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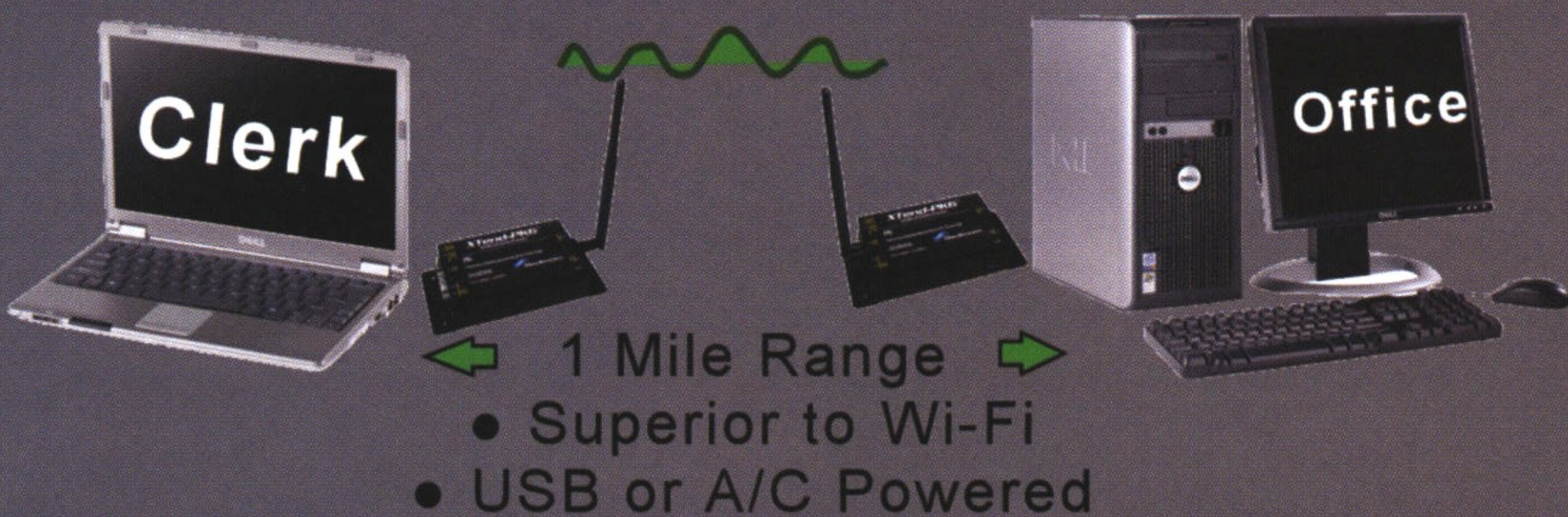
AUGUST 2009

The official publication of the National Auctioneers Association



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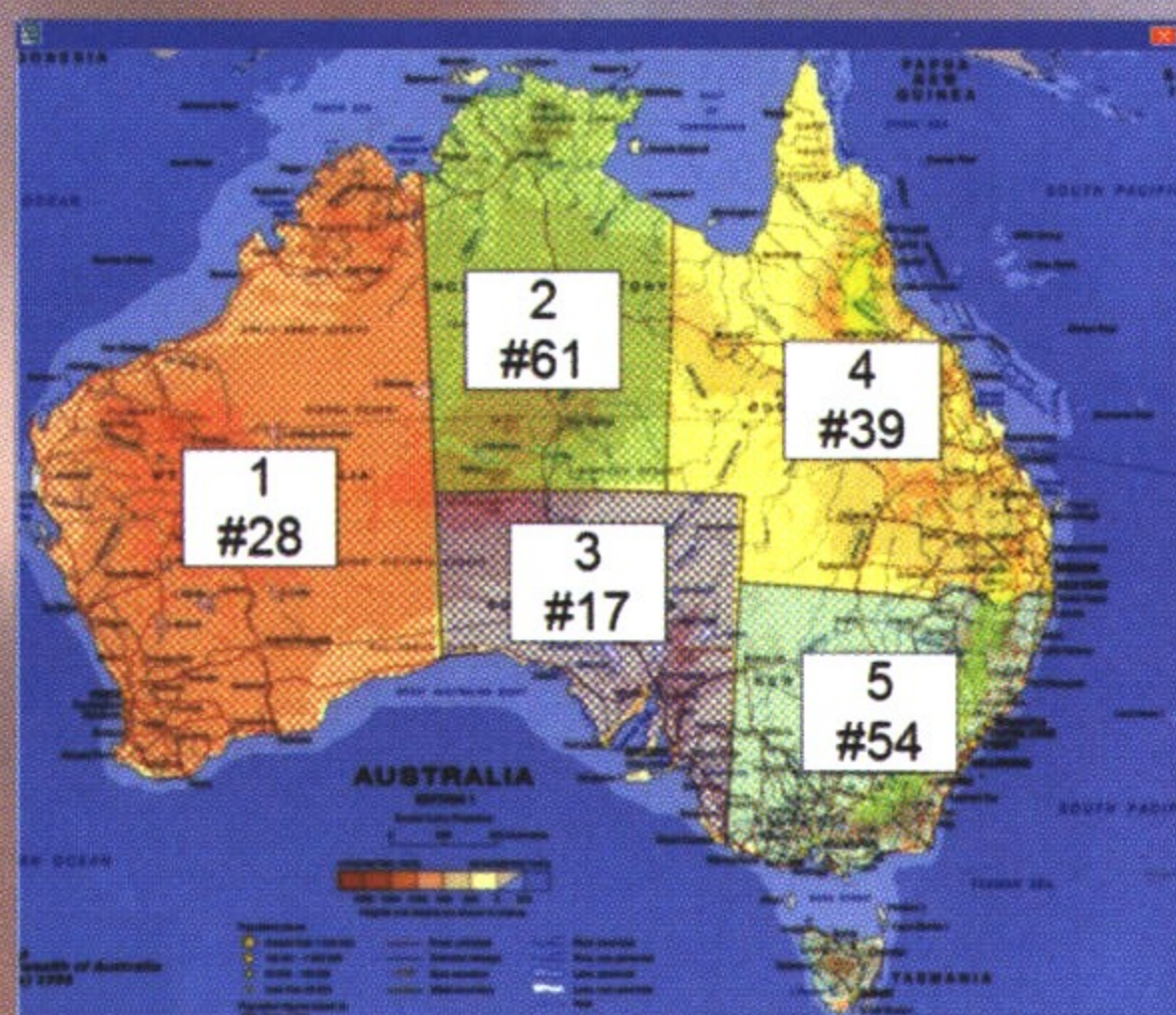


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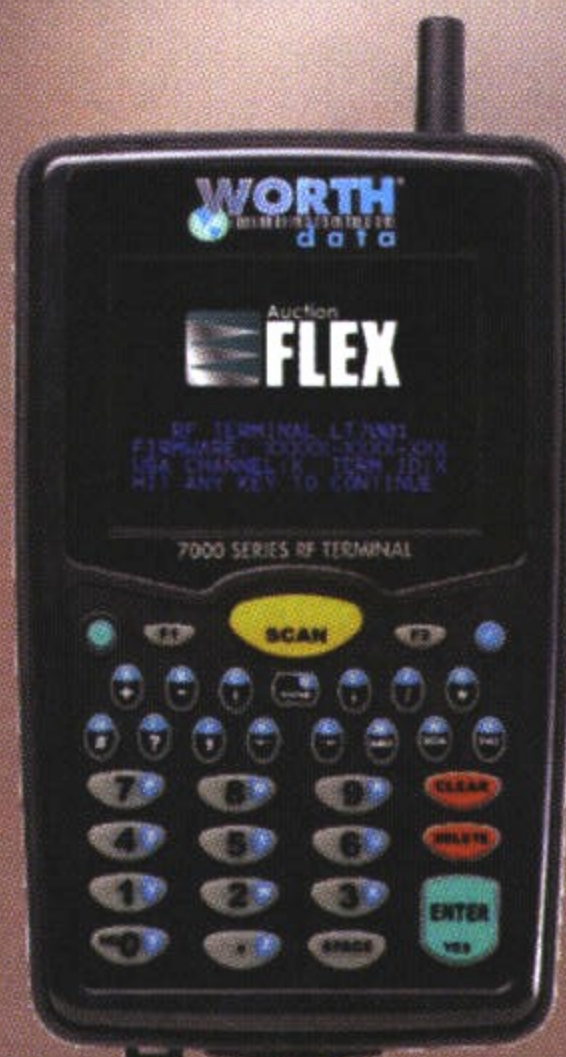


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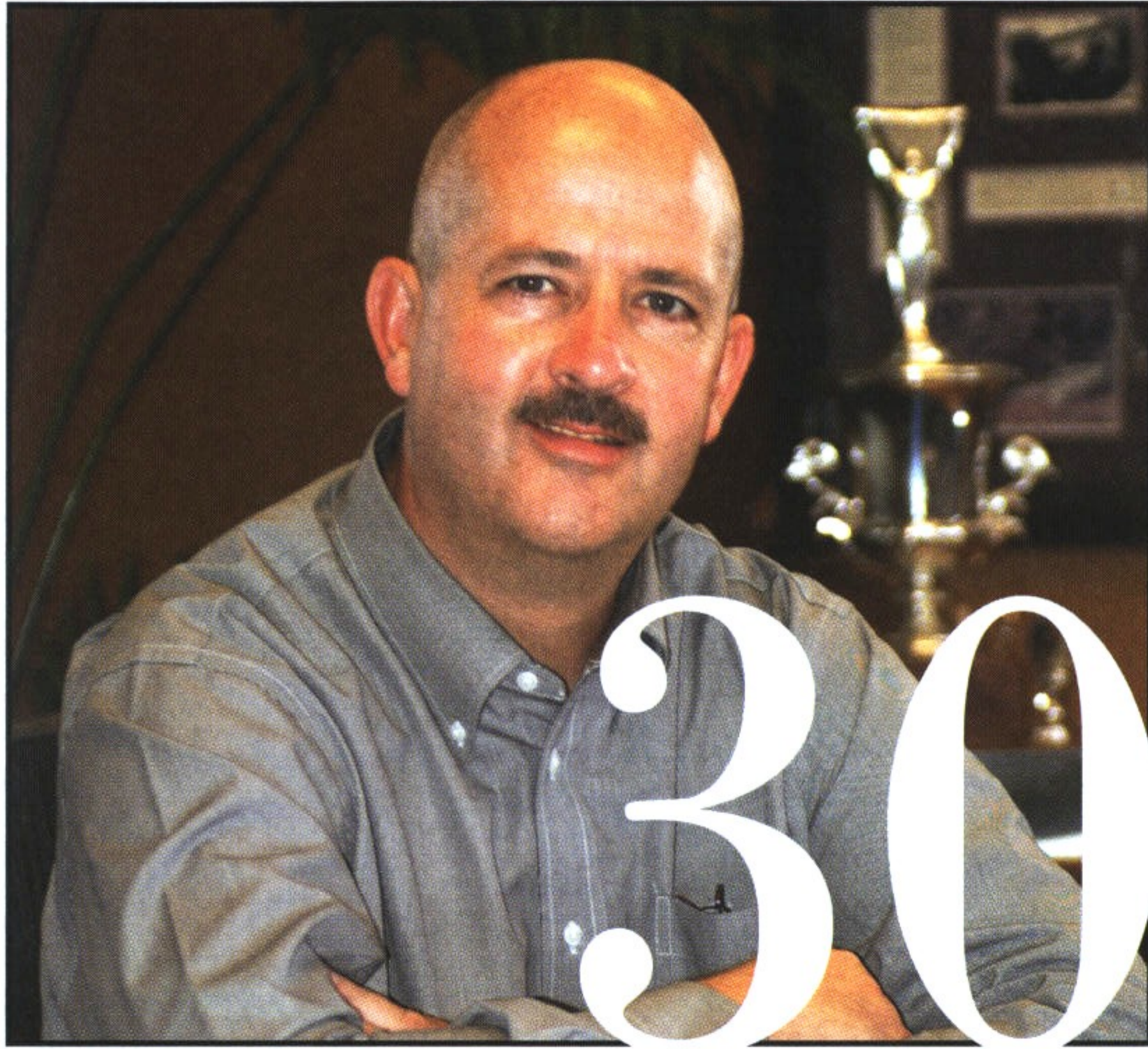
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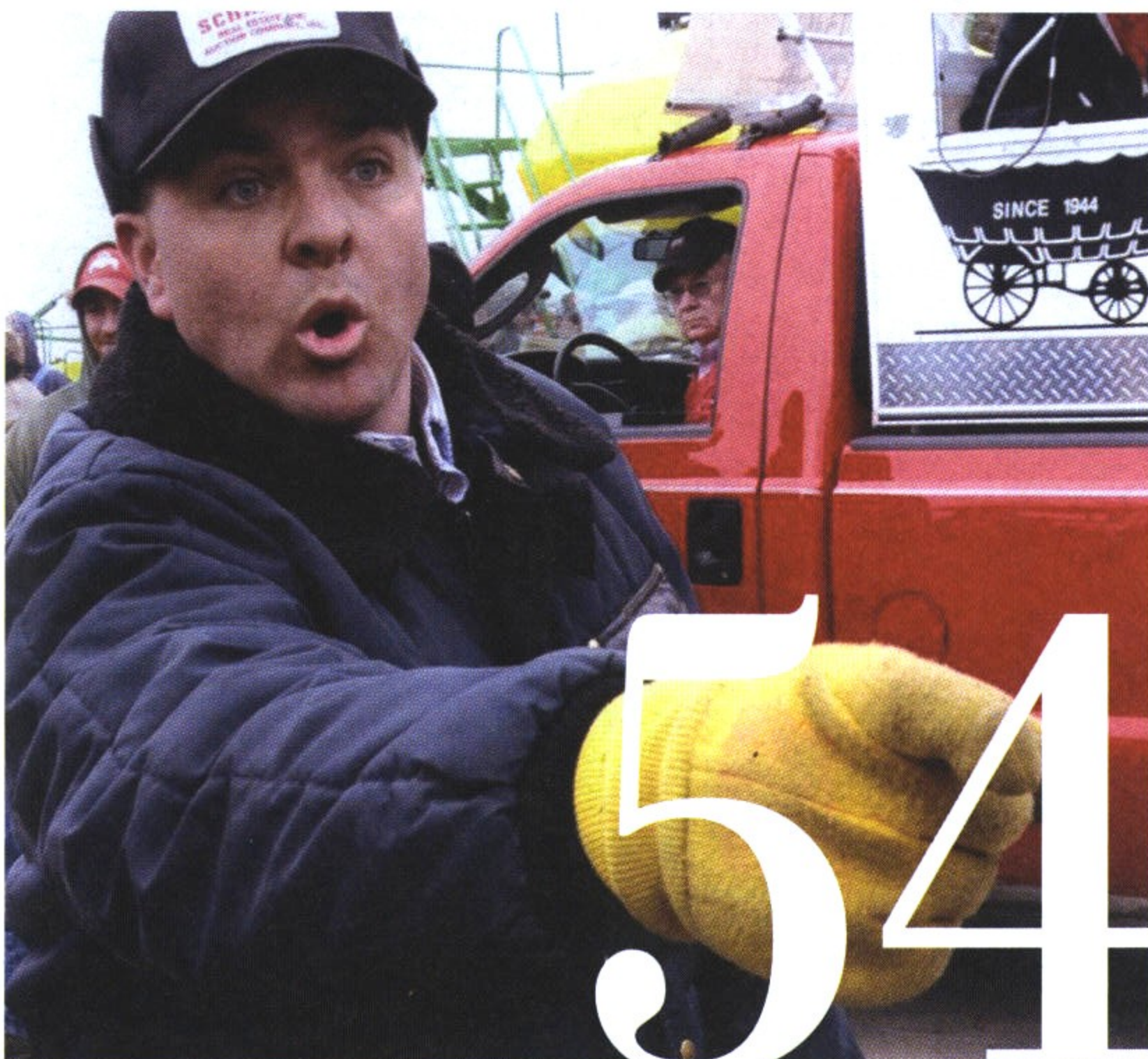
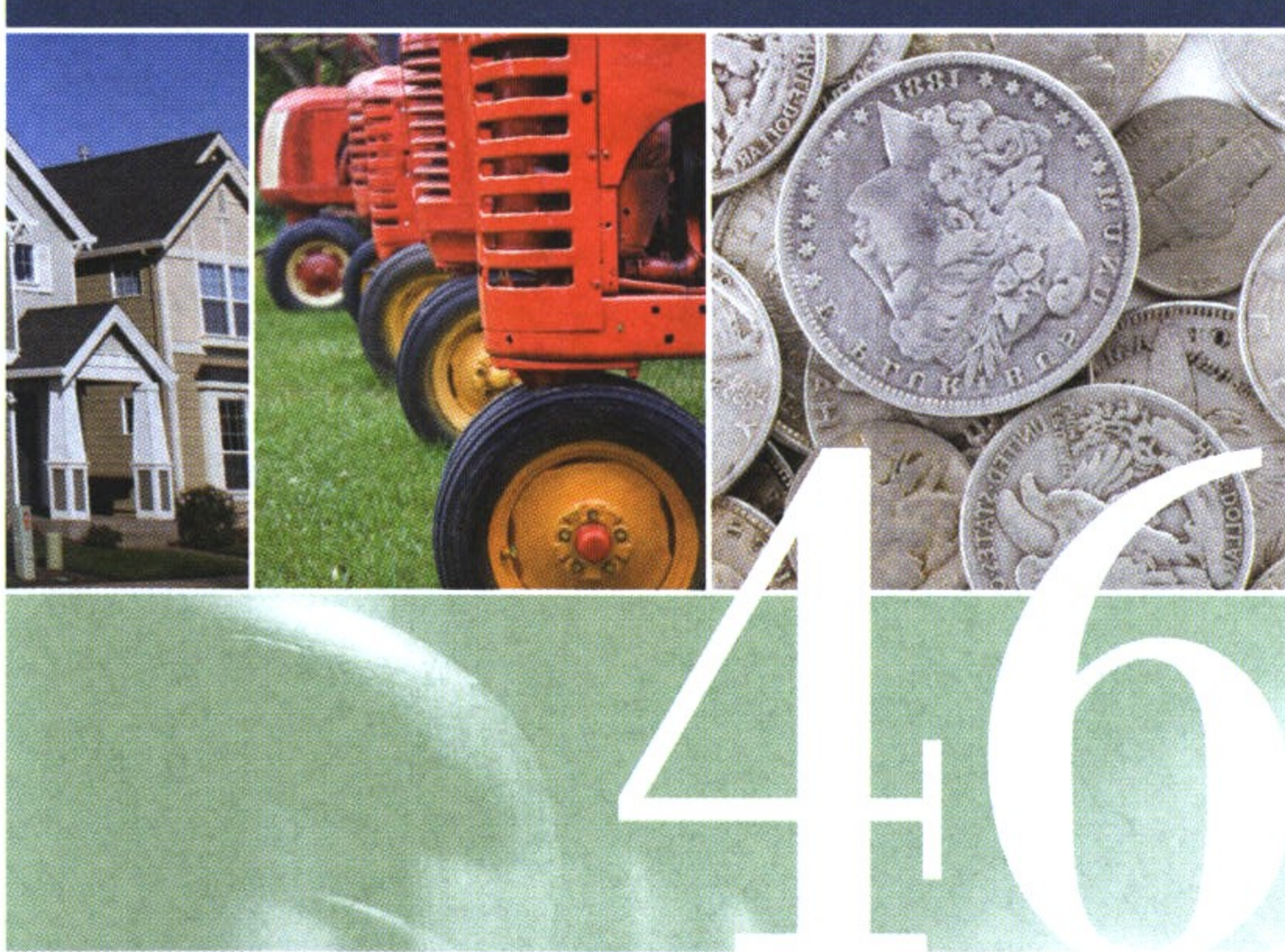
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On the cover

From the small town of Cody, WY where he grew up, to the far lands of northern Ireland and Europe where he travels every few weeks to conduct auctions, New NAA President Scott Musser has carried on his family tradition of auctioneering with a passion and a remarkable adaptability in changing economic times.

Cover story begins on page 30.

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The official publication of the National Auctioneers Association

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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 St., Overland Park, KS 66214-1900.

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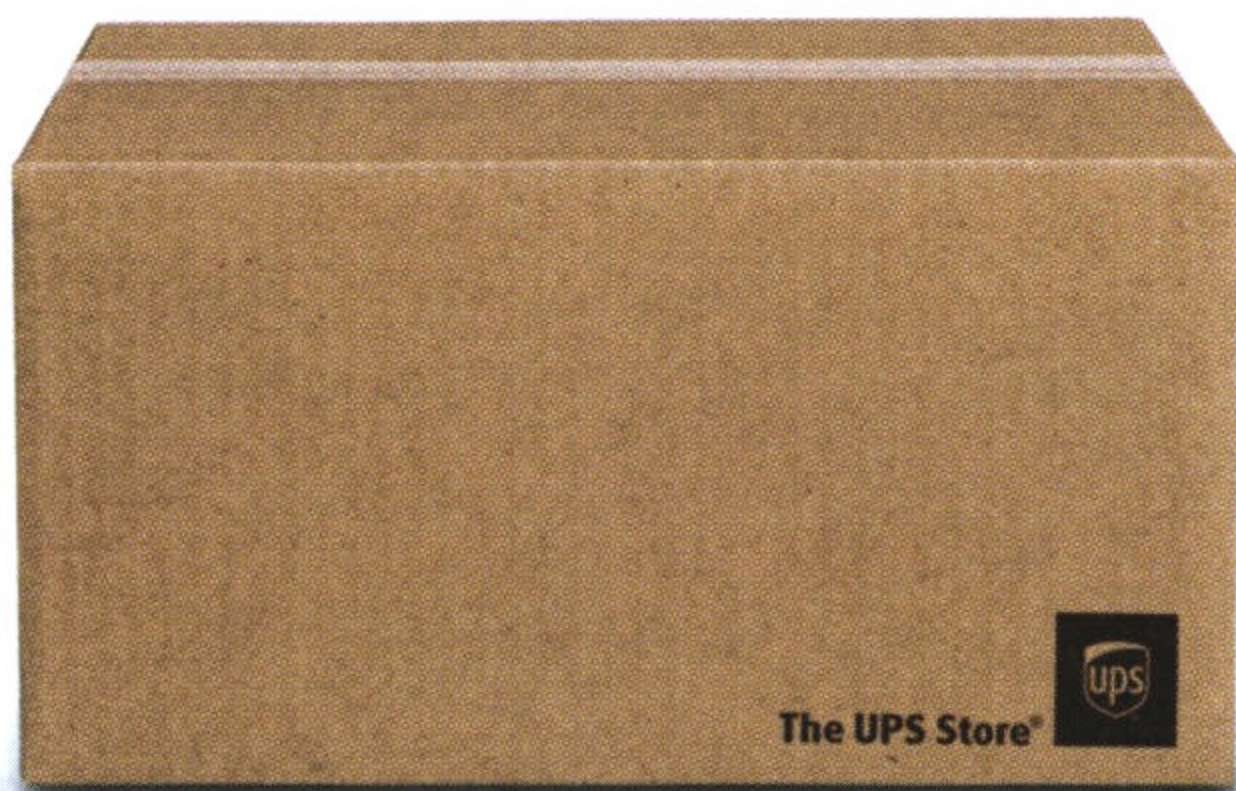
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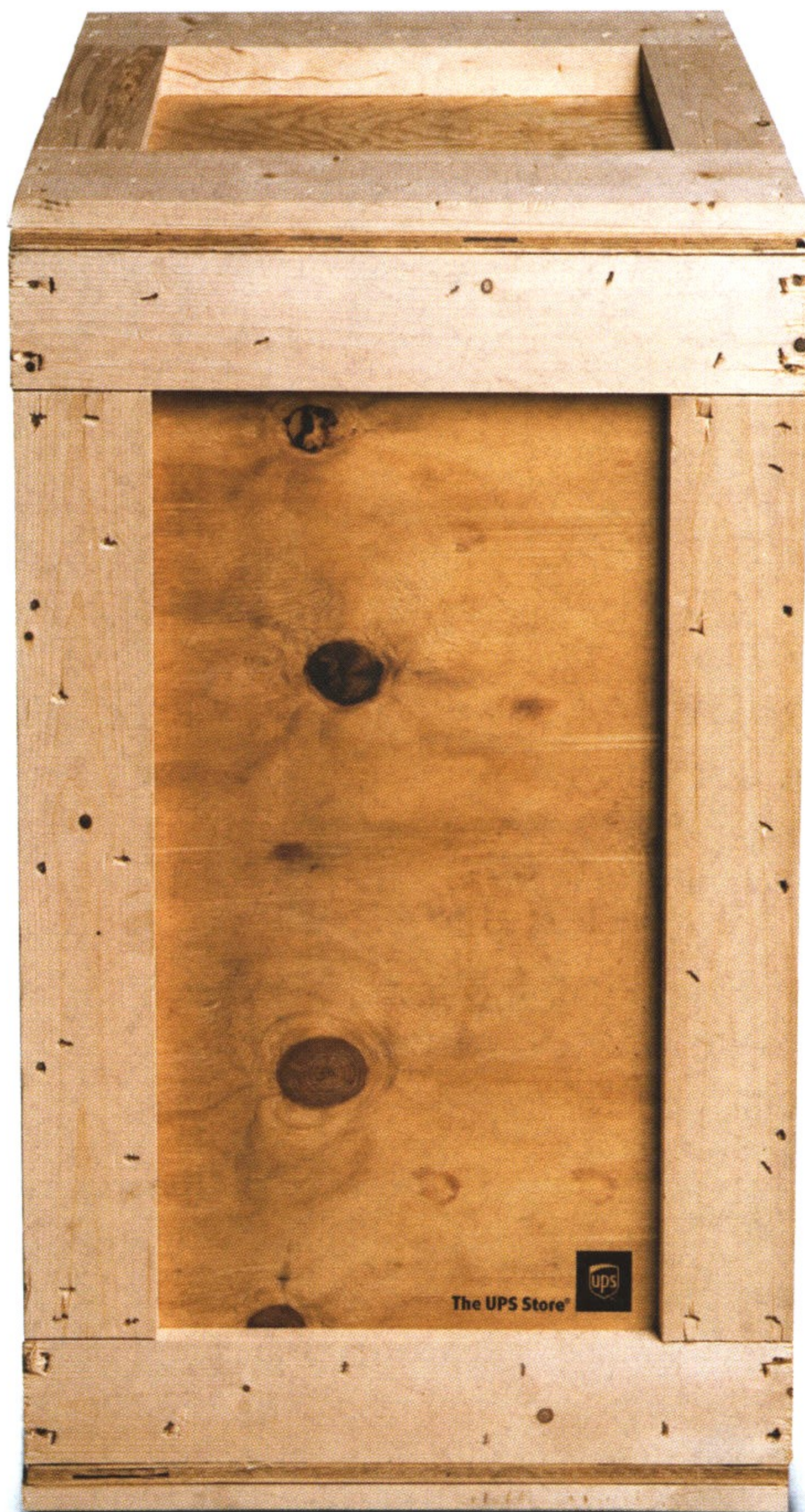
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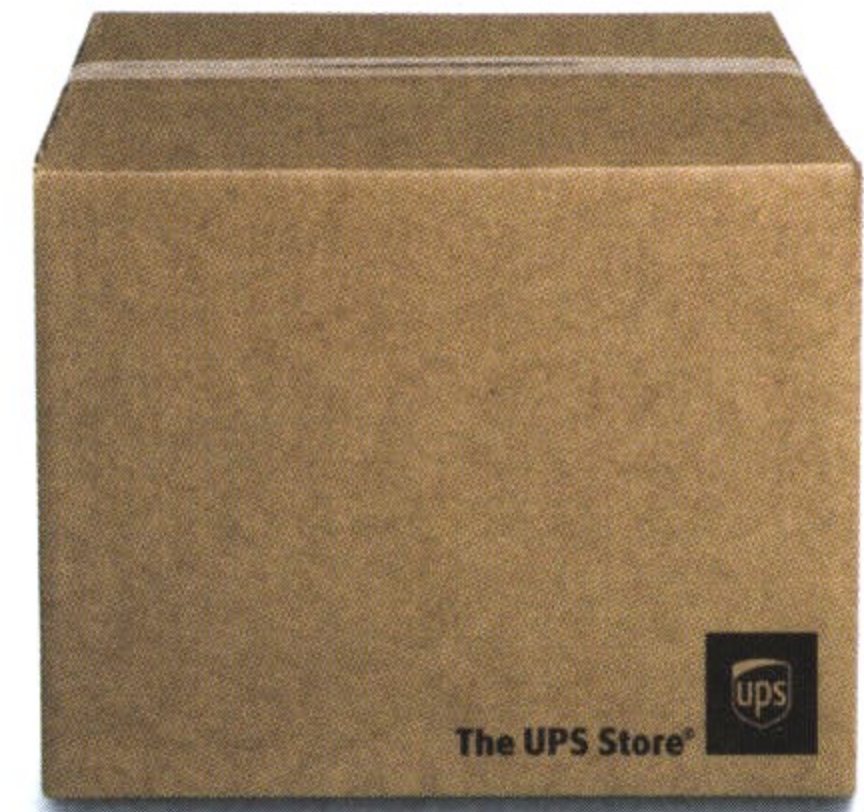


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Time for a renewed focus

A new year builds upon past success.



