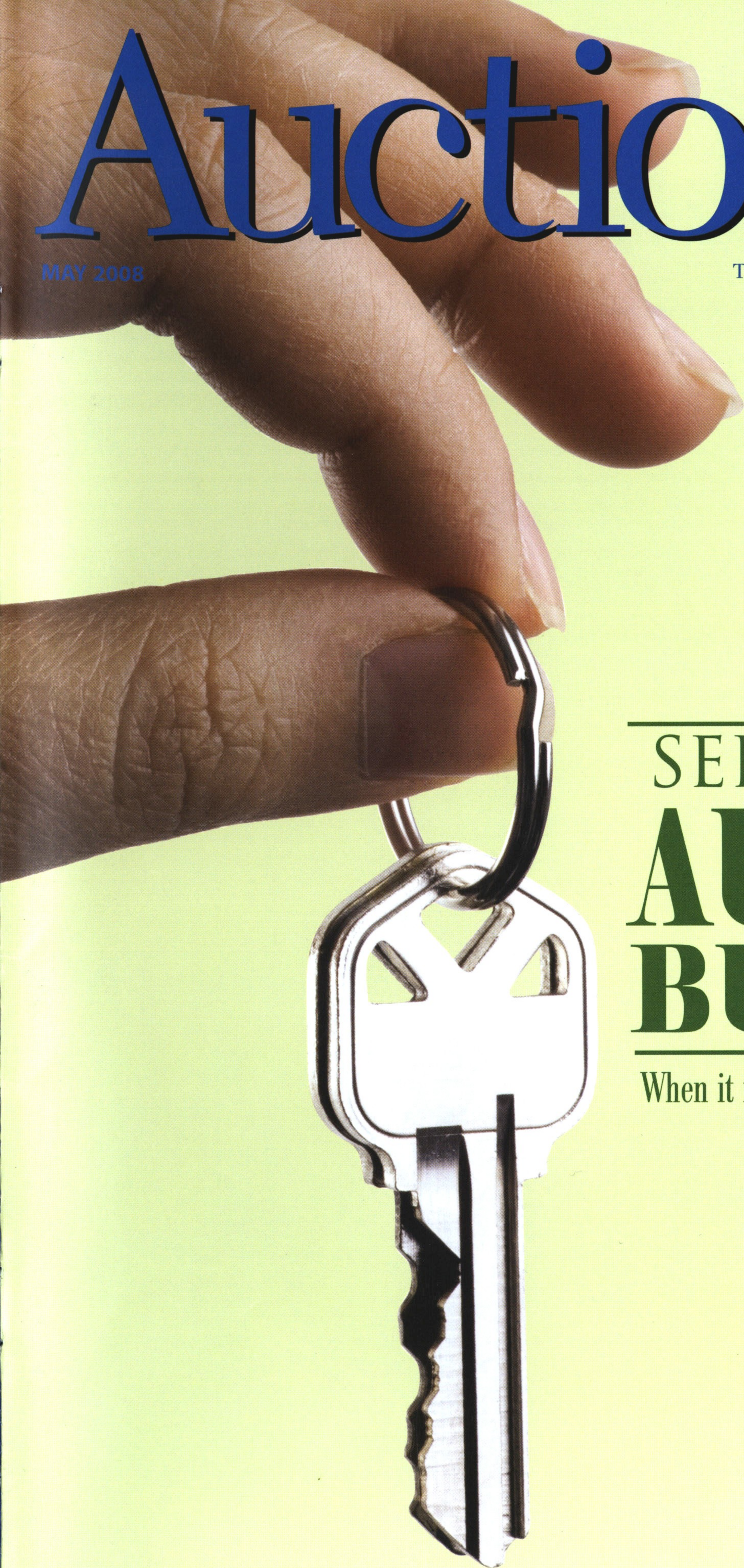


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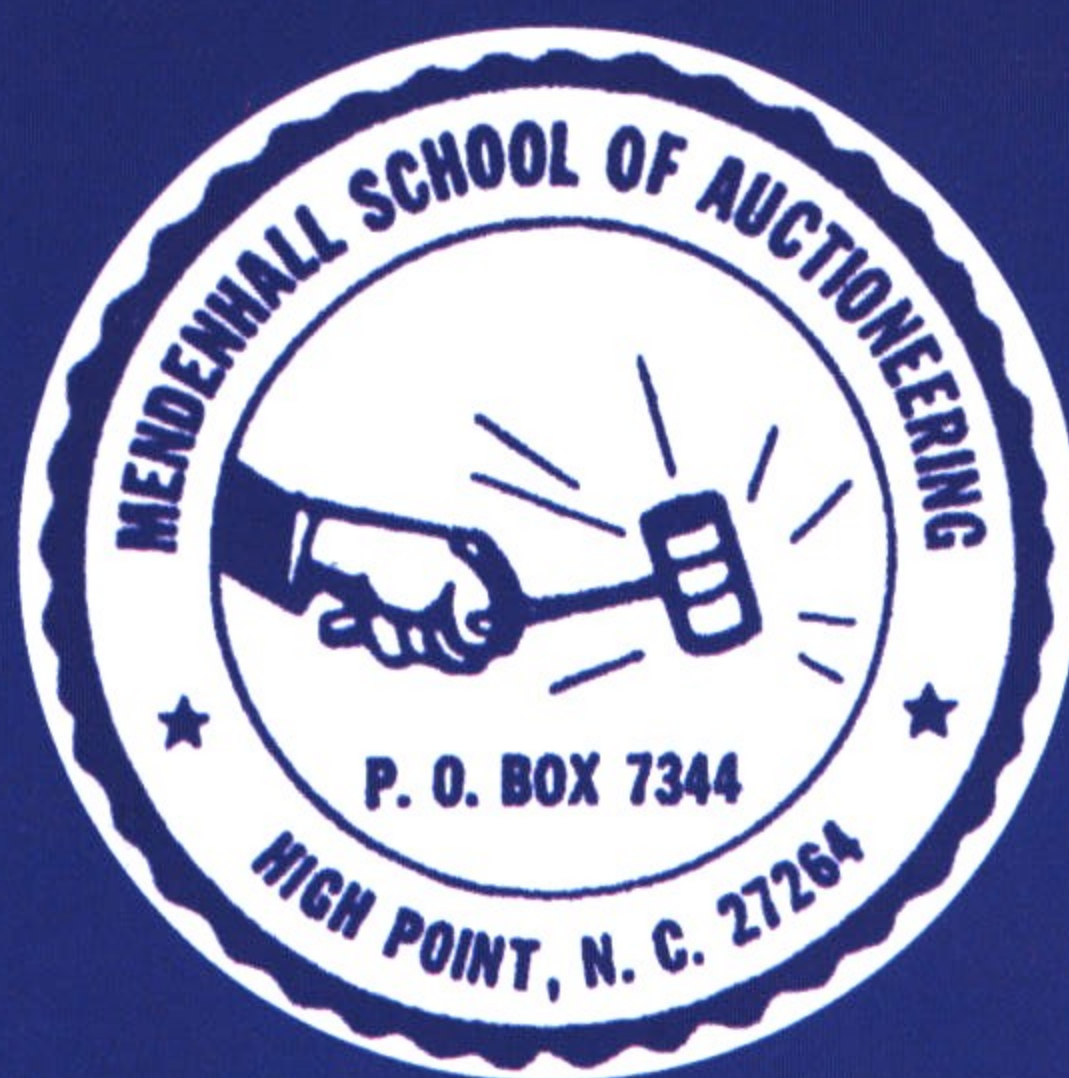
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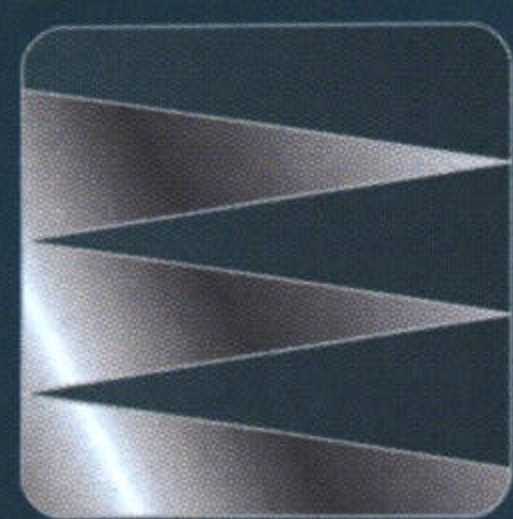
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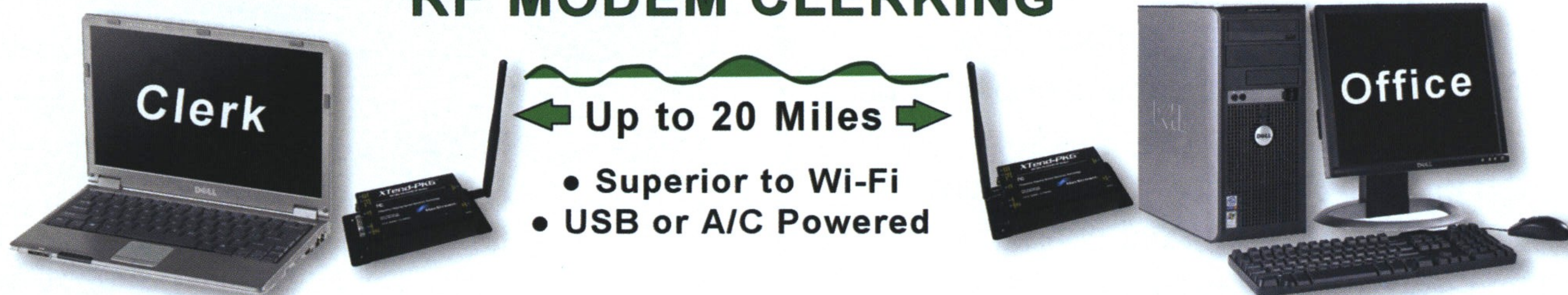
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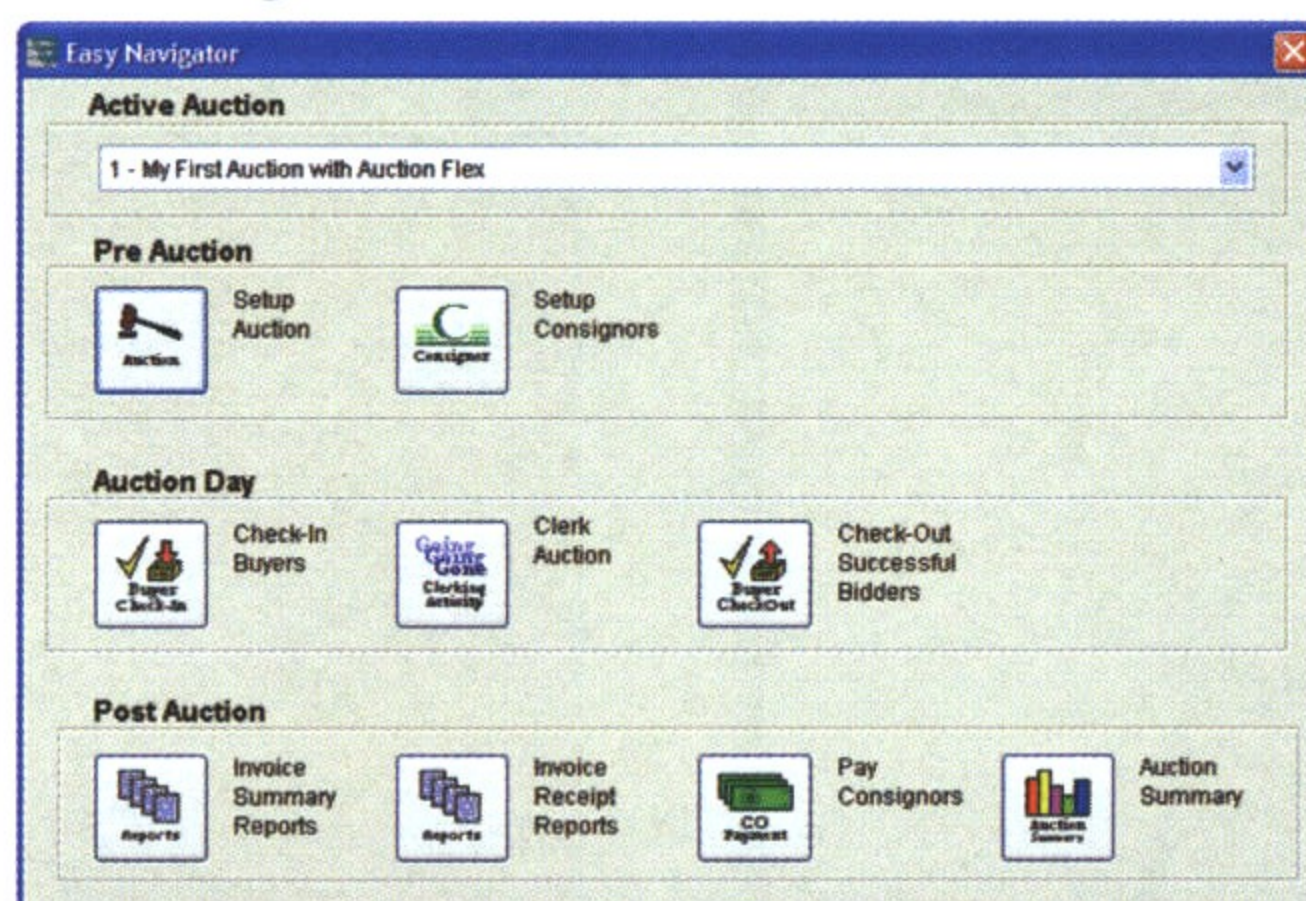
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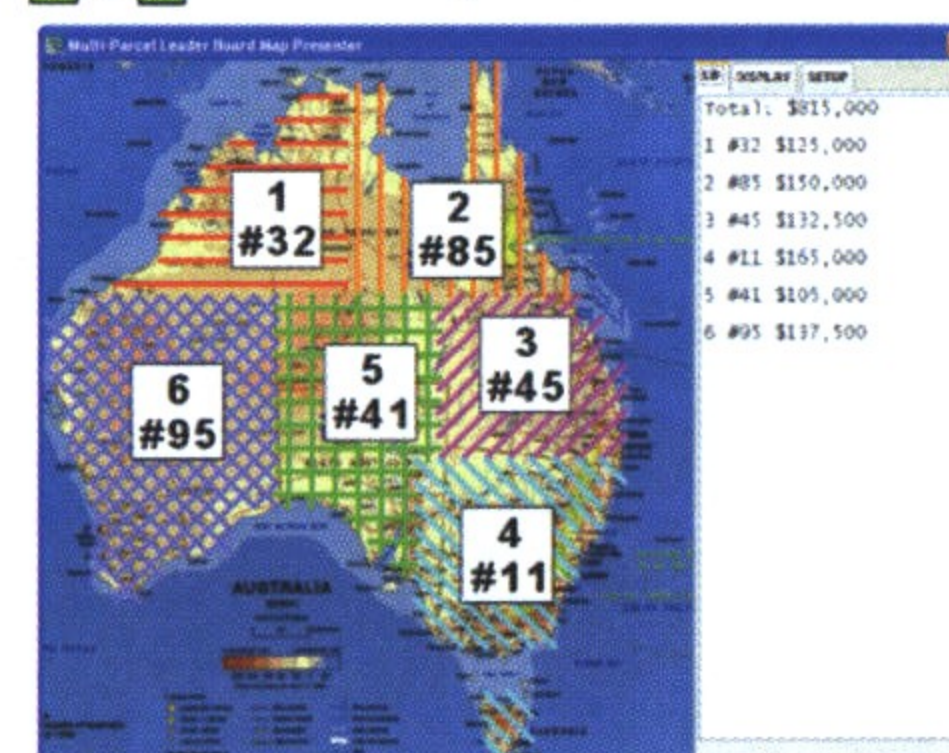


