deserve."

Learn more about Liska & Associates Auctioneers at www.soldii.com

SOLD II®
the leader in auction software since 1982

Email: info@soldii.com Call: 800-487-6532

OUR LATEST INNOVATION: SOLDII.NET
Now with Fully Integrated Credit Card Processing

Sample Letter to the Editor:

These documents can be obtained on NAA's website **www.auctioneers.org**

Your Name
Your State Auctioneers Association
Address
City, State Zip Code

Date

Editor's name
Address
City, State, Zip Code

Dear (editor's name):

The auction profession is a growing part of the U.S. economy with rapid growth in real estate auctions, charity auctions and other categories.

The public should be aware that April 21, 2007 is designated as National Auctioneers Day by the National Auctioneers Association (NAA) and that Auctioneers across the country will be helping their communities on or near that day by participating in benefit auctions to raise money for community programs.

Auctions provide a great way for buyers to find values on items they want, and for sellers to dispose of property in a timely manner. I hope people in our community will visit our local auctions and bring the family to see free market competition at its best and most entertaining.

Thank you for your time and consideration.

Sincerely,

Your name
Your Title

Proclamation request sample letter to your Representative or Senator:

Your Name
Your State Auctioneers Association
Address
City, State Zip Code

Date

Honorable XXXX
Address
City, State Zip Code

Dear Representative (or Senator) XXXXX:

The auctioneer profession is a vital part of the U.S. economy, generating over $257.2 billion in 2006. Auctions exemplifying free market competition at its best, and are held every day throughout the world to obtain the true market value on items ranging from real estate to personal property.

Additionally, Auctioneers across this state raise millions of dollars at benefit auctions to help support organizations across this state. On April 21, 2007, the National Auctioneers Association (NAA) has set aside this day for Auctioneers across the country to help their community by participating in a benefit auction to raise money for the community. As a result of this important day, I ask that you declare Saturday, April 21, 2007 "National Auctioneers Day." Thank you for your time and consideration.

Sincerely,

Your Title
Your State Auctioneers Association

National Auctioneers Day
April 21, 2007

WHEREAS, the auction industry contributes over $257.2 billion to the United States economy and the world; and

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

WHEREAS, Auctioneers support their communities and charities through benefit charity auctions, raising over $16 billion in 2006; and

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

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

THEREFORE, I (*NAME and TITLE*) hereby proclaim Saturday, April 21, 2007 as National Auctioneers Day.

_____ (Signature)

Iowa Auctioneer marks 50 years business

Auctioneer Wilbur Swartzendruber, 81, of Wellman, IA recently celebrated 50 years in the industry and was featured in his local newspaper, the Kolona News.

He recently did his 50th annual auction to raise funds for Pleasantview Home in Kalona. He even auctioned some items in German, the newspaper story said.

"I really enjoyed being able to help out," Swartzendruber said in the story. "I have many fond memories of these auctions, but I couldn't pick any special event. It is just fun being able to help out."

Swartzendruber comes from a family of Auctioneers. His father, P. M. Swartzendruber, auctioneered for 49 years, and Wilbur called his first auction at age 18. His younger brother, John of Wayland, is also an active Auctioneer.

Wilbur recalls that his smallest auction was in Iowa City with only 24 people present, but he was able to sell everything. "I've had so many good experiences that it is hard to point out any special auction," he remarked.

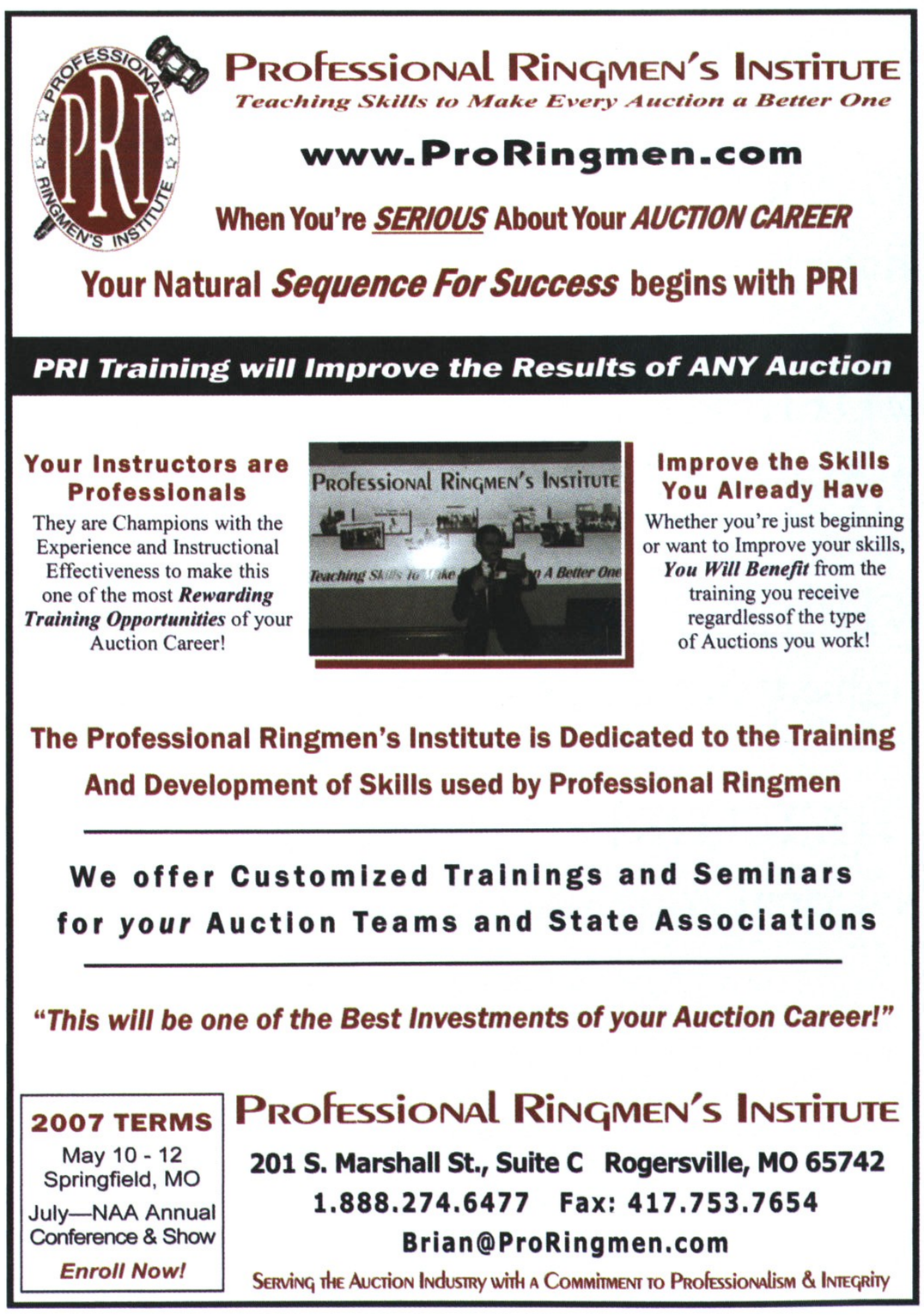
Swartzendruber is pleased to have been able to help launch several special auctions (hay and dairy sales at the Kalona Sales Barn) and fundraisers such as the Pleasantview Benefit Sale and the Iowa Mennonite Relief Sale.

He said he wrote 12 letters in 1979 to urge the start of the Mennonite Relief Sale. "Other states were having Mennonite relief sales so I thought Iowa should have one," he noted. The first sale was in 1890 in Washington. It is now held every spring at the Johnson County Fairgrounds. "In 27 years we have raised over $1 million for relief throughout the world."

Swartzendruber has worked with a number of Auctioneers and is pleased to have helped Dwight Duwa and Stan Yoder get started. Other auctioneers he has worked with at relief and benefit sales include his brother John, Gary Mullet, Chester Miller, Ike Yoder, Bob Glaspey, Bill Bruty, Charlie Brown, George Parizek and Lyle Donohoe.

He started the hay auction about six years ago because he was made aware of a need for hay in southeast Iowa. That monthly auction, which is now the first and third Thursday of each month, is currently handled by Stan Yoder and continues to be popular.

Wilbur enjoys time with his family, including Lois (his wife of 57 years) and children: Joyce (Jim) Melinis of Bangor, Maine; Doug (Joyce) of San Francisco, California and Jim of North Liberty.



2007 Conference and Show Sponsors

CAI Celebration Breakfast
Satellite ProLink
www.satelliteprolink.com

CAI Reception
NAA Credit Card Program
www.auctioneers.org

Conference & Show Brochure
PrintWorks a Bulk Mail Plus Co.
www.bulkmailplus.com

Conference & Show Notebook
Southdata, Inc.
www.southdata.com

Conference and Show Program
Industrial Publishing, Inc.
www.industrialpublishing.com

Conference and Show Signage
1-800-The-Sign.com
www.800thesign.com

First-Timers and Mentors Breakfast
Merv Hilpipre

IAC, IJAC, and IRC Competition Catalogs
Auction X-Press
www.auctionxpress.com

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

IAC Programs
Holley's Printing
www.holleysprinting.net

NAF Hall of Fame/Diamond Gavel Honoree Reception
J.L. Todd Auction Company
www.jltodd.com

Opening Night Event
California State Auctioneers Association
www.californiaauctioneers.org

Opening Session
National Auctioneers Foundation
www.auctioneers.org

State of the Industry Breakfast Forum and Speaker
United Country Auction Services
www.unitedcountryauctionservices.com

Trading Card Autograph Hour
Auction X-Press
www.auctionxpress.com

Holley's Printing

Beginning in 1961, Holley's Printing has fine-tuned its service skills for several key markets, which have taken it from a small local company to a regional one. We know Auctioneers need a printer who has the experience, creativity and equipment that will give their materials the winning edge--quickly. HP has produced winning entries including one-, two-, four-color brochures in addition to business stationery for several state auction associations.

To accommodate the industries need for speed; an ftp server, direct-to-plate technology and automated mail services are available. Uploading digital files to our server and downloading digital proofs has never been easier. With Holley's Printing, the whole job is produced under one roof. From the state-of-the-art digital design department to wading through USPS mailing regulations and everything in between, we do what it takes. We're serious about your success!

A nine-unit Harris web press has been installed to add full-color web printing to the range of products offered.

Do you still struggle with file preparation? Is your printer using a lingo that is totally foreign to you? Whether your printer uses digital, D-T-P, or traditional film, there is a lot of technical information you MUST know. To better serve our Auctioneer friends, Holley's Printing has published "PRE-PRESS 101 or How to submit electronic files that will output the first time!" which can be downloaded FREE from our website at www.holleysprinting.com.

When you partner with Holley's, you'll get a printer who understands the auction market and offers up old-fashioned service without sacrificing the
creativity that will make your work unique!

HP is located at 955 West College Street, PO Box 1040, Pulaski, TN 38478. Phone: 800-950-5967. Fax: 931-363-8656. www.holleysprinting.com.
Quote Requests: quote@holleysprinting.com
Mail Lists & Service: mail@holleysprinting.com
Art Department: art@holleysprinting.com
FTP server: ftp.holleysprinting.net.

First class of new Benefit Auctioneer designation program meets in Seattle

Thirty-five eager students seeking the new Benefit Auctioneer Specialist designation (BAS), recently established by NAA, met in Seattle, WA in January to take three days of class instruction for the designation.

They learned all phases of planning and conducting successful benefit auctions, including how to build clientele and profits. They also attended a benefit auction to observe the process from start to finish, and worked in volunteer positions at the auction, said class instructor Kip Toner, BAS.

"They did registration, cashiering, clerking and other duties to give them a good feel for the operation of a benefit auction," he said. The students earned 21 credit hours of class instruction.

In the first BAS class in Seattle, Toner also taught specific techniques, including the "bidding frenzy" and "premier desserts," to raise more income and entertain the crowd.

"These things really work and give the auction more value," he said.

Earning the BAS designation will be "one more arrow in the quiver" of tools that Auctioneers can use more professionalism, Toner said.

Class attendee Jenelle Taylor, BAS, of Orlando, FL, said the program was valuable for knowledge, ideas and networking connections.

"This was a great program for all of us who strive to be on the leading edge of this industry," she said.

Planning for the BAS designation has been underway for years. NAA's Education Institute completed the curriculum and details recently.

NAA held its first panel discussion about benefit auctions -- titled "Successful Fundraising Auctions" -- at the 2003 Conference and Show in July in San Antonio, TX. Additional seminars in this benefit auction educational track at the Conference included classes titled "Justifying Charging a Fee" and "Benefit Auction Block Techniques." Benefit auctions were also discussed at morning breakfast roundtables and at "Great Ideas Workshops." (Audiotapes of the seminars are available from the NAA headquarters).

Benefit auctions are one of the fasting-growing segments of the auction business, and with that growth has come increased professionalism by its Auctioneers. Benefit Auctioneers are using more education, technology and advanced business techniques to thrive in this specialty.