By Scott Musser, CAI,
BAS,
NAA President

We're off to another "new" NAA year. Conference and Show is over and it's time to roll up our sleeves and put all of those great ideas to work in our businesses. It's also time for NAA to begin with a renewed focus on serving its members.

Thanks in large part to the leadership of our immediate past presidents Randy Wells, CAI, AARE, BAS, CES, GPPA, and Tommy Williams, CAI, NAA is now poised to embark on a path of progress into the future. NAA is very fortunate to have had the right people in the right place at the right time as a lot of heavy lifting has been done over the past two years, and you and I are going to be the beneficiaries of those efforts.

Our industry is at a crossroads like never before. Technology is flattening the world,

wreaking havoc in established marketplaces and business models. Our choices are really quite simple. We either adapt to and leverage technology as it comes our way, or ignore it and face the consequences. Technology is not the be all and end all to the auction business, but its effects will be felt and it will change the way we conduct our business. What level we adapt to is an individual choice.

From the book "Outliers," biologists often talk about the ecology of an organism. The book says "The tallest oak in the forest is the tallest not just because it grew from the hardest acorn; it is the tallest also because no other trees blocked its sunlight, the soil around it was deep and rich, no rabbit chewed through its bark as a sapling, and no lumberjack cut it down before it matured."

This short paragraph embodies much of the mission that I would like to have your National Auctioneers Association focus on this year.

I believe that in order for NAA to succeed and grow, our members need to succeed

and grow. NAA needs to be the catalyst for you in improving your business operation. We need to provide the education, tools and resources that you need to be more professional, more productive and more profitable.

Recently, past president Wells and I appointed a panel unlike any other, to examine NAA inside out and upside down, leaving no stone unturned. We have charged this panel with the task of helping to determine the future of NAA. What is NAA doing that we should not be doing? What is NAA not doing that we should be doing? What is NAA doing that we should be doing better? Who does the NAA serve? What should NAA do in the future to remain relevant today? These are all important questions with even more important answers. These answers are going to help guide NAA now and into the future.

I look forward to engaging with you this coming year in our quest to ensure that NAA and the NAA Auctioneer have a bright future.

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Scott Musser

Scott Musser

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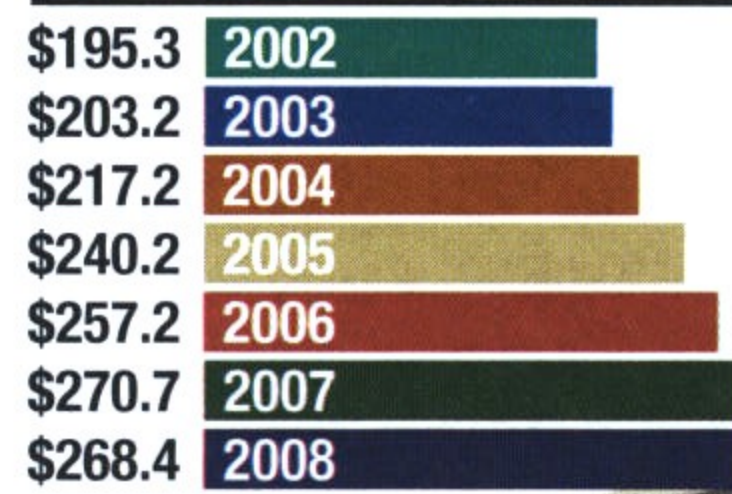
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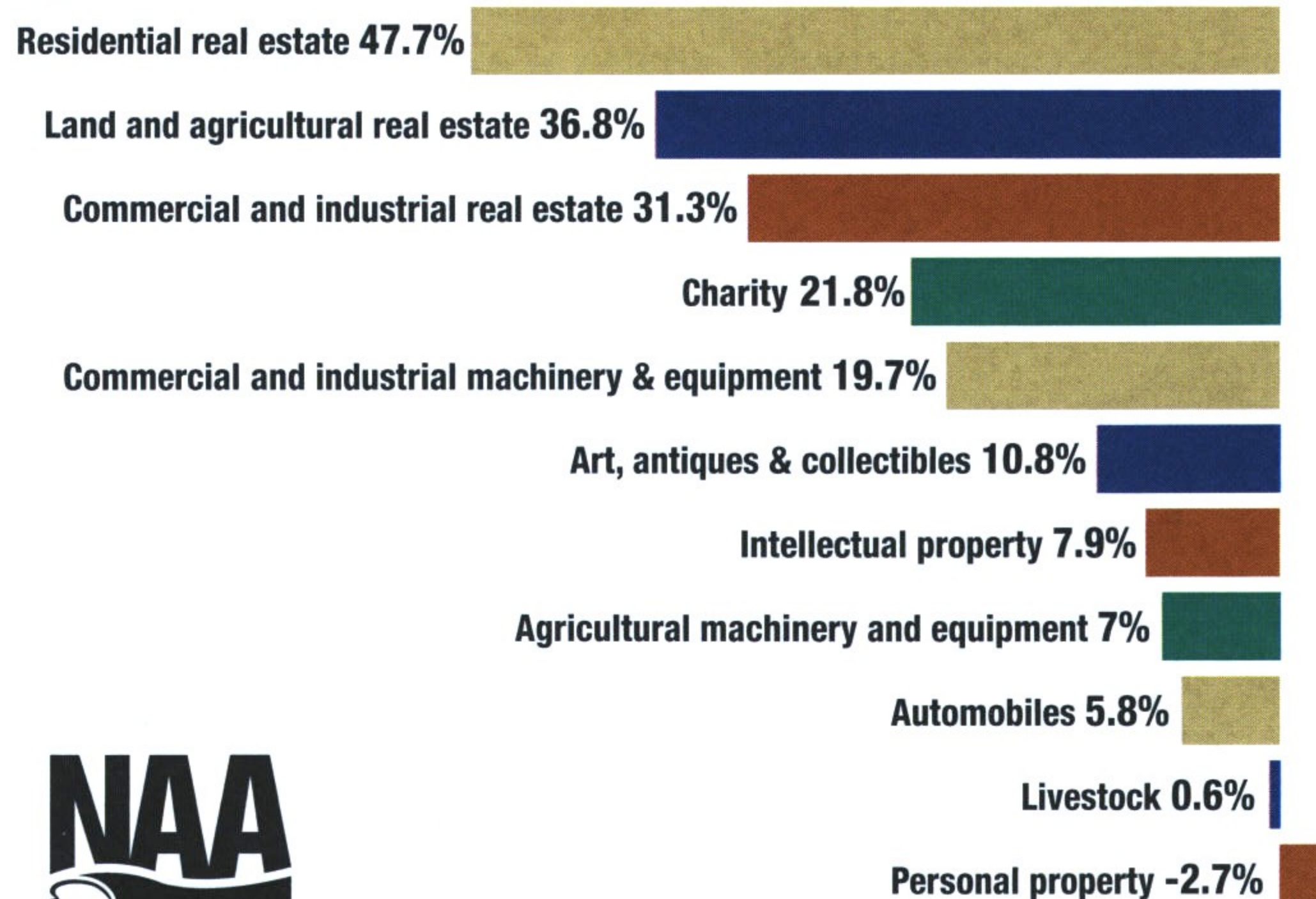
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Auction Industry Holds Strong in 2008 with **\$268.5 BILLION IN SALES**

Value Of Goods Sold At Auction (In Billions)



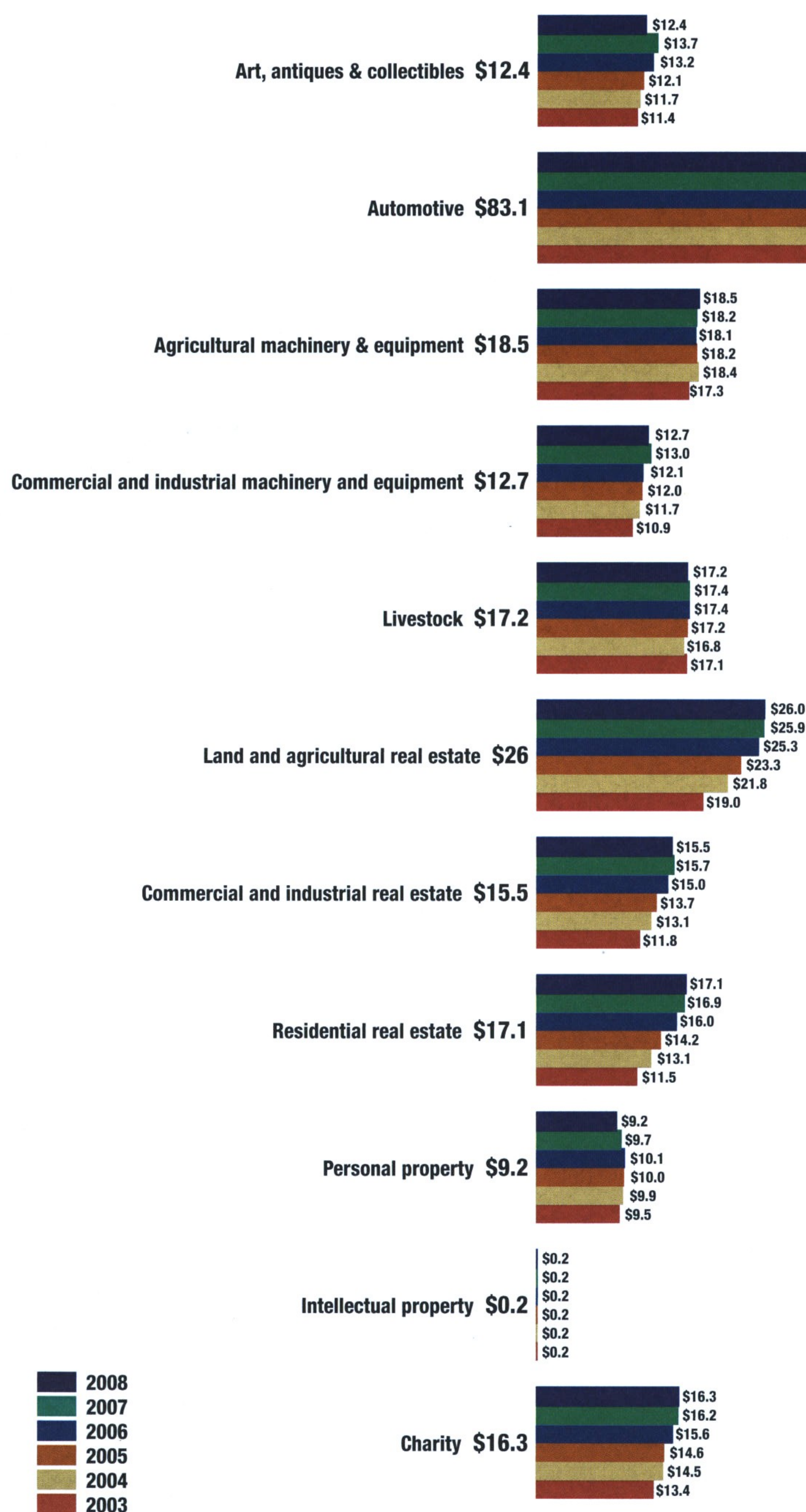
Percent Total Sales Growth 2003-2008



In 2008, the gross revenue from the live-auction industry remained unchanged when compared to 2007. Approximately \$268.4 billion was sold at live-auction in 2008, a decrease of slightly less than 1% compared to 2007.

In 2008, the fastest growing sectors of the live-auction industry were agricultural and machinery and equipment auctions (1.9%) and residential real estate (1.1%). Three sectors of the industry witnessed significant decreases last year, most likely the result of a poorly performing economy: Art, antiques and collectibles (-9.3%), automobiles (-5.4%), and personal property (-5.1%).

Gross Sales Revenue (in billion) by Auction Specialty – 2003 to 2008



REAL ESTATE AUCTIONS IN 2008

For six consecutive years, gross revenue from residential and land/agricultural real estate auctions increased. Sixty-three percent of survey respondents reported either an increase in gross revenue or no change in gross revenue from residential real estate auctions compared to 2007. It is estimated that approximately \$58.6 billion in real estate was sold at live-auction in the United States last year.

In 2008, the average number of live auctions conducted by NAA members decreased to 49, from 53 in 2007.

The National Auctioneers Association industry research survey is compiled by Morpace, Inc., an internationally recognized market research firm. There is a small difference between gross sales receipts (aggregate) for 2008 and combined total revenue for specific auction segments (disaggregate). The survey asked members to estimate changes in their cumulative gross sales receipts for 2008 compared to 2007. Members' estimates for specific auction categories were slightly less than their percent estimates for total annual sales growth.

The auction industry research report is conducted with the financial support of the National Auctioneers Foundation. The National Auctioneers Foundation provides financial support to advance the auction method of marketing by funding research, education and public relations programs. Headquartered in Overland Park, Kansas, the National Auctioneers Foundation also maintains the National Auctioneers Museum. Visit www.auctioneersfoundation.org to learn more about NAF.



Education designations

More than letters after your name, they represent education to improve business

*By Harlan Rimmerman, Ph.D, NAA's
Director of Education*

Every day there are stories, articles, emails about a way to earn a new designation and get some letters after your name. There are even ads to obtain a master's degree or a doctorate by simply sending in your check. It seems like everyone is coming up with a method to get your money and give you a paper certificate in return.

The NAA Education Institute now offers six designations – CAI, AARE, ATS, BAS, CES, GPPA/MPPA. The big difference – you have to not only earn these designations, but you will also gain expertise and knowledge in your chosen area of study. The NAA Education Institute has set high standards for these designations and continues on a regular basis to upgrade all of the course work. Here are details on each of the designations.

CAI – The Certified Auctioneers Institute will be celebrating its 34th year next March. Held every year at

Indiana University in March, CAI is a program to provide the tools and resources through best practices that Auctioneers need to position their company for growth. This week-long program (one week each March for three years) provides presenters from both the auction and



academic arenas. CAI is a three-year commitment to excellence. Every year the CAI Committee meets daily after each session and reviews what transpired that day. Immediately after the conclusion of CAI, the committee again meets to review the entire week and start on the next session of CAI. Decisions for the next year are based on the evaluations of instructors, discussions with students and ideas generated by committee members. The goal is to make CAI better every year.

AARE -- Accredited Auctioneer of Real Estate. One of the



fastest-growing segments in today's auction market is real estate. The current recession, the ever-increasing amount of foreclosures, the new \$8,000 first-time homeowner's buyer's credit has caused not only turmoil and reaction in the residential real estate market, but also on the commercial market. The National Association of Realtors is predicting that very soon, a large percentage of real estate sold in the United States will be by auction. The AARE course -- a full six day course -- takes you through the steps required to learn about the best way to sell real estate by auction. The course is divided into three two sections. Days one and two provide instruction in how to get started in the real estate auction business, how to market and develop your firm and how to

work with both sellers and buyers. The second two days are devoted to financial aspects of both residential and commercial real estate. You will be provided with a financial calculator as the instructor takes you through practicums in dealing with cap rates, ROI and other investment situations. The final two days are the capstone project of the class. During this class, you are assigned a group which has the responsibility of taking a current listing and doing a proposal to present to a prospective client. The final project is presented to the class.

ATS – Auction Technology Specialist. Started just two years ago, the newest of the



designations offers three days of intense training into the current world of technology. Want to create a webpage? Want to do an online auction? Want to learn about the most current developments in technology? Then this course is for you. ATS was designed to help those Auctioneers who want to move forward in their business using current technology. The course took nearly two years to develop and is one course that is changed after every class to ensure that the newest technologies and information are included and ready for the next class. Current instructors Aaron Traffas, CAI, ATS, CES, and Robert Mayo, CAI, AARE, ATS, always receive very high marks for their instruction.

BAS – Benefit Auctioneer Specialist.



Four years ago a group of NAA members who specialize in benefit auctions came to an Education Institute meeting and suggested that we offer a designation for benefit auctions. From that start, the BAS course has become one of the most popular of the current designation classes. Benefit auctions are one of the fastest growing segments of the auction profession. What used to be a "free" service is now a leading money-producer for Auctioneers. During the three days of instruction, led by some of the nation's top benefit Auctioneers, students learn how to gain entrance into this fast-growing field. They learn about setting up a business, promoting that business, setting up the auction, using a silent and live auction in harmony, learn how many items to sell per minute and many other aspects of benefit auctions.

CES – Certified Estate Specialist. The Baby Boomers are retiring and the



rush is on to downsize or to decide what to do with their possessions. The CES class places you in a position to work with those who are moving to retirement community or just want to make sure their personal property is handled in the correct manner. Also, what about those who have to handle an estate for a relative or friend? How can

an Auctioneer serve them to help procure the best advantage for the family? The CES class teaches those who are in these positions how to use the services of an Auctioneer, and as an Auctioneer, how to develop this facet of your business.

GPPA/MPPA – Graduate Personal Property Appraiser/Master Personal Property Appraiser. With the explosive popularity of the



Antiques Roadshow program, more and more people want to know what their possessions are worth. Or, they may want an appraisal because of insurance, or perhaps they own an original artifact and need to know the value. How about the family that recently suffered the loss of a parent and needs to know the value of the estate? Appraisals of personal property are a critical element in today's economy. Many people need to know what they can get for liquid assets in case of an emergency. The appraisal field continues to grow and the GPPA class can teach you how to be part of this field. The five-day GPPA course is an extensive learning program that also includes a full-day course about being an expert witness. You will also learn about USPAP -- the Uniform Standards of Professional Appraisal Practices -- created by the Appraisal Foundation. NAA and GPPA are recognized by the Appraisal Foundation.

Appraising can be a very treacherous journey. It is dangerous to be asked what something is worth, and then deliver an opinion without doing due diligence. We have all heard the war stories of something being sold only to find out later that the item was worth ten or 100 times more than the original sale price. This course will teach you how to find the value of those items, as well as writing a USPAP compliant report for your client. The NAA Education Institute has also created a template that can be used for your appraisals once you obtain the designation. For those who continue with additional classes and add experience, those individuals may apply to the GPPA Oversight Committee to gain the MPPA designation.

A designation given by the NAA Education Institute tells your client or potential customer that you are knowledgeable about your field. Designations are not just letters after your name, they represent education, an outstanding learning opportunity and experience that provides you with the opportunity to grow and develop your auction business. Every designation has a committee that continuously reviews and rewrites the designations. All courses are up-to-date with the latest information. An NAA Education Institute designation is one to be proud of to place behind your name.

For a complete list of NAA Education Institute events, see the calendar on page 44.

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Legal Questions

Can I charge sales tax on a buyer's premium?



Kurt R. Bachman

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

Kurt R. Bachman and Beers Mallers Backs & Salin, LLP, appreciate the opportunity to review and answer legal questions that will be of interest to Auctioneers. The answers to these questions are designed to provide information of general interest to the public and are not intended to offer legal advice about specific situations or problems. Kurt R. Bachman and Beers Mallers Backs & Salin, LLP, do not intend to create an attorney-client relationship by offering this information, and anyone's review of the information shall not be deemed to create such a relationship. You should consult a lawyer if you have a legal matter requiring attention. Kurt R. Bachman and Beers Mallers Backs & Salin, LLP, also advise that any information you send to Auctioneer shall not be deemed secure or confidential. Please visit one of our offices to ensure complete confidentiality.

Is there confusion with sales tax and buyer's premium? Is it legal to charge the customer sales tax on a buyer's premium in Texas? Some states are charging sales tax on top of a buyer's premium. What is right or wrong?

David Lee
Cedar Park, TX

ANSWER: Each state administers its own unique and generally complicated tax system. While no two states have exactly the same taxing schemes, many states recognize some form of sales tax or gross retail income tax. A sales tax is a consumption tax charged on transactions for certain goods and services. The tax is usually set as a percentage by the government charging the tax. The tax can be included in the price or added at the point of sale. Retail merchants, which may include Auctioneers, are generally responsible for collecting the sales taxes and remitting the taxes to the state. Merchants generally do not have a choice on whether to collect the sales tax, instead, they are required by law to collect and pay the

taxes.

As mentioned above, each state's taxing scheme is unique. Some states only impose sales tax on the sale of goods. Some states impose a sales tax on goods and certain services. In the State of Maryland, for example, janitorial, cleaning services, and other services are subject to its sales tax. Whether sales tax will be imposed on the buyer's premium will depend upon the specific rules and decisions in each state. Since the tax laws change frequently, there is no uniform list or guide regarding each jurisdiction's imposition of sales tax on the buyer's premium. In order to make sure Auctioneers collect and pay the correct amount of sales tax, they should contact their taxing authority (e.g. Department of Revenue, Comptrollers, etc.) or seek legal advice for a definitive answer. I am not licensed in the State of Texas and am unable to comment on the laws in that jurisdiction. Auctioneers should contact an attorney licensed in their state to receive a legal opinion if one is necessary.

One argument Auctioneers frequently

make regarding the imposition of sales tax on the buyer's premium is that it amounts to "double" taxation. The buyer's premium is usually paid to the Auctioneer as compensation for his or her services. So, the buyer's premium is income to the Auctioneer subject to state and federal income taxes. If the buyer's premium is subject to sales tax, the same money is being taxed twice. It is being taxed once under the sales tax and again as income to the Auctioneer. While it is true that the same money is being taxed twice, it generally will not make the tax unlawful. First, these are two different types of taxes. Second, the taxes are paid by different individuals. The buyers will pay the applicable sales taxes and the Auctioneer will pay his or her income taxes. So, this argument is generally not effective in opposing the imposition of the sales tax.

Instead, Auctioneers should make sure the applicable taxing authority is following the law and applying the tax uniformly. The tax laws cannot be applied in such a way to single out and tax Auctioneers unfairly. In some jurisdictions, whether the buyer's premium is subject to the sales tax could depend upon the nature of the buyer's premium. In other words, is the buyer's premium properly included in the amount of the "sale" or "purchase price?" If the auction contract does not specify how the buyer's premium is to be applied, it will generally be considered money that belongs to the seller. In that sense, it may be considered part of the purchase price and subject to the sales tax. But, when the auction contract provides that the buyer's premium is to be paid to the Auctioneer as compensation for services, then perhaps the buyer's premium should not be considered part of the sale or purchase price. In the state of Texas, it may be appropriate to seek the opinion of the Texas Comptroller of Public Accounts on these issues.

CAN QUIT CLAIM DEEDS BE AUCTIONED ONLINE?

A new client is asking me to have an online auction of 200 quit claim deeds on homes located in six different states. If in the terms and conditions it is stated that it is the responsibility of the bidder-buyer to do their due diligence on monetary amounts owed and other possible owners of each quit claim deed before bidding, can a licensed Auctioneer auction quit claim deeds online? What possible legal issues can arise against the Auctioneer?

Matt Green AARE, CES,
Boca Raton, FL

ANSWER: This proposed sale raises several issues. Before agreeing to conduct this type of auction, Auctioneers should consider the seller's motives, conduct some due diligence, consider the applicable licensing requirements, examine the title to at least some of the properties, and carefully consider the reserve amounts.

There are three basic types of deeds: (1) a warranty deed, (2) a special warranty deed, and (3) a quit claim deed. In a warranty deed, the seller generally promises the buyer that he or she is the owner of the property, there are no encumbrances on the property, the buyer has a right to quiet enjoyment, and he or she will make title good if there is a problem with the title. A special warranty deed promises the buyer that the seller received title to the property and that the property was not encumbered during the time he or she owned the property. A quit claim deed simply conveys whatever interest the seller has in property to the buyer without any promises to the buyer. These deeds are designed to serve different purposes, but all of them are capable of conveying title in real estate from one party to another. A quit claim deed, however, does not protect the buyer as much as the general warranty deed or special warranty deed. A quit claim deed does not even promise that the seller has any ownership interest in the real property. A quit claim deed simply conveys whatever interest a seller may possess, if any, to a buyer.