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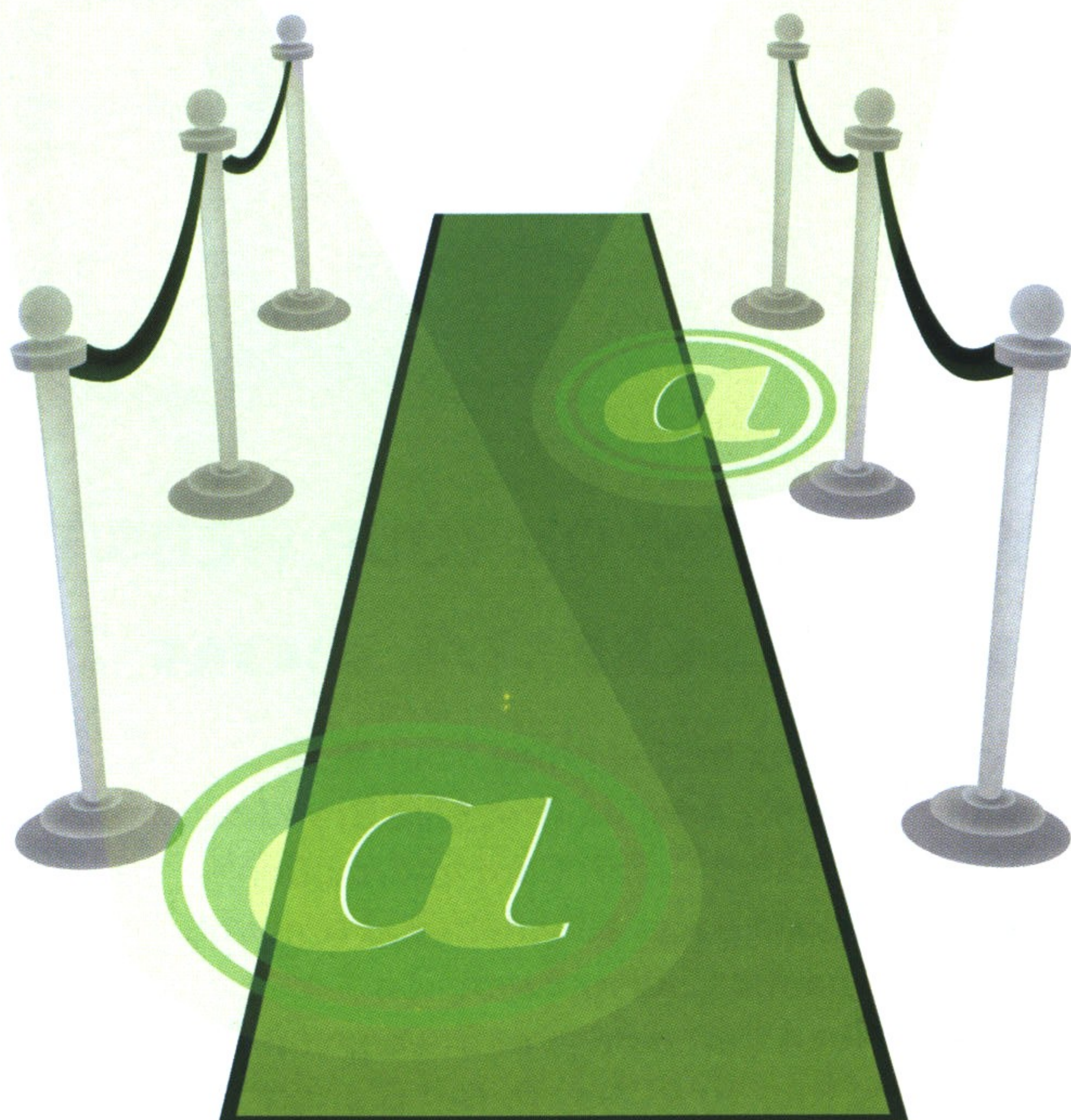
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On the cover

Preparing to sell your auction business involves many factors and important decisions for it to be done successfully. In this month's cover story, experts advise how to position your company to sell, how to value its worth, how to find buyers and so on.

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Let the NAA and fellow members know how you feel.

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Tolerance defined

We are in a period of history where tolerance is defined as, "It's ok as long as it doesn't differ from my opinion." The Confederate flag cannot be flown on state or federal owned property because the liberals have defined it as a symbol of hate rather than history or heritage. Our history is being re-written calling men like Columbus haters of native Americans. There was even talk about not making English our primary language.

There is even attempt from organizations like the ACLU and People for the American Way to remove symbols of religion such as the Christian cross, the Christmas tree, the menorah, etc., from state or federal owned property. And the stories go on and on.

Now it appears, the tradition of an Auctioneer being called Colonel is under attack. Let's keep our auction heritage and retain the privilege of being called a Colonel if an Auctioneer so desires.

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The live Auctioneer is a special kind of professional and many people are fascinated to meet one. There really are so few of us anyway.

I am a good example of an "accidental" Auctioneer. A past employer of mine decided a few employees should be the company auctioneers and sent several of us to the Missouri Auction School. There was no request for volunteers. I was surprised and proud to be referred to as Colonel upon graduation. I come from a military family and the title has always conveyed significant respect for Army brats like me. In the following years, as I mastered my trade, being an Auctioneer was one of the things I was most proud of in my professional life. Now I find myself surrounded by the Internet world of auctions. Our "Auctioneer" resides in a climate controlled server room and never sleeps (the computer won't ever be called Colonel, either). While this has made auctions less personal, it has increased efficiency and enabled a transformation of our industry. The lessons I learned on the block and conducting sales have been my key to the successful management of an online company. If the title Colonel is archaic and the vote is for change, I can live with it. I will still always be proud to be one.

Tom Burton, President & COO

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I'm proud to be called "Colonel"

When I was a boy, I worked for a retired military Colonel who had served 44 years in the Army and the newly formed Army Air Corp (Air Force). I was captivated by this period of history and spent many long hours listening to "The Colonel" speak on events of WWI, WWII, General Arnold, General Marshall, General MacArthur, General Eisenhower and others. He was a great leader and a great teacher.

My official certificate from Harrisburg Area Community College, in Pennsylvania where I attended auction school names me "Colonel Rodger Paisley". This title was bestowed upon me by the auction community, and I have been called "Colonel" by fellow Auctioneers, friends, customers, clients, etc. for 20 years now. For the past eight years I along with a group of friends, all Vietnam Veterans, have been building, in my town a Veterans Memorial, with the names of all the men and women from our area who served and paid the ultimate sacrifice for this great nation. So, again for me, patriotic to my core, it's not about disrespecting our military. I view the term Colonel as the professional formal title of my chosen profession, "Auctioneer."

Colonel Rodger Paisley, CAI, GPPA

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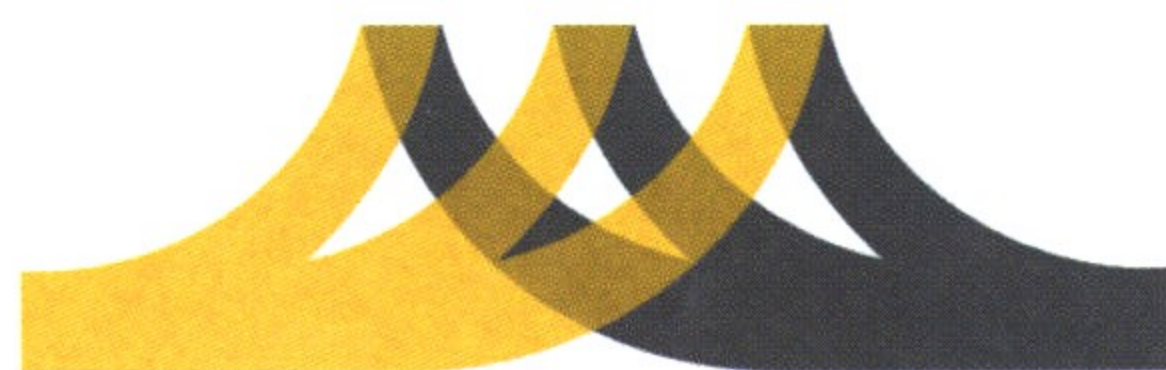
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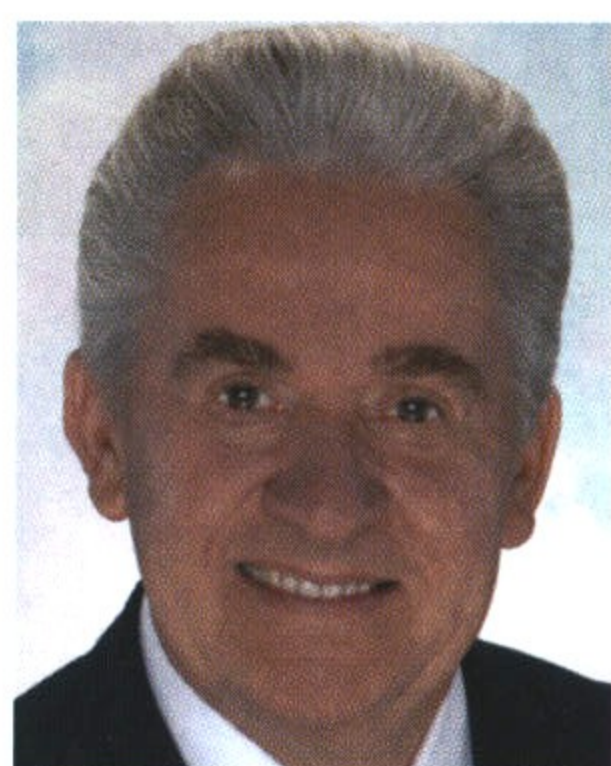


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Into the future

The dawning of a new era for NAA



By Thomas L. Williams, CAI
NAA President

On April 23, 2008 your board hired our next CEO. We had unanimous consensus on the selection; that says a lot when you have 17 votes being cast. The formal introduction will be made in the June *Auctioneer*. Print deadlines prohibit the announcement at this time as there are final details to work out. By the time you receive your June magazine you will have received an email introducing the new CEO.

A great deal has changed since Bill Sheridan turned the leadership of NAA over to me in San Diego last July. Bob Shively, a strong CEO who possesses a very innovative and imaginative mind, will be moving on. The changes Bob brought to NAA over the last eight years have positioned your organization to take on the 21st century with gusto. Since Bob's announcement, all have anxiously awaited

the opening of NAA's next chapter on the journey to make the best better.

Your executive committee chose to take on the task of serving as NAA's search firm under the direction of your Board Chairman Bill Sheridan. We saved well in excess of \$25,000 by performing this task, but more importantly we felt our hands-on approach would deliver the best possible candidates. I feel our decision to handle this in-house was handsomely rewarded.

We began the search with ads on the Internet search site Career Builder and in the *Kansas City Star* newspaper. The ads proved very fruitful, delivering over 65 candidates. After careful analysis we sorted the group down to 12 promising candidates that merited initial interviews. From the group of 12 we selected three strong candidates to bring in front of the entire board. That process was completed at our spring board meeting. We were also

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June 3, 2008, 7:00 p.m. Central

pleased to have Kip Toner and Rob Doyle assisting us with the final interviews representing your foundation.

I must tell you that all involved with the final selection process are very excited about our choice. We all feel this new leader will move us forward in a very positive way for all aspects of NAA. I feel, and I'm sure many will concur; the future of NAA never has been brighter.

The commitment to providing the best in member services along with enhancing NAA's leadership position in the auction industry will be championed at every turn by our new leader. Now is the time for each and everyone to stand up and be counted, give our new leader and this association the best effort ever. We must unite and move forward with the vigor the ever expanding auction industry deserves. When we speak with one voice moving down a well-defined path toward excellence as an association, nothing can hold us back.

Until next time, give life and your auction the very best you have to offer every minute of every day.

Thomas L. Williams

*"When we speak with one voice
moving down a well-defined path
toward excellence as an association,
nothing can hold us back."*



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"Deviated" means a better price is available than can normally be obtained by other programs. Workers' Compensation insurance covers expenses incurred by an employee who is injured on the job, such as lost time and medical expenses.

The NAA program is available for contract Auctioneers and any company with one or more employees. The NAA encourages auction company owners, managers and contract Auctioneers to examine this new program.

When contract Auctioneers work for a client company today, often the client will require the contract Auctioneer to carry their own Workers' Compensation insurance.

States require employers to carry Workers' Compensation if they have a certain number of employees, which varies by state. Usually it is five or more, but in some hazardous occupations it can be one employee.

If an employee is hurt on the job, the employee can sue your company and you can end up paying much more than the insurance premiums would have cost you.

For specific questions, please contact

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NAA unveils new Workers' Compensation insurance program

The National Auctioneers Association is now offering to members a deviated Workers' Compensation insurance program through The Hartford Insurance Group.

"Deviated" means a better price is available than would normally be obtained by other programs. Workers' Compensation insurance covers expenses incurred by an employee who is injured on the job, such as lost time and medical expenses.

The NAA program is available for contract Auctioneers and any company with one or more employees. The NAA encourages auction company owners, managers and contract Auctioneers to examine this new program.

"When contract Auctioneers work for a client company today, often that client will require the contract Auctioneer to carry their own Workers' Compensation insurance," said Lea Rowland, the program's representative for NAA members. "States require employers to carry Workers' Compensation if they have a certain number of employees, which varies by state. Usually it is five or more, but in some hazardous occupations it can be one employee. If an employee is hurt on the job, the employee can sue your company and you can end up paying much more than the insurance premiums would have cost you."

Premium prices vary by state and by payroll. For a quote please visit Blue Valley Insurance's web site at www.bvia.com. Then in the next sentence you can put: For specific questions, please e-mail Lea Rowland (lea@bvia.com), T.J. Obringer (tj@bvia.com) or Pam Snyder (pam@bvia.com) or give them a call at (913)451-0020. The Hartford Insurance Group has been in business over 195 years and has an A+ rating from A.M. Best.



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2008 Legislative Summary

Auction bills in state legislatures pose challenges



Chris Longly is NAA's Public Affairs Manager

As legislatures around the country begin to prepare for "sine die," the close of session, this month's column is dedicated to recapping this year's legislative session and bills introduced which impact the auction industry.

In November 2007, members of the New Jersey State Society of Auctioneers challenged legislation threatening both the use of a buyer's premium and profitability of selling real estate for government agencies. Initially introduced and passed in the State Senate, S. 1562, if enacted, would cap the commission of Auctioneers and brokers within the state to 5 percent. In addition to covering the expenses and any third-party broker arrangements, the advertising/marketing expenses incurred would be included in the cap. A more concerning issue with the proposed legislation was language banning the use of a buyer's premium. The NJSSA and its president, Max Spann, Jr., successfully challenged S. 1562/A. 3306 before the Assembly Housing and Local Government

Committee which chose to table the legislation, effectively killing it. Unfortunately, proponents of the cap rewrote the legislation and advanced similar legislation without the buyer's premium ban. S. 506/A. 2387 is currently being debated in the New Jersey State Senate and Assembly and members of the NJSSA continue to challenge this legislation.

The exemption of Internet auction businesses from state licensing requirements continue to cause concern among Auctioneers across the country. The Pennsylvania Auctioneers Association and its members continue to challenge S. 908 which exempts "trading assistant" and "drop off" businesses from license requirements. The PAA reached out to State House leadership and crafted HB 1899. This legislation modifies the state licensing law to incorporate an "electronic broker's" license. The legislation requires businesses to be licensed with the state, as well as maintain a bond. At the time of printing, both pieces of legislation were still under consideration.

The New Hampshire Auctioneers Association challenged similar attempts by Internet auction companies seeking exemptions. Counter bills were introduced in the State House. HB 544 provided an

exemption for Internet auction businesses and HB 1276 modified the state's auction license law to incorporate these businesses into the state's license law requirements. The end result of the two competing bills was the introduction and passage of HB 1276, a bill establishing a committee to study revisions to the auctioneer's practice act. New Hampshire legislators will review this matter during the legislative break and consider advancing legislation next session addressing the concerns of both parties.

Alabama witnessed two different pieces of legislation this year. Both HB 394 and SB 510, if enacted, would create exemptions for Internet auction businesses. The AAA and the Alabama Board of Auctioneers have actively lobbied against the passage of this legislation. The second piece of legislation introduced in Alabama this year was HB 394. In the state of Alabama, the Board of Auctioneers falls under a Sunset Law which requires renewal every few years. Passage of this legislation allows the Board of Auctioneers to continue operating in the state. HB 394 was passed and signed by the Governor and will come up for renewal in 2012.

The biggest legislative success came in Tennessee this year with Tennessee Auctioneers now being allowed to auction automobiles at public auction due to the passage and signing of SB 3590/HB 3626. Prior to the passage of this legislation, Auctioneers in Tennessee were unable to sell automobiles at auction outside of estate auctions. The legislation passed creates a public automobile Auctioneer license which is regulated by the Tennessee Auctioneer Commission.

Exemption of Internet auction businesses from state licensing requirements continue to cause concern among Auctioneers across the country.

► continued on page 28

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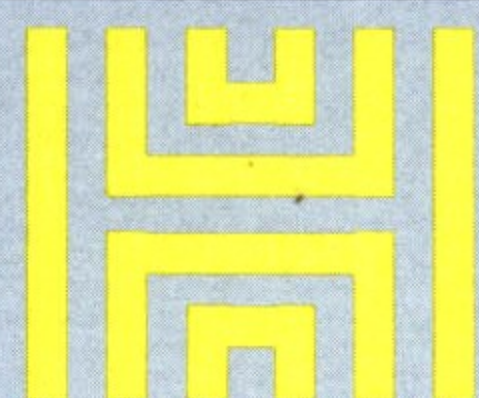
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CAI 2008

A year of success and growth



By Jack Christy, CAI, BAS,
CES, GPPA-M, Chair-CAI

One hundred and ninety students entered the halls of the Indiana University Memorial Union to attend the 32nd session of the Certified Auctioneers Institute in March (See photos on the following pages). Sixty-eight of those class members were in Class I, one of the largest classes to attend in recent years.

Thanks to the hard work of the CAI committee, all of those in attendance were presented another superior learning experience. This year, Class I brought their laptops and all the class materials were provided on a flash drive. All three classes had Internet access which allowed presenters to take class members to real time sites during their presentations. Comments from class participants were very positive about the course offerings and what they had learned during the week. As in past years,



Signed flag sold at Fun Auction.

students filled out evaluations after every session, and the CAI Committee met every day after class to review those evaluations. Those evaluation sessions will lead to improvements of CAI – 2009.