Auctioneer Jack Christy, CAI, BAS,

Students in the first Benefit Auction Specialist class, listed alphabetically, (not in order seen above) include: Charles Beck and Lourdes Beck, of Lacey, WA; Andrew Bost, of Austin, TX; John Cardoza, CAI, of Turlock, CA; Ryan David, of French Camp, CA; Alice Gibson, of Ft. Worth, TX; Kathleen Kingston, CAI, of Hampton, NH; Tim Kruse, of Auburn, IN; Shirley Gillham, of North Bend, OR; Mark Harris, CES, of Cambridge, OH; Heidi Hill, of Union, OR; Renee Jones, CAI, CES, of Gainesville, TX; Amber Kauhi, of Edgewood, WA;Damian Mason, of Huntington, IN; Michelle Massart and Patricia Massart, CAI, GPPA, CES, of Green Bay, WI; Sue McLain, of Fort Wayne, IN; Scott Musser, of Kennewick, WA; Dick Ostermiller, of Billings, MT; Robert and Candy Shively; of Topeka, KS; Richard and Shannon Schur, CAI, of Colorado Springs, CO; Gayle Stallings, of Austin, TX; Rick Stricker, of Desoto, KS; Rocky Strickland, of Italy, TX; JoEllen Taylor, CAI and Jenelle Taylor; of Orlando, FL; Meghan Toner, of Seattle, WA; George L. Vaught, of Austin, TX.

Top: Students listen to Kip Toner.

Right: Students worked at this real benefit auction to gain experience.

GPPA, CES, chairman of the committee that drafted the BAS curriculum, said the program was created to teach at least three types of Auctioneers: the one who comes in for an evening as a bid caller; the one who works with a client for months, from start to finish; and the one who is a consultant only, advising the client but not doing bid calling.

"Graduates will see how the benefit auction is a process with many techniques, from the early planning through the event and the settlement afterward," he said.

Christy says Auctioneers nationwide see the opportunity in doing more charity auctions in their areas. More charities are seeing that an auction is the best way to boost their revenue, and that a professional benefit Auctioneer is the best person to guide them, said Christy, who has done charity auctions for the American Cancer Society and many other groups.

The next BAS class will be held March 31 to April 3 in Cincinnati, OH and will be taught by veteran benefit Auctioneer Lance Walker, CAI, BAS, CES, of Memphis, TN.

To sign up call the NAA Education Department at (914) 541-8084, ext. 23 or 28.

NAA Winter Symposium 2007

The NAA 2007 Winter Symposium in Copper Mountain, CO on Jan. 21-24 gave attendees a chance to learn from great teachers, to network with colleagues, and enjoy winter sports if they chose to do so. Some of the instructors are pictured here.

Seminars included "Fiascos and Disasters," by Steve Schofield, CAI, AARE, CES; "Emerging Trends in Auction Technology," by Aaron McKee, CAI, AARE; "Marketing Yourself and Your Auction Company," by Renee Jones, CAI, CES; "Creative Methods to Market Real Estate" by Paul Sobwick, CAI, AARE, CES; "Is it a Painting or a Print," by Dennis Jackson, CAI, AARE, CES; and "Adapting to the Bidding Public," by Ryan George.

To learn more about NAA educational conferences and programs, call the NAA education department at 541-8084, extensions 19, 23 or 28.

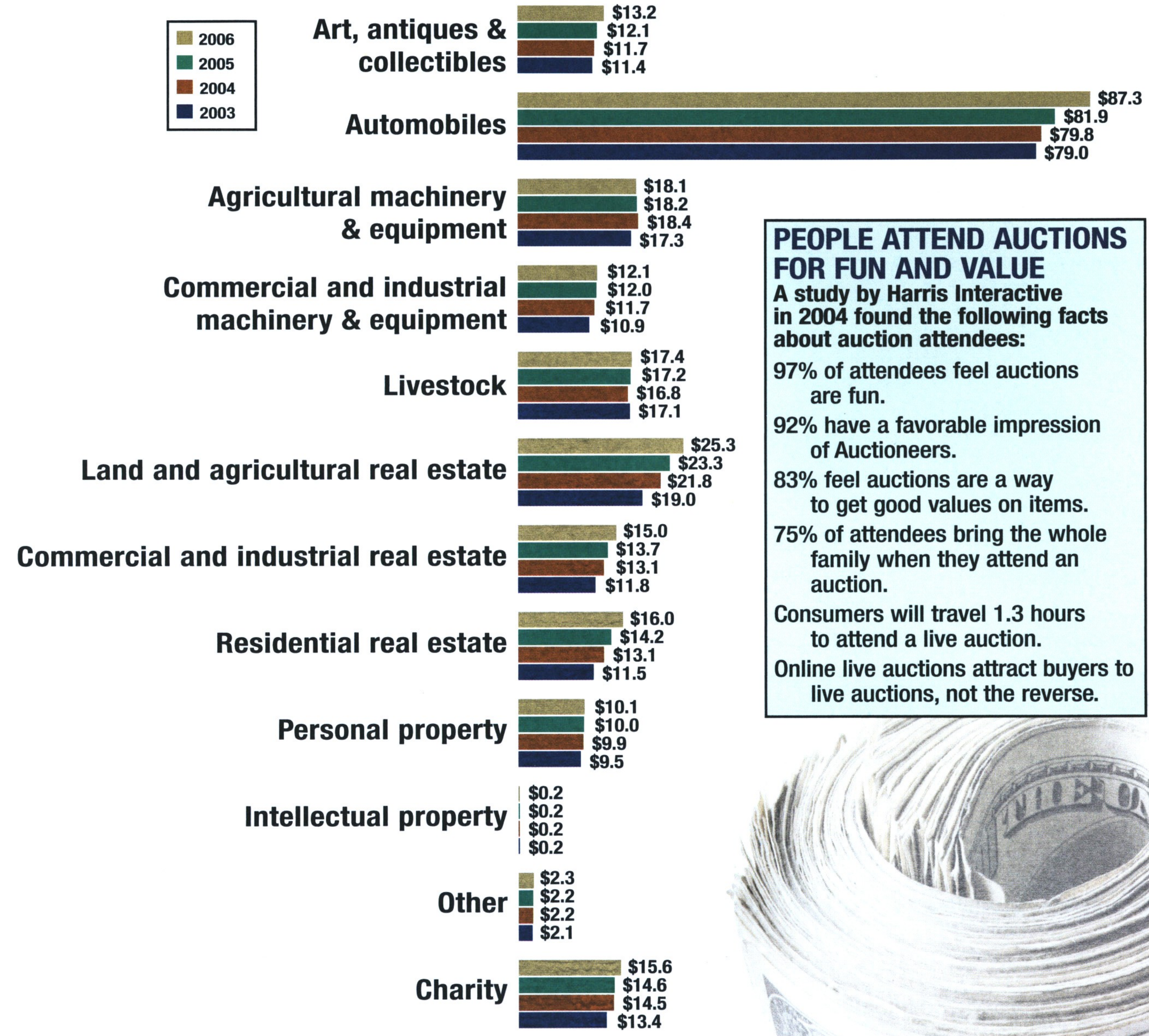
Aaron McKee teaches about emerging trends.

Dennis Jackson teaches about artworks.

Bill Fox teaches at the 2007 Winter Symposium.

Ryan George teaches about bidding.

Gross Sales Revenue (in billions) By Auction Area – 2003 to 2006



PEOPLE ATTEND AUCTIONS FOR FUN AND VALUE

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

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

2006 Revenue Estimates By Auction Specialty Area

The $87.3 billion estimated gross sales revenue for automobiles continues to dwarf other sectors of the industry. Land and agricultural real estate follows a distant second with $25.3 billion. Residential real estate is the overall fastest growing sector with total revenue of $16.0 billion in 2006, and the fifth largest auction segment.

There is a small difference between gross sales receipts for 2006 and combined total revenue for specific auction segments. The survey asked members to estimate changes in their cumulative gross sales receipts for 2006 compared to 2005. Members' estimates for specific auction categories are slightly less than their percent estimates for total annual sales growth. The accompanying chart shows the most recent four-years estimate of gross sales revenue.

Real Estate Focus

Why is real estate a consistent growth leader? Despite a slowdown in traditional sales of residential homes in 2006, why did revenue from residential real estate auctions increase 12.5% over 2005? Greater acceptance of the auction method of marketing is one explanation. Younger consumers are receptive to auctions because of their involvement with online auction firms.

As the sale of real estate through live auction has increased, real estate agents have discovered the advantage of a quick turnaround of the property. Increased consumer acceptance combined with a greater focus on marketing strategy are favorable indicators for residential real estate to continue as the fastest growing sector of the auction industry.

Charity Auctions Grow

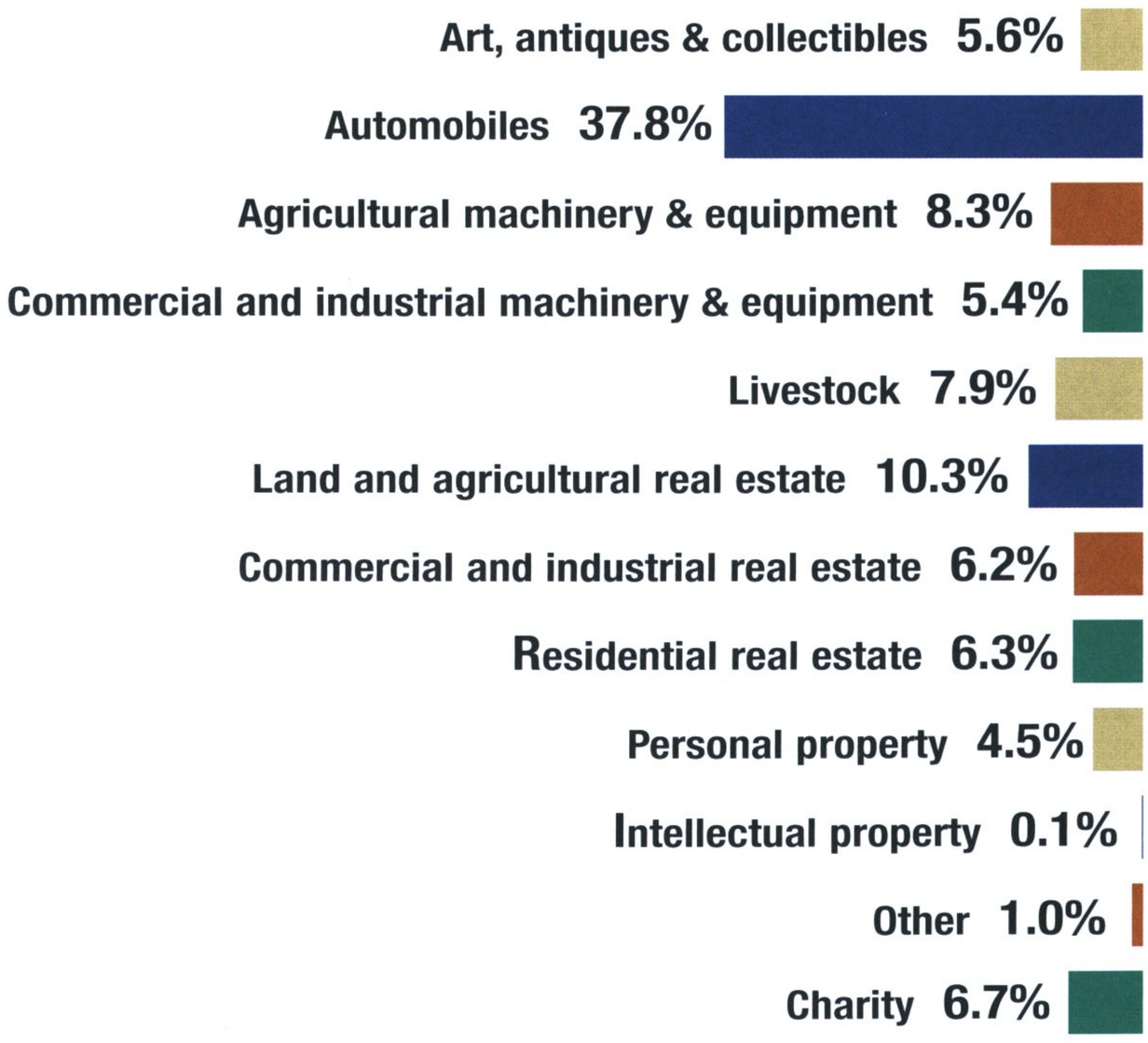
Charity auctions are the fourth-fastest growing sector of the auction industry. Estimated gross sales revenue increased to $15.6 billion in 2006. Since 2003, total growth of this auction segment has climbed 16.3%.

Organizations that sponsor charity auctions see the advantages of using a professional Auctioneer for fundraisers. Nonprofits see how a professional Auctioneer can raise more money, provide greater entertainment, and protect the organization from problems and legal liabilities compared to a non-professional.

Distribution of Total Revenues by Auction Segments

With 37.8% of gross sales revenue, the automotive specialty area leads all other segments in the distribution of sales. Land and agricultural real estate is second with 10.3%, followed by agricultural machinery and equipment with an 8.3% share of total auction revenues that are assigned to an auction specialty.