Although it is possible, and perfectly legal, for an individual to convey property by quit claim deed, it is usually used in limited circumstances. Before agreeing to this type of sale, however, Auctioneers have a duty to inquire about the circumstances surrounding such a large portfolio of real estate and conveying title to the properties via quit claim deeds. Auctioneers should ask how the seller obtained title to the real estate and the reasons for conveying the properties by quit claim deeds. As stated above, there is nothing illegal about conveying property by quit claim deed. The problem is that the Auctioneers must do some due diligence and cannot ignore issues that should be sending up warning flags. Unless the Auctioneer can review title work, survey, or similar documents, the Auctioneer has no way of knowing whether the seller actually owns any interest in any of the properties. Consequently, an Auctioneer may be calling for bids on behalf of a seller who does not own the properties described on the quit claim deeds. The Auctioneer's failure to inquire (or to inquire thoroughly) would create a risk for liability. A seller who holds good title does not generally have a valid reason to dispose of the property by quit claim deed in an Internet auction. (Usually, a quit claim deed is used in estate planning or for transferring real estate between family members.)

At the very least, before conducting this type of sale Auctioneers should investigate to make sure the seller actually owns the properties. An Auctioneer is required to do some due diligence, even when putting buyers on notice that they must be responsible for themselves. Without some documentation providing assurance from the seller that he or she owns the properties, an Auctioneer could unknowingly be participating in fraud. If it

turns out that the seller does not have an interest in any of the real estate, the Auctioneer could be implicated in fraudulent activity. The question will be what did the Auctioneer know or should have known about the seller's interest in the properties? In strange situations like this Auctioneers are required to ask some questions. The failure to investigate the sale could expose Auctioneers to liability.

In regards to other legal issues that arise, since the properties are located in six different states, there are potentially twelve different licenses necessary to lawfully conduct the sale. Each state could potentially require an Auctioneer's and real estate broker's license. Complying with the licensing laws, advertising issues, and other requirements for each jurisdiction could be difficult. The question was phrased to sound like the quit claim deeds are being sold. But, supposedly, an interest in real estate is being sold—not just a piece of paper. So, there could also be complex issues regarding which state's laws will govern the auction. Each state will have a special interest in governing real estate transactions for property within its borders. An Auctioneer would need a carefully drafted auction contract and registration agreement to address some of these issues.

In addition, the question did not state whether the properties would be sold at a reserve auction or auction without reserve. It appears that this may be a situation where the seller wants to sell the property at an auction without reserve. That is the impression from the language used in the question stating that the buyer would have to "do their due diligence on monetary amounts owed" If the seller has any mortgages on the real estate, there should be a reserve in place to make sure the property is not sold for less than the amount owed on the property. From a practical standpoint, properties being sold via a quit claim deed are likely to receive lower bids than the same property would receive if it were conveyed via a general warranty deed or special warranty deed.

The lower bid price is the result of the additional risk, whether actual or perceived, the buyer is taking to purchase the property. Without an adequate reserve, the auction will invite disputes and litigation regarding the payment of liens, judgments, special assessments (unpaid water bills, unpaid sewer bills, etc.) and taxes on the properties.

When Auctioneers are approached to auction such a large portfolio of real estate and to convey the property by quit claim deeds, he or she should be aware of the above issues to reduce the risk of liability and avoid participating in potentially fraudulent activities.

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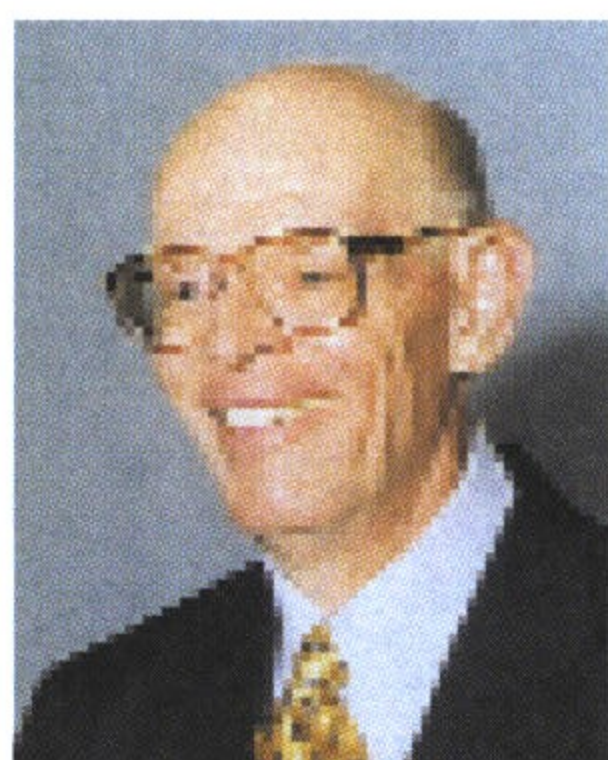


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The legal statute for auctions

An explanation of the Uniform Commercial Code section that regulates auction procedures



By Steve Proffitt

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

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

Article 2 of the Uniform Commercial Code contains 104 statutes that provide the rules for numerous aspects of selling. These statutes are the nuts and bolts of all commercial sales, by auction and otherwise. One statute stands out because it deals exclusively with auctions – section 2-328. It's particularly important for Auctioneers to have a good working knowledge of this statute and the rules it contains. Here it is below in its entirety of four paragraphs. Then we will explain important parts of it.

(1) In a sale by auction if goods are put up in lots each lot is the subject of a separate sale.

(2) A sale by auction is complete when the auctioneer so announces by the fall of the hammer or in other customary manner. Where a bid is made while the hammer is falling in acceptance of a prior bid the auctioneer may in his discretion reopen the bidding or declare the goods sold under the bid on which the hammer was falling.

(3) Such a sale is with reserve unless the goods are in explicit terms put up without reserve.

In an auction with reserve the auctioneer may withdraw the goods at any time until he announces completion of the sale. In an auction without reserve, after the auctioneer calls for bids on an article or lot, that article or lot cannot

be withdrawn unless no bid is made within a reasonable time. In either case a bidder may retract his bid until the auctioneer's announcement of completion of the sale, but a bidder's retraction does not revive any previous bid.

(4) If the auctioneer knowingly receives a bid on the seller's behalf or the seller makes or procures such a bid, and notice has not been given that liberty for such bidding is reserved, the buyer may at his option avoid the sale or take the goods at the price of the last good faith bid prior to the completion of the sale. This subsection shall not apply to any bid at a forced sale.

Let's examine what the statute says, both explicitly and implicitly, by breaking down its four paragraphs starting with the first: "In a sale by auction if goods are put up in lots each lot is the subject of a separate sale." While this sounds simple enough, the rule directly and indirectly addresses some important auctioneering issues. A set of dining room furniture including a table, six chairs, and china cabinet will serve as our inventory.



The first issue would be who is entitled to group the set's pieces into "lots" of whatever composition for the auction. The answer is the seller or Auctioneer establishes the lots. The statute includes no requirement for defining lots in any certain way, so this implicitly makes composition a matter of discretion. Once a lot has been established, it will be offered for sale separately and each lot sold will be the subject of a separate contract for sale. This means what happens on "lot no. 1" does not bleed into and affect the offering or sale of "lot no. 2."

A second issue is whether the seller or Auctioneer can change the composition of a lot once established. The answer is yes – to a point. A lot can be changed until bidding begins for it. Once that boundary has been crossed, a lot cannot be freely altered by the Auctioneer or seller.

We'll see when we get to paragraph (3) of the statute that the Auctioneer retains a lot of control over a lot offered in an auction with reserve. This includes withdrawing the lot prior to selling it. Consequently,

such a lot could be withdrawn after bidding has begun, reconfigured, and then offered a second time in the auction.

The ability to withdraw and reconfigure a lot once the bidding has started does not exist in an auction without reserve (i.e., an absolute auction). With the first bid made, an unreserved lot is no longer open to alteration because, as we'll see in considering paragraph (3), such a lot cannot be withdrawn from the auction. The courts have ruled that the terms of auction represent the seller's offer to sell in an auction without reserve. So a bidder's bid for a lot is an acceptance of the seller's offer which cuts off the seller's right to alter the offering by changing the lot's composition. An exception would exist where the terms of auction explicitly provide for alteration, as when the auction method known as high-bidder's choice (see below) is employed.

Smart Auctioneers establish lots in a manner designed to maximize selling prices. They also use different offering techniques for this purpose. Paragraph (1) includes no prohibition against this and four offering techniques are common.

FOUR TECHNIQUES

The first is a "straight" offering. This is what an Auctioneer does when each lot is offered on its own and sold, or passed, on the basis of the bidding for that lot alone. A second technique is a "two-way" offering. This type of offering is often used where an Auctioneer has a group of similar items that might be desirable to some bidders as individual pieces, but maybe wanted by other bidders in their entirety. The dining set is a good example. Some may want only the china cabinet or the table and chairs, while others may desire the entire set. By using two rounds of bidding and offering the furniture individually in one round and "holding" the highest bids for the separate pieces so that total can be compared to the amount of the highest bid for the entire set in another round ("two-ways"), the Auctioneer appeals to what all bidders want and this can drive bids higher. The set will ultimately sell whichever of the two ways produces the highest overall price for the set.

A third approach is a "times the money" offering. The Auctioneer could offer the dining set's six

chairs all in one lot for what is called "one money" (highest bid takes them all), or have bidders bid on one chair with the highest bid being multiplied by the number of chairs (six) to determine the lot's selling price – so six times the highest bid would equal the selling price.

Finally, there is also an offering technique that involves a "variable lot" as defined by the highest bidder. This technique is called "high bidder's choice" and it is frequently used when an Auctioneer has multiple pieces of like kind and quality to sell. These items are offered simultaneously in a "variable lot" for which bidders compete to gain control. The highest bidder gets control of the "variable lot" and has the right to choose any one piece within the offering for the amount of the high bid, plus select one or more other pieces from the offering by paying the amount of the high bid for each additional piece chosen. The lot is variable because the highest bidder defines its composition.

That's a brief look at paragraph (1) of section 2-328. Next time we'll consider paragraph (2) and examine two very important rules.



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Recovery

Auctioneer/firefighter rebounds from accident that took the life of his fire chief

By J.J. De Simone

J.J. De Simone is a Ph.D. student at the University of Wisconsin – Madison, and is an intern at NAA headquarters.

For as long as he can remember, NAA member Allen Entz, of United Country Entz Auction & Realty, has wanted to be a firefighter and positively contribute to his hometown of Hydro, OK.

“Growing up, I remember working with the fire chief (a family friend) during the summers; he’d get an emergency page and leave in a rush,” Entz said. “I thought it was neat that he’d go and help people when they needed him the most and be able to do the most good during those times.”

With that memory in mind, Entz began serving as a volunteer firefighter in early 2008 and has received his EMT Basic Certification and is a Captain on the department. After a year-and-a-half as a volunteer on the force, Entz had responded to many calls; some were serious, many were not.

At 10:30 a.m. on Monday, March 23, the 28-year-old was hard at work at his family’s auction and real estate business, United Country Entz Auction & Realty. Then, he received a page saying he was needed immediately to check out a potential grain bin fire at the Hydro Coop.



Allen Entz

This type of call, which could come at any minute, is not an inconvenience to Entz; rather, he enjoys receiving them. “I don’t do it for any type of glory,” Entz said. “In a small community, of which I’m fortunate to live in, it’s nice to be able to do this and give back. Helping when others need it most is what’s important.”

But this call that went to the 10 volunteer firefighters on the force proved to be anything but typical. When Entz and his fellow firefighters arrived at the station, they quickly geared up and were at the scene within minutes. In Hydro, which is

60 miles west of Oklahoma City, the sirens could be heard throughout the entire town. The grain bin, Entz said, seemed innocuous; no visible flames or smoke were present. So, he and a partner climbed up the side of the bin to get a better look at the inside, which was one-third full with soybeans. It was the same thing inside – no flames or smoke.

As a precaution, Entz and his partner went into the bin to spray water on a portion of the wall that was believed to be hot and check on the health status of the worker who was still in the bin. The worker was safely helped out of the bin and the pair of firefighters began to spray the suspected hotspot.

“We started to switch out firefighters so we’d avoid fatigue,” Entz said. “On our way up the ladder, my partner fell and broke his back. I went back in with my chief to assess his injuries and begin a rescue effort with the fellow firefighters in the bin – there was still not any smoke. It appeared to not be any more dangerous than a typical bin.”

What the group of firefighters, who went back into the silo to check on the very injured colleague, did not realize (nor could they have known) was that extremely high levels of carbon monoxide fumes were being emitted from an unknown source deep within the bin. The length of time Entz and the three firefighters, including the injured partner, spent in the bin proved to be dangerous.

“There are many similarities between work as a firefighter and Auctioneer,” Entz said.

"We all passed out around the same time, but fortunately, we radioed for help and gave our location inside the bin first," Entz said. Entz and his team were pulled out of a hole cut through the side of the silo. He regained consciousness in an ambulance soon after being taken out of the toxic bin. He woke to his best friend, registered nurse, fellow firefighter and E.M.T., Dennis Ward, providing treatment to him.

Entz's injuries were not life-threatening, and he was released from the hospital the next day following treatment. Unfortunately, Chief Nolan Schmidt, who had inspired Entz to join the force, died of smoke inhalation and carbon monoxide poisoning. The firefighter who broke his back is doing well and expected to make a full recovery.

"The people that saved my life that day are fellow firefighters and medical workers," Entz said. "I've known them and have worked with them all for a long time. I've always enjoyed giving help, but now I've received it. That makes me want to do it more because I know the difference it makes; life or death."

But this horrifying experience did not deter Entz from maintaining his involvement with the Hydro Fire Department. In fact, he did not even take a day off – he was right back in the swing of things the next day working as



Allen Entz shows his young nephews how to operate a firehose. Cody Chisum is on left, and Wyatt Chisum is on the right.

a firefighter and an Auctioneer.

When he's not donning the firefighter yellows, Entz works at his family's business, United Country Entz Auction & Realty. In his day job, Entz does a large portion of the computer-related tasks associated with the business and is in charge of advertising and marketing. Every once in a while, Entz said he does some auctioneering on sale days.

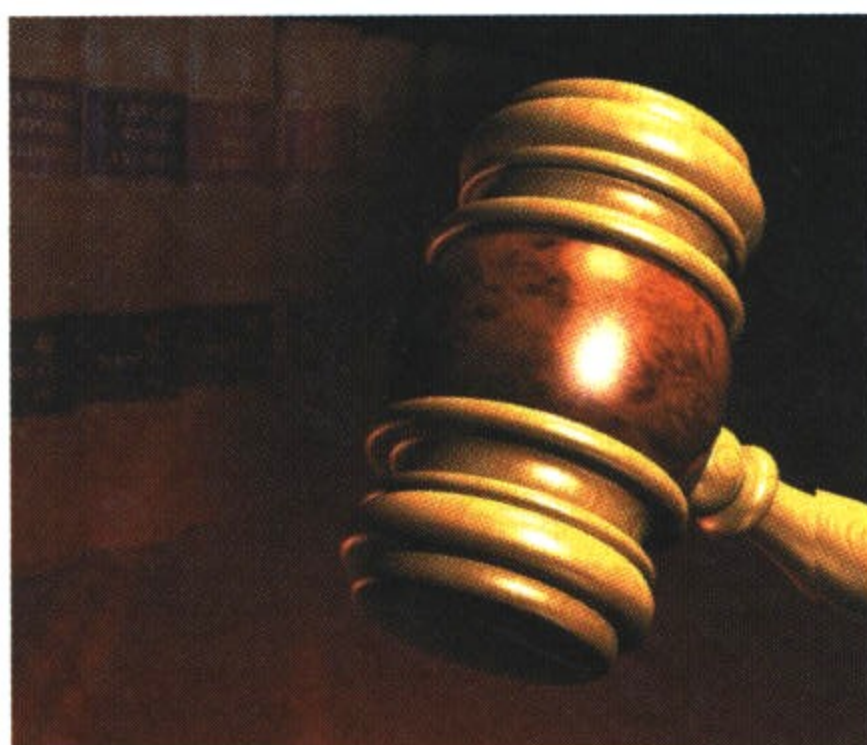
Entz said he has seen the Internet become an increasingly important component of the auctioneering industry.

"Some of our auctions are streamed through Proxibid," Entz said. "It brought a complete new group of potential customers we'd never have known. It allows us to get more people to see us and get our products in front of them." In all, Entz said although it might not seem apparent, working as an Auctioneer is extraordinarily similar to

working as a volunteer firefighter.

"There are many similarities between work as a firefighter and Auctioneer," Entz said. "The main (similarity) is donating your time and services to your community, either by putting out fires, providing medical treatment, or doing charity and benefit auctions. I guess it comes down to helping others as much as possible whether you think you have the time or not."

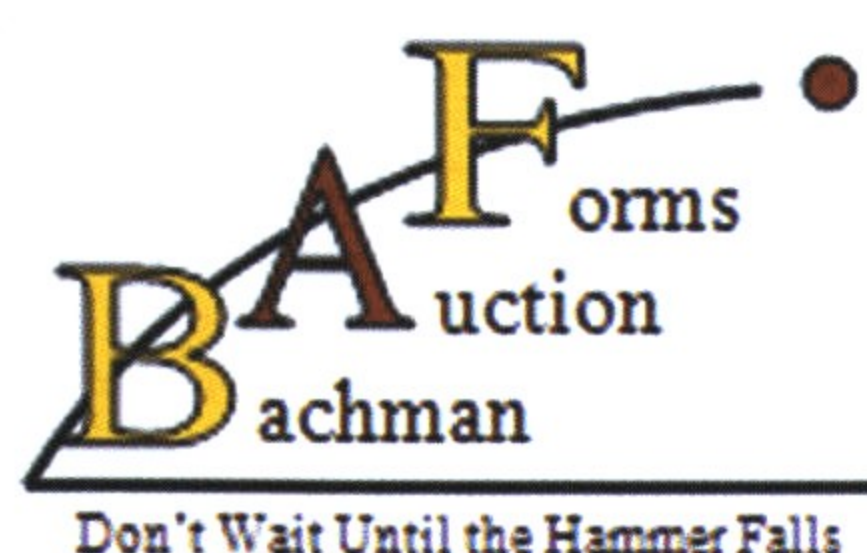
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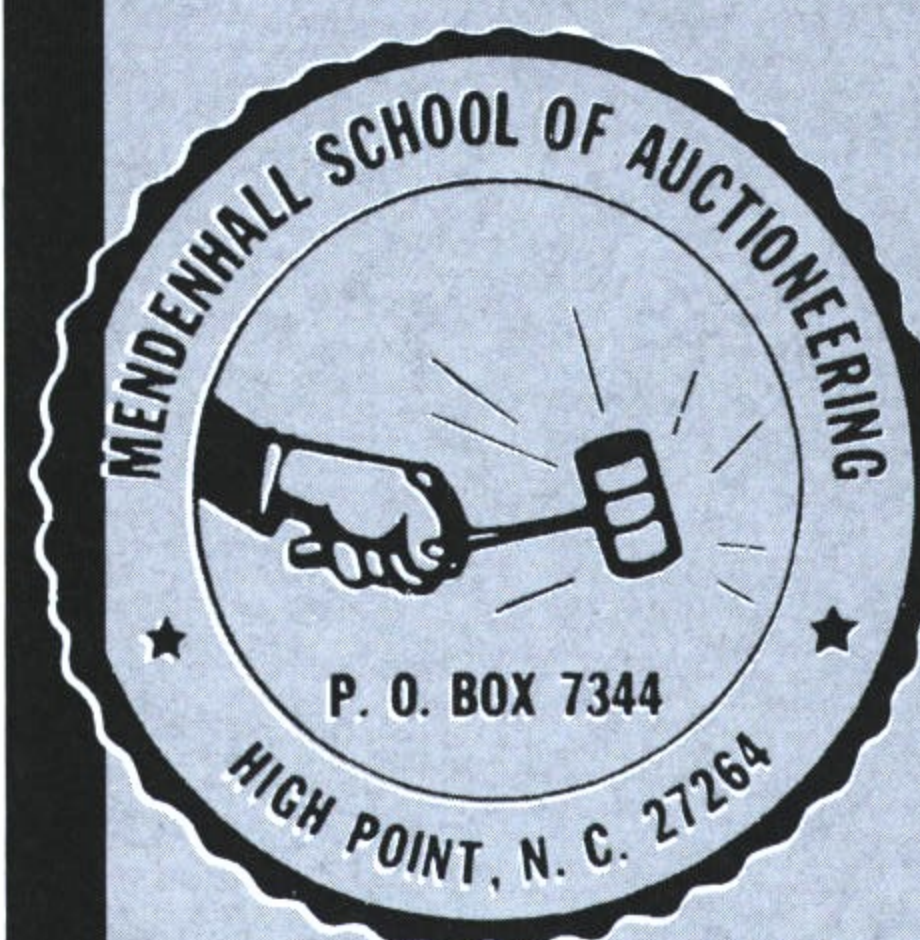
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NAA member Kenny Lindsay, CAI, of Livonia, MI, says the Forum saves him money and makes him money. He said:

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

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

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

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










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

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

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

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

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

General Category		
	General Discussion Feel free to talk about anything and everything in this board.	15788 Posts 1547 Topics Last post by: Dale B. Williams, CAI in Re: Cross Country Trip on Today at 09:58:42 AM
	2008 NAA Elections At the 2008 conference and show, new board members will be elected. Please use this forum to discuss what you want in your future leaders. If you plan on running for office, feel free to discuss your qualifications.	118 Posts 7 Topics Last post by: Rick D. Roberts, CAI in Re: A Future & Concerns on July 29, 2008, 11:09:59 AM
	Tech Talk Get advice on issues ranging from megabyte to megapixel. Or from "technophobe" to "technophile" on the Tech Talk forum.	277 Posts 127 Topics Last post by: Joseph A. Abel, Ph.D., CAI, CCE, CFP® in Re: Great Auction Videos on September 14, 2008, 02:42:45 PM
	Vendor, Product and Service Provider Reviews or Announcements If you have questions on anything from clearing software to auction trailers to auction schools, this forum is your primary resource. What could be better than a recommendation from the Auctioneer who uses the product and service day in and day out?	4922 Posts 76 Topics Last post by: Richard C. Korman in Re: New To Old Year Card on September 10, 2008, 04:21:00 PM
	Who is your favorite presidential candidate? As we head into the 2008 presidential election, join your fellow NAA members and discuss the presidential candidates and issues that matter most to you this election year. What candidate has your vote on Election Day? Is there an issue that matters most to you when choosing which candidate you support?	500 Posts 32 Topics Last post by: Lyn R. Sordahl in Re: Obama Camp/White Up on Today at 11:45:04 AM
	Rants & Raves Have you had a really good experience with a seller? Was your latest auction run particularly great? Use this topic to express your frustrations, lab criticisms or send high praise on any subject you would like.	492 Posts 49 Topics Last post by: Greg A. Blaney, CAI in Re: Presidential election on September 10, 2008, 04:21:00 PM
	Job Board Are you a new Auctioneer looking for contract work? Are you an experienced Auctioneer looking for some extra help at an upcoming auction? This thread connects Auctioneers needing help to Auctioneers who want to give help.	1798 Posts 57 Topics Last post by: William F. Marks in Re: 2008 Licensing Manager on August 20, 2008, 11:20:00 AM
	Ask the President The NAA President is committed to staying accessible to the NAA Membership. The questions and the President's answers will be posted online.	1 Posts 1 Topics Last post by: Lawrence Brown in Re: Ask the President on September 11, 2007, 04:58:57 AM
Topics by Auction Category		
	Appraising Do you have questions about obscure and not so obscure items? Find appraisal help from fellow members or just share interesting anecdotes from the world of appraisal.	251 Posts 21 Topics Last post by: JOSEPH A. ABEL, Ph.D., CAI, CCE, CFP® in Re: Appraisal in Auctions on August 11, 2008, 10:02:00 AM

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The Livestock Auction is held weekly, every Monday. Other special auctions are held throughout the year along with a monthly Horse Auction held on the third Saturday of every month. The livestock building consists of a Restaurant that seats approximately 35 customers (open while the auctions are being held), office, store room, livestock auction arena that seats approximately 150, pens and stalls that house various livestock, and many updates have been completed.

A 60 x 120 Horse Auction Arena houses folding metal/fiberglass bleachers and free standing wooden bleachers which seats approximately 550 auction goers, office, concession stand and coolers. A quarter mile wrap-around horse drag track packed with asphalt grindings and gravel is in place to show off the fancy buggy horses during the auction.

Newly remodeled in March of 2008 is the 20,000 sq. ft. Farm & Flea Market building with ample parking. The Farm & Flea Market is open year round on Mondays & Thursdays and with endless possibilities and space for consignment auctions.

The two livestock auction arenas, Flea market and restaurant are all located on 52.20 acres.

Tillable ground is currently being leased to local farmer. Other possible miscellaneous income includes cell phone tower lease income and gas well lease.

More information: Pete Howes 440-272-5489 or 440-477-4027

Success Stories

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

Lamp and glass auction grosses \$1.8 million

The James D. Julia, Inc. lamp and glass auction on June 19-20 was filled with art glass treasures and row after row of spectacular colorful lamps. The company was busy for six months gathering one of the finest groupings the firm has ever offered. The company felt the gross of approximately \$1.8 million is a tremendous feat in today's economy.

A top seller was a Tiffany clematis lamp with flared shade and featured pastel flowers over a mottled amber background with a band of geometric panels around the bottom perimeter. The piece brought \$69,000 within a presale estimate of \$65,000-75,000.

The grand selection of Tiffany leaded lamps also included an impressive leaded shade with mottled translucent green tiled background with an elaborate Tyler scroll pattern across the entire top half. Seeing very active bidding, it finished above its \$10,000-15,000 estimate at \$17,250.

A Tiffany Studios 12-light lily lamp featured a bronze lily pad base from which a cluster of long stems emerge and terminate in brilliant iridescent shades. It approached the midway point of its presale estimate, selling for \$37,375. An exceptional green linen fold table lamp in which the glass panels look like stretched fabric sold for \$23,000 against a \$20,000-25,000 estimate. And a wonderful Colonial leaded lamp in warm yellow, which when illuminated reveals dark internal mottling that contrasts beautifully with the lighter background. The piece sold within its \$20,000-25,000 estimate for \$20,700.