Highlights of this year's CAI included the awarding of the Rose Award for the best Auction Summary to Annette Wells, BAS, the Pat Massart Award for best auction proposal given to Steven LaRocque, AARE, CES, and the Faculty Award went to Randy Wells, CAI, AARE, BAS, CES, GPPA.

A new award presented this year was the Pat Massart Leadership Award. This award was given to a third year student who had demonstrated outstanding growth and leadership during their three years attending CAI. The winner, chosen by classmates, this year was Darron Meares, GPPA-M.

During the week, students, staff and guests participated in a Sunday brunch to kick off the week, a casino

night, a great ideas forum and a fantastic fun auction orchestrated by Class II. There were also opportunities for networking and getting to know each other.

Following the final exam and Friday presentation, the CAI committee got right to work on CAI – 2009. At a lunch meeting with some of this year's participants, the committee listened to what students told us were good points as well as what they had to say about improving CAI. Immediately after that meeting, the committee stayed at Indiana University to start the planning of next year's classes. CAI – 2009 promises to be one of the best yet.

Many thanks go to the members of the CAI committee who give of their time and experience to make sure that CAI continues to be an outstanding educational event: Scott Shuman, CAI, Kurt Aumann, CAI, ATS, Christie King, CAI, BAS, Pat Massart, CAI, BAS, CES, GPPA, Traci Ayers-Dower, CAI, AARE, Marc Geyer, CAI, AARE, CES, and David Hudgins, CAI, AARE. Mark your calendar for CAI 2009, to be held March 22-27.

Dear NAA Director of Education Harlan Rimmerman,

As a CAI graduate, I appreciate that fact that I can return to CAI to audit the classes any year that I wish to. I graduated CAI about 5 years ago, but I returned in 2007 and again this year as a refresher. I found that most of the classes have changed and have been improved since I attended my original classes. It was nice to find out that there was no class fee for attending. I only had to pay for my room. I was free to attend any of the seminars from class I to class III. It feels like I was able glean the best from all three classes.

The classes were great but as most CAI graduates know, the networking and the knowledge gained after class was amazing! By attending conference and show and auditing CAI, I feel like I am keeping up with the most relevant auction information and staying in contact with the leaders and future leaders of the auction industry. I would recommend an "audit" of CAI class to any CAI graduate. Thanks!

**Barry Baker, CAI, AARE
Ohio Real Estate Auctions LLC**



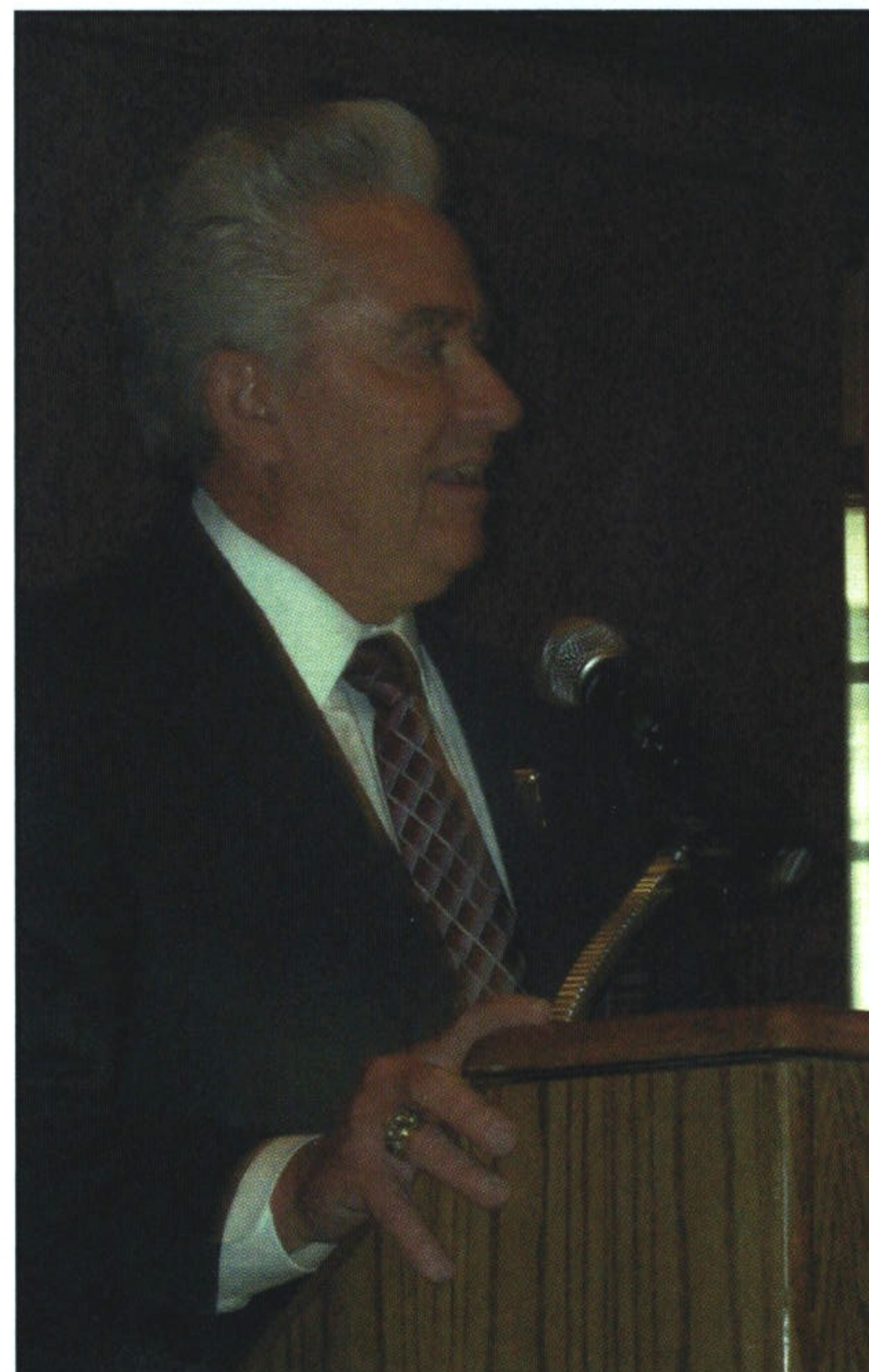
Steve LaRocque won the Delta Award.



Casino Night provided fun.



Randy Wells won the Faculty Award.
Renee Jones looks on.



NAA President Tommy Williams at podium.



Annette Wells won the
Rose Award.



Tirhani Mabunda, in center, came from South Africa to attend CAI.
At left is Joff Van Reenen, also from South Africa. At right is CAI Chairman Jack Christy.



Dan McQuiston, standing, teaches CAI II



Fun at the Fun Auction.



Class II discussing topic.s



Meals provided networking time.



CAI group from West Virginia.



Class II studies materials.



**2008
CAI
Class I**



**2008
CAI
Class II**



**2008
CAI
Class III**

The art of auction

A needy widow was helped and a skeptic converted by auction success



Darla Haynes, Auxiliary board member. Darla and her husband, Auctioneer Eddie Haynes, live in Yukon, OK.

To most of you reading this, the story won't be a new one – and certainly there have been bigger auctions with famous players rather than everyday people, but perhaps this little tale of the art of auction will remind you of how much going the “extra mile” and the service aspect of this business impacts lives every day.

The auction came to us by referral last winter, a small estate with home on acreage and personal property. The owner died, leaving his widow in a nursing home and family friends in charge. The home itself, not a very pretty picture, was older with a swimming pool in disrepair, small barns and fences that needed paint, and closest neighbors needing some cleanup as well. His brother was indignant at the suggestion of the auction, and stated that the property should be immediately sold, and he felt it would probably bring close to a quarter of a million dollars.

But the trustees were just what an Auctioneer would want. They were willing to go above and beyond the call of duty to get the property ready. So it began. They personally planted flowers and shrubs in the yard, cleaned out the house, asked

some friends in the business to “stage the home” and oversaw weekly spring mowing, fence construction to hide unsightly cars next door, painting of the fence and outbuildings, pool refurbishing, and flower pots every where before property showings started.

An 18-wheeler was brought in to store the “extras” and to display the interstate banner with sale date and details. A modest \$20,000 was spent on the property cleanup with a lot of auction company and family elbow grease. Tack was cleaned up and everything was boxed by sale day and a much prettier picture!

A local realtor who had the property directly across the road for sale predicted around \$325,000 as sales price for the transformation but shrugged shoulders at the mention that her client might like to “clean up his own property” before sale day. Things started to happen as the ads hit the media. Over 4200 internet hits occurred prior to sale day with calls coming in from Pennsylvania, Idaho and other states requesting bid packets.

The day arrived with over 200 bidders registering and many more in attendance. Boxes of personal items



were put together and then combined further. A bid assistant even sold his a box for \$1 to his 7-year-old daughter to keep things moving. And at 7 p.m., the auction was over and the results were in.

The two land parcels with home and old barns sold for \$465,000 and personal property totaled \$66,000. And the impact on the seller's widow was that she has no money worries for her remaining days in the assisted living facility. The man's brother was ecstatic (and became an auction convert.) Trustees and buyers were pleased. The local Realtor's comment was “What a truly professional company. Your husband and his staff sure do know their business. I'd like to talk my owner into an auction.”

So now you know, the story may be the same, and the characters have changed, but how terrific! New friends were made in the process, the property was transformed, and lives were impacted through the art of auction.

*Lives were impacted
through the art of auction.*

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Legal Questions

Can I legally use a stage name for real estate auctions?



Kurt R. Bachman

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

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

I am a female Auctioneer and I believe there are more of us in the industry today than ever before. I would like to use a stage name, but as a licensed real estate agent, I am told that I need to disclose my legal name, and/or my license number (if it is a real estate auction).

My goal is to protect my safety and identity. I don't want to mislead anyone, but I'd prefer to avoid the vulnerability if possible. What is the best legal method to achieve a safe balance?

Trish Hoglander

ANSWER: An Auctioneer's name is usually his or her stock and trade. Most Auctioneers work to develop name recognition within their market area in order to attract clients. While I understand why an Auctioneer may want to protect his or her identity, my review of the case law and disciplinary proceedings concerning advertisements reveals that Auctioneers must

generally disclose their name in auction advertisements.

In proceedings where Auctioneers did not disclose their names in auction advertisements, the results have included the imposition of sanctions, including even the revocation of an Auctioneer's licenses. Some states, regardless of whether the auction involves real or personal property, require advertisements for an auction to include the name of the Auctioneer, the Auctioneer's license number, and, if applicable, the name of the auction firm. The purpose of these disclosures is to ensure that the public can identify the Auctioneer conducting the sale and the state can effectively monitor and oversee Auctioneers. (An Auctioneer can legally change their name, however, the Auctioneer's legal name must usually be registered with the proper licensing authority. A legal name change is much different from an alias name or a stage name).

In Ohio, for example, licensed Auctioneers are required to register the licensee's name with the Department of Agriculture and include their name on all advertisements. In addition, an individual must state whether he or she is an Auctioneer or an apprentice Auctioneer. If an apprentice advertises, then he or she must also display the sponsoring Auctioneer's name with equal prominence as the apprentice's name. Likewise, an auction firm that advertises, receives consignments, or provides other auction services shall indicate in the advertisement the name of the auction firm in the advertisement. In instances where an auction will be held for an estate, the Auctioneer must enter into an agreement with the personal representative, executor, administrator or court-appointed designee and prominently list in the advertisement the county in which the estate is located and the probate court case number of the estate.

Furthermore, Ohio law requires Auctioneers to post an 8 ½ by 11 inch sign at the main entrance of the auction, place of registration or by the cashier that contains (1) the name of all licensed persons involved in the auction, (2) a statement that the persons are licensed by the Department of Agriculture and (3) the address of the Department of Agriculture. And, if the auction is of real property, then any advertisement of the auction must contain the name of the licensed Auctioneer who has contracted with the seller and the name of the real estate broker who will assist in the sale.

Because auctioneering is a profession, where individuals are generally licensed either by the state or local government, the

regulatory agencies need to know the name of the Auctioneer conducting an auction sale so they can oversee compliance with the rules governing the profession. Requiring disclosure of the Auctioneer's name allows that state or local agency to monitor the conduct of Auctioneers. The use of an alias name appears to be counter to this purpose and does not appear to be permitted.

WHAT IS DEFINITION OF ABSOLUTE AUCTION FOR REAL ESTATE?

From a legal standpoint, what is today's definition of an "absolute auction" (as it relates to real estate)? I am not facing a lawsuit or anything; I'm just a new auctioneer and want to be 100 percent certain that I understand it correctly.

I understood it to mean "Will sell at any price -- no minimum bid," but someone else told me they understood it to mean that it would sell at any price -- once the minimum bid was met (as most real estate has a mortgage, etc). Can you help clarify for me?

Trish Perez

ANSWER: The NAA Code of Ethics defines absolute auction as "An auction where the property is sold to the highest qualified bidder with no limiting conditions or amount. The seller may not bid personally or through an agent." A limiting condition would be things such as a minimum bid amount (such as the amount remaining on a mortgage loan), seller's approval and acceptance, financing or practically any other condition.

Although the term "absolute auction" is commonly used in the auction

profession, case law and state statutes use the term "auction without reserve" interchangeably with absolute auction. Case law has described an auction without reserve as one when "[N]either vendor [seller] nor any person on his behalf may bid and that the property shall be sold to the highest bidder, whether the sum bid be equivalent to the real value or not." *Pacific Ready-Cut Homes, Inc. vs. Title Guarantee & Trust Co.*, (1929) 283 P. 963, 964.

This definition of an auction without reserve and the NAA's definition of absolute auction have been combined and codified, in a variety of definitions, by several states. For instance, in Florida, absolute auction means "An auction that requires no minimum opening bid that limits the sale other than to the highest bidder." F.S.A. 468.382(8). In Ohio, absolute auction has been defined as "An auction of real or personal property to which all of the following apply: (1) The property is sold to the highest bidder without reserve. (2) The auction does not require a minimum bid. (3) The auction does not require competing bids of any type by the seller or an agent of the seller. (4) The seller of the property cannot withdraw the property from auction after the auction is opened and there is public solicitation or calling for bids." O.R.C. 4707.1(E). Because each state has either defined the term in legislation or through judicial precedent a little differently, there is not universal definition of absolute auction.

The general rule is that an auction is with reserve, unless specifically advertised other-wise. In order for an Auctioneer to conduct an absolute auction, the Auctioneer will need to take affirmative steps to promote and advertise an auction as "absolute" or "without reserve." The Auctioneer should advise the seller of the potential risks and consequences of promoting, advertising and conducting an absolute auction.

► continued on page 38

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Scholarships established

NAF teams with CAI on two scholarship programs



Carol Jorgenson is the Executive Director of the National Auctioneers Foundation

The Certified Auctioneers Institute class of 2006 initiated The Pat Massart Scholarship for Leaders. This scholarship award was established in Pat's name to honor her extraordinary legacy of contributions and ongoing commitment to the profession. The program is administered by the NAF and is primarily funded by a portion of the proceeds raised during the CAI fun action. This award is given to recognize the outstanding leadership of a third-year CAI student. The recipient is selected by his or her peers for demonstrating exemplary leadership abilities.

It is with great pleasure that we congratulate the very first recipient of this award: Darron Meares, CAI, GPPA-M of Pelzer, SC. Darron is employed in his family's business, Meares Auction Group. Darron grew up in the profession and served in

most capacities in the business. He has been licensed for five years as a full-time Auctioneer and has been a member of the NAA from day one as a licensed Auctioneer.

Darron credits his father, Larry Meares, CAI, GPPA, who attended the CAI in the 1980s, as his inspiration for attaining the CAI designation.

"He told me that as soon as I met the qualifications to make it a 'top of the list' priority to attend CAI.

Growing up in the auction business I have been around many of the leaders of the auction profession, both at the state and national levels, and the most successful Auctioneers had the CAI designation and talked about the success it brought to their business. It was an opportunity that I could not pass up!"

Since finishing his MBA last year, Darron has been involved in the education side of the auction profession, both as an auction school instructor and continuing education (CE) presenter. One of his major goals is to continue to educate Auctioneers and to develop an auction consulting firm. Darron's three year-old son says he wants to be a "seller" when he grows up, so another goal of Darron's is "to develop him as a top-notch Auctioneer... with a CAI designation!"

The honor bestowed on the

recipient of this award could not be better expressed then by Darron's own words. He stated:

"I am truly humbled to receive the Pat Massart Leadership Award. Pat has shown great leadership through physical and emotional distress and has come through as a rock for all of us to admire. If my light shines half as bright as hers, I will have accomplished much more than one deserves. In addition, I want to say a special thank you to the 2008 CAI graduates for your knowledge and dedication to your companies, your families and your profession...you all make a difference!"

Well said Darron, again congratulations! And congratulations to all of the 2008 CAI graduates.

The Larry McCool Scholarship was created in 2006 and provides tuition assistance to qualified auctioneers to attend the Certified Auctioneers Institute. Through an application screening process, scholarships were awarded to four first-year CAI students. The 2008 Larry McCool Scholarship recipients are Erin Doherty, Joseph Fahey, Joff van Reenen and Tony Wisely.