Distribution of Sales by Auction Specialty 2003-2006 Average



As growth in the three real estate segments outpaces other specialty areas, their percentage of total gross sales revenue will also expand. Combined, the real estate segments represent an average of 22.8% of auction revenues over the past four years.

The chart represents a four-year average of auction gross sales revenues which provides a longer-term perspective of revenue distribution.

Growth in the Number of Auctions

More money invested in marketing, and a greater enthusiasm by consumers to use live auctions to both sell and purchase goods is a strong contributor to the increase in live auctions in 2006. The number of auctions increased 7.8% from 2005.

SOLD ON
great ideas & great people
JULY 16 – 21, 2007
TOWN AND COUNTRY RESORT & CONVENTION CENTER

- Auction School Officials Breakfast
- Auxiliary Luncheon and Fun Auction
- Auxiliary Seminar and Annual Meeting
- CAI Celebration Breakfast
- CAI Reception
- Designation Courses
- Education Seminars
- First Timers and Mentors Breakfast/Orientation
- Fishing Tournament
- Golf Championship
- IAC Buffet
- International Auctioneer Championship
- International Junior Auctioneer Championship
- International Ringman Championship
- Kids Corner Program
- Leadership Institute
- Lunch of Champions (IAC Champions)
- NAA and NAF Annual Business Meeting and Election
- NAF Benefit Auction
- NAF Children's Auction
- NAF Hall of Fame/Diamond Gavel Honoree Reception
- NALLOA Education and Meeting
- Opening Night Event
- Opening Session
- President's Gala
- Roundtable Discussions
- State of the Industry Breakfast / Forum and Speaker
- Trade Show
- Trade Show Floor Lunches
- Women Auctioneers Fellowship and Dinner

Take Part in the Exciting Additions to the 2007 Conference & Show

3-Day Professional Ringmen's Institute Training

International Junior Auctioneer Championship

Daily lunches on the trade show floor

International Ringman Championship & National Auctioneers Foundation Benefit Auction

58th International Auctioneers Conference & Show

SAN DIEGO

WWW.AUCTIONEERS.ORG

Have you analyzed your website lately?
Keys to an effective and profitable Website

By Peter Koeppel

In today's business environment, having a website is usually a must for any business, no matter how large or small.

If you currently have a website for your company, have you analyzed it lately to be sure it is updated and achieving its goals?

Have you looked at it from today's perspective of web design, and from the perspective of your current customers or clients? For many businesses, the answer is "no." Many firms created a website several years ago, but have made little to no changes to it since then.

In order for your website to be a true asset to your company, you need to follow some website development guidelines. Following are the top seven tips to building a dynamic and profitable web presence for your business.

1. Make it crystal clear what business, product, or service your website is promoting or selling. A good reference method is to research your competition and see what their sites look like. What about their sites do you like and dislike? While you don't want to copy your competitor's website, you can get pointers of what works and what doesn't work based on their design.

2. Make your website visually appealing, but not overly flashy for the target customer you have in mind. Realize that unless you're targeting a very young demographic, cool graphics and moving animations turn off a lot of customers. Avoid having too much clutter. Doing so can overwhelm or confuse people. However, you don't want too much empty space either. That may make you appear as if you don't have anything meaningful to say. It's a fine balancing act, but one worth mastering.

3. Give your website a consistent look throughout. If your home page is red and has a navigation bar across the top, then every other page must match that style. Designing every page differently confuses people. As they click from page to page, they may think they left your site. Other ways to ensure a consistent look include using the same font, graphic elements, color scheme, and layout.

4. Make your site easy to read. If you're targeting seniors, make the font larger than if you were targeting teenagers. Use bullet points and lots of short paragraphs to break up the text. Additionally, keep the length of the text in your main message to one screen shot. Having a page that rambles on forever makes your site appear complicated. Keep your messages short and easy to understand.

5. Remember that usability is more important than aesthetics. If a website looks beautiful but doesn't convert prospects into buyers, then it's not an effective website. Blend your message and the technology used to deliver it seamlessly. Your site needs to engage the target consumers so they can interact with the site almost effortlessly.

6. One of your site's main goals is converting prospects into sales. To make that happen, you need to give visitors to your site a satisfying experience. This means having the technology that makes the site secure so people feel comfortable shopping there and giving out their credit card. So while you want your site to be entertaining, you don't want people to be too distracted from the goal of learning more about your company or buying your product.

7. Work with a web designer who can analyze your site's performance and analyze results to improve the conversion to sales ratio. Remember, your website should not be a static type of marketing tool. You need to constantly review and update it so you can improve it over time. The most successful Internet marketers frequently update their site and make it more usable.

While website design can be a complicated topic, it does follow some basic rules that anyone can master. So if you've had your existing website for a long time, now is the perfect time to analyze it and make changes as appropriate.

Author Peter Koeppel is Founder and President of Koeppel Direct, a leader in direct response media buying, marketing, campaign management and creative strategies. Koeppel specializes in utilizing an integrated media buying strategy including online, radio and print, in addition to television. Peter is a Wharton MBA and has improved the media buying strategies and advertising for clients such as H.J. Heinz, DIRECTV, and Columbia House. For more information on his work, please visit: www.koeppeldirect.com or call: (972) 732-6110.

TAKING CREDIT CARDS? YOU SHOULD BE!

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

Debbie Dimmerling
Dimmerling Realty & Auction

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

Art Smith
Art Smith Auctioneers

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

Chris Roman
George Roman Auctioneers

NAA Auctioneer

NAA CREDIT CARD PROGRAM

EXCEEDING $50 MILLION IN TRANSACTIONS PER YEAR

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

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

In a recent NAA poll, 30% of all respondents identified credit & debit cards as their PREFERRED method of payment at auction. Are you getting the maximum returns for your sellers?

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

The proof?

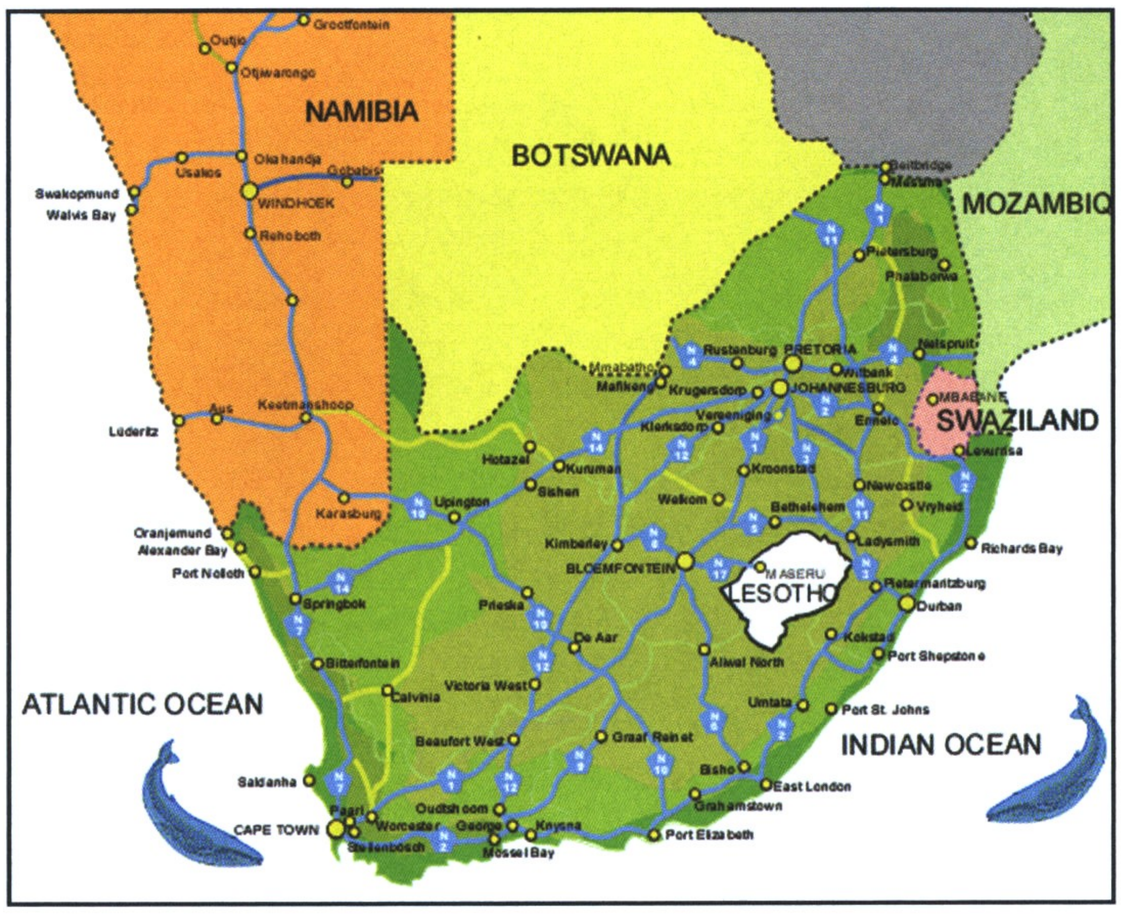
Auctioneers that take credit cards get a reported 15-30% in greater gross receipts.

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

NO Monthly Fees
NO Statement Fees
NO Annual Fees

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

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



Commercial and industry auction market undergoing revival in South Africa

The past 18 months have seen the commercial and industrial property market in South Africa transform into a sellers' market with unprecedented interest being shown from the investor public. The C and I (Commercial and Industrial) market includes all investment property within these sectors, either for rental return or for owner use.

"One can attribute the revival in interest in this sector to numerous factors" said Alon Kowen, managing director of Auction Alliance, one of the largest auction firms in South Africa.

Besides a strong economy, the retail boom and the low interest rates, C and I real estate in South Africa remains very competitively priced according to International standards.

Over the past 18 months auctions have become the most popular method of transacting in this sector, Kowen said. This is due to sellers letting the purchasers have a role in determining the price, and this has often resulted in the seller's expectation being exceeded.

This buoyant environment has created a very favourable platform for auctions to take precedent as the preferred method of transacting.

The square meter rate that C and I property sells for is often way below replacement cost and unlike the rest of the world, South Africa is one of the few countries where CBD (Central Business District or Downtown) commercial space trades at a discount to residential.

"This is a clear indication that based purely on supply and demand, growth is predicted in the C and I market in South Africa as apposed to a possible correction in the residential market," Kowen said. "There is also a strong owner-occupier market that is fuelling values as the owner-occupier does not look at net returns, but rather at the long term advantages of owning his own space as apposed to renting. The owner occupier is able to pay a premium over an investor for space that suits his needs, and this stimulates the market."

Kowen says that the interest that Auction Alliance has received on their C and I auctions has been phenomenal and that Auction Alliance has sold in excess of $400m worth of C and I property on their Renaissance Multiple Auctions this year alone.

The level of foreign interest shown in the C and I market of late is testimony to the good value and potential growth that the markets shows as unlike residential property where foreigners buy because he likes the local beach or the trendy café on the corner, their decision to buy C and I is purely a commercial and not an emotional one.

Kowen anticipates the C and I trend to continue throughout 2007 on their auctions, however he also anticipates seeing a big revival in auction activity on the residential real estate front.

"Reality has set in, and sellers have become far more realistic with their price expectation. This again creates a platform for auctions to take their course as the preferred method of transacting and with realistic sellers in the market place the residential sector once again offers great opportunities not only for home owners but for investors alike," he said.

Auctionpay reaches $500 Million processing milestone for nonprofit causes

PORTLAND, OR – Auctionpay, a leader in fundraising software and service solutions for the nonprofit community, has processed over $500 million in donations for its nonprofit clients' causes since its founding in 2002. Of this, $212 million was processed in 2006 alone. The company also announced that its customer base has grown to 4,500 nonprofit organizations and schools.

"Nonprofit leaders are feeling increased pressure to achieve greater efficiencies, better performance measures and methods to raise funds in a more sophisticated fashion," said Steve Sterba, Auctionpay CEO and president. "While nonprofits traditionally have lagged behind the commercial sector in technology adoption, there is a growing indication that technology acceptance in nonprofits is at a key inflection point. Auctionpay is leading the way in shifting this trend by providing technology solutions to help them raise more money at

their live, in-person auction events, as well as with online fundraising, or ePhilanthropy."

"Auctionpay is a great example of how technology really can make the world a better place by making it easier for people to give," said Chris Onan, a Principal with Appian Ventures, a recent investor of Auctionpay. "Auctionpay's technology is easy to use and delivers material value to nonprofits and schools. And behind the technology, is a dedicated team of employees committed to helping their clients raise these much-needed funds."

Auctionpay's original product is an innovative solution for processing credit cards at auction events. This first-of-its-kind, proprietary system substantially reduces the administrative overhead associated with an event and improves the experience for donors, guests and staff. The company developed a web-based online registration and donation product in 2003. In early 2005, Auctionpay extended its product line further with event management software that streamlines and automates planning and administration of benefit auctions. Together, these products comprise the Complete Event Suite, and make Auctionpay the leader in the benefit event market segment. In 2006, the company expanded its solution to include Auction Booster, offering exciting travel packages for sale at online and live benefit events, a hosted online auction system and software bridges to integrate with leading donor managements systems.