Complementing the fine array of Tiffany were examples by other astounding makers such as a lively Duffner & Kimberly Louis XV leaded lamp. With intricate floral design and cast brass overlay extending from its permanent high relief heat cap and resting on its original matching base, the lamp exudes extravagance at its finest and sold for \$47,150 (est. \$45,000-55,000) a price worthy of its appeal. A rare Pairpoint Puffy White Owl lamp, only the seventh known to exist on the planet, is considered to be the more desirable of the two versions created (the other is brown). The base consists of an elaborate heavy cast full bodied owl perched on a branch. Its glass shade is in the form of an owl in flight whose head is affixed with piercing yellow paperweight eyes. This piece saw much attention and several phone bids to swoop past its \$15,000-25,000 pre-auction to sell for \$42,550. Other highlights



This Clematis Tiffany lamp sold for \$69,000.

included a Handel reverse painted lamp depicting exotic birds flitting among the peonies. The vibrant colors and most realistic rendering helped push the lamp to a selling price of \$13,800 against a \$9,000-12,000 estimate. Even a contemporary lamp artist's work saw active participation and a strong price. World renowned Tiffany expert Paul Crist's massive spider mum table lamp in a broad palette of cool rich colors and intricate lead work sold for \$17,250 against an estimate of \$12,000-15,000.

In addition to the lighting was an expansive selection of art glass including works by Tiffany, Steuben, Quezal, Lalique, and others. This session was highlighted by a magnificent and large Tiffany vase with wheel carved and cameo decoration as well as padded white poppies. Condition, quality, and rarity meant a selling price of \$37,375, exceeding expectations of \$25,000-35,000. A lovely 18" Jack in the Pulpit vase with bright gold favrile finish and brilliant iridescence from top to bottom sold for \$17,250 against



This Jack-in-the-Pulpit vase sold for \$17,250.

an estimate of \$15,000-20,000. A stunning flower form vase with a heavily ruffled top flowing from vibrant orange to a green pulled feather stem was a sleeper, bringing \$12,075, more than tripling its \$4,000-6,000 estimate. A rare and seldom seen Tiffany cameo vase consisting of a clam broth iridescent background decorated with yellow flowers sold for \$11,500 (est. \$10,000-15,000) and a mammoth

Tiffany trumpet vase in deep crimson red brought \$7,475 (est. \$5,000-7,000).

A select grouping of Steuben included two fantastic Frederick Carder era pieces. Considered very innovative for the time and rather sought after today, Carder's early works for Steuben are true works of art. A gorgeous Steuben green aurene pulled feather vase was a must have for several bidders. It eventually went to the one willing to pay \$15,225, ignoring an estimate of \$7,000-10,000. A scarce 13" Tyrian vase transitioning from blue to sea foam green iridescence with leaf and vine decoration boasted the size, color, and iridescence to make this the one of the best examples available. It sold for \$10,925 within expectations of \$10,000-15,000. Other Steuben included an iridescent gold aurene vase with pulled peacock feather decoration over a calcite background, which sold for \$11,500, beating out an estimate of \$7,000-10,000.

Of the Victorian glass, a Mount Washington lava glass vase with colorful slashes on an obsidian background sold for \$4,887 against expectations of \$2,000-4,000. A Mount Washington Royal Flemish cracker jar with a silver portrait coin of Nero on the front brought a solid \$3,450, tripling its \$1,000-1,500 estimate.

For the last eight months, Jim Julia has advocated, "These are times of great opportunity, and astute buyers will stay vigilant and

involved in the market. For the first time in the last eight years, there are fabulous buying opportunities. For more information, contact their offices at 207-453-7125. James D. Julia, Inc., P.O. Box 830, Dept. PR, Fairfield, ME 04937. Email: info@jamesdjulia.com.

Online-only real estate auction attracts 65 bidders from 11 states

Anderson Auctions USA, of Destin, FL, recently conducted an online-only real estate auction that the company believes is the first of that kind in its area. The auction, held June 3 to 17, had eight properties to sell. The auction drew over 50 registered bidders, 65 bids placed on all eight properties, one property sold prior to auction, three properties sold at the conclusion of the auction, four properties received offers currently pending bids from Florida, Georgia, Mississippi, Alabama, Tennessee, Texas, Oklahoma, Illinois, Indiana, Minnesota and Wisconsin.

The company explains the bidding process on its website. It says: "You must first have a registered account in order to place a Request to Bid. After registering an online bidder account, sign in at the log in screen with the registered email and password. Once logged in, a "Request to Bid" button will be listed with every upcoming auction on the online auctions page. Find the auction that you want to bid at and click on the "Request to Bid" button. After you have requested to bid, a screen will notify you of your pending bid request. The screen will say "Bid Request Pending" and also present the auction terms and conditions for that sale. Your bid request has now been sent to the auction house for review. In the meantime, your approval status will be displayed in the sale listing of the auction for which you have submitted a bid request..."

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Conference and Show 2009

Bid calling champions, music contest, education and networking were highlights of annual event

With the theme and feel of a family reunion, NAA's 60th International Auctioneers Conference and Show was a great success in Overland Park, KS from July 13 to 18.

Over 1,000 attendees enjoyed contests, education seminars, a trade show and networking in the largest auction conference in the world.

NAA member and director Shawn Terrel, CAI, AARE, of Kansas City, MO said afterward "What a great Conference and Show in Kansas City! I had an outstanding time spending time with all of my auction family at the NAA Conference and Show...Over the years some of my closest friends I have met through the NAA and CAI. It is truly an honor to be associated with such fine group of professionals and a privilege to learn and share information that will make us all stronger in our chosen profession."

While the September issue of *Auctioneer* will provide much more coverage of conference photos and stories, this page gives the highlight results. More coverage was not possible in this issue due to press deadlines. The International Auctioneers Championship was won by Kevin Borger, of Hutchinson, KS; and Terri Walker, CAI, BAS, CES, of Memphis, TN. The International Junior Auctioneers Championship was won by Justin Schultis, 18, of Fairbury, NE. The International Ringman's Championship was won by Mark Younger, of Maryville, MO.

Three veteran Auctioneers were inducted into the NAA Hall of Fame: Marvin E. Alexander, CAI, of Martin, TN; Larry Latham, CAI, of Las Vegas, NV; and Stephen D. Lewis, of Morehead, KY.

A highlight entertainment event occurred when brothers Daniel Kruse and Tim Kruse, of Auburn, IN, won the Auction Idol contest, a music contest in which NAA members sang or played instruments and were evaluated on their skill.

The NAA membership also voted for new officers of the association. 2009-2010 election results:

President: Scott Musser, CAI, BAS - Pasco, WA
President-elect: Mark Rogers, CAI, AARE - Mt. Airy, NC
Vice president: Christie King, CAI, AARE, BAS - Glencoe, AL
Treasurer: Kurt Kiefer, Fargo, ND
Director: Robert Mayo, CAI, AARE, ATS - Kansas City, MO
Director: Harold Musser, CAI - Cody, WY
Director: Merle Booker, CAI, GPPA - Eltopia, WA
Appointed Director: Joe Calhoun - Kansas City, MO

Full results are available on www.auctioneers.org, and will be explained with profile feature stories in next month's magazine.



2009 IAC Men's Champion
Kevin Borger



2009 Womens IAC Champion
Terri Walker

Brothers Daniel Kruse, left, and Tim Kruse, center, won the Auction Idol Contest. Lance Walker, CAI, BAS, CES, was emcee.



2009 IRC
Champion
Mark
Younger



2009 NAA Hall of Fame inductees, from left, Marvin E. Alexander, CAI; Stephen D. Lewis, and Larry Latham, CAI.

An eye-opening experience

Auctioneers at Conference impress young worker with their “honesty, dignity and thoughtfulness.”

By *Tara Truitt*
NAA Intern

When I first received word that I was going to be the summer intern for the National Auctioneers Association, I figured it would be just like any other office job. I expected to make phone calls, become an email whiz, and make friends with the copy machine. However, I was naïve to think that perfecting the art of data entry would be my only take-away from my summer spent in the office.

Much of my focus this summer was spent on handling tasks for the International Auctioneer Championship and the International Ringman Championship contests. The contestants received many emails and calls from me over the summer. Talking on the phone to Auctioneers was one thing, but meeting everyone face-to-face at the 60th International Auctioneers Conference and Show was something else.



Tara Truitt will be a junior this year at the University of Kansas.

Before Conference and Show, I had never been to an auction before. I picked up on a few things around the office to get an idea about what auctions consisted of, but I was no where close to understanding how professional, organized, and fast-paced they truly are. When I started meeting members on the first day of the conference, I was very impressed with the respect and pride every Auctioneer shared for the business. I had the honor of speaking to each IAC finalist individually before their interview in the contest. Those 22 people from all over the country were on fire for the association and it was great to see such passion living in the industry.

To sum up the auctioneering profession in three words, I would have to say honest, dignified, and thoughtful. From what I've seen, honesty is what helps build the foundation of a great auction business and industry. The quality of leadership and the accountability level are just some ingredients that make this a dignified profession. The way people greet fellow members and the compassion that is shown to families in times of trouble exemplifies how thoughtful the Auctioneer family is as a whole.

So what will I take away from my time at the NAA? More than I could have ever imagined possible. I am an interior design major with a leadership minor. At the beginning of the summer I thought this job would bring no benefits to my college education, but I was highly mistaken. Conference and Show was like a one-week crash course on leadership for me in the professional world. Observing the NAA Board of Directors, the president and past president work, taught me so much about leadership and effectively working in a large organization. At the end of the Fall, I plan to run for president of my sorority and, without a doubt, my time here has been the best mentor I could ask for. I have learned how to work with a diverse group of individuals, problem solving on the spot, and the incredible rewards from accomplishing goals together.

For those who did not attend Conference and Show, I highly encourage you to attend in 2010 in Greensboro, NC. No price can be put on the fellowship and networking that takes place during that week. The entire association is only

brought together once a year and that time should include every member. I am not positive what my plans are for next summer as far as interning and studying abroad go, but if I am in the country you can count on seeing me in Greensboro working for all of you again; that is how much I enjoyed my week with all of you.

A few people asked me if I, as the outsider looking in, saw any improvements that could be made or had any suggestions. I know one thing that you can never over-do is staff appreciation. The group of people that come to the office every day here in Overland Park are some of the most dedicated groups I have come across. The staff is behind every success that the NAA reaches, behind every event the NAA runs, and behind every improvement that is made. There is a lot of behind-the-scenes work that is not seen by the members; so appreciate your staff, do not hesitate to show your appreciation to them for all they strive to accomplish for you. A quick thank you email (or a box of cookies!) most definitely does the trick. It is not about how you demonstrate appreciation, but about showing that you notice their efforts.

Reflecting on my summer, I can tell you that I have been blessed to gain so much more from this time than I ever imagined possible. Thank you to the staff for all you have taught me, you all are wonderful. Here's to seeing everyone at auctions in the future! God Bless.

ON BEHALF OF
Christie King
CAI, AARE, BAS

**Thank
You!**

**For electing me Vice
President of the NAA**



In my campaign for Vice President of the NAA, I was overwhelmed with the support I received. Thank you to the Alabama, Georgia, South Carolina, Colorado, Arizona and Indiana Auctioneers Associations for you endorsements. I'd also like to thank each of you who voted for me. Naturally, I couldn't have done it without you. Lastly, I'd like to thank the NAA for such a tremendous opportunity. I look forward to serving you as your vice president!

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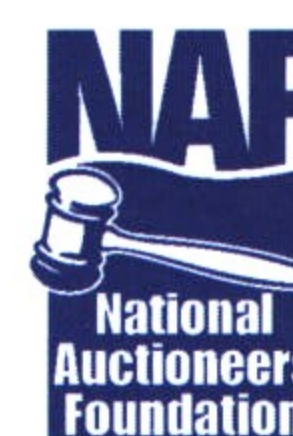


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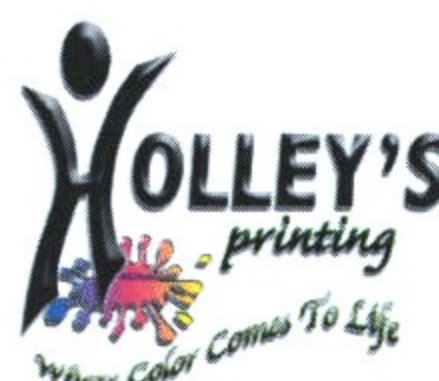


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Two issues advance

Absentee voting and hotel room issues acted upon by the NAA board

The NAA Board of Directors will end several years of debate in October if the board continues to support an action it initiated to revise the bylaws to allow absentee voting by members. The board also agreed on a solution to a Conference and Show problem that has financially plagued NAA for years. Both actions were the result of the board meeting held prior to annual conference in July in Overland Park, KS.

For several years, NAA members throughout the country have discussed whether to change the current voting policy, which requires a member to be physically present at the business meeting of the annual Conference in order to vote for new NAA officers. The issue was complicated and feelings were strong on all sides: some thought that a person who cared enough to vote should be required to attend the annual business meeting and hear candidate speeches before voting. Other people believed that members should not be required to attend a meeting to cast their vote – their membership provided them the right (and responsibility) to cast their vote, regardless if they could attend the conference.

Last Fall, the board decided to allow members at the annual meeting to vote on the debate's final outcome. Equity concerns again were raised from those not able to attend the annual meeting: Some people asked "Would there be any mechanism to provide representation from those not in attendance at the annual meeting to voice their support of absentee voting?" In April the board identified a better mechanism to gather feedback from the membership: a survey of all members. In June, an electronic survey was distributed to all virtual members and a survey was included in the June issue of *Auctioneer* to fax back to NAA headquarters. Although the fax was to have been returned by July 1, an extension was



granted because of a delay in distribution of the magazine.

Approximately seven percent of the members responded and most supported some form of absentee ballots. This response was provided to the board at the pre-conference meeting during their discussion on this issue. A process below was proposed as a solution:

- Members who wish to vote in the annual election must notify headquarters by June 1.
- Ballots will be distributed (to those who have notified headquarters) immediately after June 1.
- Ballots must be returned to headquarters by July 1.
- Unopened ballots will be given to the Election Committee.
- Members who vote by absentee ballot will NOT be able to vote in the annual meeting.

A more detailed process will be submitted for consideration at the Fall board meeting, to be held in October at NAA headquarters.

The board also approved a solution to a

problem that has caused financial issues for NAA historically. As part of the conference process, hotel rooms are blocked for conference participants. If NAA blocks too many rooms or if people reserve rooms and then cancel them, NAA is financially responsible for them. This year, for example, NAA paid approximately \$30,000 in attrition fees for rooms that were blocked and then cancelled, causing NAA to fall under the contracted numbers. As a result, the NAA directors approved a process that would require members to pay a \$150 deposit for every room reserved. A cancellation date will be announced and conference participants who cancel their rooms after that date will forfeit their deposit. If they attend the conference and stay at the reserved hotel, the deposit will be applied to their hotel bill.

"We hope that this will not inconvenience too many members," Scott Musser, CAI, BAS, president of NAA, said. "However, the price of doing nothing is too great. We have to look out for the welfare of the whole organization."

A summary of the full board meeting is posted on the Members' Only side of www.auctioneers.org under the heading "Board Information."

Carrying on the family business across the world

NAA President Scott Musser, CAI, BAS

By Steve Baska, editor

From the small town of Cody, WY where he grew up, to the far lands of northern Ireland and Europe where he travels every few weeks to conduct auctions, Scott Musser has carried on his family tradition of auctioneering with a passion and a remarkable adaptability in changing economic times.

NAA's new president from Kennewick, WA says that being an Auctioneer is the only profession he has ever wanted to pursue, and he has made his dreams come true. With specialties in the agribusiness and commercial industrial auctions, he has also led his company in recent years into a growing focus on real estate and charity auctions as the slowdown in farm auctions continues across America.

"We know the auction industry is changing in many ways today," Musser says. "Auctioneers have to be more flexible today than ever before to make their business model successful, and our company is trying to do that, not only in the types of auctions we do, but also in the technology we employ and by attempting to keep auctions relevant to engage with younger generations for the future."

In fact, one of Musser's many goals for NAA during the next year is to help members understand the challenges facing their changing industry (see sidebar story describing each of his goals).

SMALL TOWN CHILDHOOD

Musser is the youngest of four brothers and one sister who grew up in Cody, WY. Their parents, Bob and Lillian Musser, conducted their first farm auction nearby in February of 1957. Soon thereafter, Bob was conducting multiple auctions per week all over the Big Horn Basin. Scott and his siblings were helping with all types of auction duties from set-up to holding up items for the crowd to see.

"I grew up in the business and loved everything about it," Musser said.

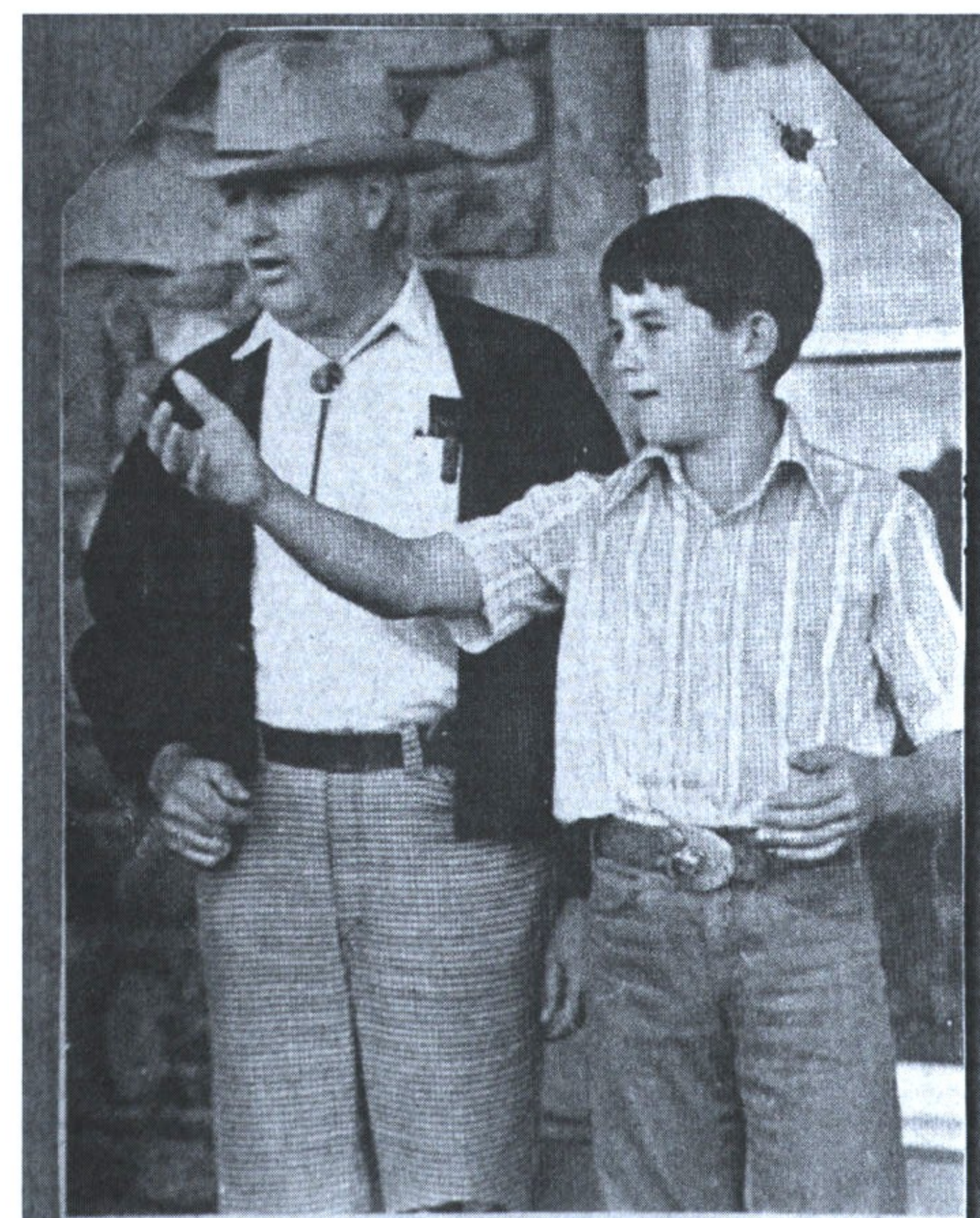


Scott selling at a farm auction

"People would come to a farm sale or estate sale for the whole day to socialize. There were wagons heaped high with stuff that dad would sell as mom clerked. Some group would serve lunch and everybody enjoyed it. Dad would market an auction by printing 200 sale bills and posting them at coffeeshops and sale barns. I remember one March he did 26 auctions in that month. But that was a different time. Today people are not there to socialize. They won't let us stop for lunch. They are there to buy something and move on."

When Musser was 12 he went to Western College of Auctioneering, eager to learn the chant and become an Auctioneer. He continued to work in the family business through high school and then, at 19, set out for Santa Cruz, CA where he worked as a bid caller at a Thursday night auction. In 1984 he went with his dad to an auction in Kennewick, WA and met his future wife, Teresa, there where she was waiting tables. Musser moved there and bought out an auction company from Auctioneer Corrin Rathburn. In 1985 he married Teresa and they decided to move to Seattle.

"I was ambitious and was going to set the city on fire, but everywhere I went all I heard about was Auctioneer James G. Murphy and I ended up going to work for him in their real estate auction department," he said. "He has a great company, but I felt like a country boy living in the big city." So he and Teresa moved back to Kennewick in 1986 and have been there ever since.



Nine-year-old Scott sells with dad, Bob.



From left, brothers Randy, Merton, Scott and Harold.

MUSSER BROTHERS AND SCOTT'S COMPANY

Meanwhile, Scott's brothers were building their own auction businesses in different cities where they operate today: Merton is in Billings, MT; Randy in is Twin Falls, ID; and Harold is in Cody, WY.

Scott says "While our businesses are three separate entities, we also work together and have operating agreements, a common website and other shared resources. We work together often and it is great to be able to call in reinforcements for an auction."

Musser says his dad, who now lives in a retirement center, taught the sons to operate a lean company. "We only have about 10 people full time in the whole company. We also hire a lot of part-time and contract help for auctions."

"Auctioneers have to be more flexible today than ever before to make their business model successful."

equipment there, in English, and I've learned the different currencies. The currency conversions show up on a board. The auctions are held in a large tent. I've learned to say the bid numbers in German also."

Musser says the travel and cultural differences have been interesting. "I've made friends in Italy, Sweden, Germany, the Netherlands and many other places in Europe. It has been great."

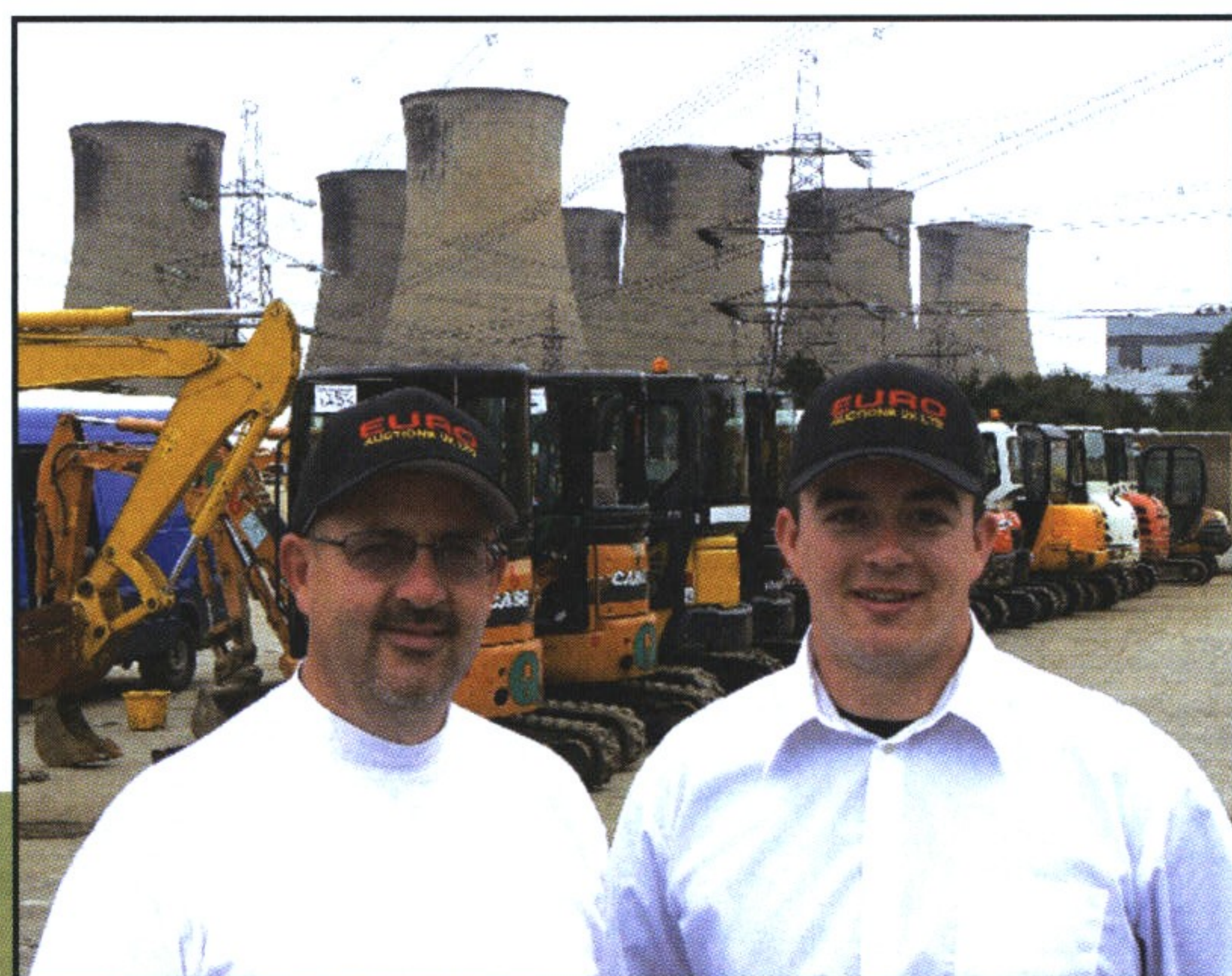
A TYPICAL DAY

For Musser there is no typical workday, but that's the way he likes it.

"One day I will be talking to a client to set up a scheduled auction and the next I'll be making a presentation to a banker. I love that flexibility of our business model. Another day I may take my son Wyatt, who is 10, to a baseball game and the next day I may work until 9 PM."