Erin Doherty, BAS, of Bay Shore, NY grew up in the family auction business and worked behind the scenes for approximately 15 years. Erin has actually been bid calling for three years and also started her own business, Star Benefit Auctions, nearly three years ago. She has attended many NAA Conference & Shows over the years and has been an active NAA member for three years. Having been involved in the profession for so many years, she recog-



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nizes the value of the CAI designation and knows that attaining certification will give her a professional edge to help her grow her business and be the best auctioneer that she can be.

Joseph (Joey) Fahey of Belle Plain, MN has been around the auction profession all of his life. He started full time in the business in 1992. In January 2008 he became a partner in Fahey Sales Auctioneers & Appraisers. He has been an active NAA member since 2005. As a person that is always willing to learn new things, attending the CAI was a way to further his education in the auction profession. Joey understands that "The education that we received from CAI will help our company be more efficient and better serve our clients." His goal in the auction profession is to "have a company that has an honest reputation that is willing to go out of the way to make sure the clients are getting the best service they can possibly receive."

Joff van Reenen of Johannesburg, South Africa, is employed by the Alliance Group. He has been in the profession for 14 years and has been an active NAA member for two and a half years. Joff was inspired to attend CAI and begin the certification process by a group of friends, namely Brad White, Monty Lowderman, John Nichols, Spanky Assiter, CAI, AARE, Shane Ratliff and after a

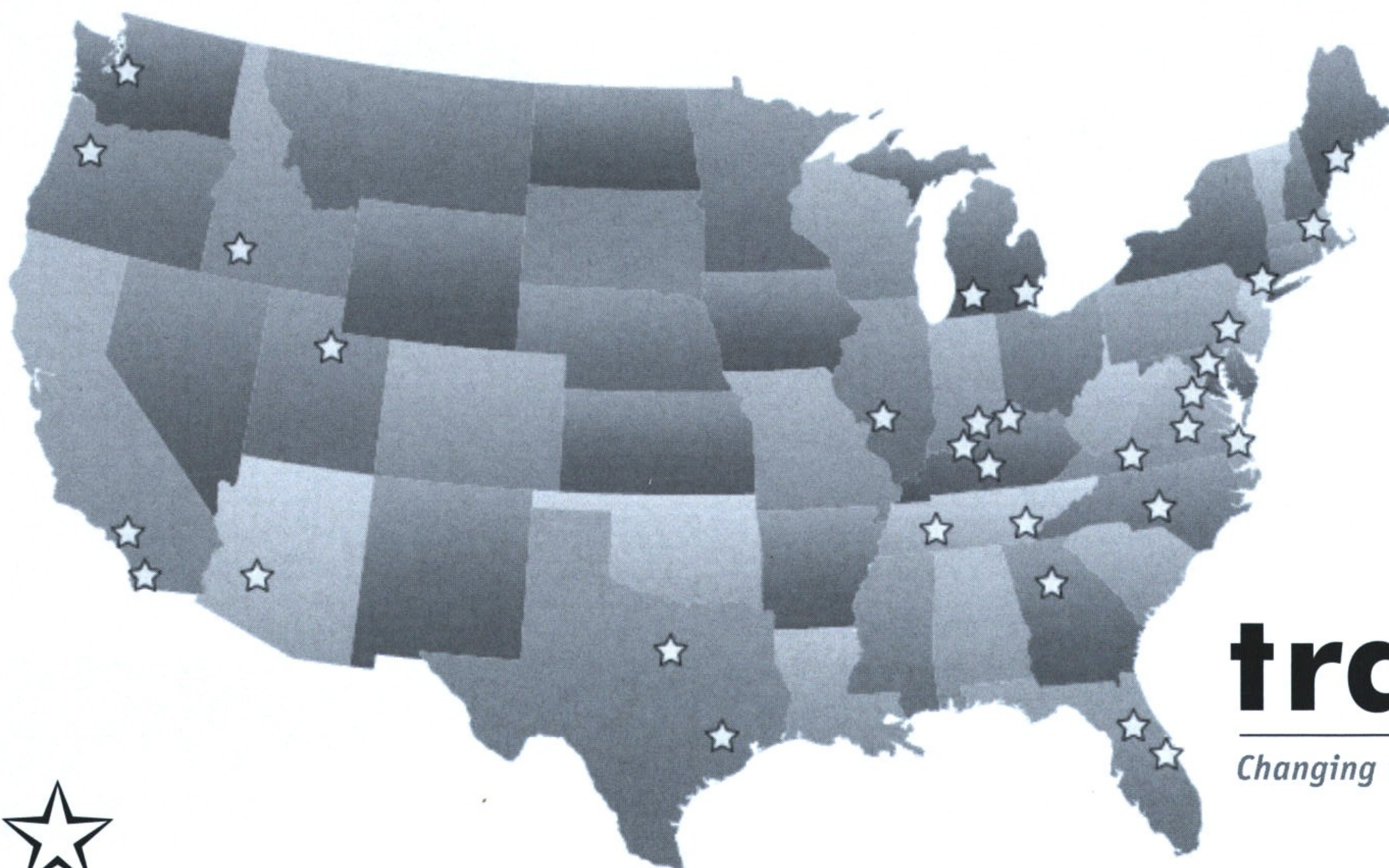
breakfast conversation with Marty Higgenbotham, CAI. His goal is "to never stop improving as a person or as an Auctioneer."

Tony Wisely of Perry, OK has been in the profession for four years and started his own company, Wisely Real Estate & Auctions, two years ago. Tony has been an active NAA member since 2006. He was inspired to pursue the CAI designation by other CAI designees for the networking, other opportunities, and career advancement potential afforded to those with the professional certification. His career goal is to build a financially successful real estate auction business and to provide the best service possible to his clients.

Congratulations Erin, Joseph, Joff and Tony on your completion of Course I. We applaud each of you for your commitment to your profession and your determination to attain the CAI designation. We look forward to your continued success.

The NAF is proud to be a part of these two outstanding scholarship programs. If you would like to make a tax deductible contribution to either the Pat Massart Scholarship for Leaders fund, or the Larry McCool Scholarship fund please contact Carol Jorgenson, NAF Executive Director at cjorgenson@auctioneers.org or call 888-541-8084, ext. 17.

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On Auction Network

Legends of music and auction take center stage this month

A guitar signed by rock guitar legend Edge of U2 is among the sought-after collectibles auctioned this month on Auction Network, where viewers will once again have a front row seat to watch, bid and win some of the most desirable items in the world.

Of special note is that on May 31 an incredible 6-hour live charity auction event from the Hard Rock Café in New York City will benefit Music Rising, a charity for the musicians of New Orleans started by music superstar Edge of U2. This dynamic auction will feature nearly 400 lots ranging from the suits worn by The Beatles to promote their movie "Hard Days Night" to a signed guitar by today's leading singing sensation Miley Cyrus. Numerous celebrities are on tap to attend the event, so watch close and you'll not only see Edge, but U2 lead singer Bono, New Orleans music legends Neville Brothers, and many more.

Be sure to check out the newest installments of our biographical series "Auction Royalty". In May, we feature Stephen Schofield, charity auction queen Kathy Kingston and Leroy Van Dyke. In addition, we take an entertaining look inside Professional Ringman's Institute following aspiring ringmen as they learn the ins and outs of this dynamic profession.

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Highlights of Auction Network Schedule: May 2008

Note: Auction Royalty and highlights of live auctions run throughout the month.

<u>Debut Date</u>	<u>Auction</u>	<u>Auction Company</u>
May 4	Recap Vicari Motorsports Dayton Classic Car Auction	Vicari
May 4	Auction Royalty:	Stephen Schofield
May 18	Auction Royalty:	Kathy Kingston
May 25	Auction Royalty:	Leroy Van Dyke
May 31	Music Rising Charity Auction - featuring Edge of U2	Julien's



J.J. Dower, CAI, AARE For NAA Director



I am in a 2nd generation auction company at Ayers Auction & Real Estate. I would like to see the auction industry continue to grow so I may pass down to the 3rd generation a viable company with the potential to keep growing. I desire to be a beneficial part of this organization. I would appreciate your vote.

- ✓ Married 22 years to Traci Ayers Dower and has two daughters; Addison and Alissa
- ✓ Partner, Auctioneer, and Broker at Hack Ayers Auction and Real Estate for 21 years
- ✓ Past president and Hall of Fame member in the TAA
- ✓ A Marknet Alliance Member
- ✓ Business Management degree from Lincoln Memorial University
- ✓ Mendenhall School of Auctioning
- ✓ CAI graduate 1991
- ✓ AARE certification 2006
- ✓ NAA member for 21 years (present life member)
- ✓ Regular Conference & Show Attendee
- ✓ Endorsed by the Board of Directors of the TAA

I will always be available, so please feel free to contact me any time by cell phone: 423-592-7067 or e-mail: jjdower@ayersauctionrealty.com

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public affairs

► continued from page 14

Initially introduced in the 2007 legislative session and died in committee, the Florida legislature reintroduced legislation, HB 17/SB 2332, which requires Auctioneers to submit fingerprints when applying for a license, as well as adopts new rules relating to application requirements and ineligibility rules for certain businesses and persons reapplying for licensure.

California Auctioneers face disturbing legislation with the introduction of Assembly Bill 1870. If enacted, AB 1870 pairs Auctioneers with secondhand dealers and requires businesses to report acquisitions and consignments of tangible personal property on a daily basis to local law enforcement authorities. In addition to keeping a detailed log of each individual item consigned, a detailed description of the consignee must be kept, including their fingerprint and a signed certificate that they are the owner of the property. These acquisitions must be submitted daily to local law enforcement.

The Georgia Auctioneers Association challenged and had legislation pulled that, if enacted, would allow Auctioneers to call an auction for the sale of real estate without a real estate license as long as a licensed real estate broker was present at such auction and handles the actual closing of the sale of such property.

In Wisconsin, if SB 545 is enacted Wisconsin benefit Auctioneers will be able to sell intoxicating liquor or fermented malt beverages at charity auctions. The proposed legislation creates an alcohol beverages licensing exemption for Auctioneers who sell these alcoholic beverages as long as these items are sold to raise money for a charitable organization.

To view these bills and more, visit the NAA Government Relations and Licensing webpage.

legal questions

► continued from page 23

The phrase absolute auction does not take on a different meaning if the subject property of the auction is real estate or personal property. If an Auctioneer advertises an auction as absolute or without reserve, then the type of property being sold at auction does not alter the obligations of the seller. The Auctioneer's obligations in an absolute auction include informing the seller of the potential risks associated with this type of auction. For instance, if an Auctioneer advertises the auction as absolute, then on the day of the sale the highest bidder for a lot (despite how low the bid may be in comparison to the fair value of the subject property) will be the successful bidder and ultimate purchaser of the property. In an absolute auction or an auction without reserve the seller may be obligated to convey his or her property for well below its fair value. The Auctioneer should make certain the seller is aware that once the Auctioneer begins calling for bids, any bids submitted create a binding contract between the seller and the bidder, subject only to a higher bid being submitted.

Auctioneers should be familiar with their state's definition of the term "absolute auction" so they know how to comply with the advertising and disclosure requirements. Because of the nuances in the definitions that have been adopted by states, a universal definition cannot be provided to encompass all Auctioneers practicing in each jurisdiction. However, the above discussion outlines some of the key issues regarding absolute auctions.

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

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Time to Sell

Selling your business should involve preparation, professional help

There comes a time when many auction company owners either choose to sell their business or are forced to sell their business by circumstance (retirement or other factors). Many would prefer to have a family member take over their business, but that is not always possible.

The wise company owner begins preparing for a sale or family ownership transition years in advance. This story examines those issues involved with advice from veteran Auctioneers who have either sold their auction business or bought an auction business.

Let's examine nine pertinent questions.

1--Why do Auctioneers sell their firms? (No heir to pass the company to? Taking a new position with another auction company? Financial need?)

Terry Dunning CAI, GPPA-M, of Elgin, IL sold his 25-employee consignment auction company in 1998 to Butterfields of San Francisco, CA. He said "In my case, I was not looking to sell, but Butterfields came to me with an offer. I was 62 at the time, and my kids were not interested in owning the company in the future, but they enjoyed working there, so I decided to sell and we were able to stay working with the new owner for several years."

Rob Doyle, CAI, of New York, who purchased an existing auction company 11 years ago, said "I think Auctioneers sell for all the reasons stated in the

question. The family run businesses tend to try and keep ownership within the family formulating a plan for one or more of the family members to step up for a smooth transition. This has its challenges with timing as younger members of the team often seem to feel they are ready to take over sooner than those that are entrenched in leadership are willing to move on. Senior leadership often wants to stay in control as long as possible. Timing of the transition needs to be planned and agreed to by all stakeholders. If an auction company has been operating well and has managed to obtain market share that does not rely solely on the founder or current leadership, the business may be sold to another firm or investors. The key is to have positioned the business to be a likely candidate for a sale at the point that the seller is interested in selling."

2--What steps should Auctioneers take, even years ahead, to position their business to be sold?

Auctioneer Deb Weidenhamer, CAI, of Phoenix, AZ, who bought two companies, advises "Prepare by having audited financial statements, preparing top level management to run the company, and meeting and knowing investment firms that will eventually lead you to the correct organization for acquisition."

Dunning said “Keep financial records in good condition because that’s the first thing a buyer wants to see: your records for the last three to five years. And, consider if you want to stick around for a transition period, or leave immediately after the sale. Also, start talking with your key employees to see if they want to buy the firm, and get them in agreement with a sale so they you won’t lose them.”

Rob Doyle comments that “Years ahead owners should be building a business that is saleable that does not necessarily rely on themselves to keep it profitable. The mission and vision of the company should be able to continue with or without the current owners. They should be able to demonstrate market share, a good mailing list, long term contracts and contacts, perhaps a viable location, an established clientele and customer base, a phone number that is established, all the equipment necessary to operate, a talented workforce that is willing to stay with the new owner, and most important - a good reputation. The financials need to show that the business is doing well. There should be a contact list of suppliers that would confirm that invoices are paid on time. Is there a line of credit that would still be available for this business? What is the future growth potential of this business in the area it serves?”

3--In preparing, should you change any financial or legal structuring of the company, and perhaps change the name so the firm is not identified only with the owner’s name?

Rob Doyle said “In order for us to think about selling our business to someone else we need to step into their shoes. We need to think about why they would want to buy this business? Is our business currently saleable or do we need to make some changes to position it for sale in three to five years. Personally, I would not seek to purchase a business that has as its name, the name of the person that will no longer be there. Further, an Auctioneer selling a business that has her name as its name runs the risk of the new owner running the business into the ground, taking the previous owner’s name with it. My wife, Sue, and I purchased an auction company that had an individual’s name as he had a good client list and reputation. It took about 5 years to transition to our generic name (Absolute Auction and Realty). Eleven years later we still are

receiving calls asking for him.

Financially, most businesses that are not for sale are trying not to have much of a net profit at the end of the year so as to reduce tax liability. However, when you are trying to sell your business you want to show profitability. Therefore, you might need to pay more taxes for a few years in order to have the business presented to buyers in a better light.”

Deb Weidenhamer, of Auction Systems Auctioneers & Appraisers, Inc. said: “I find businesses with people’s names are a problem. Michael Gerber in his book “E-Myth” discusses that naming a business after yourself leads to failure and puts an emphasis on the ego of the person running the business it is more about the person than about what the business can achieve.”

Terry Dunning disagrees: “Maybe I’m of the old school, but I always felt it was good to have your name on the firm, and I’m still keen on that. I would not change the name of the firm before a sale, but you may want to make the sale contingent on removing your name in case the new owners make mistakes and bury the firm.”

4--Where is the value of an auction firm (your customer base, your real estate, reputation, what else?) and how to appraise the value?

Chuck Bohn, CAI, of Denver, CO said “Your reputation is the most important. The customer base has value, but the value can change because of the business practices of whoever buys your business.”

Dunning said “Your customer base, your reputation and your name are the real value. Usually individuals own the real estate and lease it to the company. That’s what my accountants always advised. The real estate can be part of the sale, or you can lease the real estate to the new owner. As far as how to appraise the value, talk to your certified public accountant and to business brokers. They know the market. You may also wish to have a formal appraisal done of your company’s value. Accounting firms can do that.”

► continued

“An auction firm’s value is in the name, customer base, equipment, educated/cross trained staff, market share, reputation, location, multi-year contracts with sellers and other factors,” said Rob Doyle, CAI.

How much is your business worth?

Pamela Rhodes, a financial planner and lawyer with Rhodes & Fletcher, presented the following advice in a seminar "Valuing your Business," at NAA's 58th International Auctioneer Conference and Show in July 2007.

There are a lot of methods for valuing a business, Rhodes said, and simply adding up the assets that a business has accumulated is not sufficient. There are multiple methods used by the Internal Revenue Service in determining a business' value, but a key question to ask is "How reliant is the business on the entrepreneur?"

Thus, a business owner whose company earns an annual profit of \$150,000 needs to consider whether that profit stream would continue in his absence.

"You need to be brutally honest with yourself," she said. "If your company has been making \$150,000 a year, would it still make \$150,000 a year if you stepped away? If you're looking at selling, the buyer is going to consider whether they will have to bring in a manager to make sure the \$150,000 profit continues, but you have to pay that manager \$100,000 a year, then that affects the value in the eyes of the buyer, because \$150,000 a year in profit becomes just \$50,000 in profit."