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

Used vehicle prices down from a year ago

Wholesale used vehicle prices continued to be soft in December, reflecting ongoing weakness in retail sales. As in November, prices were down on a year-over-year basis, and the drop worsened from -0.4% to -1.9%.

As stated last month, ADESA Analytical Services expects prices to remain relatively soft due to still-low retail demand against growing volumes of fleet, rental, and eventually, off-lease vehicles, along with steady flows of repo and dealer consignment units. Continued dealer discounting, broader economic strength, and ample tax refunds will be needed to generate stronger used vehicle sales and allow prices to firm.

Average wholesale used vehicle prices in December were up modestly (1.0%) compared to November and down 1.9% compared to December 2005, according to ADESA Analytical Services' monthly analysis of Wholesale Used Vehicle Prices by Vehicle Model Class. Perhaps reflecting lower gas prices, the only model classes that showed modest year-over-year increases were fullsize pickups, midsize SUVs, and fullsize cars.

At the end of 2006, ADESA Analytical Services estimates that auctions in the U.S. held 43 days of inventories for manufacturers and captive finance companies to 29 days in 2005 (see Auction Industry Inventory). Some of this inventory build-up is due to an influx of off-rental units; however, much of the increase is resulting from the decisions of some sellers to "no-sale" units. These inventory accumulations are putting further downward pressure on prices.

According to data from CNW Marketing/Research, December retail used vehicle sales were down 16.1% year-over-year for franchised dealers, 2.5 % for independent dealers, and 9.9% overall.

The analysis is based on the AuctionNet database of nearly seven million annual sales transactions from over 170 of the largest U.S. wholesale auto auctions, including those of ADESA as well as other auction companies. ADESA Analytical Services segregates the AuctionNet database using the J.D. Power and Associates Vehicle Segmentation Guide to study trends by model class.

Submittted by Tom Kontos

Elect
Willie A. JOHNSON
DIRECTOR
National Auctioneers Association

- Member of NAA for 17 years
- CAI Class III candidate
- NAA State Leadership Forum in Kansas City 2005
- Currently serving (Governor Appointed) on the North Carolina Auctioneer Licensing Board
- Past President of Auctioneers Association of North Carolina
- Graduate Mendenhall Auction School 1989
- Full time auctioneer and real estate broker 17 years
- Endorsed by Auctioneers Association of North Carolina
- Degree in Business Administration 1986
- Fraternity of Freemasonry for 38 years

VISION
- Strong and independent state associations
- Assure prestige in NAA designations
- Increase public awareness of members professionalism
- Promote designations to membership

I would appreciate your vote
for Willie A. Johnson for NAA Director.

Among the advertising contest award winners at the North Carolina meeting was Fosters Auctioneer's & Real Estate, Inc, represented by (from left) Jason Aycock, Lynn Foster, Al Foster, Elizabeth Bowen, Tom Eaves and Amanda Aycock. Not pictured is Dave Currin. The category was Farm-Multi Color Ink Brochure. Fosters Auctioneers is a full service auction company in Franklin County with emphasis on real estate auctions.

NORTH CAROLINA

North Carolina association elects O'Neal first female president

O'Neal

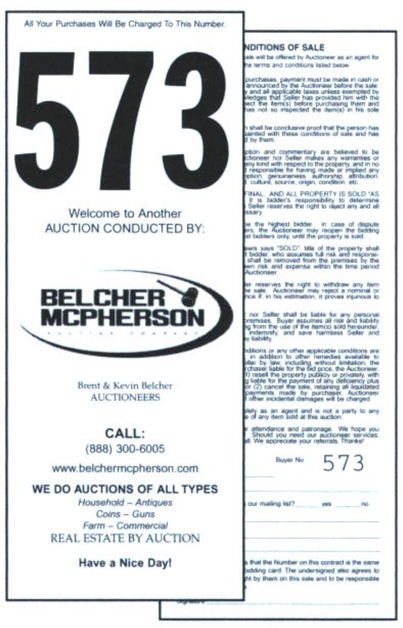
The Auctioneers Association of North Carolina held its winter convention in Greensboro, NC on Jan. 18-19. Randy Wells, CAI, AARE, GPPA, vice president of NAA, presented several seminars and was well received by the large crowd in attendance.

Betty O'Neal was elected president for the 2007-2008 year and has the distinction of being the first female president since AANC was formed in 1960. Betty has been an active member of AANC since getting her license. She served as Education Chair, Convention chair and on the board of directors for both the Auxiliary and AANC.

Betty is a Real Estate broker, Auctioneer, instructor at Carolina Auction Academy, Director of the Business Resource

Contract Card

CONTRACT CARD



- White Card Stock with Pre-Collated Corresponding Numbered Paper Contract
- Bidder's Copy of Terms Printed on the Back-Side of the Card
- Multiple Ink Colors Available

1-800-272-5548

Columbus, Nebraska
perform@megavision.com

PERFORMANCE PRINTING, INC.

AUCTIONEER BONDS

LICENSE & PERMIT BONDS
SINGLE SALE BONDS
BANKRUPTCY BONDS
AUTO DEALER BONDS
CONTRACT BONDS
PERFORMANCE BONDS
SBA BONDS
ALL OTHER AUCTIONEER BONDS

LOWEST AVAILABLE PREMIUMS

INTERNATIONAL SURETIES has developed a program for auctioneers that reduces the cost of bonding throughout the United States. All bonds are issued by an "A" rated bonding company and will be processed the same day we receive your payment and application.

For a quote/application, please call
Clark Fitz-Hugh or Cappy Kehoe at:
1-800-749-6404
FAX: 1-504-581-1876
or write:

INTERNATIONAL SURETIES, LTD.
210 Baronne Street, Suite 1700
New Orleans, LA 70112

TEXAS AUCTION ACADEMY

Call now for a free catalog

972-387-4200

fax 972-387-2597

"America's Auction Academy"

Mailing: Box 803503 • Dallas, TX 75380
4230 LBJ Freeway, Ste. 111
Dallas, TX 75244
Texas Workforce Commission Approved
Mike Jones, CAI, Owner
www.texasauctionacademy.com

Center, as well as owner of Innovative Staff Development Services and O'Neal's Auction Service. She has been a presenter at AANC continuing education sessions and conventions as well as several NAA conferences. She helped develop the current Auction Administrator Course and is a member of NAA's education/certification committee. Recently she participated in the NAA leadership forum in Kansas. Betty and husband, Bill, live on Lake Tillery and are active in their church, community, Habitat for Humanity and Stanly Community College.

Wisconsin Golden Gavel recipients are, from left, Ray Gevelinger of Dodgeville, Victor V. (Christine) Voigt of Reedsville; Bob (Alice) Brandau of Wilton; Bill (Carol) Miedema of South Beloit; Jack (Shirley) Hines, AARE of Ellsworth; Bill (Marcia) Stade of Richland Center; Johnny (Shirley) Johnson of Columbus; Rollie (Pearl) Bast of Richfield; Jim (Helen) O'Brien of Eden; and Pat (Marilyn) O'Brien of Eden. Honored but not present Charles "Bud" (Delores) Fandrich of Portage; Harold J. (Mary Lou) Gavin of Baraboo; and Edw. J. McNamara of Lancaster.

WISCONSIN

Wisconsin Auctioneers Association honors veterans

Thirteen WAA members who have been Auctioneers for 50 years or more were honored by their peers at the First Annual Hall of Fame Golden Gavel Gala during the 2007 Wisconsin Auctioneers Association Conference and Show held Jan. 22, 2007 at the Kalahari Resort, Wisconsin Dells. Hall of Fame members Richard O. Lust, CAI, AARE of Verona and Mary Jo Hill, AARE of Tomah, served as cochairs of the event and paid tribute to the recipients and their spouses. They are Ray Gevelinger of Dodgeville, Victor V. (Christine) Voigt of Reedsville; Bob (Alice) Brandau of Wilton; Bill (Carol) Miedema of South Beloit; Jack (Shirley) Hines, AARE of Ellsworth; Bill (Marcia) Stade of Richland Center; Johnny (Shirley) Johnson of Columbus; Rollie (Pearl) Bast of Richfield; Jim (Helen) O'Brien of Eden; and Pat (Marilyn) O'Brien of Eden. Honored but not present Charles "Bud" (Delores) Fandrich of Portage; Harold J. (Mary Lou) Gavin of Baraboo; and Edw. J. McNamara of Lancaster.

Above: The WAA board of directors includes, from left, President Timothy A. Slack, Fennimore; President-Elect Nellie Beland, CES, Menominee, MI; Vice President Randy Stockwell, Dorchester; Treasurer Paul Bunczak, Wausau; Chairman of the Board Stanley D. Jones, Clyman; 2008 Directors Randal Gill of Shullsburg and Ray Kuehl of Waunakee; 2009 Director Bryce A. Hansen, CAI; 2010 Directors Allen H. Martin of Franklin and Jerry Thiel of Chilton. Not president is 2009 Director Chad Glaze of Merrill.

Above Right: Larry and Pam Teasdale. Larry is new president of WAA.

O'Brien of Eden. Honored but not present Charles "Bud" (Delores) Fandrich of Portage; Harold J. (Mary Lou) Gavin of Baraboo; and Edw. J. McNamara of Lancaster.

Also, Larry Teasdale of Shullsburg was inducted into the WAA Hall of Fame at the annual conference. Larry has been a member of WAA since 1993 and NAA since 1994. Larry served as director from June 1999 to January 2002; president-elect in 2002; 48th president in 2003; chairman of the board in 2004. He has served on most WAA committees and chairman of many. He facilitated various workshops during the last 13 years and was the key contact with the Pork Producers for the opening reception of the NAA Conference and Show in Madison in July 2004.

Larry and his brother-in-law, Randy Gill, do business as Teasdale-Gill Auction Co. LLC. He is a licensed real estate broker dba Teasdale Realty & Aution Service LLC with his father, Don. He is also affiliated with Auction Specialists of Mineral Point, WI. Larry has made great strides as an auctioneer in a relatively short time. He was selected the 1996 WAA Novice of the Year, won 4th place in the State Fair Bid-calling contest in 1996 and first place in 1997.

Larry was Reserve Champion in 2002, 2003, 2004 and sec-

continued

ond runner-up in 2005. As a member of the Illinois State Auctioneers Association, he also competed and was selected Reserve Illinois Champion in 2002. He has judged bid calling contests at the Illinois and Iowa State Fairs.

Also at the event, Timothy Slack of Fennimore became president of WAA. Slack has owned and operated Tim Slack Auction & Realty, LLC, a full time, full service real estate and auction office in Fennimore since 1989. Initially he used the trade name Mt. Hope Auction Service which he started in 1986. Prior to that he had farmed, owned a feed store, and was a fieldman, ringman, clerk and Auctioneer for Midwest and Fennimore Livestock and Wilkinson Auction & Realty.

NORTH CAROLINA

Maryland group names Cochran Auctioneer of the Year

James G. Cochran, CEO and Head Auctioneer of Cochran Auctioneers and Associates LTD of Boonsboro, MD was named Auctioneer of the Year in the State of Maryland for 2006. Cochran received this award at the Annual Auctioneers Association of Maryland Convention held at the Hyatt Regency Chesapeake Resort in Cambridge, MD.

Cochran

Cochran has been in the auction business since 1972 and each year conducts over 200 auction sales both on site in the Mid Atlantic Region as well as from the 26 acre Cochran Auction Complex. Cochran Auctioneers employs 50+ full and part-time personnel and operate several divisions to include construction equipment, industrial equipment, real estate, antiques and personal property and more. He is a graduate of Reppert Auction School, licensed in MD, PA, WV, VA, and is a Life Member of the NAA and the Auctioneers Association of Maryland.

KANSAS

Kan. Auctioneers hold convention

The Kansas Auctioneers Association met in Wichita, at the Hyatt Regency for their 51st Winter Convention, January 11-14, 2007. Rick Brock, Wichita was the Kansas Auctioneers Association President for 2006 and presided over the events.

This group of ladies was elected to the KAA Auxilary board at their recent meeting.

Friday found over 80 Auctioneer/realtors working on their continuing education. Their highlight elective course instructor was Marty Higgenbotham, of Lakeland, FL. Aaron McKee, CAI, AARE, of Manhattan, held a technology seminar concerning internet bidding at auctions. Aaron conducts power sport auctions throughout the Midwest and uses the internet as a vital part of his auctions.

Saturday seminars were presented by Marty Higgenbotham CAI, Lakeland, Florida and Mike Jones CAI, GPPA, Dallas, Texas, in addition to a seminar presented by a representative of the Kansas ATF division. Seminars included Personal Motivation and Dressing for Success, Benefit Auctions and Business Liquidations. The past, present and future of the auction business was the topic of a seminar presented by past NAA presidents. It was an education packed convention and all in attendance went home with a wealth of information to help them in their business.

The rookie Auctioneers held a contest on Friday night in conjunction with the St. Jude's auction. They raised almost $700 for St. Jude's Children's Research Hospital. Megan McCurdy, Wichita, was declared the rookie champion for 2007. She is the first female Auctioneer to hold that honor.