Musser says he thinks a lot about the future of the auction industry. "The challenge is now more to keep options open and to reach the young generation. They are not going to come to auctions unless we reach out to them. My company is trying online only auctions. I think in five years that 50 percent of auctions will be online only. It is simply very

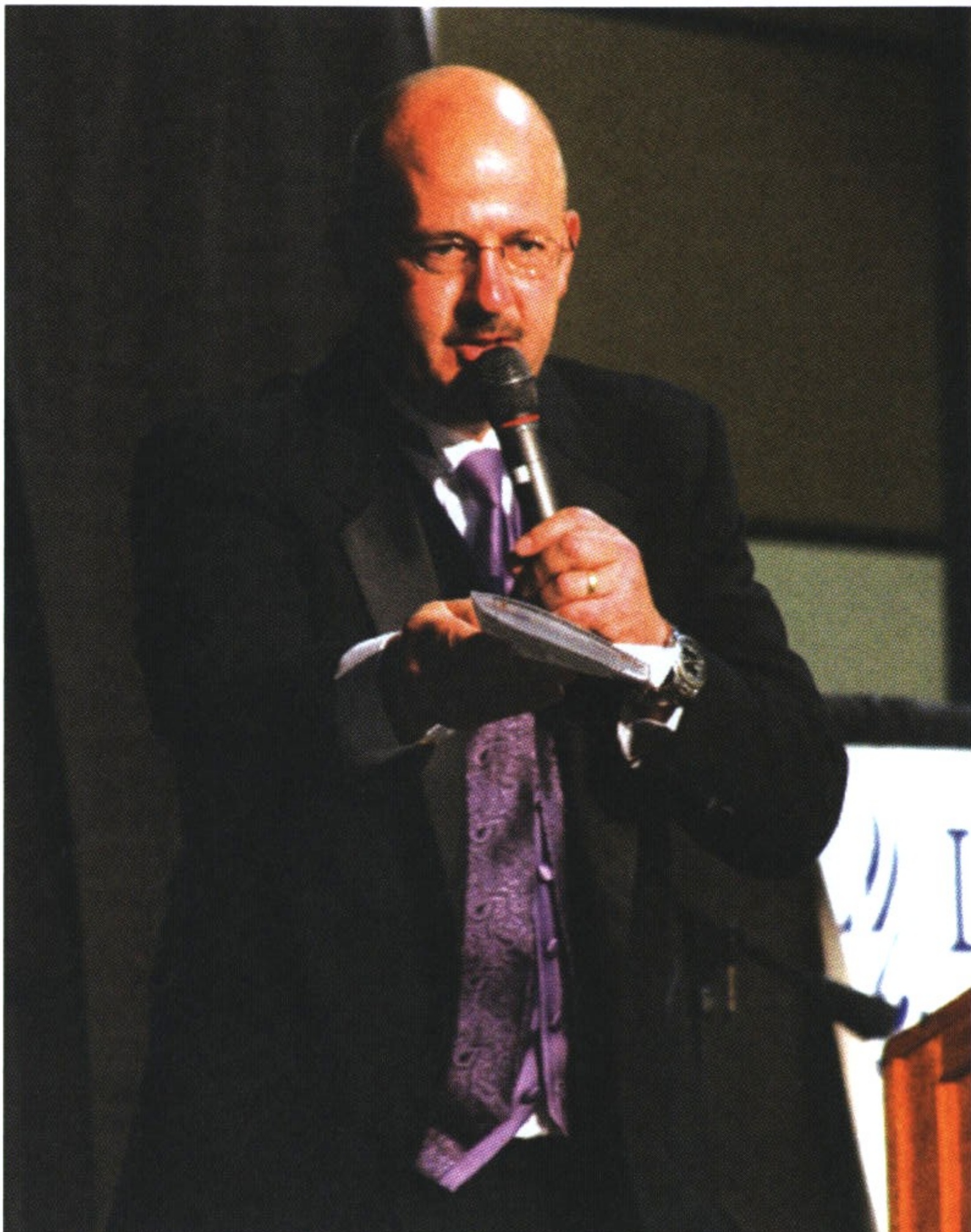
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Right: Scott and son Jake at an auction in England.

Below: A collage with Scott and ringmen from his European auctions.





Scott selling at a charity auction

convenient for buyers and sellers. I know people are concerned that online auctions take the live Auctioneer out of the equation. But there will always be a place for the live Auctioneer. You cannot replace the showmanship of the live Auctioneer. As a former IAC champion myself, it is troubling to me to see fewer live auctions, but we have to face reality that live

auctions will be fewer, but one place they will stay is in the benefit auction area.”

Musser says his strength as a businessman is that he acts fast and delivers. “And I guess my weakness is that sometimes I fail to look

before I leap.” But taking risks is a good thing, he says, and is reminded of a memorable auction he conducted years ago. “It was for a wealthy man in our area who had a 5,000 square foot cabin. He was ready to sell it for \$430,000. I told him if I couldn’t get \$500,000, I would do the auction for free. I brought in my brothers and rented a hall. The absolute auction ended up drawing 1,000 people. The house and real estate sold for \$572,000 and the personal property for \$88,000.”

Experimenting with new technology and marketing is also a passion for Musser. He encourages NAA members to try out the new social media websites, such as Facebook and Twitter. “Try them and see what has advantages for you. Twitter is like a virtual coffee shop. From a business standpoint, if you want to have people follow you to auction or something this may be useful. You have to be willing to experiment. Play with it and see what works for you.”

FLYING

Another passion is flying airplanes. Musser is an instrument-rated, multi-engine pilot who owns two airplanes: a two-seater bush plane

“The challenge is now more to keep options open and to reach the young generation. They are not going to come to auctions unless we reach out to them.”

and a six passenger Cessna Turbo. He uses them to go to auctions, visit clients and for recreation.

“Three of the four brothers are private pilots. We use our airplanes a lot to travel back and forth to the auction sites and between the offices,” he said. “If I drive to Cody it’s a 12 hour drive for me, but only three-and-a-half hours by air. The airplanes are really time machines.”

The love of airplanes began when Scott was growing up on the farm in Cody. “Our farm was right in line with the flight approach path to the local airport, so the airplanes would come right over us and I loved watching them. When my brother Merton was 16 he took lessons and I thought that would be neat, so I started taking lessons at 21. I’d fly off and on because you find that it costs more than you anticipate, but in 1997 I got more serious and bought a plane. Now I’ve got 1,400 hours of flight time and I find it’s an important tool to get around.”

His favorite recreational flight destination is the Frank Church Wilderness in Idaho. “I can be there in 30 minutes and it is pristine wilderness where I can sit on a creek bank or go fishing or hiking to

Scott with his Husky.



In the cockpit of his Husky airplane.

get away from it all. There are a lot of fly-in events there where people come in for two or three days and go to different air strips and meet for breakfast, for example. I get there about four or five times each summer for a day trip. Golf used to be my hobby, but when I have four hours free now, I love to fly, to go up and smash bugs."

A LIFE OF INVOLVEMENT: NAA, STATE AND CIVIC GROUPS

Musser's involvement in NAA begins in attending his first NAA convention about 1975 in Boston, MA as a youth. "Our family made it a two week trip. We visited three or four Auctioneers in the Northeast states on that trip. I remember at the convention being in awe of the very successful NAA Auctioneers, including Terry Dunning, Chuck Cumberlin and Marty Higgenbotham."

In the 1980s he attended several NAA conventions, including 1988 in Kansas City when he competed in the first International Auctioneers Competition. Then in 1996 he began attending the convention every year.

"I remember from the earliest years hearing that NAA's convention was one of the few conventions where you can feel comfortable bringing the whole family because there is family-friendly content," he said. "And it certainly is like a big reunion where people come to see old friends and make new friends. It is still that way, but now there is also an emphasis on business networking. More business is conducted at the conference. I've picked up business and I've referred a lot of business to other people I've met at Conference and Show."

In the 1990s Musser was heavily involved in service to the Washington Auctioneers Association. He spent six years on its board of directors and was president. "It was a great learning experience for leadership," he said. "I encourage everyone to be involved in their state association so they can help peers and our industry on the state level. You can affect the shaping of your state laws, as one example."



Above: Scott in his office with sons, Josh, center, and Jake.



Left: Scott and Teresa work an auction.



Below: Excited faces at a charity auction.

Being an Auctioneer in Washington State and the Northwest has its own unique challenges, Musser said. "Here, our uniqueness is that the large population centers are a long way away. There are a lot of miles between auction sites, so we have to be good at advertising and marketing to get the right people to our auctions. This area is not as densely populated as Ohio, so we have to adjust for that in our marketing."

After his service to his state association, Musser turned his attention to serving NAA. He ran for an NAA director position in 2001, the same year he won the men's division of the IAC. He served on the board from 2001 to 2004, and then as treasurer from 2005 to 2007. In 2007 he ran for vice president and won. He then served as president-elect and now as president.

"It's been a good progression to gain experience and see how the executive committee operates," he said. "Serving as treasurer also was helpful because you work more closely with the finances and help determine how to pay for all the great things we need to do."

► continued

Throughout the next year Musser will communicate his goals to members through his column in *Auctioneer* and in personal contacts, he said. "I will do all I can to better NAA and its membership every day. Every decision I make is predicated upon the Rotarian 4-way test: Is it the truth? Is it fair to all? Will it build goodwill and better friendships? Will it be beneficial to all concerned?"

Musser has also been active in local civic groups. He is past president of Tri-Cities Area Chamber of Commerce, a board member of United Way, and a past director of various civic organizations.

FAMILY

With all his involvements in the auction industry and civic organizations, Musser's focus is most importantly on his immediate family, which includes wife Teresa and four children. "Teresa is a great partner and a great team player for our business," he said. "She helps with accounting and computers at our auctions, and especially with our benefit auction business she has been working with clients on audience and item development."

Teresa also has owned a retail gift shop in Kennewick for about 15 years called "Gadgets and Goodies." "She has eight employees and sells kitchen items and gives cooking classes," Musser said.

Their four children have helped with the family auctions since the children were small.

The oldest son, Jake, 22, is married to Kayla and has lived in Boise, ID for three years. He works as a load broker for trucking companies nationwide, putting together the loads that trucks haul. Jake also remains active in auctions by doing five to seven charity auctions of his own each year in the Boise area, and he works for his dad at some auctions.

Son Josh, 19, sometimes helps as a ringman at the family auctions, but is in a two-year training program to become an electrician. "That's his goal," Scott says. Daughter Jacqueline, 15, will be a sophomore in high school this Fall. "She often helps mom with office work at our auctions," he said.

Youngest son, Wyatt, 10, will be a fifth grader this Fall and loves



Jake, Kayla (Jake's wife), Wyatt, Scott, Teresa and Jacqueline near their home.

football. "He also helps us around the auctions and wants to work the ring," Musser said.

In a family-oriented industry like auctions, is it important to Musser that his children join the family business? "Only if they have a passion for it," he said. "I love what I

do, and I just want them to love what they do. I'm not going to push them, but nothing would make me happier than if some of them do come into the business."

Musser also remains close to his parents. His father lives in a retirement center in Billings and receives care for Alzheimer's disease. "Physically he is fine, and he remembers things that happened 50 years ago, but not what happened today, and he does not recognize some of his children,

"I grew up in the business and loved everything about it," Musser said. "People would come to a farm sale or estate sale for the whole day to socialize."

but we are grateful that he seems happy," Musser said. "My mom lives nearby in Billings by herself and has many good friends and family there. And in summer she has a big garden and flowers. That's where she spends her hours in summertime, outside in her garden."

SUMMARY

Musser seems well-positioned to lead NAA through changing times as he will draw upon his experiences in varied auction niches and on NAA's board.

NAA Past President Randy Wells, CAI, AARE, BAS, CES, GPPA, said of Musser: "When Ricky Skaggs entered the country music scene, country music was suffering. People thought his type of country music would further decimate it. What happened was the opposite – country music sales soared. Scott Musser will do the same thing with NAA. As he came from an auction family, he will remember and respect tradition, but his knowledge and experience with technology will help

move NAA into its future.”

NAA Past President Tommy Williams, CAI, said of Musser: “When my wife Trudy and I attended our first NAA convention we happened to sit in front of the Musser family. We have been friends ever since. I can think of no family that represents the heart and soul of the auction industry more than the Mussers. Scott is recognized as one of the world’s leading Auctioneers, without question one of the outstanding bid callers in the industry. Scott has always been on the leading edge of technology, especially as it applies to the auction industry. When I have a technology question of any sort, Scott is my first call. His expertise is always freely given and right on target. His recent experience moving through the NAA officer chair positions, and his history as a past treasurer, have prepared him for the task at hand. He brings the broadest base of experience possible to the presidency. I remember vividly it was Scott that raised the red flag indicating we needed a thorough and in-depth look at our financial situation. This is an example of the courageous and thoughtful leadership we will experience under Scott.”

Williams added that “I consider this year and those immediately following the most critical in the history of NAA. The world is in the midst of radical change on every front. Auction possibilities have never been greater. Success demands the latest auction technology available coupled with years of proven auction experience. No-one blends these two requirements better than Scott Musser. Life is simple: Give every moment of every day the best you have to offer. Circumstances will always be in a constant state of change; no moment is exactly like the last. It is the responsibility of every member to help Scott move this great association forward. Analyze the circumstances, find the best and most practical solution, then unite and move forward enthusiastically to accomplish the defined goal. We are fortunate to have a superb leader guiding the NAA ship; it is our duty to assist him by giving him our best effort.”

Musser believes strongly in NAA’s auction education and showed that commitment when he received the CAI and BAS designations in the last few years. “Continuing auction education is more important than ever in this era of industry changes and the growing importance of professionalism,” he said.

Musser also will be an advocate for opening up NAA to people in different categories of the auction industry, to reach beyond the traditional bid callers, while still valuing and serving the bid caller. “There are many people entering the auction marketing profession. NAA needs to embrace these people and assist them in becoming more professional and more effective. In doing so, NAA will become a stronger organization and we will all learn from each other. We cannot put our head in the sand and think the world will not notice.”

Despite the current challenges to the industry and NAA, Musser sees a bright future for both and is eager to help lead them there. “More people will be exposed to the auction method of marketing in the future. Real estate will continue to be the fastest growing segment of the auction industry,” he said. “And, NAA needs to be positioned to be the go-to association for all professionals practicing the auction method of marketing. I think we will get there, and we must be ready, willing and able to adapt and adjust to stay relevant.”

Scott Musser’s goals for NAA in 2009-2010

1—Educate our members and improve our educational offerings and delivery methods.

In order to succeed in any business endeavor, one must do all they can to stay abreast of current trends in tools, application and knowledge. NAA needs to be the cornerstone of education for the auction industry. We need to work on making our educational offerings affordable and accessible to all.

2—Create a way for members to collaborate virtually and share resources.

NAA Auctioneers contain a collective wealth of wisdom and knowledge. For years, our NAA Forums have been a wonderful tool, enabling the sharing of thoughts and ideas among NAA Auctioneers. We need to build up this and encourage and enable greater collaboration amongst our members. I envision creating tools and resources that are available to all NAA members via www.auctioneers.org. Imagine if we could capture and store information about advertisers and vendors to Auctioneers. Doing an auction outside of your area? Log in to www.auctioneers.org and find out the best advertising outlets and resources for your auction; all shared amongst America's top Auctioneers.

3—Create benefits and opportunities for all Auctioneers: aspiring to retiring.

NAA needs to cater to all professional Auctioneers, regardless of their level of experience. We need to engender the spirit of community and enable our aspiring Auctioneers to learn from the retiring Auctioneers.

4—Help our members embrace technology.

Never in the history of our industry have we been faced with the impact of technological change that we're seeing today. NAA needs to ensure that NAA Auctioneers are ready, willing and able to accept today's challenges like never before.

It's always a pleasure to see
good friends at the
NAA Conference & Show.

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NAA and National Association of REALTORS leadership discusses future of the two groups in Washington

In April 2007, NAA set out to create a working relationship with the National Association of Realtors (NAR), led by past NAA president Bill Sheridan, CAI, AARE, and past NAR president Pat Vredevoogd Combs.



Bill Sheridan, CAI, AARE

On May 14, 2009, the two groups met again, this time in Washington D.C., to continue the collaboration. Present at the meeting were Sheridan (who now serves as the NAR Auction Forum Chairman); NAA President Randy Wells; CAI, AARE, BAS, CES, GPPA; NAR President Chas McMillan; NAR President-Elect Vicki Cox-Golder; and NAR Vice President of Business Specialties Marc Gould.

Given that many members of the NAA also share dual membership with NAR, the attendees discussed many components about how to strengthen mutually beneficial ties between the two organizations. The dialogue that occurred at the meeting resulted in three action points. First, the representatives of the two groups concluded that member Auctioneer firms should be able to enter all auction properties in their local Multiple Listing Service (MLS). This most likely will produce higher attendance at real estate auctions. However, given that many MLS boards are operated by different service providers, this action will take some time to execute. The NAR MLS committee is working on solutions to this problem.

In the mid-1990s, the NAR Auction Committee was phased out for various reasons. However, NAR President McMillan agreed with Sheridan and Wells that this program must be reinstated. The NAR is currently looking at ways to re-launch the program.

Finally, NAR President-Elect Cox-Golder decreed that the collaboration between the NAA and NAR would continue during her presidency and into the future. The group also discussed NAR's relationship with Fannie Mae and Freddie Mac, the streamlining of educational resources, NAA/NAR members being able to publish articles in the monthly magazines of both organizations, and NAA and NAR members consulting in the sale of real estate.

Sheridan said the meeting was very significant to the membership of the NAA as the auction method continues to gain prominence in real estate sales. "For the first-time ever an organization like the REALTORS, with over one million members worldwide, recognizes that the NAA is truly the voice of the auction industry," Sheridan said.



Texas Auction Academy

June 2009 graduates of the Texas Auction Academy included 39 students from across the U.S. including Florida, Missouri, Nebraska, Louisiana, Tennessee, Oklahoma, Washington, Arkansas and Texas.

Nigerian Auctioneer attends Mendenhall school

King Alfred Diete-Spiff, president of the Nigerian Association of Auctioneers, recently attended the June class of Mendenhall School of Auctioneering in High Point, NC. Nigeria is an African state. King Alfred is from Port Harcourt, River State, Nigeria, and is group chairman/managing director of The BZD Group, Nigeria LTD.

Forrest A. Mendenhall, CAI, AARE, right, of the school, said "King Alfred is a very interesting and highly educated person. His son Price Emmanuel Diete-Spiff, who lives in Fort Worth, TX also attended the June class with his father. This was a unique experience for both of these men, as well as the entire staff at Mendenhall School of Auctioneering."



Mendenhall School of Auctioneering

The Mendenhall School of Auctioneering class of June 2009 in High Point, NC had students from 11 states and Africa. The Mendenhall School of Auctioneering was founded in 1962 by Forrest Mendenhall and his brother, who retired from the auction school in 1971. In 1975 Forrest Mendenhall built an entirely new facility specially designed for an auction school. In 1978 an additional classroom of 4,000 square feet was built. In 1985 a 7,200 square-foot auction gallery was added for student training, bringing the total facility to over 17,000 square feet.

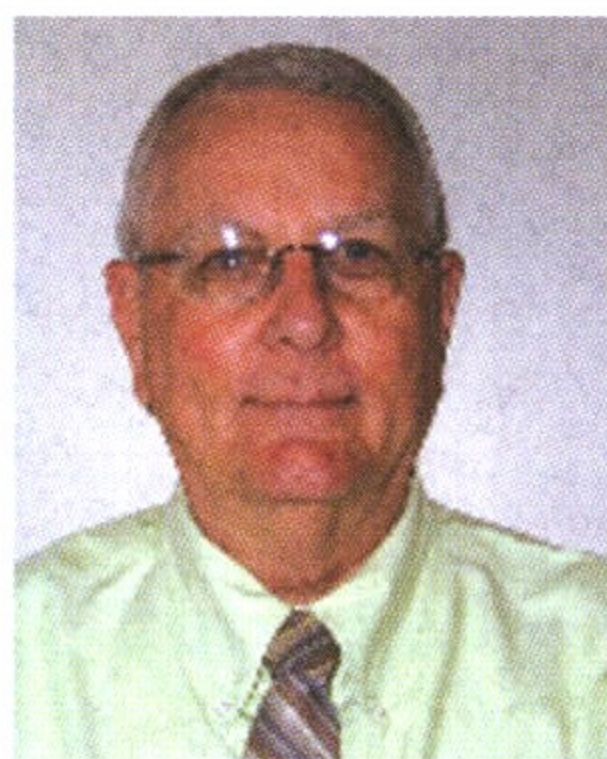
NAA WANTS YOUR AUCTION SCHOOL NEWS

Auctioneer magazine is your publication. NAA's publications department wants to get news and photographs of your successful auction school events, graduates and programs. We are usually able to print every photo and news

release received. Please send information 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.

Auctioneer Tabb honored by Chamber of Commerce

Cordell Tabb, of Hodges Auction Company in Elizabethtown, KY, was recently honored as Small Business Person of the Year by the Elizabethtown/Hardin County Chamber of Commerce. Tabb was



Cordell Tabb

recognized for being a full-time Auctioneer for nearly 40 years and running a company that has been actively operating since 1937. His hometown newspaper, the News Enterprise, wrote a story about the honor and quoted Tabb as saying about the chant: "You have to have your own style. It just takes a lot of practice to learn to roll the numbers as they say. It's like riding a bicycle: Once you get it, you get it."

Tabb joined Hodges Auction in 1969 and was made a partner. When Henry Hodges died in 1982, Tabb took over the business. "I promised him that I'd keep the name of the business as long as I had it," Tabb said. Tabb, 68, worked with Hodges for about 12 years before Hodges died.

"I had a lot of experience in 12 years," Tabb said. "He was doing five auctions a week back then. He'd do farm sales and night sales. You learned a lot."

Tabb said now he will hold one or two auctions a week. He has been joined in the business by a son, Philip Tabb. Philip has been involved for about nine years. Cordell said he still enjoys what he does and doesn't plan to retire anytime soon.

Shobe named Runner-Up World Champion Livestock Auctioneer

NAA member Kyle J. Shobe, 26, sales associate with United Country – Shobe Auction & Realty of Lewistown, MT, was named runner-up world champion at the Livestock Marketing Association's 46th Annual World Livestock Auctioneer Championship in June at the contest held in Fergus Falls, MN. He was also named the Audrey K. Banks "Rookie of the Year" as the highest-scoring first-time entrant to make the semi-finals.

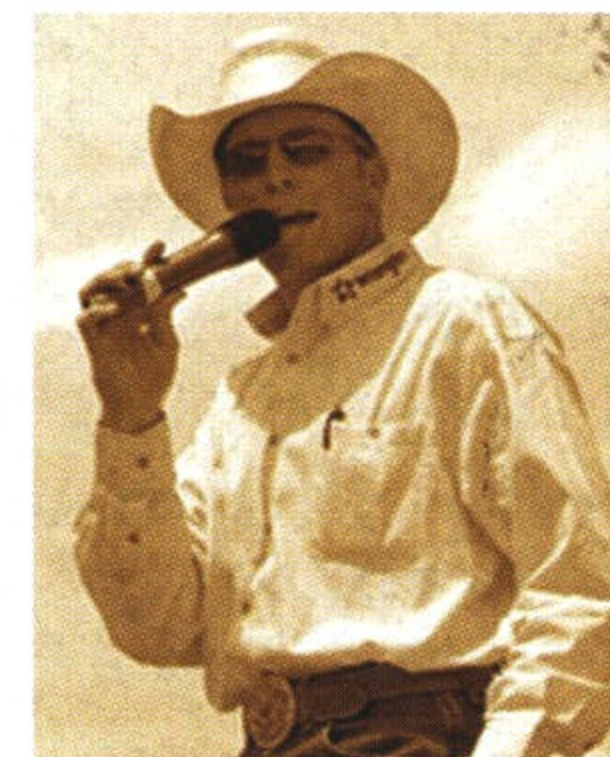
"I was surprised to make the finals, and I certainly didn't think I had a chance to make the top three," he said. The winner was Ty Thompson, of Billings, MT, who competed for 12 years and won \$5,000. The reserve world champion was Tom Frey, of Creston, IA. Shobe placed third out of the 33 contestants.

Shobe was sponsored by the Lewistown Livestock Auction, owned by Lyle and Jan Allen of Lewistown, MT. As part of the awards, Shobe earned cash

prizes, a custom belt buckle, a crystal gavel and a windbreaker. The championship is held at an actual sale each year to spotlight competitive livestock marketing and the Auctioneer's continuing vital role in that process. Six judges score the semi-finalists on vocal clarity and quality, talent at keeping the sale moving, bid-catching ability, and by answering the question, "Would I hire this Auctioneer?" A portion of the contestant's score is determined by a pre-contest interview, where he or she is judged on several criteria, including clarity of expression/articulation, knowledge of, and the ability to act as a spokesman for the livestock marketing sector.

Jayson Shobe, owner/broker of United Country – Shobe Auction & Realty, said "I couldn't be more proud of Kyle. He is an asset to our team, offering not only impressive Auctioneer skills to our buyers and sellers, but also outstanding marketing and customer service skills."

United Country – Shobe Auction & Realty can be contacted by phone at 406-538-5125, by e-mail at jayson@shobeauction-realty.com, or online at www.shobeauction-realty.com.



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Remembering a great NAA Auctioneer

Auctioneer Matt Hostetter, CES, of Beaver Falls, PA, sent the following email to NAA about the late Auctioneer Chuck Cumberlin, a former NAA president and NAA Hall of Fame member who died May 1 (Cumberlin's obituary was in the June issue of *Auctioneer*).

"During my life, I have come to notice that true friendship is a sacred gift – a gift that no one or nothing can take away, not even death. The memories that Chuck Cumberlin have left behind will always be embedded in my mind. Working with Chuck for the past handful of years at the Yoder & Frey's annual sale and spending time with Chuck at the annual NAA conventions has taught me invaluable



Meares' client wins US Open

Auctioneer Darron Meares, CAI, BAS, MPPA, in center, stands with Lucas Glover, left, winner of the 2009 U.S. Open golf tournament, and pro golfer Charles Warren at the Clemson University driving range, which Meares helps raise money for. Meares, of Pelzer, SC, conducts the Tiger Golf Gathering each year, which raised \$130,000 this year for the Clemson University golf team and South Carolina Junior Golf.