Other factors also can influence the value of a business, Rhodes said.

"Your company has a reputation. Would that continue go on without you? Do you have trademarks or patents? And, how is the relationship between employees and management. These are all important things that can influence the value of your business."

There are things business owners should do so they're better prepared to accurately determine the value of their business when the time comes, Rhodes said, including:

- *Decide on a destination.**
- *Create a statement of net worth. I'm amazed how many successful business owners don't take the time to look at where we are.**
- *Realistically determine the profitability of business if you're not there.**
- *Create written succession plan. If don't write it down it's just an oral agreement or an intention.**
- *Review ownership documents. Dust off those files. Find out how many shares of stock were issued, if any. What does your partnership agreement say?**
- *Diversify holdings and manage risks in your overall portfolio. Many entrepreneurs have a huge concentration of their asset base in their business.**

Rob Doyle said "The value is in the name, customer base, equipment, educated/cross trained staff, market share, reputation, location, multi-year contracts with sellers, proven paperwork, website traffic, real estate, leases, phone number, etc. Many pieces go into the mix. It is important that buyers see the value of the business now and the potential for the future. A caution on real estate. You might want to offer the business with or without the real estate. Often the real estate has a much higher value than the business causing the sale price to be substantially higher. Perhaps a buyer could purchase the business and lease the real estate from you for a period of time. In the future as the business grows the real estate could be sold to the same entity. It is also possible to enter into a lease with the new business owner and sell the building to someone else."

Deb Weidenhamer adds "I would add that there is value in the processes, methods, procedures, sales methodologies, key management personnel and for us a big thing would be the value of our computers and server technologies."

5--Who are potential buyers of an auction firm? (Your competitors, a new Auctioneer, a franchise company?)

Dunning said "A valued employee or another Auctioneer in your area are good candidates. An established Auctioneer can be an ideal buyer"

Doyle said "I think the buyer could be a competitor, a new Auctioneer, a current employee or associate, family members, a related business or an investor."

6--How do you market to potential buyers, and how to negotiate with them for a sale? (Employ an attorney or business consultant for these procedures?)

Dunning said "Use a professional business broker to negotiate the sale of your company. You are better off using the experience and skill of a professional."

Chuck Bohn comments "Market by word of mouth about your facility being available in a discreet manner, so you don't lose your customer base because they think you will be closing. Go through an attorney. When you make a sale, you want it to be final with a clear break from your old business. You don't want to get the business back after a few months and find the new owners have destroyed the value."

Doyle said "Unless there is someone in-house that you are negotiating with, I would suggest getting professional help from your accountant and perhaps a business broker to help you to position your business for sale within a structured timeframe."

Weidenhamer said "I would use a business broker."

7--What is a typical purchase price range for a small auction firm, medium firm and large firm?

Weidenhamer said "I have bought two auction firms and only paid them a percentage of what their continuing business brought in. There was no real property and we shared the same buyers."

Dunning said "I have seen companies sell from \$200,000 to \$15 million. I don't know of a typical price range."

► continued

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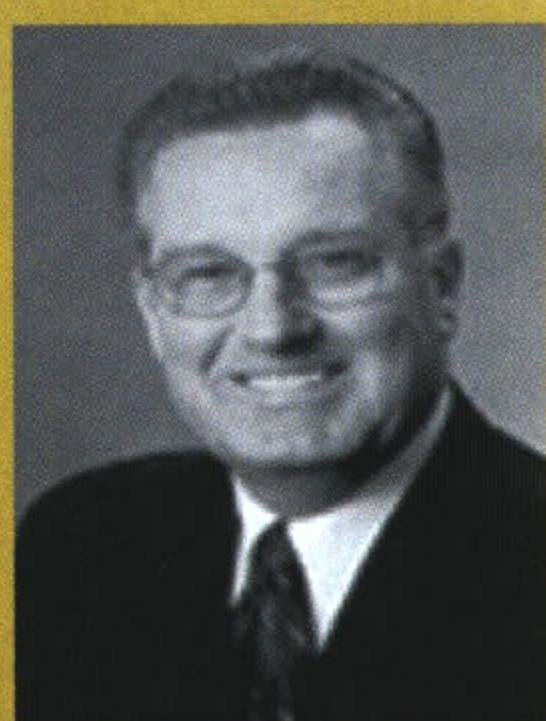


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Internet resources to sell a business

An Internet search for the phrase "How to sell your business" brings up 1.4 million links to websites with advice. Experts offer suggestions on direct website links, in books available for purchase on website, and in many specific articles.

Here are three categories of resources.

1—www.ehow.com, a website for "How to do just about everything," advises three basics in a story titled "How to sell your small business" three steps:

- * **Have an exit plan in place that prepares you for the sale of your company long before you need to. Early planning is important because it could take one to five years to fetch the best price and close on a sale.**
- * **Work with experts to determine an optimal value for your business and ways to enhance its value over time. Choose a professional with sales and negotiation experience as your liaison. This person can then manage the advertising, bidding process and negotiations involved in a sale.**
- * **Develop a sales strategy and decide which options works best for you. For example, you could sell everything for one price; offer to work through several months of transition; or sell part of your business now and keep the remaining part for a future sale in order to defer taxes.**

2--- These books (and hundreds more) on these topics are available on Amazon.com and other outlets.

- * **How to Sell Your Business and Get What You Want!" by Colin Gabriel**
- * **Sell Your Business Your Way, by Rick Rickersten**
- * **The Complete Guide to Selling A Business," by Fred Steingold**
- * **Business Valuation Bluebook, 3rd edition, by Chad Simmons**

3—Quick specific advice in the following articles is available at the bottom of the home page at www.bizbooksoftware.com/helpselldir.htm. To read the stories, click on link for each article.

- * **"How a Savvy Businessman Sells his Business"**
- * **Tips on How to Prepare Your Business to Sell at the Right Price**
- * **"Considering the Sale of Your Business? Look Before You Leap"**
- * **The Four Categories of Buyers Active in Today's Marketplace**
- * **"A One Minute Quiz for Business Owners Only"**
- * **"Don't Let Anyone Know It's for Sale, But Sell It Quickly!"**
- * **Seize The Moment: Tips For Business Sellers**
- * **Succession Planning When There's no Apparent Heir**
- * **Selling to the Foreign Investor**
- * **Most common mistakes to avoid when selling a company**
- * **Seller Financing: It Makes Dollars And Sense**
- * **Selling Your Business? Follow These Ten Commandments to Avoid Wrecking the Deal Pricing a Business**
- * **Dispelling Three Business Buyer Myths: What Do They Really Want and Why?**
- * **Why Do Business Purchase Deals Fall Apart?**
- * **For Business Buyers And Sellers: A Guide**
- * **The Time To Sell Might Be Right Now**

Doyle said "I don't know if there is a typical price range. I think that the seller needs to have their business professionally analyzed to determine the asking price and then have an open mind in listening to the offers from good potential buyers."

8--When should you tell your staff a sale is pending or completed, and what typically happens to them with a new owner?

Dunning said "I told my staff when we got to the stage of agreeing to sell to the buyer. We had a staff meeting and explained that nobody was losing their job. But, if you are going to publicly list the business for sale, the word will get around quickly, so let the employees know first. Be as transparent as you can."

Doyle said "The auction business that Sue and I purchase had two full time employees and a number of part time. They all stayed on and continued working with us from that facility. I think that it would only be fair to explain to the team your intentions of selling. Employees are important stakeholders that should understand your needs, and know that you care about them as well. A potential sale does not necessarily mean that they will be out of work. In contrast, employees or independent contractors familiar with the operation might turn out to be the best buyers."

Weidenhamer said "I wouldn't tell my line level staff until the sale was completed. I would tell my managers and tie a bonus to the sale of the business (that way they too are invested in the process).

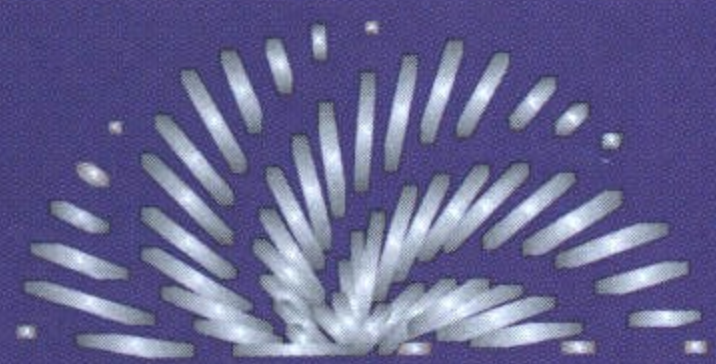
9--How best should the owner exit the firm (immediately or over time?) and what are the emotional, financial impacts on you when you've left?

Chuck Bohn said "Do a complete exit with the date determined in the contract."

Dunning said "Your exit depends on your age, health and desire to keep working. I didn't want to retire right away. You have to talk to the new owner to work out all the variables. The emotional impact can vary. You can miss it very much, or you can be glad you don't have all the responsibilities and problems to deal with anymore. I do mostly appraisals now and I'm glad to not be running a consignment business any longer."

Story by editor Steve Baska.

"Keep financial records in good condition because that's the first thing a buyer wants to see," said Terry Dunning, CAI, GPPA-M.



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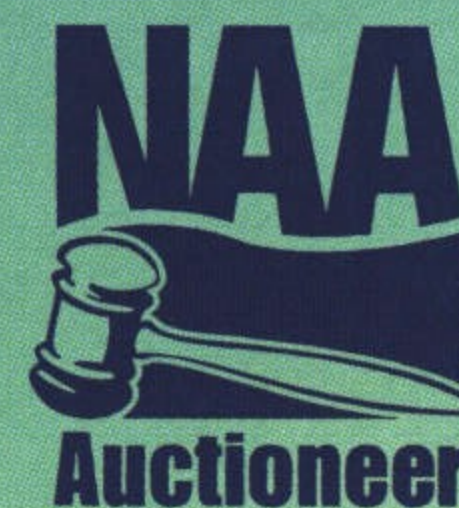
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NAA News

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CONFERENCE AND SHOW

Deadlines approaching

NAA's 59th International Auctioneers Conference and Show is quickly approaching and so are the deadlines for the three championship competitions taking place in Nashville the week of July 7 to 12.

Those interested in the International Auctioneer Championship (IAC), taking place on Friday, July 11, must register for the competition by 5:00 p.m. central-time on May 30, 2008. Registrations must be accompanied by a \$350 IAC entry fee, a photo of the participant, and the official IAC Contestant Information Form. In addition, all participants must be a member of NAA and a paid, registered attendee of the 2008 International Auctioneers Conference and Show. Each IAC contestant must attend the IAC Orientation at 7:00 a.m. on Friday July 11, 2008, at the Renaissance Nashville Hotel.

If the International Ringman Championship (IRC) is more your style, then a \$250 entry fee, a photo, and the official IRC Contestant Information Form must be received by NAA by 5:00 p.m. central-time zone on May 30, 2008. In addition, all IRC participants must also be an NAA member by May 30. The mandatory IRC Orientation meeting is on Wednesday, July 9, at 3:00 p.m. at the Renaissance Nashville Hotel. The IRC is taking place on Wednesday July 9.

Also on Wednesday, July 9, the International Junior Auctioneer Championship (IJAC) is open to auctioneers 12-18 years old. Contestants are required to submit the IJAC Contestant Information Form along with a \$50 entry fee. Although early registration is encouraged, applications for this competition will be accepted until

5:00 p.m. central-time zone on Tuesday, July 8, 2008. After June 25, all entry forms must be submitted to the NAA Registration desk on-site at the Renaissance Nashville Hotel. A mandatory orientation meeting will be held at 10:45 a.m. on Wednesday, July 9, at the Renaissance Nashville Hotel.

IJAC participants are not eligible to compete in the International Auctioneer Championship.

Registration forms for all competitions are available on NAA's website, www.auctioneers.org/conference2008 or by calling the new Fax-On-Demand service at 619-491-2944.

PRESIDENT'S ONLINE CHAT

Discussing Fair Market Value

One of the questions posed to NAA President Thomas Williams, CAI, in his April "Online Chat with the President" was "What can an Auctioneer say to a home seller when the auction does not bring the appraised price of the home?"

"You must tell the seller that an appraisal is only a best guess as to what a home will bring," Williams said. Often, the market moves faster than the tools the appraiser uses to determine value. And, an empty home deteriorates in value by the day. The seller needs to know that auctions bring the Fair Market Value at the point in time of the sale. It is useless to speculate on the value a home may have a month from now."

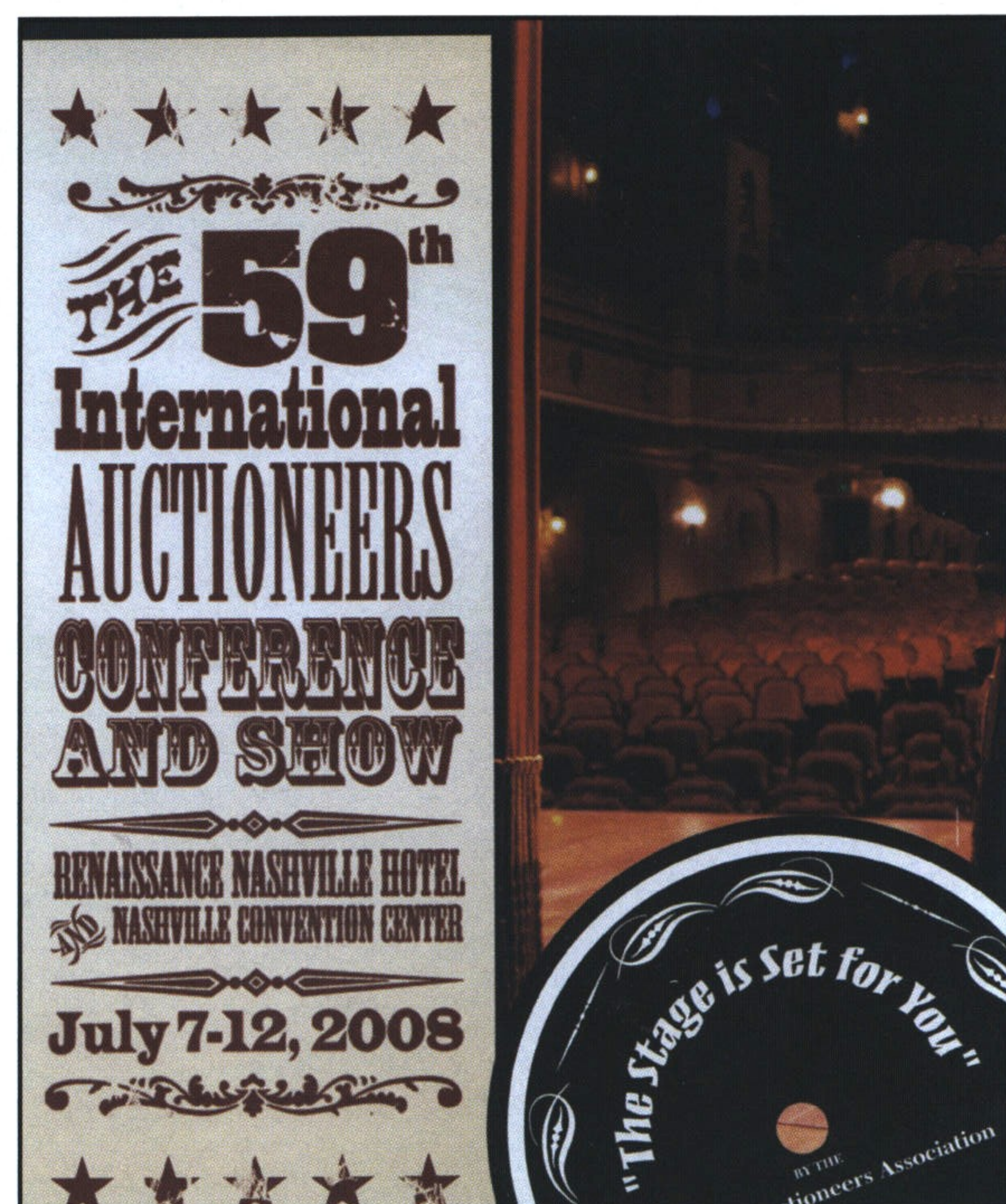
Another question was "What are some national

issues affecting Auctioneers?"

Williams said "Anything affecting small business. Whenever the tax burden is unequally brought to bear on small business, or when government regulations are too cumbersome or harsh, that hurts small business. I think there are plenty of laws on the books. We don't need many new laws, just enforcing the laws we have would be good."

You can easily listen to all the questions and answers discussed on the April chat by visiting www.auctioneers.org. Go to Members Only section, log in with your ID and password, then look in middle-right area of page for "Member News" section and click on "2/9/2008--President's Chat Archives (April 2008)".

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



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

AUCTION MART

USA Today launches new "Auction Mart"

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

NAA has partnered with the nation's largest daily newspaper, USA Today, which now features an "Auction Mart" section with ads promoting real estate auctions. A banner above that section has the NAA logo.