Lonny McCurdy, Wichita, was inducted in to the 2007 Hall of Fame. Lonny has been in the auction business for over 30 years and is the owner of McCurdy Auction and Real Estate of Wichita. Lonny is a member of the NAA and the KAA, he has served as a director for KAA and is a past KAA president.

The KAA also inducted the late Victor Smischny, Ellsworth, into the 2007 Hall of Fame. Vic began his auction business in 1935 and remained a KAA member until his death in October. Smischny passed away at the age of 98. Born and raised in Ellsworth County, Victor conducted auctions around 65 years. In 1995, Victor sold his business, to his partner Frank Princ of Wilson. Saturday night Harland Unruh, Newton was the first recipient of the KAA Award of Distinction.

Bruce Kaufman, Pretty Prairie, was the recipient of the Cole First Time Attendee Scholarship. Scholastic scholarships were awarded to Tara Pounds, Hutchinson, Carissa Wendt, Parker,

Morgan Knott, Sedgwick, Joy Gehrer, Hesston and Julie Meinhardt, Little River.

Robert Haley, Valley Center, was honored as our 2006-2007 Bid Call Champion. He will represent the KAA at the NAA competition in San Diego.

The 2007 executive board and board of directors for the KAA are: Ron Shivers, Abilene – President; Bob McBride, Derby – President Elect; Dave Webb, Stilwell – Vice President; LaDonna Schoen, Lucas – Secretary/Treasurer; Rick Brock, Wichita - Chairman of the Board; Directors – Tom M. Lindsay, Shawnee; Allen Campbell, Ottawa; Eric Malone, Wichita; Eric Blomquist, Assaria; Larry Frederick, Coffeyville; Lance Fullerton, El Dorado; Kevin Borger, Hutchinson; Jim Hollinger, Lyons, and Aaron McKee, Manhattan.

MINNESOTA

Minnesota champion is new to auction industry

Auctioneer Rod Johnson, of Rochester, MN was featured recently in news stories in his local newspapers after winning the Minnesota Bid Calling Championship.

Johnson, who operates Johnson Auctioneering with his son, Nathan, and is also a Realtor in Cannon Falls and public address announcer for the Minnesota Timberwolves.

The *Rochester, MN Post-Bulletin* story described he has been an Auctioneer for less than two years and competed against 33 others during the weekend at the Minnesota State Auctioneers Association Conference in St. Cloud, MN.

Between jobs a couple years ago, Johnson decided to enroll with his son, Nathan, at the World Wide College of Auctioneering in Mason City, IA. The father and son now specialize in real estate and charity auctions.

In January 2006, Rod Johnson entered a contest for novice Auctioneers belonging to the Wisconsin Auctioneers Association. He won that, advancing to the state championship where he was named reserve champion.

"It really helped build up the confidence," he said. "So then, I decided I might as well enter the Minnesota one."

The judges critiqued contestants' presentation, poise, appearance, voice quality, clarity, speed, rhythm and body language. With the Minnesota win he got the title, trophy, a ring and his entry fee paid to NAA's International Auctioneer Bid Calling Contest, which will be in July in San Diego, CA. For the next six months, Johnson will practice like he usually does.

The *St. Paul, MN Pioneer Press* story about Johnson said he has a lot in common with veteran Auctioneers, including "the

Rod Johnson, left, and son Nathan.

smooth switches from chatter to selling, constant eye contact with the crowd and the ability to control a room. But he comes from a new generation of auctioneers. He insists on a good sound system. He incorporates music into his events. And he's opted to lead charity auctions and real estate sales instead of cattle and auto sell-offs."

continued on 67

***CLEARLY-** the emerging provider of auction software solutions!*

"SIMPLIFYING YOUR AUCTION PROCESS DOESN'T HAVE TO COST YOU THOUSANDS"!!

A TASS software solution is everything you need to track your auctions electronically and economically. The flexibility of TASS is unique in that you can adapt the program so many different ways. Electronic clerking? No problem! Faster check-in and out for your bidders? No problem! Instant settlement to your clients? No problem! A free 30-day trail version is just a download away! And get this… FREE training!

*User Friendly/Windows based
*Manage multiple auction
*Instant calculation of sales totals
*Automated email capability
*Wireless or LAN ready
*Bad check database

For more information, go to www.tass-software.com
Or call 866-609-3994

Ringman training is successful in Minnesota

Participating in the ringman training at Alternative Solutions Auction Company were, from left, Richie Brown, Jeff Swanson, Jodie Prachar, Blake Carty, Kellie Sipes, Brian Rigby, Leory Sipes, Shannon Mays, Ed Grondahl, Rick Carty and Chris Prachar.

MSAA immediate past president Kaija Kokesh presented an award to Brian Rigby as instructor.

Professional Ringmen's training went on the road January 8 and 9 to the land of 10,000 lakes where Professional Ringman's Institute founder and trainer Brian Rigby provided an exclusive team training for Alternative Solutions Auction Company in Cedar, MN. Rigby was joined by International Champion Auctioneer and PRI trainer Shannon Mays of El Dorado Springs, MO.

Rigby said "We were contacted several months ago by Alternative Solutions Auction Company (ASAC) Principal Auctioneer Kellie Sipes. Kellie shared her goals with ASAC and subsequently requested an on-site exclusive training for her team of nine members. I knew from the initial conversations we had that, although Kellie and her auction team had been in the auction business for several years, her aspirations and focus for her team would require every member working together as professionals. She truly believed that there was no room for a weak link in the chain. The two days of intensive Professional Ringman and Auctioneer training they received soon had them working and communicating effectively as true auction team professionals."

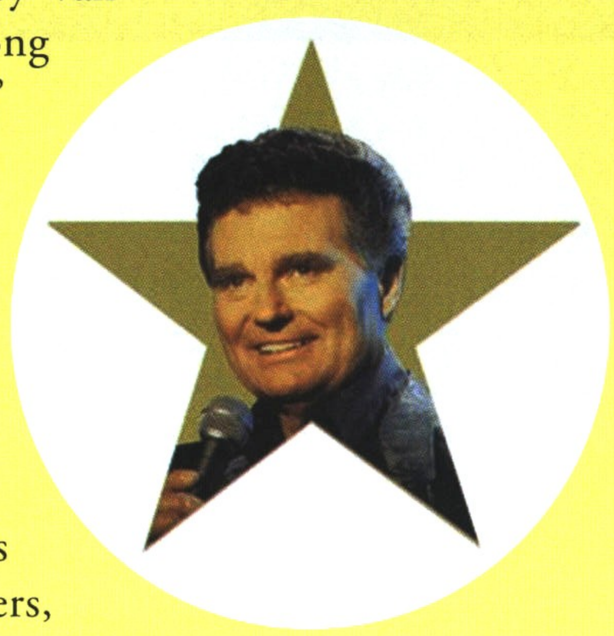
Professional Ringmen's Seminar with International Auctioneer Champion Carey Aasness, right, assisting Brian Rigby.

With over 60 years of combined experience in the auction industry, Alternative Solutions Auction Company offers an efficient, professional auction team structured and trained to serve their clients with proven alternatives to traditional real estate marketing. ASAC is poised for a great future providing professional auction services with a pledge to always give 110% effort with honesty, integrity and efficiency to both sellers and buyers in the real estate industry.

Kellie's personal goals, as co-owner of ASAC, include

Leading the training at Alternative Solutions Auction Company were, from left, Shannon Mays, Kellie Sipes and PRI Founder, Brian Rigby.

LeRoy Van Dyke raises $25,000 for youth in agriculture



Country singer LeRoy Van Dyke, whose hit song "The Auctioneer" inspired many people to become Auctioneers, raised $25,000 for youth programs in 2006. His "Country Gold Tour" of classic country acts joined by his band, the Auctioneers, conducts fundraisers that raised $25,000 in 2006. Most of the money went to benefit youth in agriculture, 4-H and Future Farmers of America. At each tour stock, LeRoy and his wife, Gladys, purchase a guitar and have it autographed by all persons performing in the show that day. The guitar is then sold by auction at the show's halftime.

The guitar auction raised $11,000 at the South Dakota State Fair, $4,500 at the Utah State Fair, and $3,100 at the Florida State Fair.

LeRoy, Gladys and Ben Van Dyke plan to do this fundraisers in all 2007 tour events where 4-H and FFA have a strong presence.

becoming more involved with the MSAA and NAA with hopes of someday serving as a director of the National Auctioneers Association. She attended Reich World Wide College of Auctioneering in 1983 at the young age of 13 and has since been assisting her father, Leroy Sipes selling farms, livestock, personal property and real estate at auction.

Her sons, ages 14 and 10 and the Carty boys, ages 15 and 12 also have aspirations of taking an active role with her auction company after completing college. Sipes said, "I'm excited about achieving one of my major goals: to own my own family-based auction business. And with the assistance of my professional team, take it to the next level to meet the growing demands of today's expanding auction industry."

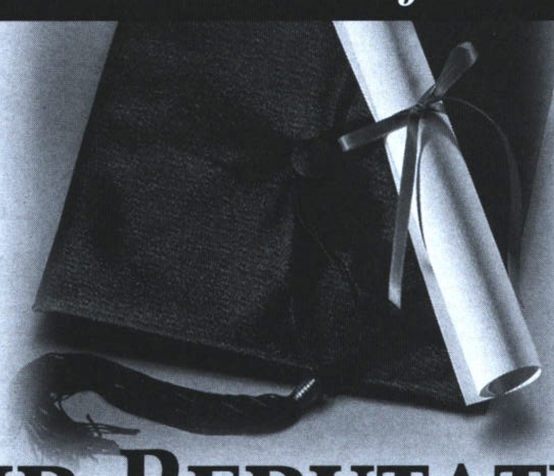
Alternative Solutions Auction Company is based in Cedar, Mn. Kellie Sipes or any of the ASAC Team can be contacted at 1701 221st Ave NW, Cedar, Minnesota 55008. 763.464.4674 or Email: Kellie@ASACllc.com.

Auctioneer Frankie Land, of Florida, sold more than 40 school buses in one auction in January. His topper is at right in the photo. "We will have twice that many more in the April 2007 sale," he said. "Prices ran from $1,500 to $3,150 per bus."

Frank offered information about the buses on www.landauctionservice.com and www.auctionzip.com.

"We had over 8,152 hits on these 2 websites," he said. "The buyers came and bought big time. We offer a service to southwest Florida that has never been offered before. This was our 6th sale. We try to do 2 a year and will try to do 4 this year, hurricanes permitting."

To be the Best...Learn from the Best!



OUR REPUTATION YOUR SUCCESS

Reppert School of Auctioneering is one of the oldest and most respected names in auctioneering education. Our instructors' knowledge is invaluable to the success of your auctioneering career. While attending our full two week auctioneering course, you will be involved in the live auctioneering experience. Our 30 experienced auctioneering professionals will give you insight into auction business, auction law, real estate, advertising, marketing and many others.

When setting goals for your career, Reppert's is where to turn. Our goal is to help you to be prepared as an auctioneer business professional. Let Reppert School of Auctioneering help you succeed.

Classes held at Kruse Auction Park, Auburn, Indiana, April, August, October and December.

REPPERT SCHOOL OF AUCTIONEERING

www.reppertschool.com 260-927-9999

PO Box 6, Auburn, IN 46706 Dennis Kruse, President

What's stopping you from improving your business?

By Francie Dalton

What is stopping you from making changes to your business?

Often we do not take the initiative to change, even when we know it would be best if we did. This holding back can come from weariness, fear, complacency and from reacting (even to your own ideas!) with the "impossibility" thinking.

Here are five negative myths we use to try to justify our inaction, along with suggestions for outthinking and overcoming each.

(1) We think nothing is wrong -- We say "Our customers must be happy because they aren't complaining;" or "Our employees must be happy because turnover is low."

To discredit this myth, begin with the observation that absence of evidence isn't evidence of absence! It is better to be proactive than reactive. We must ferret out risk; identify vulnerabilities while they can still be prevented.

(2) Something is wrong, but let's not deal with it -- Typically used by people who dislike confrontation, this myth typically sounds something like: "No one is screaming at the moment, so even though we know that something is wrong, let's let sleeping dogs lie."

Beware of such faulty logic in business. It's like trying to justify never getting a physical checkup because you're not sick at the moment, or never taking your car in for service because it's running just fine right now! Early diagnosis always increases the likelihood of recovery, and usually reduces the cost of treatment.

(3) Nothing will change anyway -- You say "We've tried to initiate change before, but we always get shot down, so it's clear that our leadership doesn't want to change."

It's true that nothing will change until someone decides to step up to the plate and advocate strongly for what "should be." Someone must be willing to become the internal champion. If that person isn't you, who within your organization might you approach to discuss taking on this role?

(4) It'll cost too much money -- Seemingly a very reliable excuse. But seek solutions, such as if the cost elements involved in the suggested change could straddle two different fiscal years? Or, could some of the necessary steps be completed by internal personnel rather than using a vendor? Could a bartering arrangement be negotiated with the vendor for a reduced fee or for in-kind services?

(5) Transition at the top is imminent -- As an excuse for not taking on any new initiatives, this one is almost unbeatable: "Our President is about to leave; now isn't the right time for us to undertake anything new, not until the transition has taken place."