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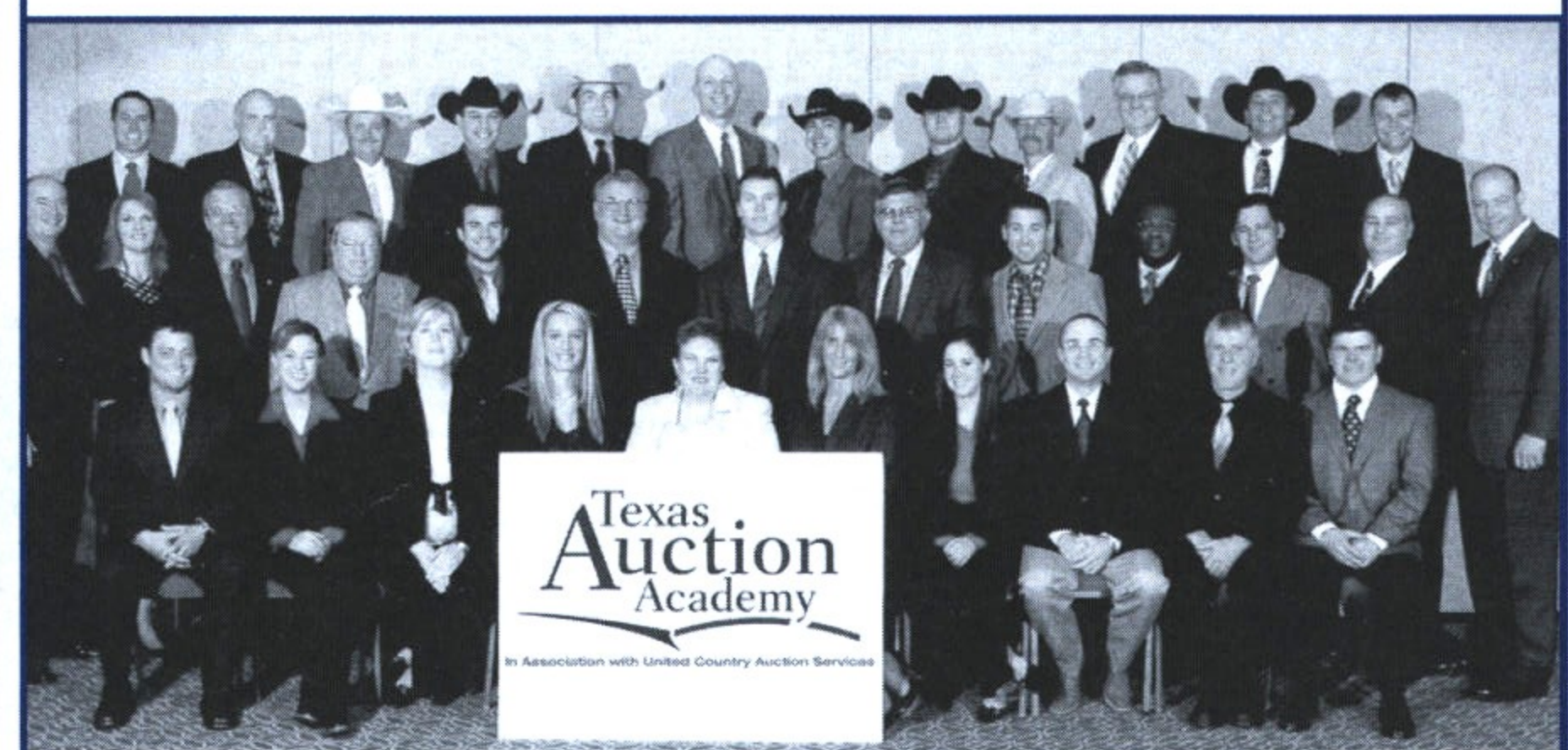
The late Chuck Cumberlin, left, with Matt Hostetter.

knowledge. Learning from the auction industry's greatest shaped me into a better person in every degree. His expertise, profound knowledge and old school humor are among the many things that will continue to live on. And if there is one thing I learned from Chuck, it's that friendship isn't just something that happens – it's an unbreakable bond that lasts even after our time here is gone. To a great friend, who will be missed dearly."

"Every man passes his life in the search after friendship." – Ralph Waldo Emerson

To see videos of Chuck auctioning, visit youtube.com and type in Chuck Cumberlin.

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State Association News

News from Auctioneer groups across the country



Jasper Jones, CAI, holds his Humanitarian award.

Tennessee honors Jasper Jones

Jasper Jones, CAI, of Cordova, TN, is the first recipient of the Humanitarian Award from the Tennessee Auctioneers Association. The award, for outstanding service and dedication to the auction industry, was presented during the TAA summer convention June 6 in Nashville, TN.

Jones graduated from the Certified Auctioneers Institute in 2007 and, at 85, became the oldest graduate. Now, at 86, he says "During all of my years in the auction business, I didn't go to work, I went to have fun."

While presenting the award, TAA President Tommy Anderson said "The winner of the award must maintain honesty and integrity in their professional dealings. But just as importantly, must continually conduct themselves in their associations with their fellow man with compassion, empathy and humor."

Jones served in World War II in the Army Air Force in Africa, Sicily, Italy and Trinidad. He then started the Jasper Transfer and Storage Company in Jackson, TN and later moved the business to Memphis. He later took a job with Delta Auction Company and, two years later, purchased a half interest in Delta. Two years after that he became owner and president. It became a

highly-successful business liquidating stock and furnishings of businesses, estate sales and real estate sales. His wife of 65 years assisted him in the business, as did his daughter, Carolyn Crumpton.

Jones attributes much of his success to his association with TAA. He is a TAA Hall of Fame member. He conducted auctions in 42 states and British Honduras. A highlight auction was a 2,000-acre banana plantation in British Honduras and the sale of a 76,000-acre ranch in Texas. His sale that captured the most interest was the sale of the Peabody Hotel in the 1060s. He remained president of Delta Auction Co. until 2004, when he sold the company to Roebuck Auction Company. He remains as a consultant and agent.

(Story provided by Imogene Tisdale, sister of Jasper Jones)

Florida association convention held

Cabins in the woods were an enjoyable new setting for the Florida Auctioneers Associations summer conference held in

June at Silver River State Park in Ocala. About 30 people attended.

FAA member Manny Pesco said "What made this get-together so great was the absence of the noise and clamor of a traditional hotel. The natural surroundings and the lack of Internet and television was extremely soothing to the psyche. This was a back-to-nature experience which was very reasonable in cost. The cabins were very comfortable and super clean. The decor was all wood, with a well equipped kitchen."

Education speakers also made the conference good. "All our speakers were well versed in their topics. Chris Fisher gave a tech program on how to get more out of the Internet which we all learned from. Kris Kennedy from Auction Flex was a real hit. Their new updates speaks volumes to their dedication to the industry. Jenelle Taylor gave an outstanding presentation on how to make money at Benefit Auctions," Pesco said. "And Len Freeman served up some of the best food ever eaten out in the woods. Without a doubt this was one of our best summer conference ever."



Meeting the Governor

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

Wyoming association has busy year, officer reports auctions prices are good

Early this year the Wyoming Auctioneers Association held a successful annual convention and named Dan Gay, of Buffalo, as champion bid caller. Gay won \$250 and a silver trophy belt buckle. "Every Auctioneer tries to improve his business and quality of what he does, and it is a great honor to be named state champion," he was quoted as saying in the Sheridan Press newspaper.

The five contestants in his competition were judged on poise, clarity, rhythm, appearance, speed and eye contact. At the convention, more than 200 items were auctioned and a People's Choice award given to Auctioneer Larry Brannian, of Buffalo. Brannian sat atop a horse named Gray Boy inside the Sheridan Holiday Inn as he sold the horse. A black Labrador puppy was also sold.

The association's board also met in June

when it voted to give five scholarships to youth, including the Dave Addy memorial Fund scholarship of \$500. The recipients will be notified this Fall.

Kurt Campbell, BAS, president elect of the association, also reported in the group's July newsletter that auctions are doing well in Wyoming. "The Spring Thaw Consignment Auction showed that equipment is still strong with a large attendance and strong prices on nearly all equipment," he wrote. "(And) we just finished our Hay & Harvest auction and it proved the market is holding on with a good supply of equipment buyers and sellers... We all need to keep a close eye on real estate sales in our area. With tight lending restrictions and a good supply of homes, there may be more opportunity for Auctioneers to assist in the marketing of these properties."



Dan Gay is the 2009 Wyoming Bid Calling Champion.



Larry Brannian sat atop Gray Boy as he sold the horse at the Wyoming convention.

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In the Industry

News and notes from the auction industry.

Kennedy Wilson Auction Group appoints Jeff Condon as vice president, business development

The Kennedy Wilson Auction Group, of Beverly Hills, CA has appointed Jeffrey Condon as vice president, business devel-

opment. Condon is joining the group's rapidly growing business development team. The company conducts ballroom style, site-to-site, and on-line auctions for all types of real estate.



Jeffrey Condon

"We couldn't be more pleased that Jeff decided to join our growing team here in Southern California," said Rhett Winchell, NAA member and president of the Auction Group. "Jeff comes to us from Zetabid, a residential real estate marketing company, where he was a senior consultant spearheading the management of issues pertaining to REO inventory, marketing, and performance analysis. He also managed business development activities for major financial institutions and assisted clients in optimizing disposition strategies for distressed real estate."

Condon will be focusing on bank owned properties and the disposition of scattered portfolios. Condon said he was excited to be joining the Kennedy Wilson team. "The Auction Group is currently expanding its reach and I look forward to the opportunity to be part of that dynamic team,"

said Condon. "Our services solve many of the issues facing today's financial institutions and real estate investors, and in this challenging economic environment Kennedy Wilson's business development team is offering unique solutions."

Condon graduated with a BA in Economics from Stanford University and an MBA from the University of Southern California's Marshall School of Business. Prior to his position at Zetabid, he worked at Cisco Systems, IBM, and founded MBAinteract, an Internet software firm.

Founded in 1977, Kennedy Wilson is a real estate services and investment firm headquartered in Beverly Hills, CA, with 20 offices throughout the U.S. and Japan. It seeks opportunities in partnership with clients in pursuit of above-market investor returns and higher real estate values. Kennedy Wilson Auction Group has been a leading force in the auction industry since 1977. Since inception, the Kennedy Wilson Auction Group has conducted many successful auctions of condominiums and single-family homes throughout the United States, Europe and Asia. Visit www.kennedywilson.com for more information.

Anderson Auctions Inc. organizes into new company

Anderson Auctions, Inc., of Destin, FL, has organized a new company which will focus on a complete bundle of real estate-related services designed to meet the needs and challenges of today's market. Effective immediately, AndersonRealtyUSA will



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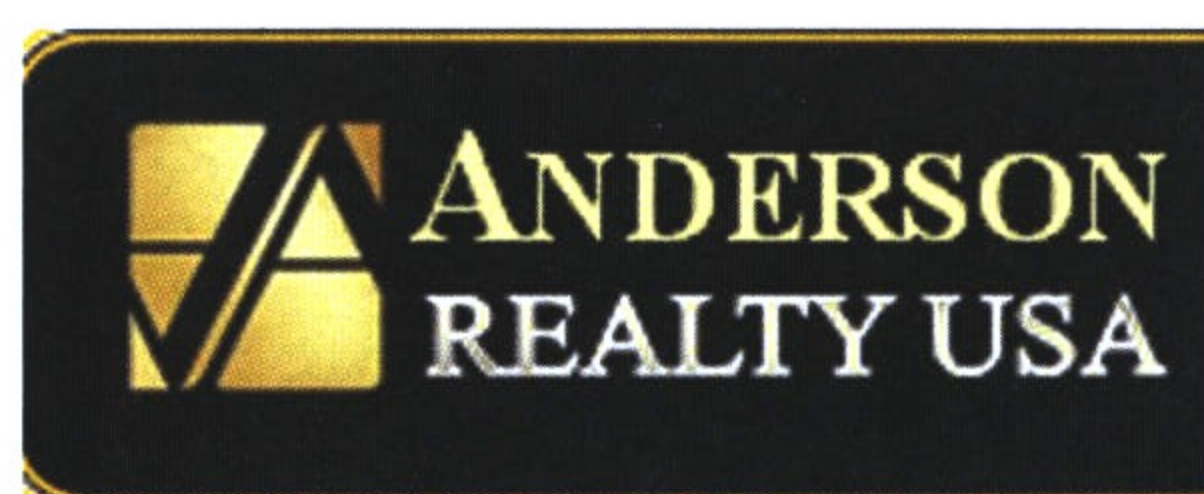
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- Asset Management acting as Contractors, Developers and Successor Developers
- Expert Witness for Real Estate-related proceedings
- Receivership Services acting as Court or Bank-appointed Receiver to preserve property valuation and position



Ben Anderson, president of AndersonRealtyUSA, said "The Real Estate industry is going through some pretty tough times right now. However, there are some positive signs on the horizon,

so we intend to broaden our focus rather than narrow it. Given current market conditions, we believe there are inherent advantages to offering an array of client-centered services, bundled and tailored to fit the most common needs, not only of sellers and buyers, but also banks and other lending institutions. We have no crystal ball for the future of the market, but we do offer real solutions to real problems."

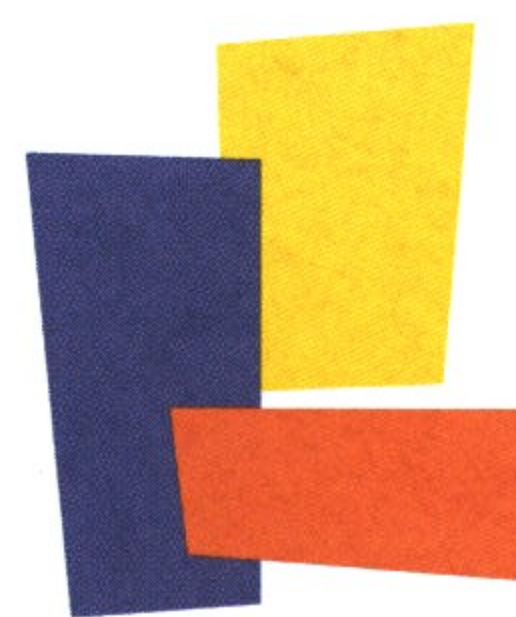
The company also has hired Ashleigh Anderson as part of the sales team for Northwest Florida to concentrate on sales efforts from Ft. Walton Beach to Panama City. She will specialize in guiding potential buyers to desirable properties throughout the Florida panhandle. A native of Ft. Walton Beach and a 2004 graduate of the University of Florida with a psychology degree, Ashleigh has been teaching at Choctawhatchee High School for the past five years. For more information about AndersonRealtyUSA call 850-654-5300 or visit the website AndersonRealtyUSA.com.

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Certified Estate Specialist
Las Vegas, NV December 7-9
Graduate Personal Property Appraiser
Las Vegas, NV December 7-11
Appraiser as Expert Witness in the Courts
Las Vegas, NV December 11



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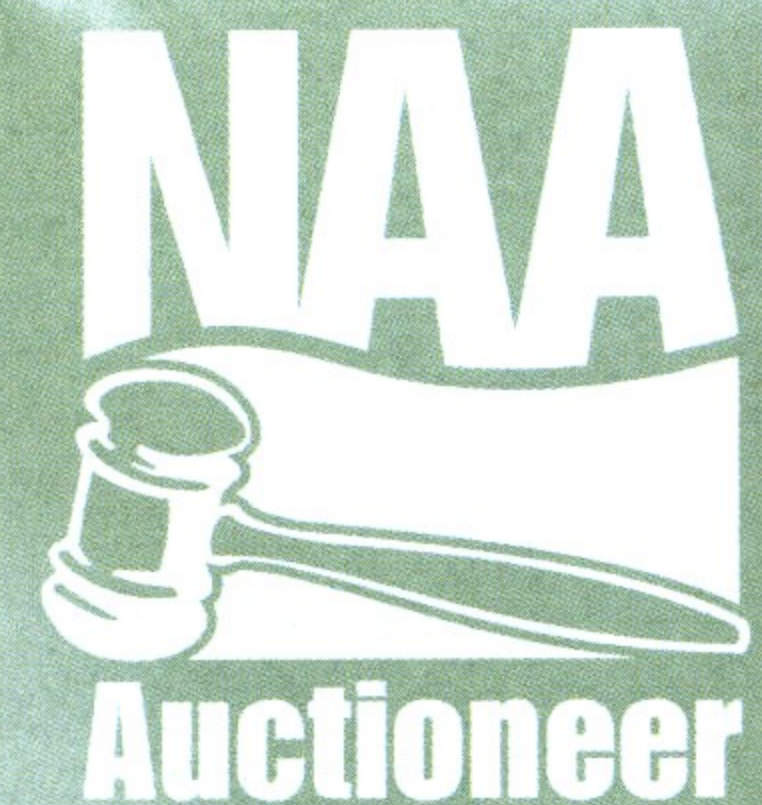
NAA has created a color brochure for consumers that explains basics about auctions. It is reprinted on the following pages here for you to review and order copies. Use it to promote your business and the auction industry.

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What is an auction?

Auctions have existed for more than 2,000 years and continue to grow in popularity every year. An auction occurs when

consumers gather physically, or online, to buy an item by bidding against each other until the highest offered price is reached.

The History of Auctions

Records handed down from ancient Greeks document auctions occurring as far back as 500 B.C. At this time, women were auctioned off as wives. In Rome, around the time of Christ, auctions were popular for family estates and the selling of war plunder. One of the most significant historical auctions occurred in 193 A.D. when the entire Roman Empire was put on the auction block by the Praetorian Guard.

American auctions date back to the Pilgrims' arrival on America's eastern shores in the 1600s and continued in popularity during colonization with the sale of crops, imports, livestock, tools, slaves and entire farms. Colonels during the American Civil War were the only people allowed to auction war

plunder and today many auctioneers carry the title of "Colonel". Auction schools started in the early 1900s in the United States. The Great Depression created many opportunities for auctioneers as their services were needed to liquidate the assets of individuals and businesses hurt by the economy.

As time has gone by, auctions have become more and more popular as a means to sell goods and assets. Technology has changed the face of auctions from the days where auctioneers would stand before an audience and call an auction, to today's auctions where computers, cell phones, and fax machines are utilized daily.

the AUCTION option

Whether you're selling sentimental prized possessions or looking to buy one-of-a-kind treasures, an auction is just the place to make things happen.

Contrary to what some might view as complicated and time consuming, a fast-paced auction is one of the most efficient ways of converting your property or assets into immediate cash. With the combination of pre-sale marketing and the auctioneer's attention-getting chant, you could have enthusiastic, attentive buyers aggressively competing to purchase your property.

If you've never attended an auction, you're missing out on a great time! Auctions are exciting and most importantly, auctions are fun! Auctions exhilarate and captivate everyone, from the opening call of "Would you bid?" to the sound of the gavel slamming down and the ringing of "Sold!"

Everywhere you turn at an auction, there's a thrill in the air as potential buyers find something they want and set out to successfully bid against others who want the same thing. Auctions bring out the competitive nature in all of us!

Industry Overview

Today's auction industry is broad and diverse and ranges from art and antiques, to real estate and automobile auctions. Professional auctioneers sell on average a quarter-trillion dollars in goods and assets every year in the United States.

What types of auctions are there?

- Agricultural machinery & equipment
- Art, antiques & collectibles
- Automobiles
- Benefit
- Commercial and industrial machinery & equipment
- Commercial and industrial real estate
- Estates
- Intellectual property
- Land and agricultural real estate
- Livestock
- Personal property
- Residential real estate

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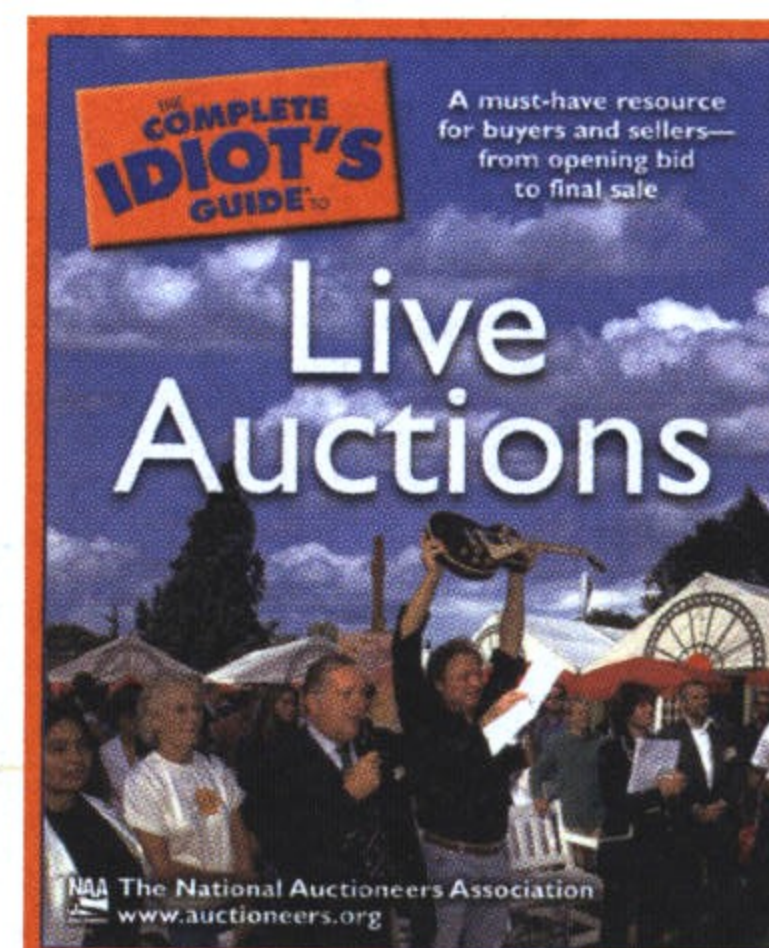
SOLD



Auction ANSWERS

The Complete Idiot's Guide to Live Auctions

Excerpts from The Complete Idiot's Guide to Live Auctions,
a publication authored by the National Auctioneers Association.



Absentee Bid

A procedure which allows a bidder to participate in the bidding process without being physically present. Generally, a bidder submits an offer on an item prior to the auction. Absentee bids are usually handled under an established set of guidelines by the auctioneer or their representative. The particular rules and procedures of absentee bids are unique to each auction company.

Absolute Auction (Auction Without Reserve)

An auction where the property is sold to the highest qualified bidder with no limiting conditions or amount.

“As Is”

Selling the property without warranties as to the condition and/or the fitness of the property for a particular use. Buyers are solely responsible for examining and judging the property for their own protection. Otherwise known as “As Is, Where Is”.

Auction Listing Agreement

A contract executed by the auctioneer and the seller which authorizes the auctioneer to conduct the auction and sets out the terms of the agreement and the rights and responsibilities of each party.

Auction With Reserve (Subject to Seller Confirmation)

An auction in which the seller or his agent reserves the right to accept or decline any and all bids. A minimum acceptable price may or may not be disclosed and the seller reserves the right to accept or decline any bid within a specified time.

Ballroom Auction

An auction of one or more properties conducted in a meeting room facility.

Bidder's Choice

A method of sale whereby the successful high bidder wins the right to choose a property or properties from a grouping of similar or like-kind properties. After the high bidder's selection, the property is deleted from the group, and the second round of bidding commences, with the high bidder in round two choosing a property, which is then deleted from the group and so on, until all properties are sold.





Bidder Package

The package of information and instructions pertaining to the property to be sold at an auction event obtained by prospective bidders at an auction.

Buyer's Premium

A percentage added on to the high bid. Buyer premiums are used by many auction houses as a way of spreading the cost of the event with the people who benefit most from the opportunity to purchase; the buyer. It is an amount added to the high bid in addition to the high bid and payable by the buyer.

Caveat Emptor

Latin term meaning "let the buyer beware." A legal maxim stating that the buyer takes the risk regarding quality or condition of the property purchased, unless protected by warranty.

Minimum Bid Auction

An auction in which the auctioneer will accept bids at or above a disclosed price. The minimum price is always stated in the brochure and advertisements and is announced at the auctions.

Opening Bid

The lowest acceptable amount at which the bidding must commence.

Terms and Conditions

"Terms and Conditions" are the printed rules and format of the auction. Terms and conditions outline the type of auction, the commission structure of auction, and any other pertinent information. The terms of each auction vary and differ between auction companies.

Ringman

The "ringman" is a member of the auction team who works with bidders throughout the auction. A "ringman" is generally recognized as the person in the crowd yelling and flashing hand signals to the auctioneer when a bid has been made. This individual works the auction "ring", hence the name "ringman".

Withdrawal

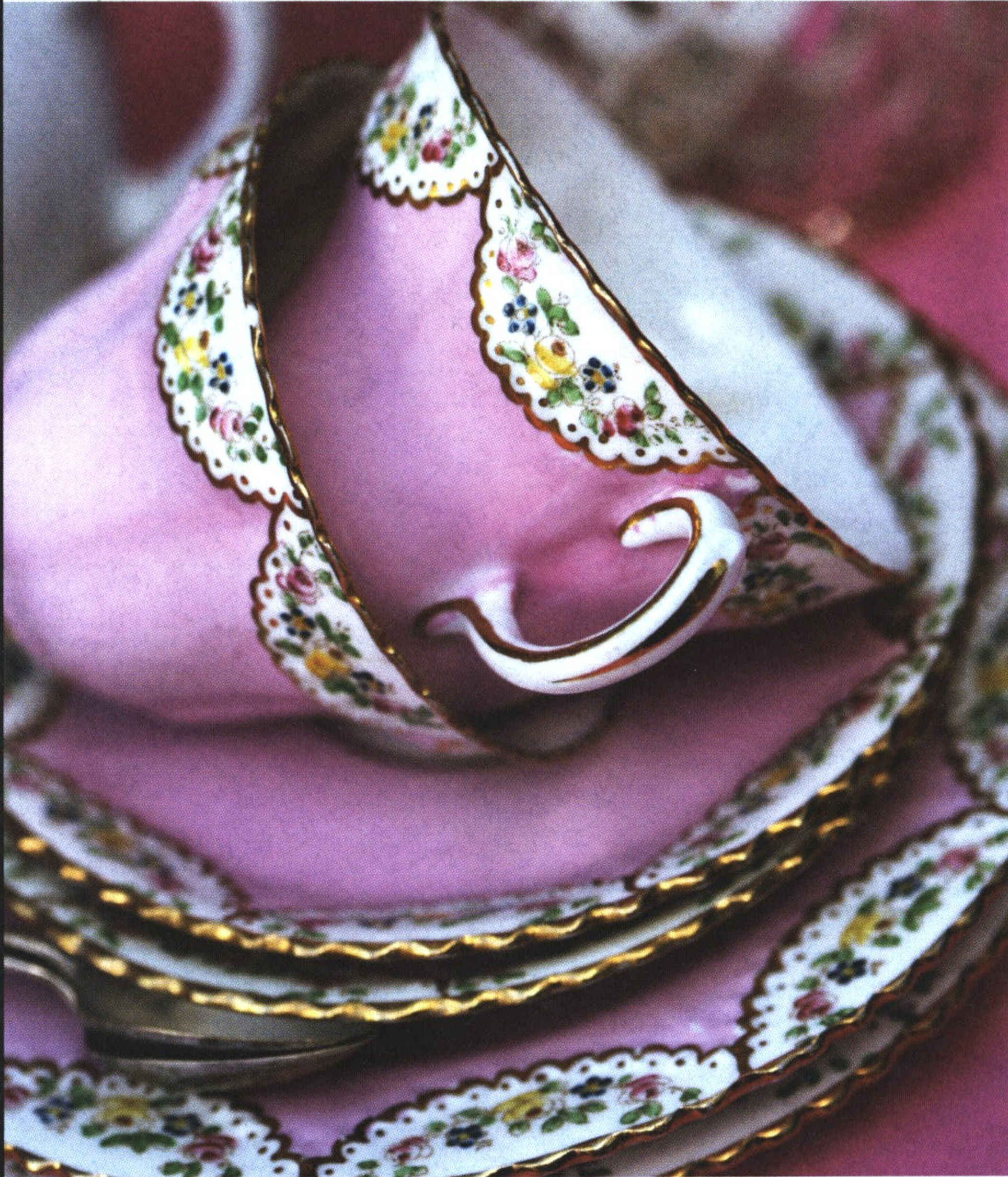
Failure to reach the reserve price or insufficient bidding.