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

Members can contact the *USA Today* via its link in the "Members Section" to contact the publication to place ads nationally or regionally. With approximately 5.9 million daily readers, members will be able to reach an audience of readers who are actively engaged and capable of buying and investing in real estate and other goods and services offered by NAA members. 3.59 million readers of *USA Today* have a Household Income (HHI) of over \$100,000.

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

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

AUCTIONEER MAGAZINE

New section spotlights auction employment

A new section called "Auction Career Opportunities" is running in *Auctioneer* on page 78. The section is a central location for NAA members to advertise specific job openings within their companies. Most trade associations offer this service since the best source of talent is with fellow members.

This section has display and line ads. The deadline to submit ads is the first day of each month, for the magazine issue of the following month. Email your ad text to NAA's advertising representative Wendy Dellinger at wdellinger@auctioneers.org.

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

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

OBITUARY

J.L. Todd



J.L. Todd

Auctioneer Junius Leonard Todd, 86, of Rome, GA died April 18. He was Chairman of the Board and CEO, president and owner of J. L. Todd Auction Company, as well as president and owner of Todd Advertising Agency. He was also an NAA board member, a member of the NAA Hall of Fame, and a trustee of the National Auctioneers Foundation.

He was born in 1922, the son of the late Clarence Todd and Julia Reese Todd. He was preceded in death by his parents, a daughter, Jane Todd, three brothers and five sisters. He is survived by wife, Doris Todd; daughter Julia Todd Holiday, of Savannah and her husband Lea Holliday, III; daughter Lori Wright of Donnelly, ID and her husband Steve; sons Junius Lee Todd and his wife Liberty; John Leonard Todd, and his wife Eddy; Randy Land and his wife, Amy; all of Rome. Todd had 11 grandchildren and three great-grandchildren.

Todd conducted auctions in almost every state in America, including Alaska. He also conducted auctions in the Virgin Islands. He began his career while in his teens and was owner of the J.L Todd Auction Company since 1942. He received numerous awards from the Georgia and National Auctioneers associations, including induction in the halls of fame of both groups.

He was a member of Greater Rome Board of Realtors, from which he won the Realtor of the Year Award and was inducted in that group's Hall of Fame. He was a director of First Union National Bank, State Mutual Insurance Company, 1957 – 1991; Home Federal Savings and Loan Association, 1991 – 1995; National City Bank of Rome, 1957 – 1990. He was also former Chairman of the Board of Shorter College and Coosa Valley Technical School. He was a director of the Boys and Girls Club of Rome, the Kiwanis Club of Rome, BPO Elks Club, and other organizations.

Todd was known for many generous contributions to his community, including giving 50 acres of property to build the East Rome Bypass, as well as other real estate gifts to the city and county for improvement of the community at large. He also provided auction services to the city and county governments to sell their surplus property each year at no cost.

Todd was a member of the First Baptist Church of Rome, a member of the Coosa Country Club, Barnsley Gardens Club, Georgia Sportsman Federation and Quail Unlimited.

A private internment was conducted, followed by a memorial service at the First Baptist Church of Rome. Pallbearers were employees of the J.L. Todd Auction Company, Dr. Pat Parrino, James Dulaney and Robert Weed.

In lieu of flowers the family requests memorial contributions be made to First Baptist Church Foundation, 100 East 4th Avenue, Rome, GA 30161; The William S. Davies Homeless Shelter, 228 South Broad St, Rome GA 30161 or the charity of your choice.

Celebrate Todd's life by visiting www.Mem.com to share memories and post tributes.

Promote YOUR Auction Company with merchandise from the **NEW** **NAA MERCHANDISE CENTER**

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National Auctioneers Day a Success

The third Saturday of April every year marks a special day in the lives of Auctioneers throughout the country, National Auctioneers Day. Auctioneers spend this day giving back to their communities, as well as educating the public about the important role the auction industry plays in the nation's economy. Many members of the NAA choose to support St. Jude Children's Research Hospital this year by organizing "Auction for Hope" events in their community. NAA member and Topeka, Kansas Auctioneer Richard Garvin added a twist to his St. Jude fundraising efforts this year by auctioning fifty-seven seats within his auction house. For one year, auction goers now have a reserved seating and in return St. Jude received over \$8,500 in donations. State associations across the country reached out to their elected officials the week leading up to National Auctioneers Day.

The Georgia Auctioneers Association met with Governor Sonny Purdue for a proclamation signing declaring National Auctioneers Day in the state of Georgia. The South Carolina Auctioneers Association toured their state capital and listened to fellow SCAA member and NAA member Rep. Jeff Duncan "bid call" from the floor. SCAA members were recognized before their state representatives and a Rep. Duncan read before the audience Governor Sanford's declaration proclaiming National Auctioneers Day in the state. Whether it was Crawford County officials in Wisconsin proclaiming this special day, or Auctioneers submitting press releases to their local newspapers, Auctioneers were active and engaged in this year's celebration. Mark your calendars for National Auctioneers Day next year on Saturday, April 18, 2009.



Members of the GAA joined Georgia Governor Sonny Purdue for a proclamation signing declaring National Auctioneers Day in Georgia. (From left to right) Van Collins, L.W. "Bo" Benton, Jr., GA State Commissioner Albert Murray, Governor Sonny Purdue, Uladia Taylor, Drew Dixon, State Representative Brooks Coleman.



NAA member and South Carolina State Representative, Jeff Duncan, CAI, AARE, spoke before his fellow representatives and read the proclamation signed by Governor Mark Sanford declaring National Auctioneers Day in the state. As in years' past, Rep. Duncan displayed his bid calling skills before his fellow colleagues commemorating the special occasion. Joining Rep. Duncan during his speech was Rep. Grady Brown who recently became an Auctioneer.



Members of the SCAA met in Columbia for the declaring of National Auctioneers Day in the state of South Carolina. Members visited with their elected officials and were recognized in the State House by fellow Auctioneers Rep. Jeff Duncan and Rep. Grady Brown.

MICHIGAN

Annual Conference in Bay City

About 150 Auctioneers, support staff and families gathered January 29 to February 2 for the Michigan State Auctioneers Association Annual Conference in Bay City, MI. The conference provides attendees with numerous opportunities to network with fellow Auctioneers and auction firms, learn from experts, compete with their marketing designs and test their talent in the Bid Calling Championships.

The event was kicked off with Real Estate education and a What's Hot? seminar, which highlighted experts from various sectors of the auction industry to discuss impacts of the changing market on auctions. Auctioneers took in education for three full days, including specialty seminars in marketing, benefit auctions, customer service, technology and more. Auctioneers from across the state were awarded for their outstanding accomplishments in marketing. There were approximately 175 entries in the 40 categories in the marketing competition. There was also an Auction of the Year Award, which is chosen from all entries.

Testing their talent in the Bid Calling Competition were 21 men and women Auctioneers. Contestants competed in a bid calling and interview portion. The five finalists were Jonathan Kraft, Richard Montgomery, Joe Phillips, Dan Stone, and Donna Tuttle. At the end of the night, Kraft, of Hobart, IN, was crowned 2008 MSAA Bid Calling Champion. He will represent Michigan in the International Auctioneer Championships in July.

Also highlighted during the event was the MSAA Ringman Competition. Men and Women were tested on their "ringing abilities". The contest evaluated ringmen in the following areas: product knowledge; crowd control; performance; communication and relaying bids to the Auctioneer; appearance and communication and interaction with other ringmen. David G. Helmer of Saline, MI won the title.

The annual President's Banquet and St. Jude Fundraiser Auction was held Friday. Douglas J. Heuker of Marion was inducted as the 2008 MSAA President. The new officers in the MSAA are Joseph Phillips

(Fort Gratiot), President elect; Art Smith (Cedar Springs), Vice President; Rebecca Lawrence (Buckley), Secretary/Treasurer; Michael H. Bliss (Mt. Pleasant), Chairman of the Board. In all, there are 13 Directors and Officers.

Edward G. King of Farwell was honored for his extraordinary service to the Auction Industry by being inducted into the MSAA Hall of Fame. Also honored were Peter Gehres and Troy Crowe, who were presented with the 2008 Scholarship awards.

MSAA Members taking home awards are as follows. Noah Smith, Art Smith Auctioneers: Antiques / Collectibles / Estate - One Color; Farm Machinery & Equipment - One Color; Real Estate - One Color; Best of Show Photo; Photo from behind the auctioneer. Leroy Yoder, Yoder Bros. Auction Service: Antiques / Collectibles / Estate - Two Color; Real Estate - Two Color. Scott Vander Kolk Jr., Vanker Kolk's Golden Gavel Auction Service: Antiques / Collectibles / Estate - Multi Color; Website. Art Smith, Art Smith Auctioneers: Business Liquidations - One Color; Business Promotion: Company Image Wear; Auction photo. Hip Kuiper Sr, Miedema Auctioneering Inc.: Business Liquidations - Two Color; Business Liquidations - Multi Color; Industrial Machinery & Equipment - Multi Color. Richard Montgomery, RJ Montgomery & Associates Inc.: Industrial Machinery & Equipment - Two Color. Sid Miedema, Miedema Auctioneering Inc.: Farm Machinery & Equipment - Two Color. Bill Sheridan, Sheridan Realty & Auction Co.: Farm Machinery & Equipment - Multi Color; Real Estate - Multi Color. Braun & Helmer Auction Service Inc. : Specialty Auction - One Color. Doug Heuker, Miedema Auctioneering Inc.: Specialty Auction - Two Color. Doug Sheridan, Sheridan Realty & Auction Co.: Specialty Auction - Multi Color and Auction of the Year! David Helmer : Benefit Auction - One Color; Benefit Auction - Two Color; Benefit Auction - Multi Color. Dan Samson: Media Coverage: News article. Bradley Marsa: Radio Commercial. Beth Rose, Beth Rose Auction Group LLC: Television Commercial; Auction Proposals. Kenny Lindsay & Scott VanderKolk: Company Brochure. Kenny Lindsay, American Eagle Auction & Appraisal Co.: Company Promotional Item; Signage; Auction



Jonathan Kraft



David G. Helmer



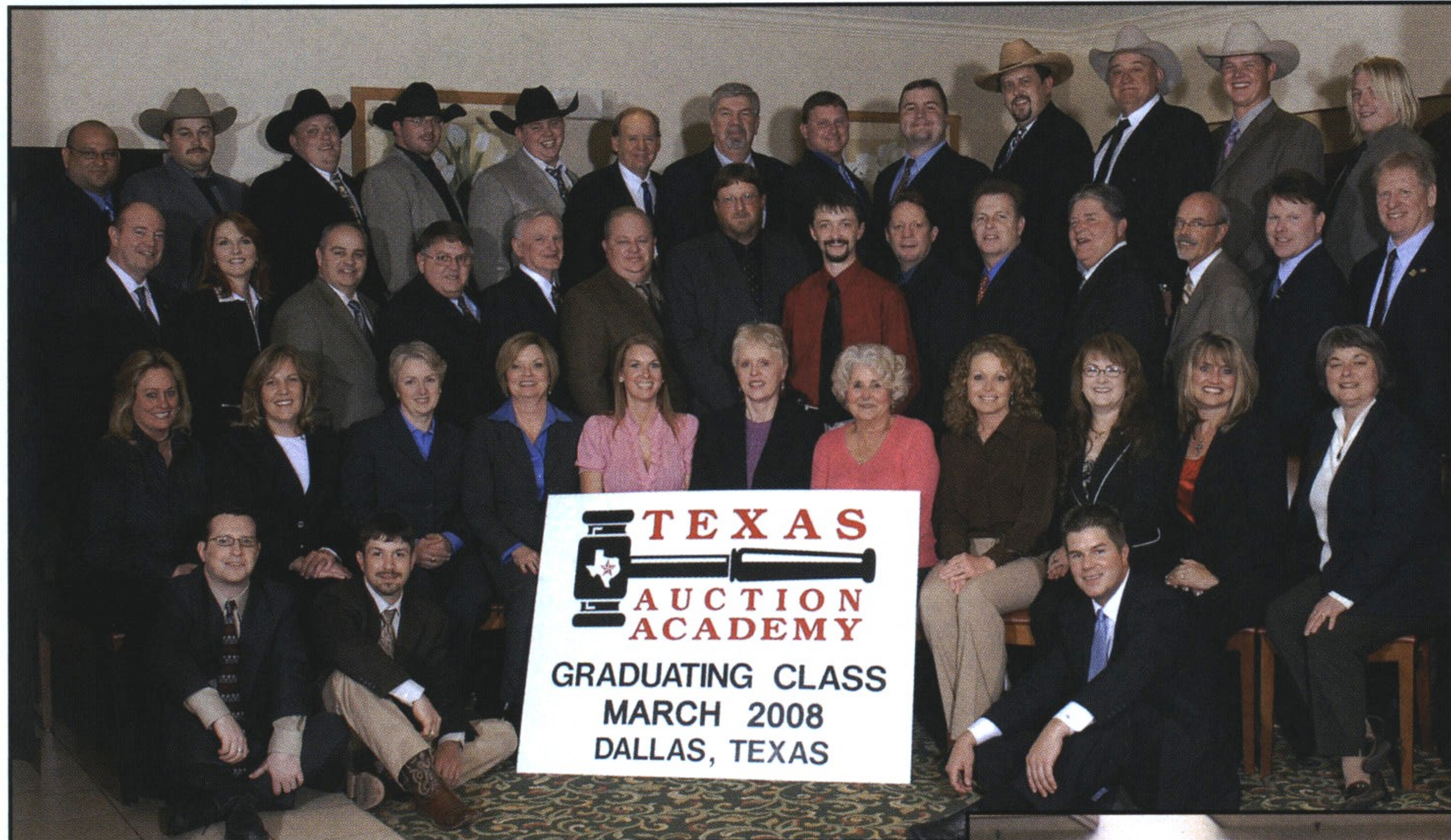
Edward G. King

Summaries; Auction Appraisals. Scott Miedema, Miedema Auctioneering Inc.: News Release. Tim Bos, Bos Walters Auctioneers: Presentation Folder. Joseph Phillips, Ridge Crest Liquidators & Auctioneers: Customer Testimonial; Side Show Photo. Kenny Lindsay and David Helmer: Auction Networking.

Also, attending the event were representatives from NAA. Randy and Annette Wells, NAA President elect and NAA Auxiliary President; William L. Sheridan, NAA Chairman of the Board and Dennis K. Kruse, NAA Past President.

SUBMIT YOUR AUCTION SCHOOL NEWS

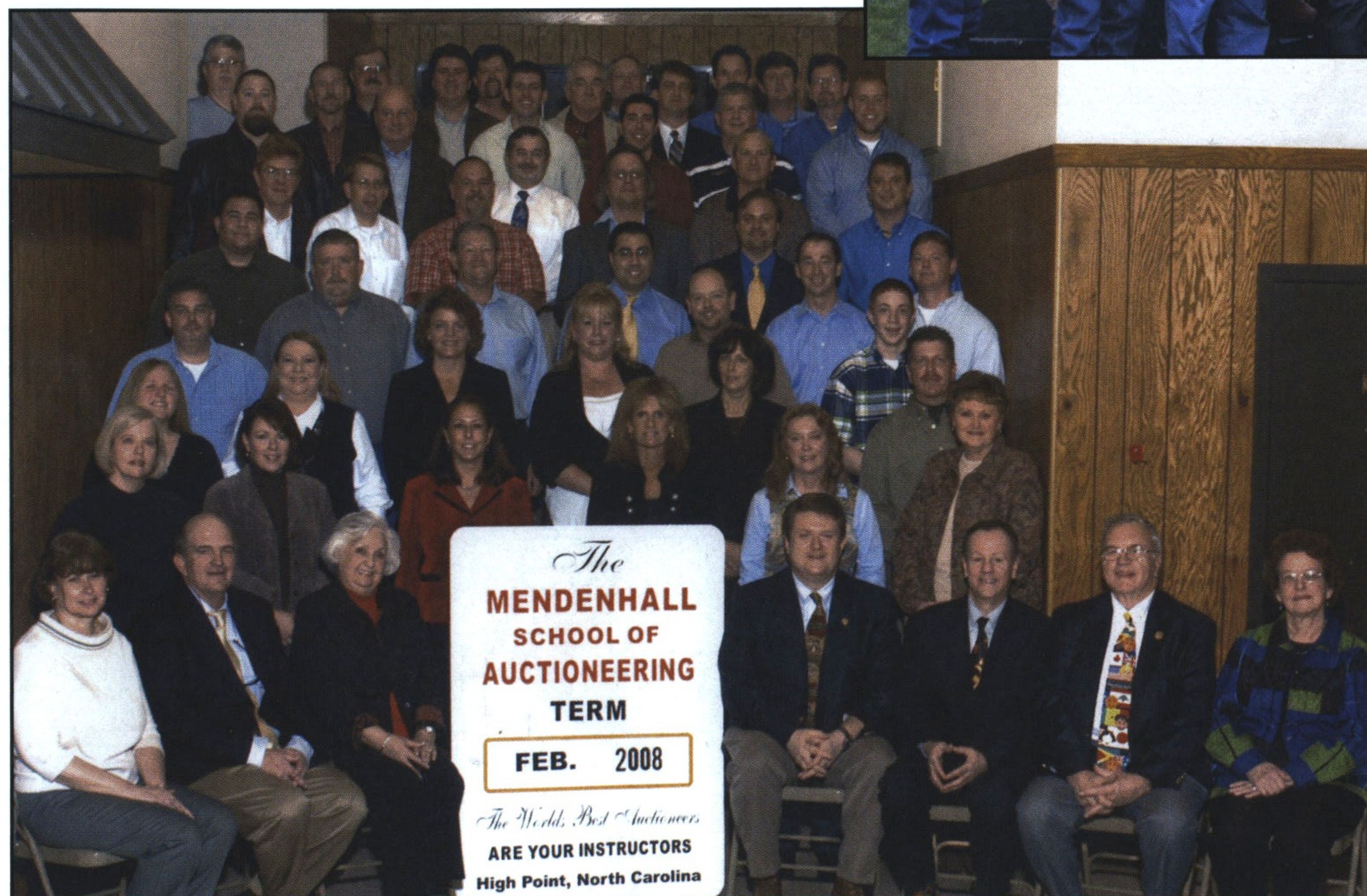
All auction schools are encouraged to submit their photos and news for publication in *Auctioneer*. Photos can be emailed or sent by U.S. mail. Send to editor Steve Baska at steve@auctioneers.org, or to him at NAA, 8880 Ballentine, Overland Park, KS. 66214.