Conducting assessments before leaving the big chair demonstrates a fiduciary commitment to the organization; and the one who'll be taking over will appreciate having information that will flatten the learning curve and help in prioritizing new initiatives. Learn to recognize these problem fantasies created to justify inaction, and learn to refute them by using the counterarguments provided here. In doing so, you'll become one of the very few who can successfully steward forward movement in organizations rife with negativity.

"Seek solutions, such as if the cost elements involved in the suggested change could straddle two different fiscal years?"

Francie Dalton is founder and president of Dalton Alliances, Inc., a full service business consulting firm in Columbia, MD. Reach her at www.daltonalliances.com, or by calling (800) 442-3603.

NAA'S WEB SITE IS NOW EXPERIENCING ALMOST

4 MILLION HITS

PER MONTH –

IT'S A GREAT TOOL FOR YOUR AUCTION BUSINESS!

TEAR HERE AND SAVE

SIGN-UP IN 3 EASY STEPS

STEP 1 Access the members-only section

- To get started, you'll need to establish a user name and password for the NAA web site.
- Go to : http://www.auctioneers.org/login.php

STEP 2 Enter your NAA Member ID

- Enter your Member ID Number
- Enter Your City Only, this is case sensitive.
- If you live outside the U.S., enter your country

STEP 3 Create a Username and Password

- Enter a Username and Password of your choice.
  (These should be no more than 9 characters long, contain no spaces, and be something that is easy for you to remember.)

NATIONAL AUCTIONEERS ASSOCIATION
8880 Ballentine, Overland Park, Kansas 66214
Phone: 913-541-8084 • 888-541-8084
Fax: 913-894-5281
http://www.auctioneers.org •
info@auctioneers.org

Easy Steps to Add Your Auction Listings:

Start by Logging on to www.auctioneers.org

1. Connect to Member's Only section by clicking on Member Login
2. Select the "Add or Update an Auction" (upper left hand)
3. Click "Main Auction Administration"

To "Quick Add" your auction

1. Click "Quick Add" at the top right of the screen
2. Fill out "Auction Title"
3. Fill out "Auction Calendar Page" Short Description (this allows you to use html)
4 Choose your "Auction Category"
5. Fill out "Auction Address"
6. "Auction Date"
7. "Inspection Date and Time"
8. "Auction Description
9. "Auction Terms
10. Save and Close

To "Detailed Add" your auction

1. Fill out Auction title, short description, address, . After info is filled hit save changes.
2. Select Date/Time Tab. Fill out date & time information and save changes.
3. Select Detail Tab.
4. Select Images Tab. If you want to add images do so now & save changes.
5. Select Terms/Directions Tab. Fill out information and save changes.
6. Select External Links Tab. Fill out information if needed and save changes.
7. Documents Tab. Here you can attach documents for a $5 per file fee. Once complete save changes.
8. Once you are completed, click the SAVE & Close button.
9. To view information, go to www.auctioneers.org, "Find An Auction," and type in information. This is how the public will be led to your auction.

To Update your Auction:

1. Click the "Edit" button corresponding to the auction you wish to update
2 Make necessary changes and "Save & Close".

To Preview your Auction:

1. Click the "View" button corresponding to the auction you wish to view.

Working with Realtors is being done successfully

The following discussion about working with Realtors at auction appeared on the "Shop Talk" section of the discussion forum section of the NAA website at www.auctioneers.org. The forum is a site where NAA members post comments and questions for response by their peers.

A growing number of Auctioneers are working successfully with Realtors and real estate agents at auction. Some Auctioneers, including Bob Baker of Long Island, NY, are trying to establish an auction committee within their local Realtors associations as a way to formalize and encourage auction education of Realtors.

In this story below, Auctioneer Robert Mayo begins the discussion by explaining a real estate auction he conducted recently that involved several Realtors.

Dear NAA members:

We had a great auction on a recent Saturday, selling a property in Overland Park, Kansas (a suburb of Kansas City) at absolute auction. We had 39 registered bidders and 20 of them were represented by a buyer's agent.

The seller was a Realtor who referred the property to us because she was confident we could get her market value. The buyer was represented by a Realtor who helped keep buyer's remorse from setting in with her client immediately afterwards.

In the end I will be splitting the commission several ways, and loving every minute of it.

Working with Realtors is not for everyone, but it works for me.

Robert Mayo, CAI
Belton, MO

Dear Robert,

Good job on continuing to develop those relationships. I love the fact that the seller was a Realtor. I struggle to follow in your footsteps, but I am trying.

Michael Hoffman, CES
Pickerington, OH

Dear members,

This (success with Realtors) is not necessarily a regional thing. It is the result of a lot of hard work on Robert's part. Not so much patience as persistence and the positive mental attitude that you can do whatever you set your mind to. I'm sure Robert has no interest in hearing how something will not work. Rather he will pick up on a good idea and find a way to make it work. These are attributes that I wish I had more of.

Jerry Wallace, CAI, AARE, CES
Fisher, IL

Dear members,

I would ask you to change the wording to "cultural" rather than regional. If you do not work in an area that has an auction real estate culture, you have an uphill fight with the realtor community. I have taken this fight on, but do not have the success answer as of yet. Cultivating the culture is a very difficult thing.

Joe Abal
Crawfordville, FL

"We go to where they (Realtors) are, offer continuing education classes about real estate auctions, tell them to feel free to call about a potential prospect anytime, and keep the growing network informed with a newsletter," said Sara Sonke.

Dear Robert,

Great job on your auction! I believe the "culture" observation by Mr. Abal is a valid one. Why was this auction successful? In my opinion it had nothing to do with Realtor involvement. I see that:

1) You obviously booked a good auction with a seller that wanted to sell

2) You booked under terms (absolute) that produced the outcome

3) You had a property/selling situation suitable for auction

4) You conducted a marketing campaign that captured the market's attention.

5) You conducted and performed on auction day

Great Job!

Michael Saylor GPPA, CES
Seminole, FL

Dear Robert,

We've had similar great results in cultivating relationships and networks with agents. The one thing we have in common with them is that we are entrepreneurs and we are all working on 100% commission basis. Just like Auctioneers, some agents are easy to work with and some are not. We work with the ones who are ready for new ideas and in this tough market, that means more of them every day.

We've had at least six auctions last year where the property was referred by an agent and the buyer was represented by an agent. One property was actually owned by a broker moving out of state. He chose auction as his first choice method of selling as he'd witnessed the power of competitive bidding. He was going to list his home at $218,000 and we brought a non-contingent contract of $250,000 along with the complete control that he wanted regarding showings and closing date.

Another property that just closed: the listing agent had it under contract twice and it fell through each time just prior to closing on financing contingencies. Seller had already moved out of state so it was vacant and seller was desperate as it had been on the market over 12 months. Buyer was represented by an agent. Listing agent got paid well for referring it. Seller is very grateful. (Final sale contract was only $1,000 less than MLS list price for 12 months).

Two agents who attended our Oct 06 class on real estate auctions brought listings to auction. Both closed and they got paid well. Both agents and sellers are happy and are spreading the word. That's how it all gets started.

I'm convinced it's all about education, patience, the right attitude and slowly building a sphere of influence and trust. We go to where they are, offer continuing education classes about real estate auctions, tell them to feel free to call about a potential prospect anytime, and keep the growing network informed with a newsletter.

While we pursue other niches of the business that don't involve agents on the listing side (naturally we like those because we don't have to share as much commission). But this niche (listings from agents) is a continuous bread and butter and we like it!

By the way, look at the stats of recent graduates of auction schools. The percentage of real estate agents/brokers who are attending auction school and getting their Auctioneer license is growing quickly which means more and more of them are starting to "get it."

P.S.--- Raleigh, NC had no previous culture of regular real estate auctions or of auctioneers working with agents prior to our arrival in the marketplace here in 2005. I especially chose Raleigh in order to see how quickly a negative or ignorant mindset among real estate agents could be influenced in a positive way. No doubt the market slowdown helped. But persistence always wins the prize!

Sara Sonke,
Raleigh, NC

new members

ARIZONA
Gary Budar
Gilman & Son Auction Services
P.O. Box 4094, Kingman, AZ 86402
(928) 753-0100, gilmanandson@citlink.net

CANADA
Ian Paton
Paton and Associates Auctioneers
3696 88 Street
Delta, BC V4K 3N3
(604) 940-0852, (604) 940-0856
ian@patonauctions.com

Vernon Bailey
Vernon Bailey Auctions & Appraisals
167 March Street
Sault Ste. Marie, ON P6A 2Z6
(705) 253-1045, (705) 253-5537
vernonbaileyauctions@hotmail.com

CALIFORNIA
Paul Deese
Pacific Auction Exchange
74-900 HWY 111 Ste 211
Indian Wells, CA 92210
(760) 674-0700, (766) 674-0709
pauldeese@aol.com

Jim Fiolek
78 Six Flags Circle, Buellton, CA 93427
(805) 680-4671, (805) 686-5881
jim@sbcountywines.com

Michael Hynes
Pacific Auction Exchange
140 Mayhew Way Ste 401
Pleasant Hill, CA 94523
(925) 933-9944, (925) 891-9171
mike@paxinc.com

Dennis Mack
Asset Auction Service
1822 A East Rt 66, Glendora, CA 91740
(626) 826-1725, acmaj_inc@yahoo.com

Brian Solo
Auctions Podium Inc.
1027 S Linwood Ave., Santa Ana, CA 92705
(714) 973-7777, (714) 973-7277
brian@auctionpodium.com

COLORADO
Shawn Hagler
17787 WCR 25, Platteville, CO 80651
(303) 709-3725, (970) 737-9045
shawnhagler@hotmail.com

Rochelle Paddock
Sears Real Estate
255 Walnut Ave., Eaton, CO 80615
(970) 381-4818, (970) 330-4766
shelleyb@searsrealestate.com
shelleysellsgreeley.com

DISTRICT OF COLUMBIA
Wayne Greer
Wadsworth Steele Auctions
2300 M Street MW Suite 800
Washington, DC 20037, (202) 973-2802,
wayne_greer@wadsworthsteele.com

FLORIDA
Stirling Ambrose
Stirling Auctions
11400 Fallow Deer Court
Fort Meyers, FL 33966
(239) 247-5507, (239) 247-5508
stirlingambrose@comcast.net

Keith Breading
W.H. Breading & Son (Florida) Inc
1135 Pasadena Ave South #208
South Pasadena, FL 33707
(727) 302-9007, (727) 302-9007
keithbreading@earthlink.net
http: whbreading/florida.com

Robert Dufresne
T M Radflower Auctions
7291 S.E. 8th Street, Okeechobee, FL 34974
(863) 763-2692, (863) 763-2692

ILLINOIS
Rebecca Carter
Aumann Auctions
20114 IL Rte 16, Nokomis, IL 62075
(217) 563-2523, (217) 563-2111
beckyc@aumannauctions.com

MASSACHUSETTS
Jean Machado
I-Trust Auctioneers
33 Harvard Street, Malden, MA 02148
(781) 241-2285, (781) 241-4645
machado.jean@yahoo.com

MINNESOTA
Timothy Benoit
Benoit Auction Service
21921 748th Ave., Dassel, MN 55325
(320) 275-2065,
tbenoit@heartlandhybrids.com
midwestauctions.com

Tammy Reppert
Northstar Auctioneers
P.O. Box 4, Bemidji, MN 56619
(218) 766-9607, (218) 586-2127
info@nsauction.com

Ray Rew
301 14th Ave. NW, Waseca, MN 56093
(507) 835-1958, (507) 835-1958

Trever Schiele
Schiele Auction Service
P.O. Box 117, Brandon, MN 56315
(320) 834-4470, sauctions@getel.net

John Schultz
Schultz Auctioneers
P.O. Box 55, Albany, MN 56307
(612) 432-4015, (320) 573-2469
john@schultzauctioneers.com
schultzauctioneers.com

NEW HAMPSHIRE
Scott Kelley
Harbour Capital Corporation
11 Merrill Dr., Hampton, NH 03842
(800) 609-7778, (603) 926-2022
skelly@harbourcap.com

NEW JERSEY
Christian Evans
Evans Auction Group
72 Cobbler Square, Sparta, NJ 07871
(973) 729-2887,
christianevans@earthlink.net

Michael Millea
Millea Bros. Ltd.
2 Green Village Road, Madison, NJ 7940
(973) 377-1500, (973) 377-0999
michael@milleabros.com

OHIO
Curtis Yoder
Kaufman Realty Inc.
2709 Simons Dr. NW, Sugarcreek, OH 44681
(330) 204-2447, curt@kaufmanrealty.com

PENNSYLVANIA
Donald Walter
Samuel T Freeman & Co.
1540 Kater St., Philadelphia, PA 19103
(215) 563-9275, (215) 563-8236
dwalter@freemansauction.com

Steve Yilit
P.O. Box 45, Washington, PA 15301

VIRGINIA
Jeffrey Stein
Tranzon Fox
3819 Plaza Drive, Fairfax, VA 22030
(703) 539-8111, (703) 539-8633
jstein@tranzon.com

Mark Waymack
Waymack Auction Service LLC
7201 Laurel Spring Road
Prince George, VA 23875
(804) 861-0542,

David Wingfield
David Carlton Wingfield
218 South Boulevard, Apt. 7
Richmond, VA 23226
(804) 310-7739, whosoldit@hotmail.com

WASHINGTON
Kevin Van Hollebeke
20610 Richmond Rd., Bothell, WA 98012
(206) 240-0275,
kvanhollebeke@hotmail.com

WISCONSIN
Paul Beach
Beach's Auction Service
N 1671 Honey Creek Rd., Monroe, WI 53566
(608) 325-2298, ebeach@hotmail.com

Dale Folkers
Folkers Auction Service
N 6732 Stallman Rd., Elkhorn, WI 53121
(262) 742-2637,

Andrew Maravelas
Always Auctions
1646 Kane St., La Crosse, WI 54603
(608) 782-8400, (608) 783-4263
maravelas@peoplec.com
larcrossewirealestate.com

OBITUARY

Kenneth Barnicle

Kenneth A. "Col. Ken" Barnicle, 87, of Jackson, MO, an NAA Hall of Fame member, died Jan. 16 at the Lutheran Home in Cape Girardeau. He was born Dec. 19, 1919, in St. Louis, son of John A. and Isolene Taff Barnicle. He and Marian Hulsey were married March 23, 1940, in Keysville, MO. They had been married 66 years when she passed away April 11, 2006.