There's even more curiosity among bidders when it comes to the prices obtained at auction. Auctions are a social event and while people attend to find great deals, many walk away making new friends.

EXCITEMENT

AUCTION TIPS

There's an excitement about a live auction that makes it a special event that draws people again and again. People attend out of curiosity about what unique or interesting items are for sale. There's even more curiosity among bidders when it comes to the prices obtained at auction. Auctions are a social event and while people attend to find great deals, many walk away making new friends. Auctions are also a great educational opportunity to learn about art, autos, furniture, and every type of property sold, by talking to other attendees, sellers and auctioneers. You learn about values, construction of items, collection practices and much more when you attend an auction.



before you bid...

- ◆ Understand the basic types of auctions: absolute, reserve, and subject to seller confirmation.
- ◆ Arrive early and register for the auction. Certain auctions (i.e. real estate) may require a cashier's check or other payment in advance of the auction to qualify you to bid in the auction.
- ◆ Always read the Terms and Conditions sheet handed to you at registration because you are bound by them if you bid. Also inspect items you are interested in buying because when you buy at auction you typically buy "as is" which means if you bid and win, you now own and cannot return the item.
- ◆ Bid in sync with the chant. You should be listening closely and following the increasing bids. Remember: Filler words in the chant are used to remind buyers of the last bid number and give buyers time to consider their next bid.



hiring an auctioneer...

If you are considering an auction for your personal or business assets, consider the following tips.

- ◆ Whether it be real estate, art, or automobiles, select an auctioneer with experience in your particular type of sale.
- ◆ Ask for references and attend one of their auctions and learn about auctions firsthand.
- ◆ Take an active role in the marketing and advertising of your assets.
- ◆ Always consider hiring an NAA auctioneer. NAA member auctioneers are at the top of their field in the auction business. Members are professionals well versed in the psychology of selling. Their education, experience and networking capabilities stimulate competition among bidders, securing you the highest price per sale.

the ART of auctioneering

Contrary to popular belief, the key to being a successful auctioneer is not the speed of their chant, but rather their ability to market and promote their auctions. Auctioneers are entrepreneurs who excel in marketing and advertising. The primary role of an auctioneer is to develop a marketing campaign to promote the sale of their client's assets and attract bidders to their auction. Many auctioneers are also appraisers and experts in their field of sales (i.e. art, antiques, etc.). As appraisers, auctioneers help their clients evaluate the value of their assets.

Auction School

Before becoming an auctioneer, you should consider attending auction school. There are auction schools and programs throughout the United States that provide students with the training and education needed to exceed in the auction profession. In addition to learning the art of bid calling, the auction school provides students with training on marketing their services and sales, as well as provide students with training on starting and operating an auction business.

Visit the National Auctioneers Association website at www.auctioneers.org to learn more about auction schools and the profession.

Professional Designations

Continuing education is important in any career, that is why the NAA offers a variety of educational programs and designations for professional auctioneers.



Certified Auctioneers Institute



Accredited Auctioneer Real Estate



Auction Technology Specialist



Benefit Auctioneer Specialist



Certified Estate Specialist

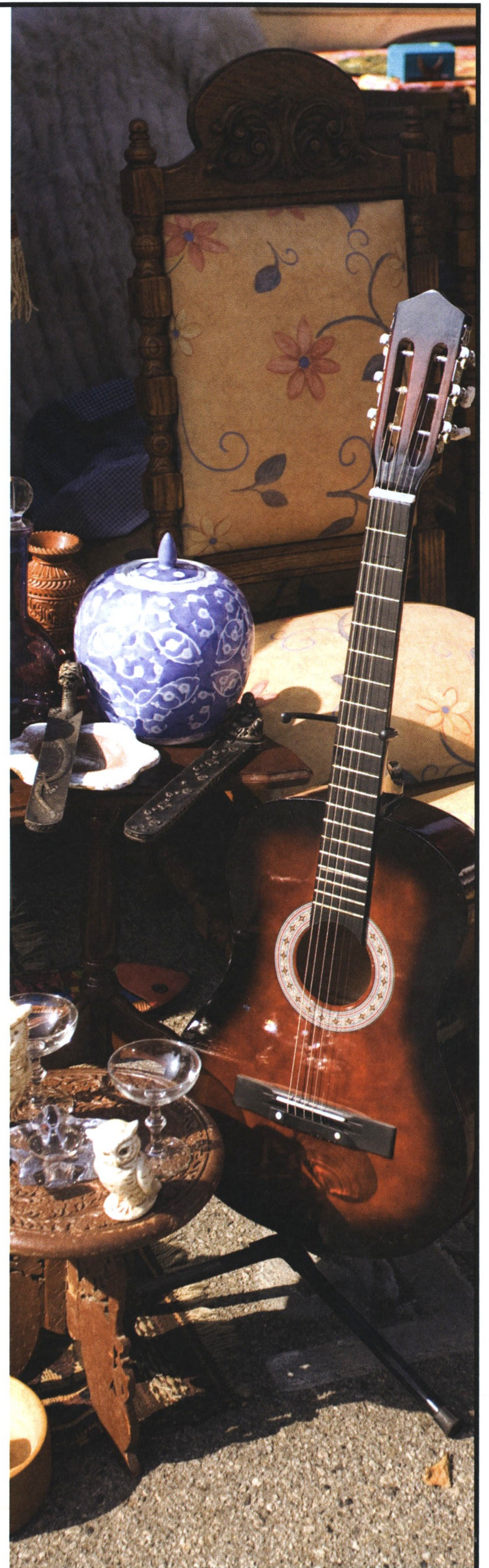


Graduate Personal Property Appraiser



Master Personal Property Appraiser

DESIGNATIONS



about the National Auctioneers Association

Headquartered in Overland Park, Kansas, the National Auctioneers Association (NAA) represents the interests of auctioneers in the United States, Canada and across the world. The NAA is the world's largest professional society of auction professionals. Members of the NAA abide by a strict Code of Ethics.

Founded in 1949, the mission of the NAA is to promote the auction method of marketing and enhancing the professionalism of its members through education and technology. The NAA represents a range of auction professionals servicing a variety of industries. The association provides its members with educational programs and resources to help them advance themselves as professional auctioneers.

To learn more about the NAA, or to find an auction or NAA auctioneer, visit www.auctioneers.org.



NAA Mission Statement

To promote the professionalism of Auctioneers and auctions through education and technology

NAA Vision

The National Auctioneers Association (NAA) will unify and lead the auction and competitive bidding industries so they will be increasingly utilized as the preferred method of sale for personal and real property in all segments of the economy.



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2009 NAA Marketing Competition Winners

Over 1,000 entries submitted in this year's competition

In this section of the magazine the NAA presents a selection of winners in this year's Marketing Competition. More than 1,000 entries were submitted this year, evidence that many NAA Auctioneers value both the competition and input they receive when competing. Winning a Marketing Competition is an honor and members proudly display their winning plaques within their offices and highlight their winnings in business promotions and prospectuses. This year's competition was the second year that it was presented in partnership with USA TODAY.

The look of auction advertising and marketing has changed substantially over the years, and the NAA contest provides members with a look at the most current and creative formats being used by auction companies today.

The entry deadline is May 1st every year and entries are judged by a panel of marketing and advertising professionals whose backgrounds range from photography, design, print and multimedia. Judging criteria includes creativity, effectiveness, clarity, visual appeal and more. The competition is comprised of over 100 categories in three divisions: Photography, Advertising/Public Relations and Auction of the Year. The categories focus on a myriad of promotional programs and pieces, including newspaper/magazine advertising, website, television commercial, auction appraisal, and more.

"This year's entries excelled in creativity and capturing the attention of the audience," said Carmen Reed, Graphic Designer and Marketing Competition judge. "The web page entries were a great example of a category presenting a very professional

and consumer friendly image. The entries had very useful features, were easy to navigate and would be an attractive tool for any buyer."

"I was overwhelmed by the amount entries that came in this year! It was great to see the quality of work that was coming from NAA members. The thought and effort put into every piece really stood out," said Kathy Armengol, USA TODAY Auction Showcase Advertising Account Executive and Marketing Competition judge. "From the auto and real estate divisions, to the farm machinery and equipment auctions, everyone had their unique way of showcasing their merchandise and reaching their target audiences through many different avenues. In an industry where the way that you market and where


you market your auction can truly determine your success, it was refreshing to see that NAA members get it and do it very well!"

The 2009 NAA Marketing Competition Grand Champion was Rex Schrader, CAI of Schrader Real Estate & Auction Co. in Columbia City, Ind. Scott Oglesby, AARE of United Country – Oglesby & Company Auctioneers of Bartow, Fla. won Auction of the Year. Winning Best of Show in the Photography Division was Rick Williams of Schrader Real Estate & Auction Co. Rex Schrader, CAI, also won Best of Show in the Advertising/Public Relations category. All winners were recognized July 16 during the Marketing Competition Reception at this year's Conference & Show.



Best of Show, Photography Division
Rick Williams, Schrader Real Estate & Auction Co.,
Columbia City, IN

Business Promotion, Company Brochure
Jeff Jourdan, Roebuck Auctions of Florida, Destin, FL



Real Estate Auction Solution

How Do I Sell my Property in Today's Market?

Are you one of the many property owners in Florida who just can't seem to get your property sold? Have you tried listing your property only to see it languish for weeks, months, or even years? Have you had prospects say they were interested, but just couldn't get them to write an offer? If it seems you've tried everything to sell your property without success, please allow me to offer you another option - auction.

Auction enables you to sell your property swiftly and within a competitive arena designed to generate the current market's best offer. Even if you've never considered auction in the past, or have past experience with other auction companies - especially if either of these applies to you - I hope you will continue reading to learn all the ways in which Roebuck Auctions may offer the solution you are looking for.

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- You want to know with certainty the date on which your property will sell.

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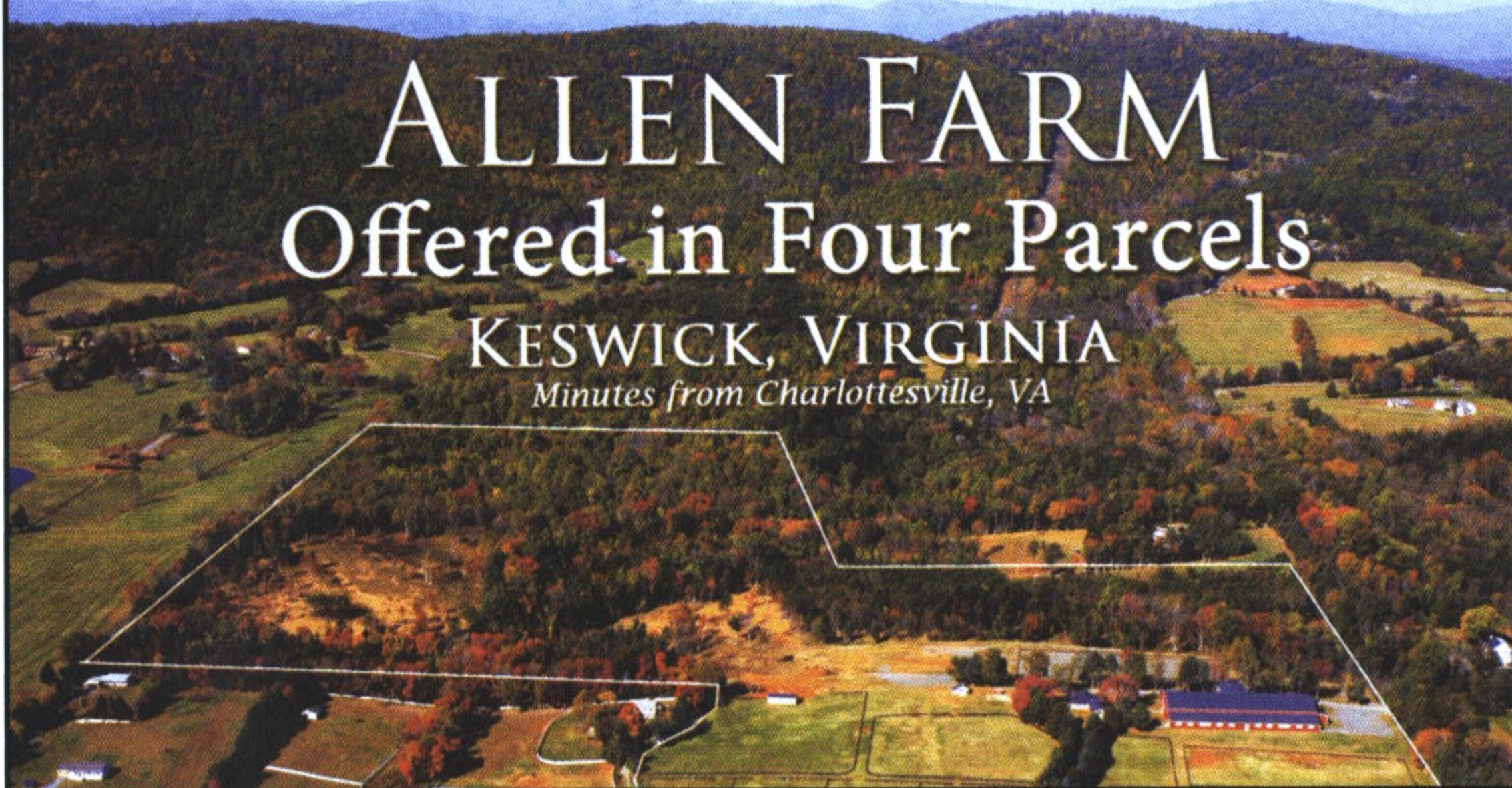
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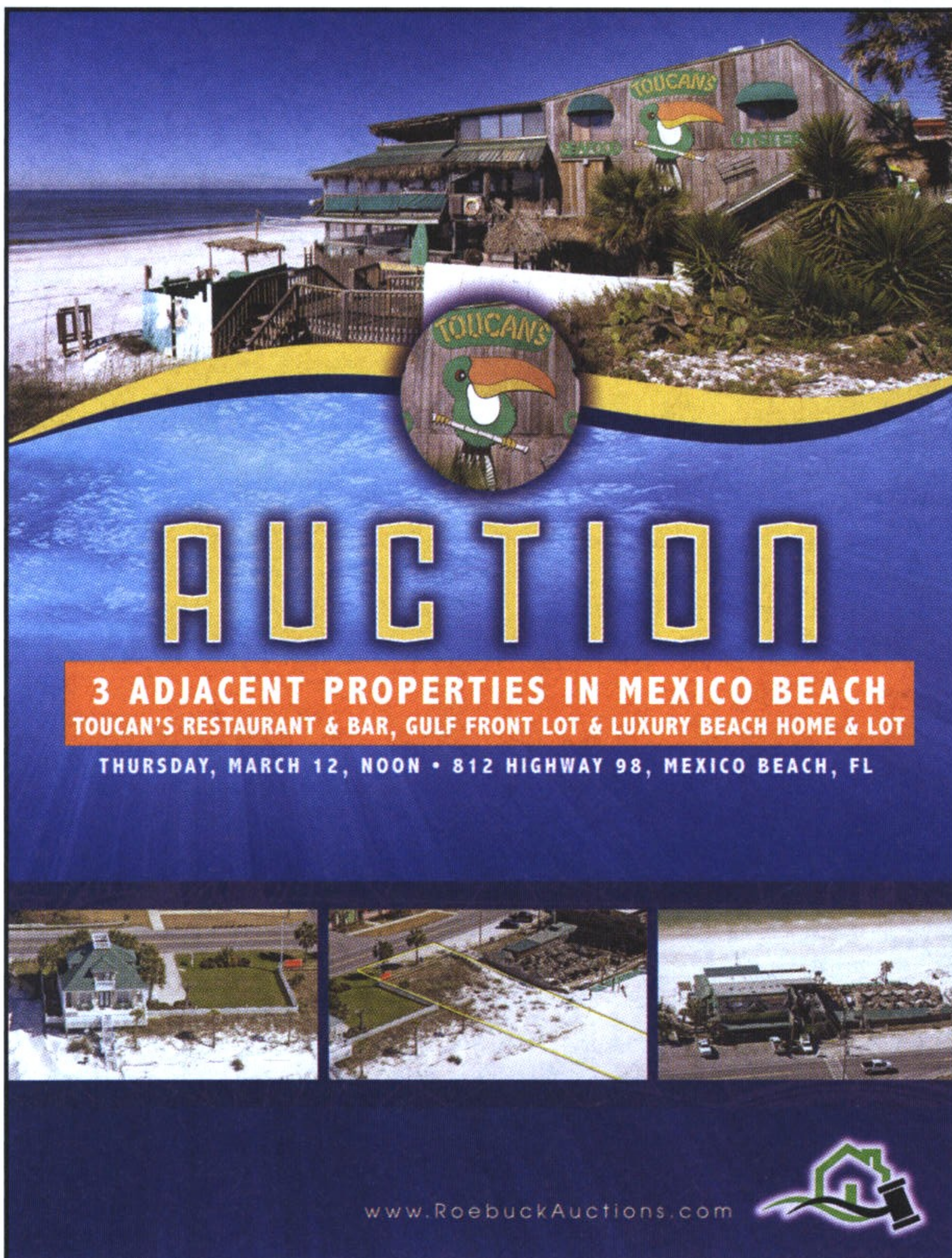
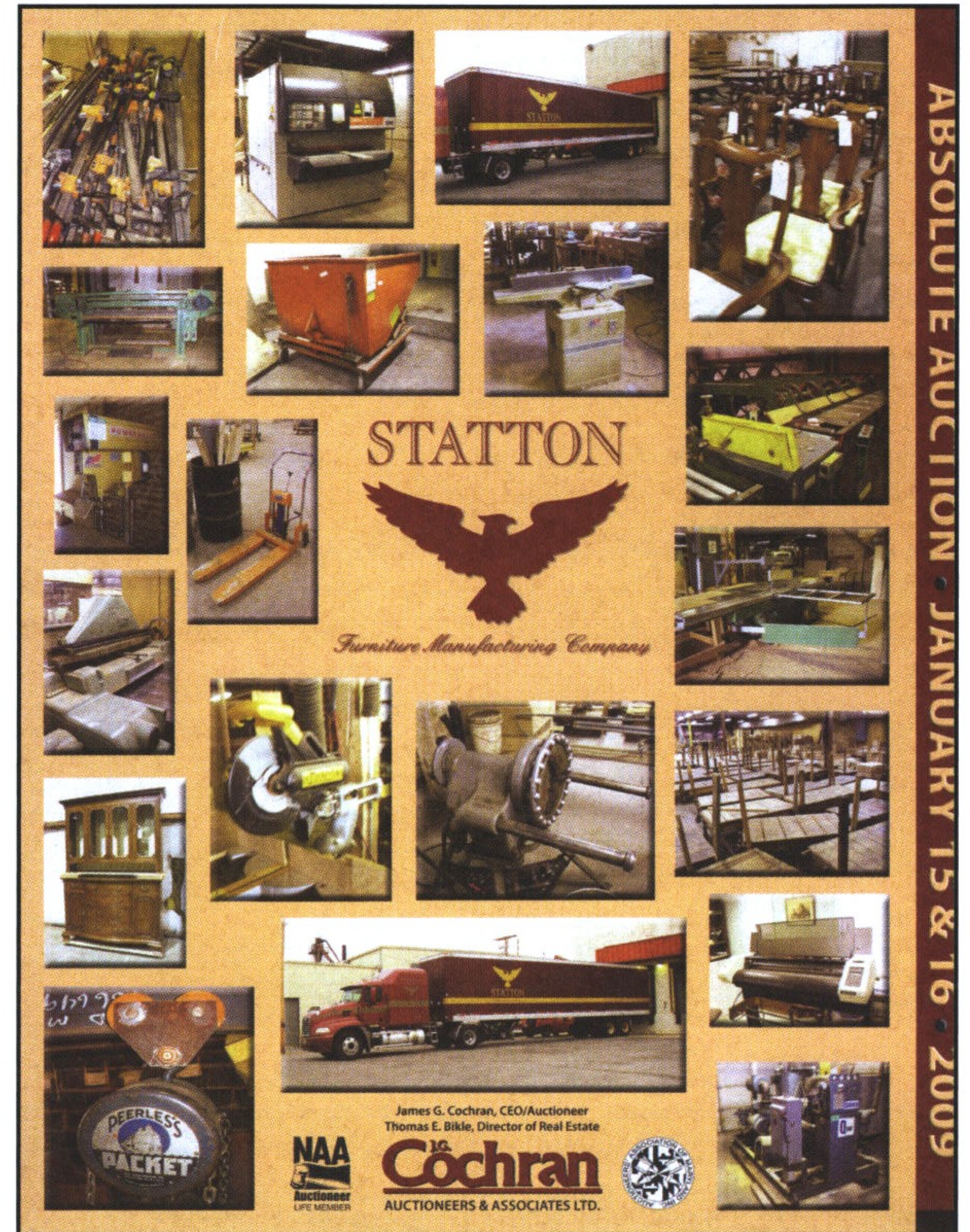
Wednesday, April 29, 2009 – 7:00 p.m.

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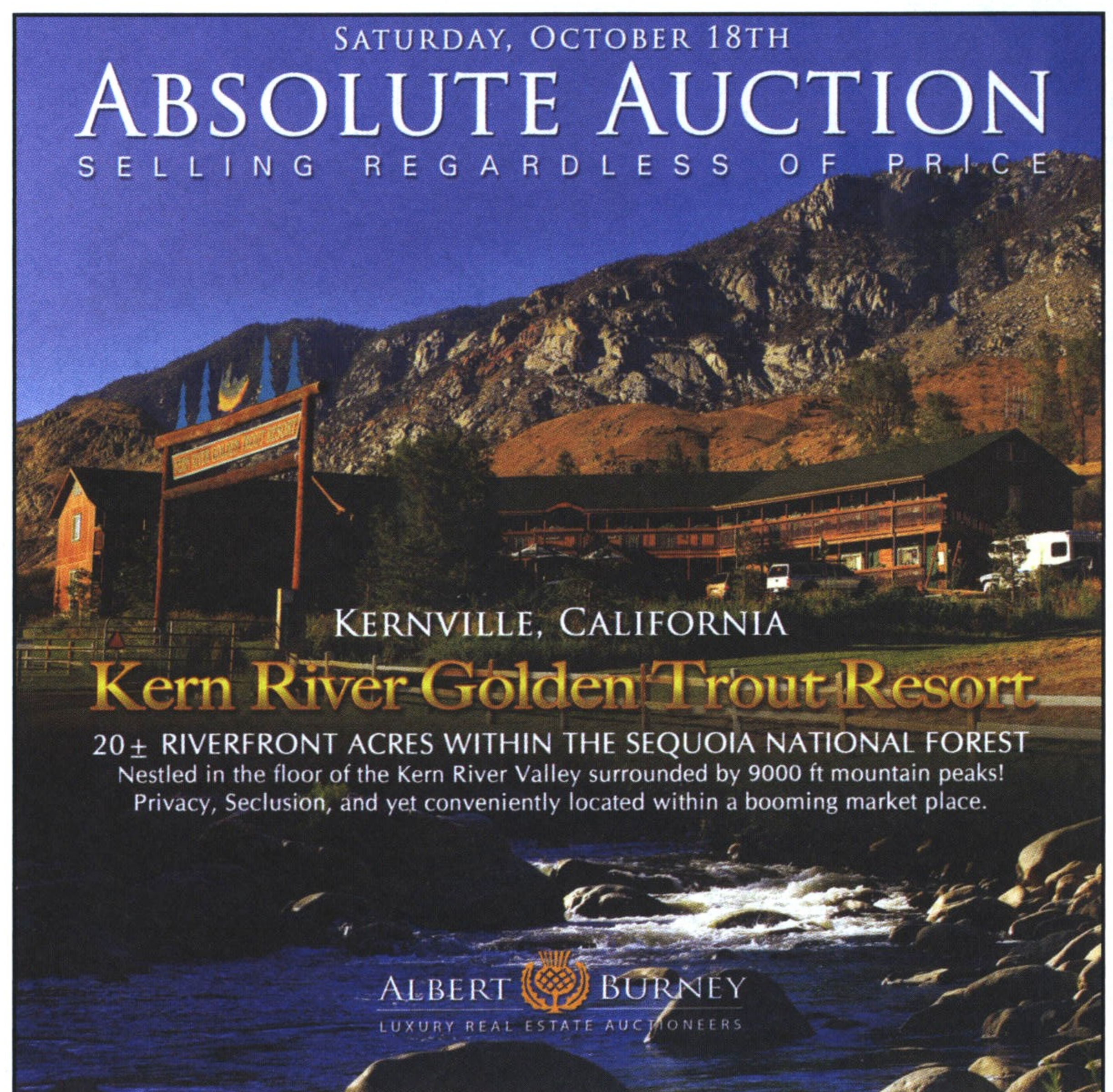
Auction Printed Materials, Multi-Color, Benefits
Andrew Imholte, BAS, Black Diamond Auctions, St. Cloud, MN

Auction Printed Materials, Multi-Color, C & I Machinery and Equipment
James G. Cochran, Cochran Auctioneers and Associates, Boonsboro, MD



Auction Printed Materials, Multi-Color, Business Liquidations
Jeff Jourdan, Roebuck Auctions, Destin, FL

Auction Printed Materials, Multi-Color, C & I Real Estate
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PREVIEW: Saturday, April 26th from 8:00 - 9:59 A.M.