Texas Auction Academy had 35 students this time from across the nation in its March 2008 class.



The World Champion College of Auctioneering held a class in March of 12 students who completed an intensive course of bid calling, public speaking, sales method and practice, salesmanship, business ethics and personal development. The school is in Bakersfield, CA and instructors include Jim Pennington, Max Olvera, Ralph Wade and JillMarie Wiles.



The Mendenhall School of Auctioneering class of February, 2008 had students from many states.

NAA Election 2008

Ten Candidates run for officer, board positions

To help NAA members learn about candidates running for positions as officers and directors of the association this July, profiles of the 10 candidates are printed on the following pages.

The profiles identify the office each candidate is running for (at the top of each page), and has a brief biography and answers to seven questions about NAA and the industry. This year two people are running for vice president and six people are running for four open seats on the board of directors. NAA's

board is composed of a president, president-elect, vice president, treasurer and chairman of the board (past president). Board members serve three-year terms as elected by the membership at the annual meeting during the Conference and Show, so each year four new board members are elected.

NAA members are urged to study the profiles carefully. These candidates are leaders from around the country, and have differing backgrounds and varied opinions on how NAA can improve.

2008-09 Candidates

President:

**Randy A. Wells, CAI, AARE, BAS,
CES, GPPA**

President-elect:

Scott Musser, BAS

Vice President:

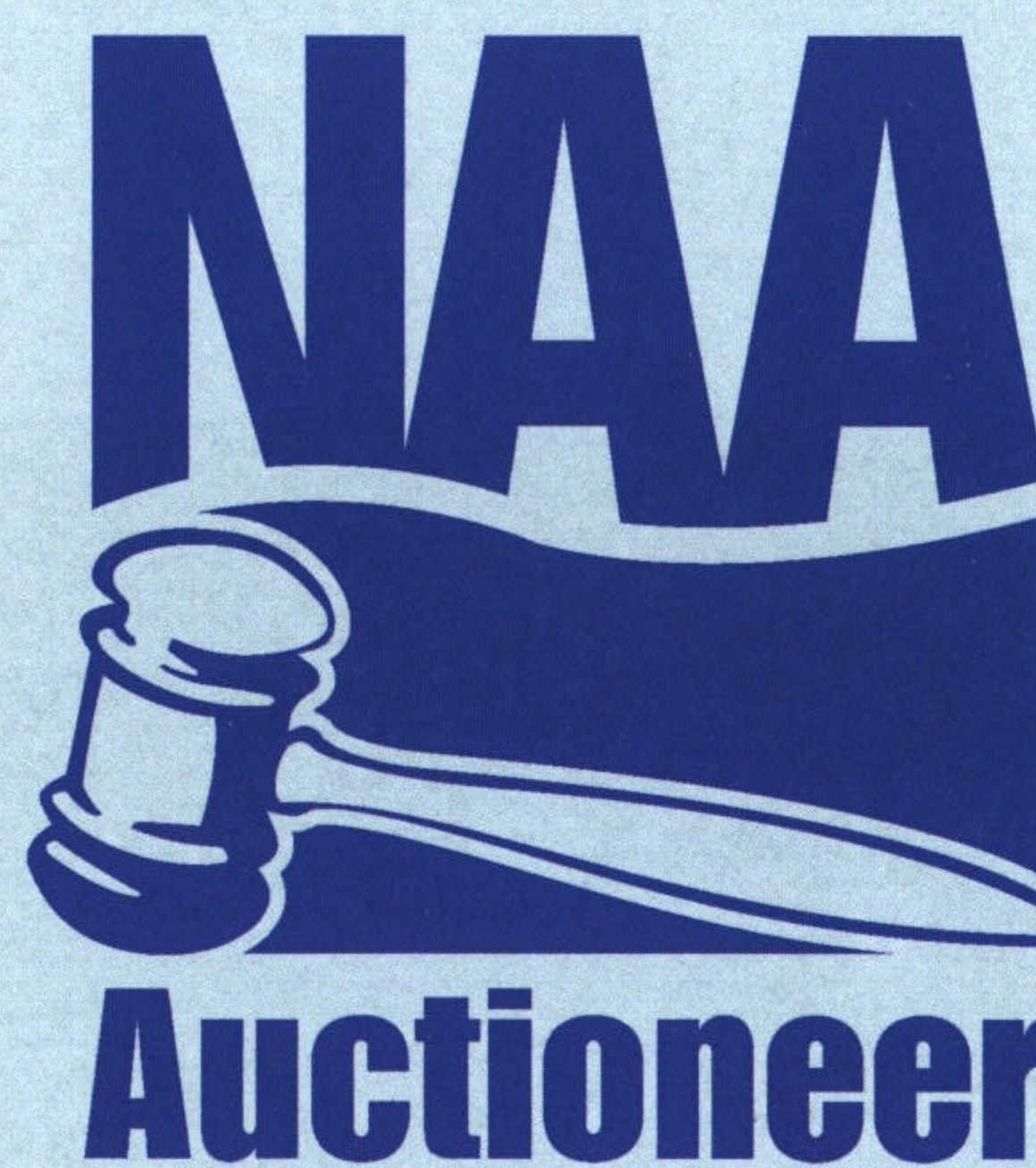
**W. Ronald Evans, CAI, AARE, CES
B. Mark Rogers, CAI, AARE, CCIM**

Director:

**Randy S. Burdette, CAI, CES, CAGA
J. J. Dower, CAI, AARE
Dennis R. Jackson, CAI, AARE, CES
Robert Mayo, CAI, ATS
Brian A. Rigby
Shawn Terrel, CAI, AARE**

Annual Business Meeting and Election:

**Thursday, July 10, 2008
8:00 a.m. to 11:30 a.m.**



**For Conference details, visit
www.auctioneers.org**



Randy A. Wells, CAI, AARE, BAS, CES, GPPA Post Falls, Idaho

Family: Married to Annette for 35 years. Children: Johnna L. Wells, 30; Joshua T. Wells, 27.

Years in the profession: 23

Years as an NAA member: 12

Previous work history: US Navy Seabees; management position for Radio Shack, a Tandy Corporation; self employed store owner for 19 years and an Auctioneer for 23 years.

Community activities: Past president of the Post Falls Area Chamber of Commerce, Past vice president of the Post Falls Education Foundation, Past vice president Post Falls Lions Club, Past Instructor for Junior Achievement Post Falls High School, Julyamsh Pow-wow Circle Society Coeur d'Alene Tribe, benefit Auctioneer for many groups.

Hobbies/Interests: Collecting toys, Native American items and Western memorabilia.

Member of state associations: Idaho, Washington, Oregon, Montana and Wyoming.

Number of auctions conducted annually: 30-35 real estate, benefit and personal property.

Your auction specialty: Antiques and collectibles, benefit and charity, business liquidations, estate and personal property, office and personal property; commercial, land and residential Real Estate, restaurant and food industry, automobile, auto repair and transportation.

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

NAA is providing more services and benefits to its membership than ever before. They also have representatives speak to Auctioneer graduates at several auction schools and at state conventions. The Auctioneers that we need to reach are those who have been working in the auction industry that do not know the added value of membership because they do not attend state or national conventions. They do not know about the many benefits of membership, education offered, or services that an NAA membership offers. That is where we need to focus. We all know an Auctioneer that is not a member of NAA, so it is up to, not only NAA headquarters and board members, but also every NAA member to help explain to them the benefits of being a member of the National Auctioneers Association.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

My wife and I bought an existing auction business in 1985. For the next eleven years we were not members of our state or NAA. We had a successful auction business for those 11 years, but not nearly as successful as we were after we joined our state and NAA in 1996. Because of this we know the value of the educational opportunities and networking possibilities that NAA has to offer. Learning from other Auctioneers in all parts of the country has been a true blessing. My family and I realize how important it is to attend as many seminars as possible and always attend Conference and Show. I am a firm believer in "paying it forward" and have been able to help other auctioneers as a mentor, an instructor for GPPA, Auction Manager Certificate Program and an instructor for class II at CAI. The experience I have gained with three years on the Auction Marketing Institute board and these past five years on the NAA board has given me experience, qualifications and dedication that will be a benefit to our NAA board and our membership.

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1--Continue the work started by Bill Sheridan to establish a working auction committee made up of Realtors and Auctioneers with the National Association of Realtors. The more current information we can supply NAR the easier it will be for Auctioneers to work with local Realtors. Auction information may be better accepted if supplied to Realtors by a committee within NAA and NAR. 2--Identify and attend other professional conventions. Supply industry information, rent booth space and offer speakers for their convention. Possibilities include: Inside Self Storage, Association of Fundraising Professionals, American Bankruptcy Institute, American Bankers Association, etc. 3--Establish a professional speaker's bureau with training directed by Dr. Harlan Rimmerman and the Education Trustees. A speaker's bureau can supply speakers that will enable us to educate the banking industry, American Bankruptcy Institute, NAR and others on why they should say, "Auction First." 4--Look into several new possible price structures for membership to include all auctioneers and businesses that want to be a part of NAA. 5--Have a professional firm do a "SWOT" analysis on NAA and on the live auction industry. This will give us an outside view of our organization's Strengths, Weaknesses, Opportunities and Threats. It will also give us the ability to focus on any issues within our control and uncover opportunities that we are well placed to take advantage of. Also by

understanding the weaknesses of our organization, we can manage and eliminate threats that would otherwise catch us unaware.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

The Internet auction industry is exploding. We have announced to the world that we are a 270 billion dollar industry. Now more than ever we need to think outside the box, because those who are not in our industry are already there. Google the word "auction" and "Auctioneer" on the Internet and you will find millions of Internet sites. We, as an organization must make a decision, "lead, follow or get out of the way", I choose lead and to do that we will need to acknowledge other venues of auctions and Auctioneers.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

Offering membership to those that are not traditional bid callers is a true double edge sword. As a traditional bid caller I would like to leave things just as they are, however, our industry is changing and we as an industry must learn to accept change. How can we as an organization expect others to abide by our bylaws and code of ethics, unless we offer membership and education to other types of non-traditional auctioneers? Our industry is stronger than ever before, but we have experienced change like never before. Think of how change has affected our tobacco Auctioneers, livestock auctioneers, farm auctions and the auto auctioneers. Peter Senge says, "People don't resist change. They resist being changed!" Change is all around us, how strong can we remain in the auction industry if we do not lead.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

Our image can be enhanced through Internet, radio and television programs, educational opportunities and updated PR information for our membership. The more education our members receive the more professional they will become. Our customers and clients are more informed than ever before. By providing education for us and by us we can provide those customers and clients with answers to the questions they ask and supply them with the information they seek.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

My role will be to listen, lead and make decisions that are best for NAA and its members. We need to not only listen to our membership, but also listen to the environment that is using the auction Method of Marketing and really listen and educate the environment's that do not use the Auction Method of Marketing as their first choice. Listen, create new ideas and turn those ideas into results, plan our work and work our plan so we can keep the NAA as the leader for the auction industry. Good luck to all candidates and I thank you all for your commitment to NAA. Enjoy each day and remember, "It's Your Attitude Dude."



Scott Musser, BAS Kennewick, Washington

Family: Married to Teresa for 23 years. Children: Jake, 21; Josh, 18; Jacqueline, 14; and Wyatt, 11.

Years in the profession: 26

Years as an NAA member: 21

Previous work history: I am a second-generation Auctioneer and I've been a professional Auctioneer all of my adult life. I am a life member of the NAA and have attended numerous Conference and Shows, beginning in 1976. I am involved in a family-run auction business that conducts auctions in a 9-state area throughout the Northwest and I also work overseas for a European industrial auction company.

Community activities: Past President Tri-Cities Area Chamber of Commerce, board member of United Way, Rotary, and other civic organizations. I served as Director of the NAA from 2001-2004, served as Treasurer of the NAA for 2005-2007, served as Vice President for 2007-2008 and served as President of the Washington Auctioneers Association in 1999. Served as a School Board Director for Blackhawk School District. Member of Beaver County Chamber of Commerce, Beaver County Board of Realtors, Chippewa Evangelical Free Church and a life member of the Penn State Alumni Association.

Hobbies/Interests: Aviation and technology. I'm an instrument rated, multi-engine pilot and also enjoy exploring new technologies as they are created. I especially enjoy exploring how technology can have a positive impact upon my profession and industry.

Number of Auctions Conducted Annually: 60 to 80. I conduct 25-30 fundraising auctions yearly.

Member of state associations: Washington

Auction specialty: Agribusiness and real estate

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

A-Encourage membership to all who are involved in the auction marketing process. Today we have a surge of professionals who are entering the auction marketing profession. By opening our arms and encouraging all who are interested in auction marketing, we not only assist them in becoming more professional, but we strengthen ourselves by learning from them. B-Continue to develop NAA as the premier auction organization by doing everything possible to enable our members to be more professional, more knowledgeable and more effective. C-Build upon the foundation laid years ago by the pioneers in this industry to create an "Auction First" mentality amongst consumers and industry.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

I am a second generation Auctioneer and have been a professional my entire adult life. I have children that are interested in entering the profession. I have served the NAA as a director, Treasurer and as the 2001 International Auctioneer Champion. I have a great deal of affinity for the NAA and will do all I can to better the NAA and its membership each and every day. Every decision I make is predicated upon Rotarian 4-Way test: Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1-Build our financial resources and reserves through sound financial controls. NAA can only help its' members be strong, if it is financially secure. 2-Create an association that is less dependent upon membership dues, and instead, create an association that can rely on a steady income from affinity programs and services, thus increasing the level of benefits that we can provide our members. 3-Continue the forward-thinking progress of our association, while respecting and building upon the foundation that has wisely been set down by previous leadership. 4-Embrace new technology and be ready, willing and able to help enable NAA members in utilizing such technology. 5-Continue to research and study our industry and use such information to leverage the NAA Auctioneer in the media and industry.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

More and more people will be exposed to the auction method of marketing. More and more people will adapt to and utilize the auction method of marketing. Real Estate will continue to be the fastest growing segment of the auction industry. NAA needs to be positioned to be the "go-to" association for all professionals practicing the auction method of marketing. NAA needs to provide services and tools that enable the NAA Auctioneer to have "top of mind" awareness among consumers.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

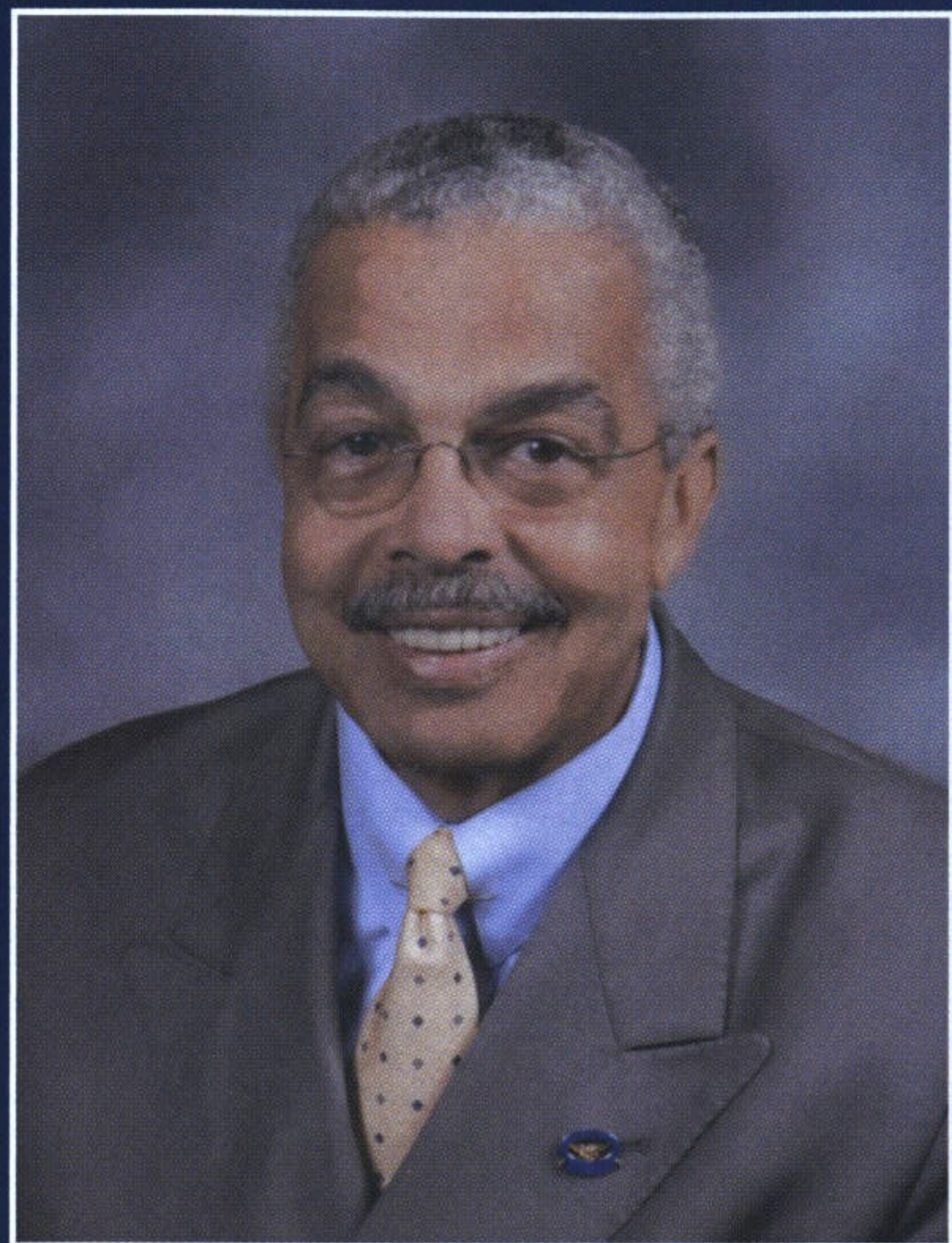
Yes. There many who are entering the auction-marketing profession. NAA needs to embrace these people and assist them in becoming more professional and more effective. In doing so, NAA will become a stronger organization and we will all learn from each other. We cannot put our head in the sand and think the world will not notice. If we are not learning, changing and growing, then we are dying.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

By continuing to foster research and development about our industry and by assisting our members in maintaining a level of professionalism that enhances our profession and method of marketing in the eyes of the public. By requiring members to adhere to a strict code of ethics so that the NAA Auctioneer will be revered and respected.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

My role as President Elect is to support the sitting President in accomplishing his goals in bettering the NAA and its members.