Ken was a U.S. Army veteran. He received an early honorable discharge to return to work as a locomotive engineer. He worked 30 years for Frisco Railroad, retiring in 1975. The Barnicles were longtime residents of Ellisville, where Ken was active in the community and served as mayor from 1968 to 1970. An Auctioneer of 50 years, he owned and operated the former Barnicle Auction Service and a farm machinery sales business.

In 1982, the couple moved to Jackson. He concluded his auctioneering career in 1985. Ken was inducted into the NAA Hall of Fame (1979), Missouri Auctioneers Hall of Fame (1990), and was a former president of the Missouri Auctioneers Association. He was a member of First Presbyterian Church in Jackson and Masonic Lodge in Steelville, MO.

Barnicle

Survivors include two sons, Len (Ellynn) Barnicle of Millersville, Mike (Margery) Barnicle of Chesterfield, MO; four grandchildren, Jeff (Nickie) Barnicle of Shawneetown, Stacy (Jim) Corcoran of Jackson, Tony Thompson of Jackson, and Theresa Barnicle of Chesterfield.

Also surviving are seven great-grandchildren, Kaitlyn Thompson, Alexis Mansker, Ethan Geary, Rylie Grace Corcoran, Victor, Bethany and Madison Barnicle. In addition to his wife, he was preceded in death by his mother, father, stepmother, Ida Gibbs Barnicle; three brothers, Earl, Harold "Barney" and Bill Barnicle.

CALL THE AUTHORITIES!

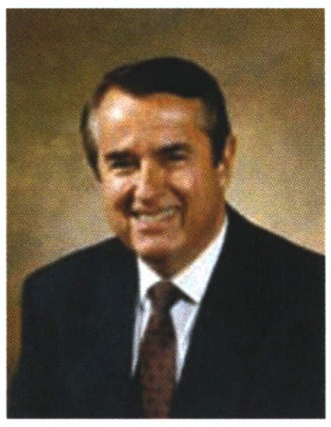
For more than 40 years, Hudson and Marshall, Inc.
has been *America's Auction Authority.*

H&M
HUDSON & MARSHALL
AUCTION MARKETING

National Marketing Center
Atlanta, Georgia
1-800-841-9400

Southwest Office
Dallas, Texas
1-800-441-9401

Visit our web sites at www.hudsonmarshall.com
or www.hudsonandmarshall.com



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

INTERNET TRICKS AND GREAT PLACES

TRICK #1: LOCK OUT LAPTOP DATA THEIEVES

http://www.thelaptoplock.com

If your laptop gets stolen, the least of your worries is the computer itself. That can be replaced. However, all of your personal and business data in the wrong hands can be devastating. This beta service allows you to protect that data in these perilous times.

Here's how it works: If your computer is stolen you simply log in to your account and mark the computer status as stolen. As soon as that machine connects to the Internet, the actions you have set up will execute and you can remotely encrypt or delete pre-selected files, display a message or execute custom instructions (such as sounding an alarm). When the stolen computer connects to the Internet, the connection information can also be traced and used to help recover the laptop. Even though this service is in beta the developers claim it is production grade software.

TRICK#2 "DEFEASE" YOUR LOAN WITH EASE

http://www.defeasewithease.com/

Here's the situation: You have a very favorable offer on your investment property but find that, in order to payoff your loan, you will need to provide the lender with replacement collateral sufficient to pay off the debt and maintain the yield being experienced on the current obligation. They call this "defeasing "the loan.

This clever web-based "Defeasance Calculator" will help you estimate the total cost to defease your loan. The total cost includes the cost to purchase the defeasance collateral (the government securities) and the transaction costs.

If some of these terms make your eyes glaze over, just visit this interesting site for all you will ever need to know about defeasance.

GREAT PLACE #1: THE WORLD'S BIGGEST ANSWER LINE

http://answers.yahoo.com/

A while back we mentioned "Google Answers" here. This was a service where you could ask any question you wished and get a pool of experts to research the question and send you the answer -- for a pre-agreed price.

Well, Google stopped offering this service and up popped an even better service where you can ask questions and get real answers from real people. The neat thing about this great place is that it's all about sharing - what you know and what you want to know.

This service is a valuable resource and, unlike the Google version there is no cost to get your answers at this great place.

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

NAA Resources

NAA Membership and Meetings

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

Access NAA Online

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

Programs

St. Jude and NAA Partnership

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

International Auctioneer Championship

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

International Junior Auctioneer Championship

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

International Ringman Championship

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

National Auctioneers Day

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

NAA Marketing Competition

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

President's Award of Distinction

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

NAA Education Institute

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

Online Education

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

Services

Auction Calendar

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

NAA Credit Card Program & Free Check Recovery

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

Discount Advertising Rates

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

Discussion Forum

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

Errors & Omission Insurance

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

Free Web Site Development & Hosting

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

Government Relations

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

Health Insurance

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

NAALive.com

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

Office Products and Supplies

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

Prescription Drug Program

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

State License Laws Guide

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

Travel Services

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

Products

Audio CDs

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

Books

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

Membership Directory

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

Merchandise

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

Newsletter

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

Opportunity Kit

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

Buyers Guide

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

Customer Survey Card

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

The group also visited DeBertoli Winery, one of many wineries in the Yarra Valley, where the group enjoyed a delicious lunch.

Picture of the group at the Winery. Pictured here back row, L-R: Bill Gaule; Walt Driggers; Kim Hagen; Vernon Hagen; Ron Evans; Marty Martzall and Charlie Morrison. 3rd Row, L-R: Marge Gaule; Sue Howard; Gail Burke; Hellen Driggers; Dan Phelan; Dean Howard; Paul Grefe; Sara Schoenle; Crystal Evans; Nellie Morsales and Joe Locklart. 2nd Row, L-R: Jerry Burke; Max Spann and Eddie Haynes. Front Row, L-R: Marty & Angela Higgenbotham; Rocky Driggers; Darla Haynes; Sherri and Larry Theurer.

3. Friday, October 27th, the group had the morning free to explore. A few of us met with Robyn Larson, General Manager of the American Chamber of Commerce in Australia. The group departed in the afternoon for Phillips Island to visit Warrook Station for a guided tour to feed kangaroos, wallabies and farm animals. The group also visited the Koala Conservation Centre as well as the Penguin parade.

From Left: Bill Gaule; Larry and Sherri Theurer; Jerry and Gail Burke; Robyn Larson; Darla and Eddie Haynes.

Kim Hagen feeding a kangaroo.

4. Saturday, October 28th, the group attended a real estate auction done by Auctioneer, Martin Bartlett of Ray White Realty. Afterwards, the group met Mr. Bartlett for a question and answer session. The afternoon was free for the group to explore.

5. Sunday, October 29th, the group had a full-day tour to the Mornington Peninsula. The Mornington Peninsula has long been a favorite destination for lazy beachside holidays that come with green hinterlands and wild ocean beaches on the side. Cliff-top mansions, lively local markets, grand historic gardens and galleries spilling over with art and antiques create color and life around the seaside villages. The group also visited Sunnyridge Strawberry Farm, Ashcombe Maze and Lavender Gardens, where we had a group lunch.

Watch for highlights of our tour to Sydney, Australia in the April issue.

Picture of group here at Ray White Realty. Back row L-R: Marty Martzall; Kim Hagen; Vernon Hagen; Dean Howard; Bill Gaule; Eddie Haynes and Ron Evans. Middle row L-R: Crystal Evans; Charlie Morrison; Walt Driggers; Jo Lockhart and Larry Theurer. Front row L-R: Jerry Burke; Max Spann; Cookie Lockhart and Martin Bartlett, Auctioneer for Ray White Realty;

National Auctioneers Foundation

March 2007

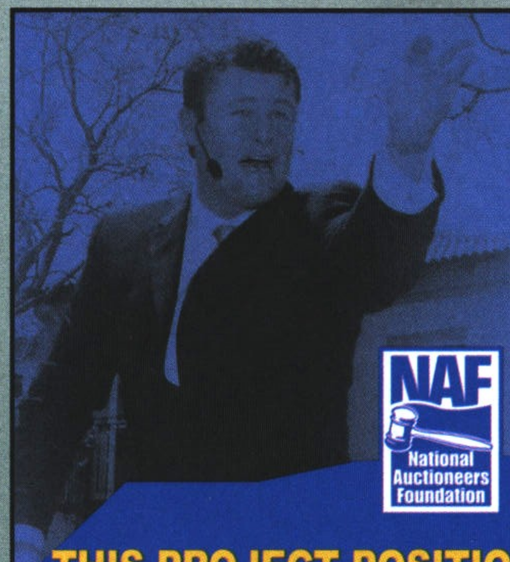
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Upcoming state association events...

April 29: New Hampshire Auctioneers Assoc., Hillsboro, NH
June 1-3: Nebraska Auctioneers Assoc., Omaha, NE
June 29: South Dakota Auctioneers Assoc.., Rapid City, SD
June 29: Texas Auctioneers Assoc., Corpus Christi, TX

Future sites of NAA Conference and Show

July 16-21, 2007: Town & Country Resort & Convention Center, **San Diego, CA**
July, 7-12, 2008: Nashville Convention Center & Renaissance Hotel, **Nashville, TN**
July, 13-18, 2009: Overland Park Convention Center, **Overland Park, KS**
July 2010: **TBA**
July 2011: **Orlando, FL**