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Absolute Estate AUCTION
Saturday, April 26th at 10:00 A.M.
Hughrena MacDonald Estate (Deceased)

Location: 1108 Brices Creek Road, New Bern, NC

Auction Printed Materials, Multi-Color, General Household/Estate Liquidation
Walter L. House, CAI, AARE, CES, House Auction Company, Inc., Marshallberg, NC

Real Estate Auction News

INSIGHT

Volume 3

INSIDE THIS ISSUE:

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- Internet Auctions and Digital Marketing Driving More People to Attend Live Auctions
- High Demand for Real Estate Auction Services Leads to Roebuck's expansion
- Roebuck Wins Three Top Awards at 2008 NAA Marketing Competition
- Panama City "Aerotropolis" to Bring Economic Development & Growth: Flights into the New International Airport Scheduled to Begin May 2010
- Pancho Villa's & Calamity Jane's Guns & a Sword Sold at Auction

John Roebuck, Founder of Roebuck Auctions, Inducted into the National Auctioneers Association Hall of Fame

The National Auctioneers Association (NAA) inducted John Roebuck, Founder of Roebuck Auctions, into the Hall of Fame at the 59th International Auctioneers Conference in Nashville on July 12, 2008. With just over 100 inductees to date since the NAA began this revered program in 1961, it is a true testament to the significant contributions John has made to the auction industry.

Each year, the NAA, the world's largest professional Auctioneers association, accepts nominations for its Hall of Fame. Criteria for recognition include: Contributions made to the auction profession, involvement with the NAA, involvement in state Auctioneers associations, and community involvement/activities.

As the son of a Mississippi Delta sharecropper, John Roebuck has triumphed over adversity and challenges. A natural born sales talent, John was first introduced to the auction industry as a teenager and had a desire to pursue the profession in the future. Years later after exploring other avenues, John attended the Missouri Auction School in 1981.

John resides in Memphis with his wife of twenty-seven years, Glenda, and they have four children, five grandchildren, and three great-grandchildren. Over the years John Roebuck has grown his initial small personal property auction company to a global real estate auction firm with operations in Memphis, TN and Destin, FL. John has held numerous leadership positions within the NAA and the National Auctioneers Foundation, including 51st president of the NAA. One of his most notable achievements as president was the partnership developed with St. Jude Children's Research Hospital in Memphis. Thanks to John's leadership and vision over

\$3 million in donations has been raised for the charity by the NAA and its members.

Chris Camp, Owner of Roebuck Auctions Florida Division said, "the pioneering efforts of John have not only shaped the auction industry but created a dynamic environment for the Roebuck Auctions team to excel and become leaders themselves." With one of the most influential figures in the industry paving the way, it is clear why Roebuck Auctions is one of the nation's premier auction firms.

Roebuck Auctions is a full service real estate auction-marketing firm, with offices in Destin, FL and Memphis, TN. Real estate is the fastest growing segment of the \$300 Billion auction industry. Roebuck Auctions has been conducting real estate auctions throughout the United States for over 35 years.

Chris Camp (Left), Owner and Jeff Jourdan (Right), VP of Marketing for the Roebuck Auctions, Florida division, along with several family members and friends surprised John by being in attendance for this prestigious honor.

Business Promotion, Business Newsletter
Jeff Jourdan, Roebuck Auctions of Florida, Destin, FL

ANOTHER ^{1G.} Cochran AUCTION

The Estate of
Alice Virginia D. Fletcher
of Hagerstown • Maryland

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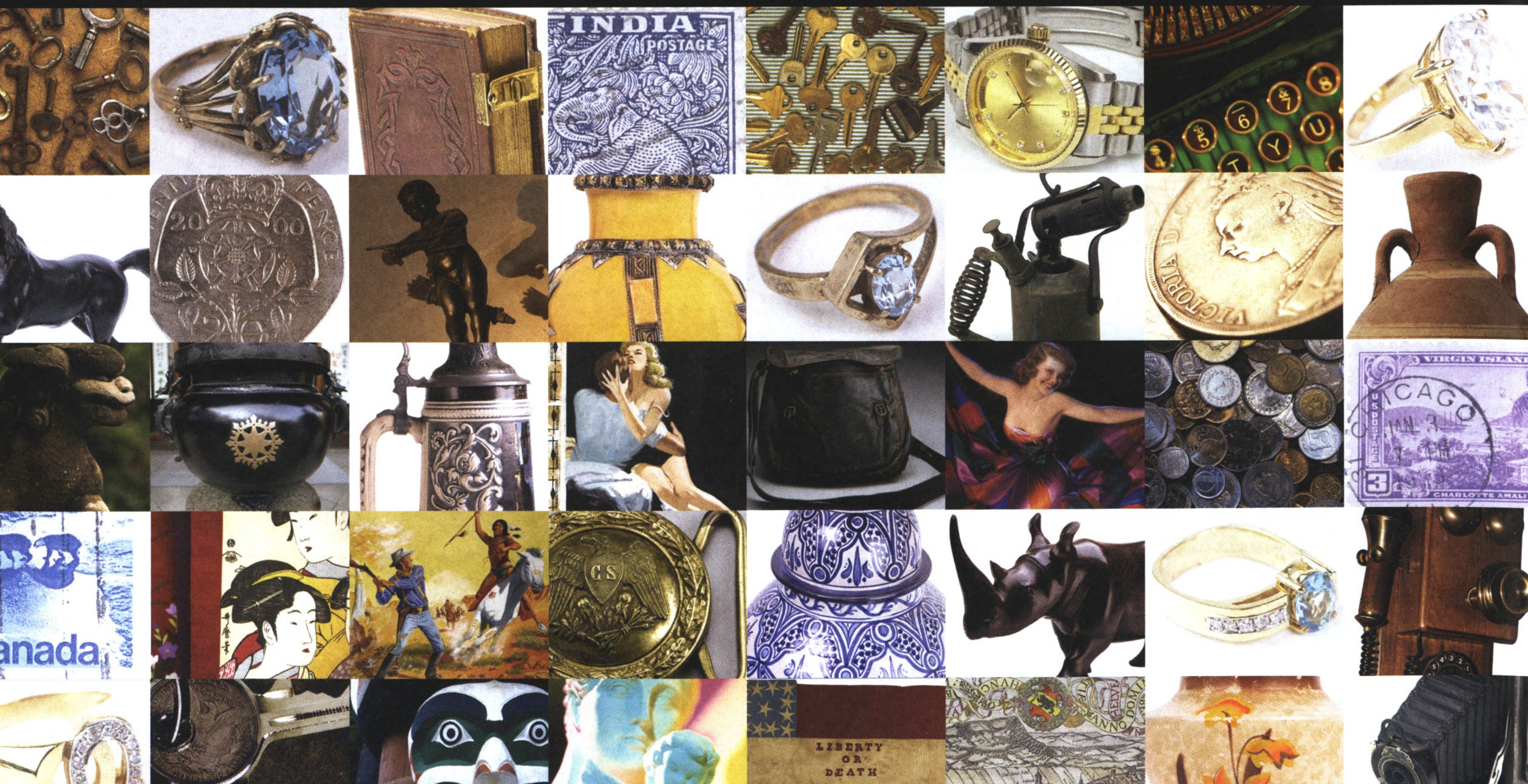
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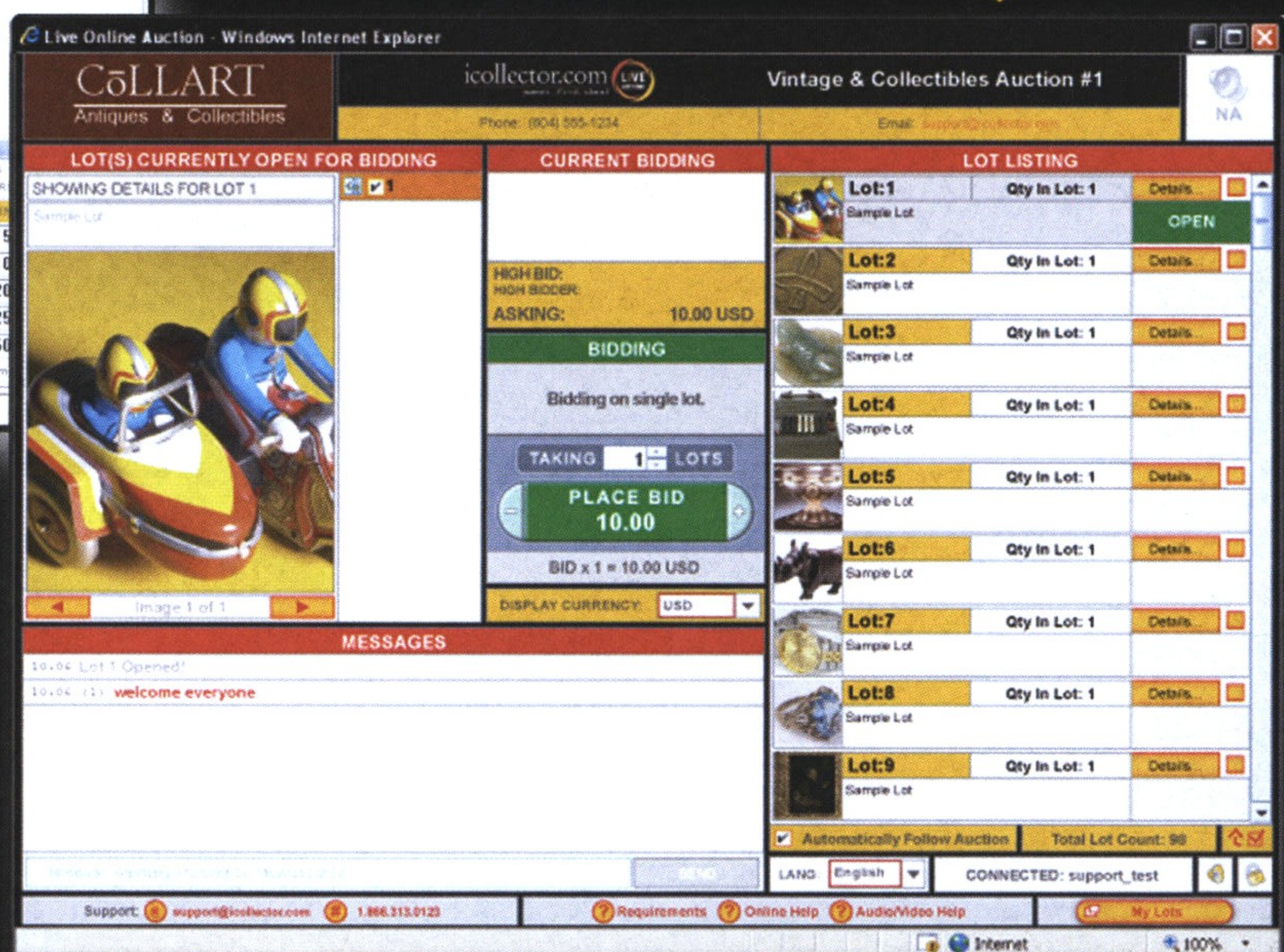
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Support the kids of St. Jude by participating in *Auction for Hope.*

McKaylee was a fussy baby. At first, her doctor thought she had acid reflux. But nothing seemed to bring the baby relief. Then, when McKaylee was just 7 months old, a CT scan showed she had fluid on the brain. Her parents were relieved because this condition could explain McKaylee's fussiness. Doctors scheduled a surgery to insert a shunt that would drain the fluid and relieve the pressure McKaylee felt. But just before McKaylee went into surgery, an MRI revealed a brain tumor. A biopsy revealed the tumor was actually a rare and aggressive malignant tumor called anaplastic astrocytoma. Just days after McKaylee's first birthday, her family was at St. Jude Children's Research Hospital®. McKaylee started chemotherapy treatment immediately. Her protocol will last for approximately 15 months. McKaylee's family is so grateful for the people who help support St. Jude. Not having to worry about the costs associated with McKaylee's care has allowed her family to focus on their precious McKaylee. McKaylee loves to lavish her baby dolls with kisses and hugs, and she adores her older brother. McKaylee has a play kitchen at home and delights in making 'food' for her family.

Sponsored by:



McKaylee
1 year old
brain tumor

©2009 ALSAC/St. Jude Children's Research Hospital (9382)



Nebraska association elects new officers

The Nebraska Auctioneers Association held its summer convention in June in Hastings with about 175 people attending. New officers elected include President Russ Moravec, President-elect Bruce McDowell, Vice President Kelly Kliever, and board members Travis Augustin, Todd Borgmeyer and Shayne Fili. Ora Adler is executive office and outgoing president.

Kyle Schow was named Auctioneer of the Year. Jack Nitz, CAI, was inducted in the state Hall of Fame. Delores Nitz and Iola Egle were inducted in the Auxiliary's Hall of Fame. Scholarships went to Justin Schultis and Christopher Reimers.

Ora Adler also said about the convention "One of our highlights was getting our Foundation formed and up and running. Another highlight was having Butch Booker and Cary Aasness presented seminars Saturday afternoon and Sunday morning. they were very well received. We had music Sunday morning from my local church we wrapped up the convention after the noon luncheon with the swearing in of a new slate of officers and presenting our auction bill winners. A great time was had by everyone."

Louisiana association names bid call winners

The Louisiana Auctioneers Association held its summer convention June 6 in Alexandria with 56 people attending. Kenneth Boudreaux was named bid calling champion and Matt Pedersen was named reserve champion from among 11 contestants. Newly elected officers include President James Sims, Vice President Bradley Mutz, Secretary/Treasurer Nell Stuard, and directors Wiley Collins, James Summers, James D. Towns and Lloyd Henderson.

Continuing education included roundtable discussions led by Jere Daye II, CAI, AARE, MPPA, on appraisals; Penny Mutz, on real estate; Marvin Henderson, on heavy equipment; Dennis Jackson on bid calling, psychology and niche marketing, fine arts and antiques; and Anna Edwards, licensing board attorney, on examining absolute auctions and estate sales.

State Auctioneer association upcoming events

AUGUST

- 2—Kansas East Regional Auctioneer Competition, Abilene, KS.
- 3-- Ohio Auctioneers Association summer seminar, Reynoldsburg, OH
- 4-- Ohio Auctioneers Association bid call contest, Ohio State Fair
- 16—Texas Auctioneers Association continuing education, San Antonio, TX

SEPTEMBER

no events reported

OCTOBER

- 22-24--California State Auctioneers Association annual convention, South Lake Tahoe

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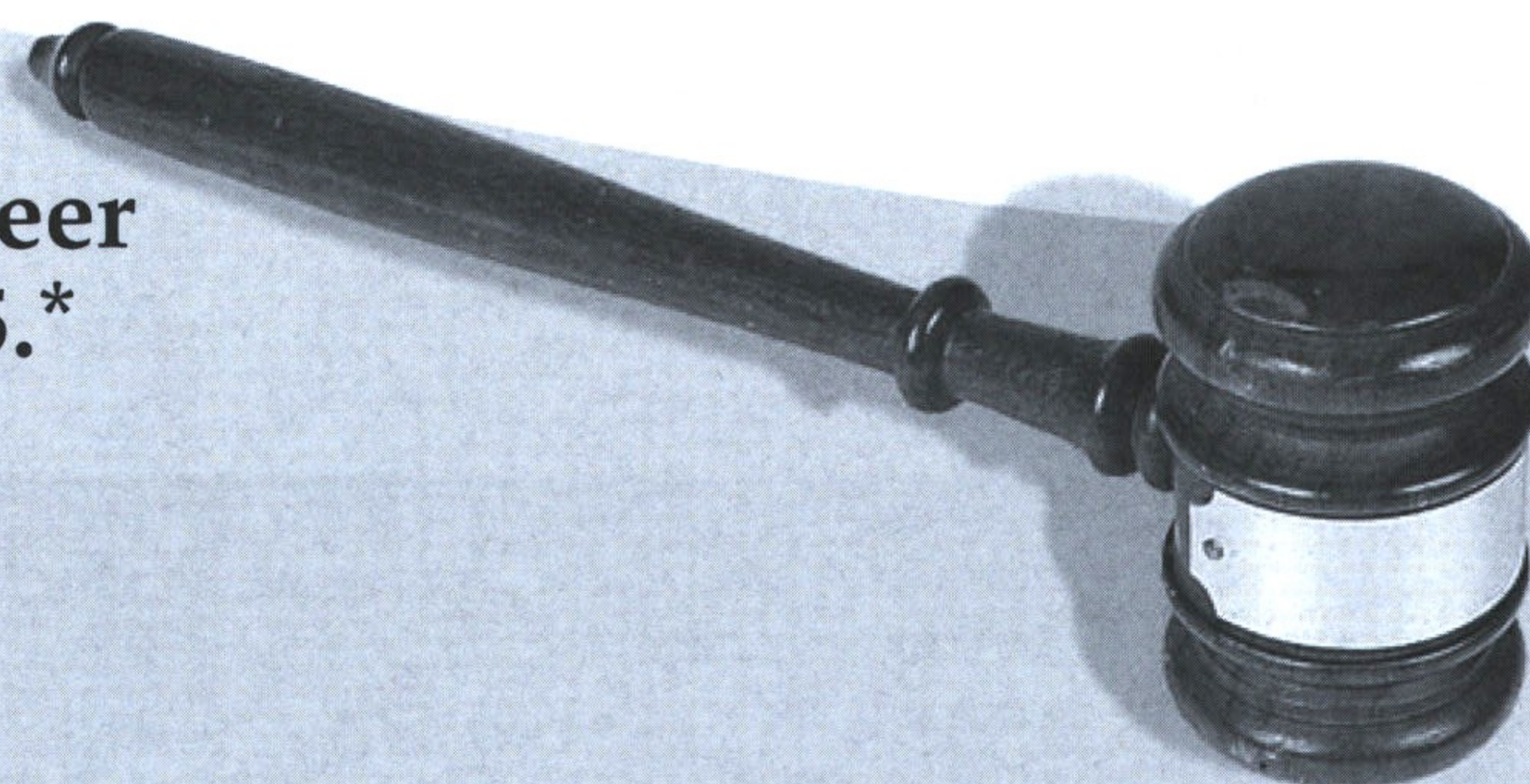
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Fun, food and fellowship!

Watch for more photos of
NAA members enjoying the
2009 Conference and Show in
in next month's issue.



Mayberry TV deputy Barney Fife (tribute performer David Browning) joked with NAA member Mike Jones, CAI, of Kansas City, MO during the conference. Browning performed during the NAA Auxiliary's events.



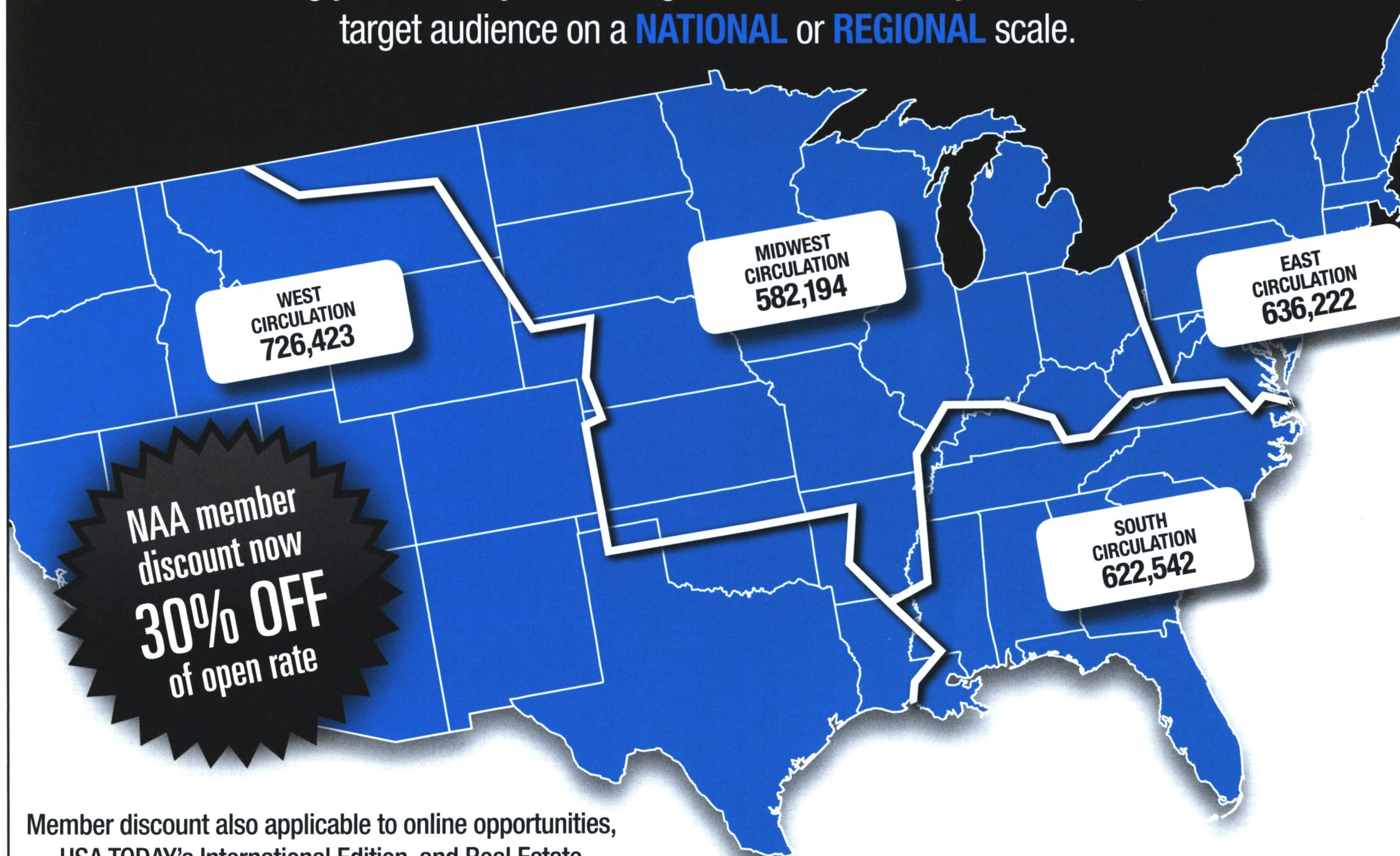
Doris Todd, left, and Marge Gaule enjoy a fun moment during the NAA Auxiliary's luncheon.



NAA members enjoyed a buffet line of good food.

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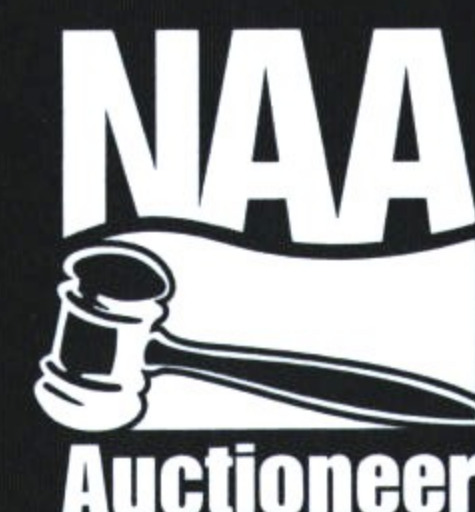
- 4.4 million own a principle residence
- 3.6 million have a household income of \$100,000+
- 2.9 million have a household asset value of \$1,000,000+
- 1.8 million own real estate in addition to primary residence
- 2.0 million have a total real estate value of \$500,000+

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

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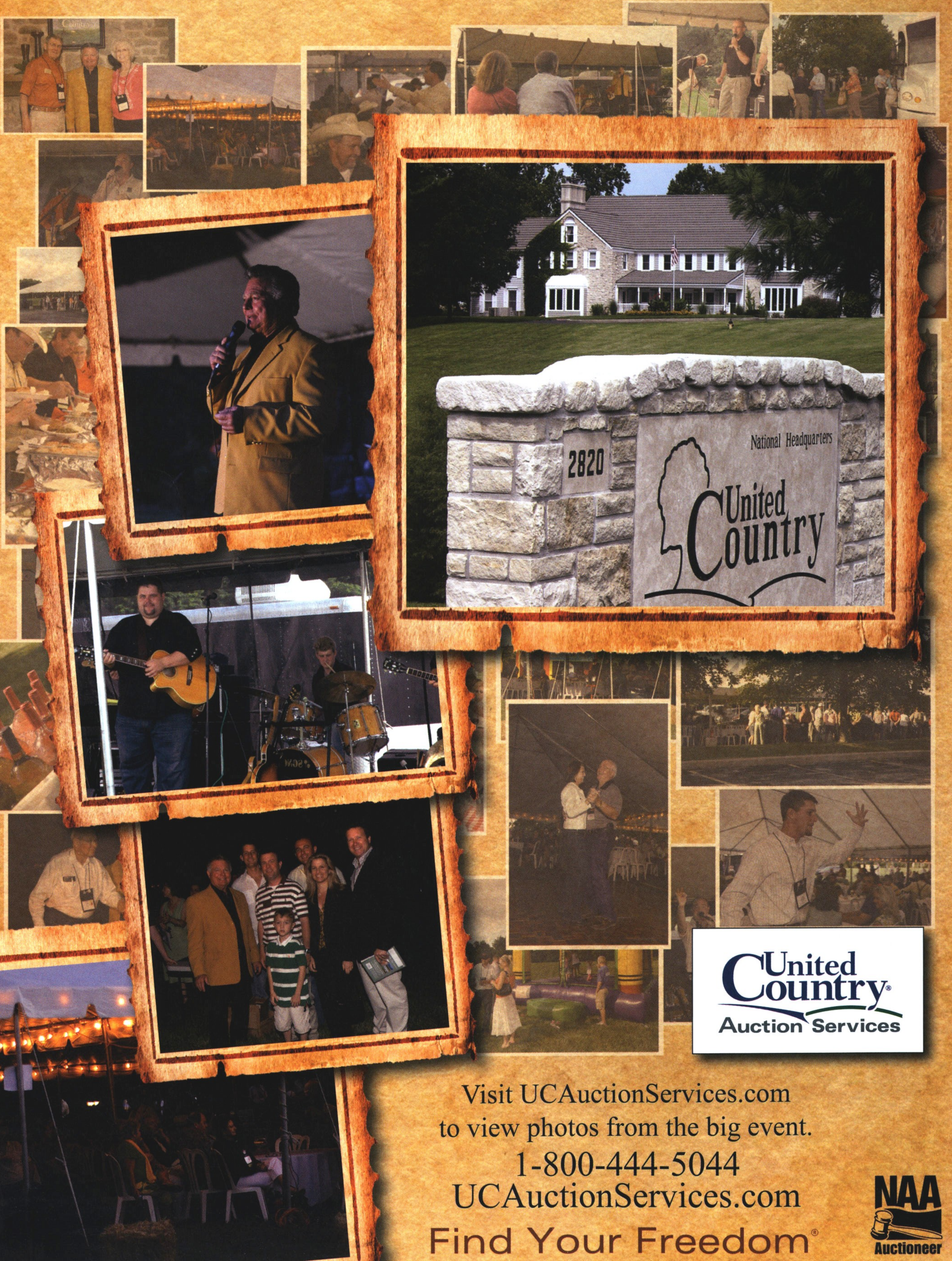
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