AUCTION INDUSTRY RESEARCH STUDY

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

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

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

Visit your NAA Merchandise Center

For assistance or to place an order call 866-331-0112

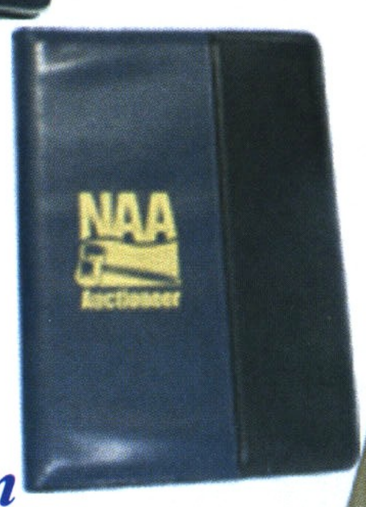
Keychain
A7012

Sandwich Bill Hat

A4009

Leather Briefcase #7011

Mini Gavels

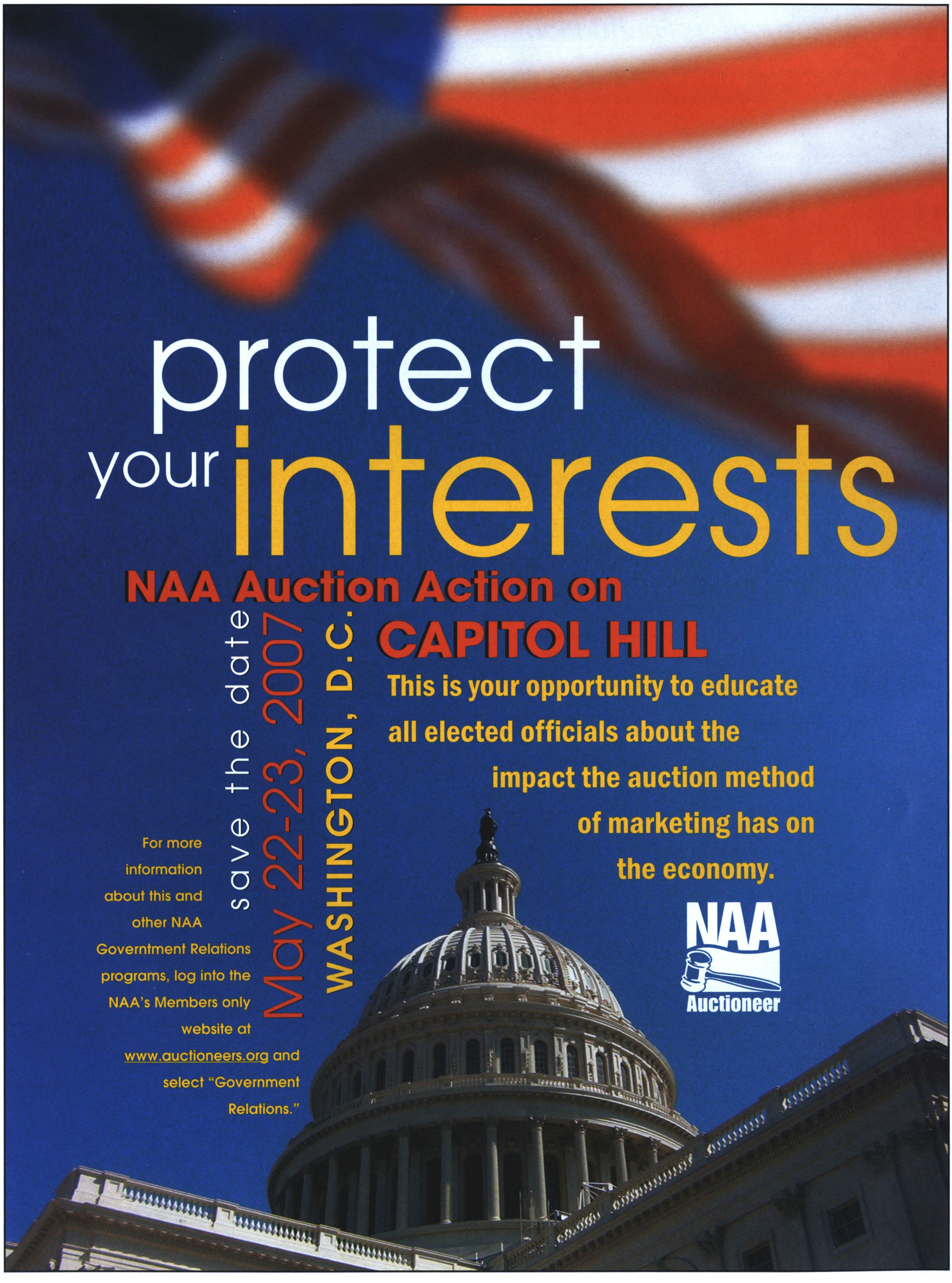


Kensington Writing Pad 2008

A6015 (M)
&A6016 (W)

NAA Auctioneer

To place an order call 866-331-0112 or
Log on at www.auctioneers.org
and look for us in the Members Only Area!


protect
your interests
NAA Auction Action on
CAPITOL HILL
This is your opportunity to educate all elected officials about the impact the auction method of marketing has on the economy.
save the date
May 22-23, 2007
WASHINGTON, D.C.
For more information about this and other NAA Goverentment Relations programs, log into the NAA's Members only website at www.auctioneers.org and select "Government Relations."
NAA
Auctioneer

Equalizer, continued from 41

team. The streamlined process shortened the auction window and made the difference in his ability to complete the sale.

The media loves to tell the feel-good story of the small local person working out of their house that started an online store and now deals internationally, as if their success was overnight and that person made it just by building a web site. The reality the media doesn't present is that doing business on the Web, while more inclusive, requires the same skills and dedication as it does to run an off-line business. The benefit of the web is your ability to expand your reach.

Have you ever had a regular bidder who moved away from your local area and then no longer participated in your auctions, or participated less frequently? Would you like to get that bidder back? One of the biggest benefits of online auctions' is their ability to expand your reach: your bidders never move "out of the area."

Online auctions are also a great fit for those extremely unique items, or items in a market with a limited number of participants. A good example of a unique market is the Alpaca industry. Not unlike other livestock, alpacas are bought and sold regularly amongst breeders and processors; however, the number of alpaca farms and dealers is significantly lower than that of the cattle industry. Online auctions provide a national audience for the sale pulling more bidders and ultimately higher prices than a local auction.

An edge in landing big auctions

An Auctioneer friend of mine recently landed his biggest real estate auction in his 20-year career. Two years ago he branched out on his own from the large auction companies he had worked for his entire career. Earlier this year, he competed against 2 of these large former employers. When posed with the question, "Why should we choose you over these companies that clearly have more resources at their disposal?" he turned to the great equalizer. He offered to run the auction with both online and in-person bidding, something his competition was not prepared to offer. He landed the big auction for the properties and subsequently captured the adjoining properties for an auction that will exceed $5 million dollars.

He didn't drop his price. He didn't guarantee more money spent on marketing the auction. He simply offered the broader reach and streamlined operation that the client wanted. Because of his ability to offer those two pieces, he landed the biggest auction he has run since becoming an independent Auctioneer.

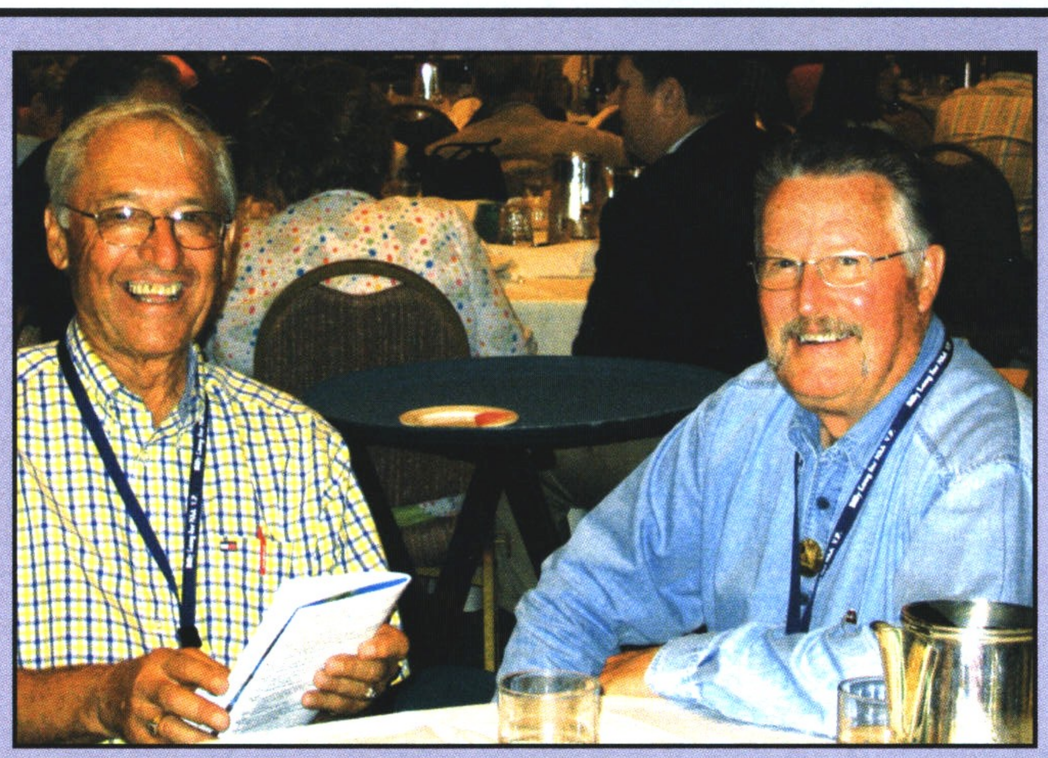
There are a number of options on the market for taking your auctions online. Whether you choose to be part of a large public site, run your own unique branded auction, run the auction with traditional online bidding, pre-bidding or streaming bids, the time is now to begin evening the score.

Start by taking small steps to bring your business to the Internet so that you can experience the power of the great equalizer. Find out what your options are, assess your level of comfort and expertise with each step, find out what has worked for others in the field, and trust your experience. You too can become the next story we tell about an Auctioneer who used the Internet to land a huge auction and make a difference for your business.

Chris Mayr has worked in the online auction industry since 2000 and has helped traditional auctioneers, online auction professionals and fundraising professionals capture more revenue through the online auction.

Thank you to our advertisers

1-800 The-Sign.com	4
Amplivox Sound Systems	Inside Front Cover
Antique Trader/Krause Publications	9
Auction Dynamics	37
Auction Flex	3
Auction Services	68
Behr, Paul	11
Bidz.com	Inside Back Cover
CUS Business Systems	7
E. R. Munro	41
Fourth Wave	23
Goodfellows	36
Hudson & Marshall, Inc.	67
Industrial Publishing	12
International Sureties, Ltd.	56
Johnson, Willie	55
Kiefer Auction Supply Co.	46
Kuntry Kustom RV	4
Lampi Auction Equipment	25
Lindsay, Kenny	22
Lowderman, Monte	19
LuJohns Enterprises/Bidder Central.com	41
McAtee, Chuck	21
Mendenhall School of Auctioneering	Inside Front Cover
Multi Par Bidding System	4
Performance Printing, Inc.	56
Professional Ringmen's Institute	46
Reppert School of Auctioneering	61
Satellite ProLink Inc.	42, 49
Soldii / Proven Software	43
TASS	59
Texas Auction Academy	56
Williams & Williams	Back Cover
World Wide College of Auctioneering	43



Two former NAA presidents, Robert Steffes, CAI, GPPA, left, and Charles (Chuck) Cumberlin, CAI, AARE enjoyed events at the 2006 NAA International Auctioneers Conference and Show last July. Steffes was NAA President in 1991-92, inducted in the Hall of Fame in 1999, and was the World Livestock Auctioneer Champion in 1972. Cumberlin was NAA President in 1979-80, inducted in the Hall of Fame in 1986, and was the World Livestock Auctioneer Champion in 1978.

The Livestock Marketeers, an informal fraternity of livestock fieldmen, auctioneers, sale managers and related livestock business leaders, held their 42nd annual banquet in conjunction with the National Western Stock Show in Denver, CO, on Jan. 13, 2007. This year's honorees to the Marketeers "Hall of Fame" were Jim Birdwell, Fletcher, OK, and Willard Wolf, Valleyford, WA. They're shown with the friends who "roasted" them (left to right): Jim Shirley, St. Joseph, MO; Don Birk, El Dorado Springs, MO; Jim Birdwell; Willard Wolf; Lovell Kuykendall, Cherokee, TX; C.D. "Butch" Booker, Colfax, WA; and Neil Orth, Kansas City, MO.

Use the Volunteer Committee Form

An insert in this issue is the Volunteer Committee form that can be used to apply to serve on NAA's standing committees. This is a great way to get involved in NAA, to network with fellow Auctioneers and support staff, and to make a difference in your professional association without spending a large amount of time. Committee members normally serve by conference calls, emails and contributing their suggestions, which are taken under advisement by the NAA board of directors when creating policy. Fill out the form and send back to NAA to be considered for service on a committee beginning in August 2007.

NAA wants your news

Auctioneer and *Auction World* wants to get news and photographs of your successful auctions, as well as your letters and other feedback. 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, or send to Editor Steve Baska at 8880 Ballentine, Overland Park, KS. 66214.

Buy from Bidz.

LARGEST JEWELRY AUCTION, 90 DAYS OF FREE SHIPPING, FAST & SECURE, AUCTIONS START AT $1, YOU SET THE PRICE...

...are just some of the reasons why jewelers and store owners are using Bidz.com to restock their inventory, save time, and maximize profits.

Sell to Bidz.

THE ONLY INTERACTIVE ONLINE AUCTION WANTS TO SAVE YOU TIME...

...is why manufacturers are partnering with Bidz.com to move their inventory faster. Sell your inventory to us for top-tier returns and use the time to go deep-sea fishing in the Bahamas instead.

bidz

Bidz.com NEW AUCTIONS EVERY 5 SECONDS
Call **310 - 280 - 7341** or e-mail **wholesale @ bidz.com**
Use **promo code auctioneer10** upon registration to recieve free shippping

1/6 TESTIMONIALS
A SERIES

DAN BUFORD
BANKER, HOTELIER, BUSINESSMAN, ATTORNEY & RANCHER

WILLIAMS & WILLIAMS
worldwide real estate auction

real people real market value

"I didn't really believe in auctions...

until I met Tommy and Dean Williams almost 13 years ago. As bankers and investors, we've used Williams & Williams in several aspects. We've bought and sold properties through their auction process. They have consistently evaluated our properties appropriately and marketed them well. And they get a fair price, which allows us to move on, worry-free, to the next transaction.

When you place your properties for auction, you have to trust in the auction company and team... that they are going to work with honesty and integrity. I would recommend Williams & Williams because I've witnessed their consistency. The company as a whole is better today than it has ever been. They are making big inroads and real progress in simplifying the process, removing the red tape, by bringing buyers and sellers together quickly and delivering real market value. From farm liquidation to selling a home, they give you more."

Dan Buford

For generations, we have pursued our vision of more efficient, transparent and value-added real estate sales. With every buyer, seller and trader we serve, this vision is growing. Our commitment to delivering progressive solutions has transformed countless client relationships into valuable partnerships. People are seeing the marketplace in a whole new way, and the results reaffirm what we have always believed. Bigger thinking leads to bigger possibilities. A new generation of real estate services is here, and we're leading the way.

generation W

worthwhile | win win | worldwide | Williams & Williams

williamsauction.com 800.801.8003