W. Ronald Evans, CAI, AARE, CES Washington, D.C.

Family: Married to Crystal Evans. Two grown children: Mark and John; nine grandchildren.

Years in the profession: 28

Years as an NAA member: 27

Previous work history: Real estate broker.

Community activities: President of National Business League, vice chairman of the Stoddard Baptist Home, Inc. and Presidential Care LLC, minister at Evangel Missionary Baptist Church, past president and chairman of the D.C. Chamber of Commerce Inc.

Member of state associations: Maryland.

Number of auctions conducted annually: 20.

Auction specialty: Real estate, fundraising and personal property.

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

My intention will be to lead NAA further into the 21st Century and show a diverse approach to membership development by enhancing the exposure of the auction method of marketing to the global market. Service on the board of directors has given direction towards continued growth and development of our individual businesses, thus providing influence to others to become members of NAA, by providing more educational, business and growth opportunities to the small, medium and large professionals in the auction industry, and to continue spousal membership.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

Continued leadership in NAA will allow many others to recognize the opportunities and growth potential by participating in and joining NAA. The desire to educate Congress, the country and the world about the oldest legitimate business in the world to the possibilities and growth potential will benefit the organization as a whole and individually.

Life in the auction industry has enhanced my overall growth, thus allowing the opportunity to further others in the industry. The relationships have been established to allow open communications throughout the world, including Canada, England, Holland, New Zealand, Australia, South Africa and the United States.

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1—Promote the auction industry by continually increasing the public awareness of the auction method of marketing and by removing the negative image of the Auctioneer, and to provide more information to public officials. 2 – Continue professional ties with other international organizations. 3—Continue growth in educational opportunities, additional designations for the promotion of educational programs, and new degrees to enable professional presence, thus making the auction method of marketing as common as real estate is to the world today. 4—Stay in touch with local and national leaders, and educate them on the industry's goals, objectives, mission and self-governing orientation. 5—Provide opportunities to the entire membership (small, medium and large companies) in developing their businesses by enhancing state associations to provide all with educational, governmental and board partnership support. Also, continue the youth entrepreneurial Auctioneer workshops at Conference and Show. This is developing our future for the survival of generations in the industry.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

The next 5 to 10 years are very important for our membership, however we need to look at the next 15 to 20 year goals and objectives. The industry is changing drastically and we need to prepare for the future of the industry beyond the next 10 years. Issues will be to provide steady employment, business and opportunity for the future generations. Technology has proven we are changing daily. We need to get ahead of the curve and stay outside the square. Social behavior, business and leadership skills need enhancement to better our position in our communities, to be better citizens. We need to be proactive in our responses to all issues, instead of reactive. This will position NAA for further growth.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

Yes, to the extent their involvement is, in fact, relevant to the auction method of marketing. There are organization that we need to partner with, but not necessarily include them in our general membership and voting rights. Certainly we should not limit the NAA Auxiliary, other member at-large and affiliated organizations from participating with NAA.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

By providing marketing techniques and continued educational opportunities for the enhancement of individuals, the membership, companies and NAA. Also by the production of our own cable broadcast, by region, to show the industry's different auction methods throughout the world.

(7) EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

The role of my candidacy for Vice President will be the continuing effort to establish a better position in the marketplace as a whole. The business, political and community involvement in the past provides an opportunity for NAA to capture the experience passed on to others by helping others in the business to enhance their continued growth and development. Going to the next level should be the goal of every member. We should also not be limited to a limited marketplace. We should have global businesses that reach out to the world. My role also will be to assist the president and chairman of the board of director with their plans for betterment of the industry and NAA. There is a paradigm shift taking place in the auction industry, as well as other industries in the United States.



B. Mark Rogers, CAI, AARE, CCIM Mt. Airy, North Carolina

Family: Married to Deidre Blackmon Rogers 26 years. Children: Dustin, 22; Deyton, 18.

Years in the profession: over 25.

Years as an NAA member: over 20.

Previous work history: Grew up working on neighbors' farms. Have worked all aspects of the auction profession, from setting up personal property auctions to being the Auctioneer.

Community activities: Mount Airy Rotary Club, Paul Harris Fellow, Young Life Committee member, high school Foundation President; Habitat for Humanity volunteer; Sunday School teacher for 10th to 12th grade; served as President of local board of Realtors; served as regional vice president of the North Carolina Association of Realtors, served as President of the Auctioneers Association of North Carolina.

Hobbies/Special Interest: Hunting, Fishing, Outdoors activities.

Member of state associations: North Carolina.

Number of auctions conducted annually: 60 to 100.

Auction specialty: Real estate

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

First we must identify the services that are most critical to the success of the NAA member. We are delivering more services than ever before, but they must be beneficial to the member. This may mean we eliminate a few programs but strengthen others. When we deliver what the member needs, they will see they can not afford not to be a member. I suggest a one on one program. If each NAA member will recruit one member per year we could have significant growth. When the non-member realizes that NAA Auctioneers are getting the best auctions and is sought more often by potential clients, they will come to us. Second, we must continue to develop educational programs for other auction specialties. Third, I believe we should promote the virtual member for those who use the internet to read magazines, newspapers, etc. Fourth, we must provide programs for auction specialties such as automobile Auctioneers that will make the benefit of membership out-way the cost.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

In my years of being an around and in the auction business, I have witnessed tremendous changes in the auction industry. I remember the days of riding through small towns announcing the auction that day over a bullhorn on the roof of the station wagon. Large posters were placed in store fronts and on fence posts out in the country. I've witnessed the transition from posters to brochures for direct mail, to websites and email auction notices. I've clerked auctions with line item entry on a legal pad and watched it change from clerking tickets to computers to wireless entry. I have seen that while consumers say auctions are fun and family oriented, they have less time to spend at an auction. The consumer wants an open forum and needs to make the buying decision the least time consuming as possible.

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS?

1--Education—It has to be first. The auction method is changing rapidly and we need to prepare our members to conduct great auctions. Those auctions will be the best publicity for the auction method. We need to educate our members about the demands on time and how to make our auctions time effective. NAA needs to educate our members on the numerous ways to provide information to the members such as the NAA Learning Center. Conference and Show must continue to be the major educational forum where the majority of us gather for a high impact learning experience. The Education Institute must be the driving force for the premier educational offerings and make them affordable to all NAA members. 2--Member Benefits - We offer so many programs that member benefits are the best they have ever been. We have to keep members with us for a long haul. We are not getting the message out that our benefits far outweigh the cost. I relate the benefits to the VISA commercials where they end with the quote "priceless". That is how I feel about our member benefits. 3--Membership Growth - There is strength in numbers. By creating partnerships with other auction associations, such as the automobile and livestock auctioneers, perhaps with time we can get them to be fully engaged as a part of NAA. It is becoming evident with our trends in membership that there are many part time Auctioneers in America who join NAA in auction school and don't choose to stay in for the long haul. Many of these people could benefit greatly from the networking and education but most do not because they tell us they are only doing one or two auctions a

year. It may be time for NAA to recognize our focus must be on the member that is truly in the auction business. 4-- Technology - The challenge is to keep up and get ahead of the ever changing technology curve. It will take our technology committee and perhaps outside relationships with vendors that can provide tools, software, equipment and education that will benefit auctioneers with all levels of technology experience. 5-- Outreach - In our NAA family and outside of our NAA network, we can encourage young people to consider auctions as a profession. We can encourage participation in the Tri-State University program for auctioneers. We can employ young people as temporary employees or offer to mentor them and allow them to see first hand the day to day experiences for auctioneers and auction staff.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

The competitive bidding environment may change to Internet bidding for most types of auctions. The Auctioneer that embraces the change will have a bright future. I really believe that more combination marketing with traditional auctioneers using online bidding will be the dominant auction method for several years. The Auctioneer of tomorrow will need to have a variety of services including live auctions, live and web cast events, online only and perhaps the best method has yet to be developed. Previous Presidents have developed a "think tank" to pool ideas from a folks in and outside of the auction industry and this is one source of new and fresh ideas that should continue. The challenge for NAA then becomes how to implement the best ideas.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVEN THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

Yes. We can learn from them, they can learn from us.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

First, we must keep conducting successful auctions. Successful auctions are those that are transparent, where the bidder feels like all dealings are professional and ethical. The bidder believes that while the Auctioneer is representing the seller, the buyer is being treated kindly. I believe the Auction Network will do more for portraying Auctioneers in a positive light than we have been able to do in the entire history of our association and industry.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

As an officer I believe one of my roles would be to help NAA "raise the bar." We must help our members reach higher, dream bigger, and seek greater ways to promote our expertise. I believe I can be a voice for all members. I can draw upon my experience of 25 years in the auction industry and use it to help move the association forward. I will draw upon my experience as a Director for three years, my experience as Treasurer, my experience on several NAA committees to provide the basis for decision making. While that is very necessary, I will rely on my leadership skills to try to lead in a way that all NAA members will be glad that I am an officer of the association. Regardless of the position or title, I will always know that I am to serve the members and help them in any way I can.



Randy S. Burdette, CAI, CES, CAGA Alderson, West Virginia

Family: Married to Jean Burdette. Children: Sarah Ashley, 13 and Emily Nicole, 3.

Years in the profession: 17

Years as an NAA member: 17

Previous work history: Antique and collectible dealer, and furniture restoration.

Community activities: Member of Greenbrier Valley Chamber of Commerce, Member Greenbrier Board of Realtors, Serves as Auctioneer for the Fellowship of Christian Athletes, Pastors' Review Board and Adult Sunday School Teacher at Griffith Creek Baptist Church.

Hobbies/Interests: Travel, antique collector

Member of state associations: Immediate Past Executive Director of WVAA and member Virginia and Pennsylvania associations.

Number of auctions conducted annually: 60-75

Auction specialty: Real Estate, business liquidations, equipment, estates, foreclosures, antique and collectible, carnival glass, coins.

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

Auctioneers are seeking new ways to promote their business everyday. I feel the NAA offers many advantages through the vast networking offered. As a member of the NAA board, one way I would promote the benefits of the NAA to fellow Auctioneers is by reaching out through state associations. Getting the NAA even more involved in state associations will promote the membership. The NAA has worked faithfully with the state Associations in the past and I am committed to continuing the efforts at the grass roots level.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

I have been licensed in the auction profession for 17 years. I am currently licensed in 5 states including West Virginia, Ohio, Kentucky, Virginia, and Pennsylvania. I am the immediate past Executive Director of the West Virginia Auctioneers Association of which I served for 4 years. I am also the Real Estate broker for our company United Country Riverbend USA LLC. I currently hold the CAI, CES designations. Every day I am personally involved in the auction profession from daylight until dark

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS?

1—In membership, I believe that as Auctioneers we stand better together than apart. The members of the NAA need to know that their voices are being heard. Board members can communicate with the membership in various ways such as the NAA discussion board. These are real people conducting real business. The way the NAA can make this happen is by getting the members involved on the different levels of the NAA. 2—In state association involvement, the promotion of the NAA can be enhanced by getting state associations more involved. The NAA has a great track record of supporting state associations, and I am committed to expanding relationships with state associations. 3—In Continuing Education, NAA should continue to bring more CE courses to state associations. The state associations have the capability to bring together fellow Auctioneers at a specified time and place. What better place to offer CE courses? Also, more online continuing educational classes should be

made available. 4—In technology, never again should live Auctioneers have to play catch up with Internet auctions. The ever-changing advancement in technology available to Auctioneers has bridged the gap between willing buyers and sellers across the globe, which in turn will promote the successful method of marketing. We must stay committed to a vision for what the future holds for our beloved profession. 5—In public relations, never before

has the public had such a desire to learn about auctions. Who better to bring the good news of the auction profession to the world than the NAA?

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5-10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

Technology is ever changing. Advanced technology for the auction world is right at our finger tips and utilizing these vast technologies will do no less than enhance the promotion of the auction profession. The NAA must proceed with even a broader scope of continuing education for the auctioneers who want to increase their own knowledge for future advancement of their businesses.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVEN THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

I think if we consider opening the door of membership to those outside the Auctioneer licensing realm we would have to evaluate the advantages and disadvantages of such an endeavor. Membership to non-traditional

Auctioneers might include associate, affiliate and auction team associate. I agree with the present NAA statement as to membership classifications. I am not an isolationist, but I firmly believe that we must continue to govern our beloved NAA.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

Continued education courses made available by NAA gives the Auctioneers the essential tools which lead to more successful businesses. Therefore the CE courses provided by the NAA must be reviewed often to ensure we are providing the most advanced education available to help improve the auction business. Thus promoting the auction method of marketing as a first resource to the public.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN THE NAA VERSUS THE OTHER CANDIDATES.

I must humbly say that running for NAA director is one of the greatest honors of my life. Every year some of the finest people that I have ever met are candidates for NAA offices. If elected I promise to always remember how I got there, by the voice of NAA members willing to trust me to serve on their behalf. I believe that as Auctioneers we stand better together than we do standing apart.



J. J. Dower, CAI, AARE Lafollette, Tennessee

Family: Married to Traci for 23 years. Children: Addison 20, Alissa 17.

Years in the profession: 22

Years as an NAA member: 22

Previous work history: Have been an Auctioneer my whole adult life.

Community activities: Boys and Girls club board member, past member of the Rural Health Council, past member of the County Industrial Board, past member of the County Agricultural Extension Service, past member of the County Election Commission, past fundraising chairman for the Boy Scouts.

Hobbies/Interests: Golf, sports, travel, and activities with my family.

Member of state associations: Tennessee

Number of auctions conducted annually: 60-75

Your auction specialty: Real estate and Estate sales.

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

If elected I will emphasize education and encourage all members to take advantage of all educational opportunities available. I will increase awareness of all the designation programs and the online learning center. I want to see an increase in member to non-member recruitment by increasing member knowledge of benefits and advantages to NAA membership. If elected, I will strive to keep member retention by marketing member benefits. I will strive to make regional seminars available so the NAA can reach out to all geographical areas of potential membership. As a board member, I would like to make the Conference and Show affordable for all Auctioneers and their staffs.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

I have 22 years of on the job training in the auction industry. I have worked together with my family as a team for 22 years. My leadership skills have been proven during my tenure as TAA President, TAA board member, TAA Hall of Fame inductee, managing real estate broker and auctioneer in a 2nd generation auction business. I attend Conference & Show annually and I have completed the CAI and AARE designations. In my personal life, I have endured the 2-year battle of a child with cancer, and I have learned life is full of surprises, you must take those surprises and make the best of them.

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1--I want to expand the educational opportunities offered online and regionally. In addition, I want to see that the classes offered are beneficial to everyone in the auction industry. 2--I would like to seek outside means to help continue the financial stability of the NAA, therefore increasing revenues by something other than an increase in dues. 3--I want to see technology, as it relates to the auction industry, available to all members through training seminars, webinars, and interactive classes. I intend to find away to put the tools needed into the hands of the people that need them, and to make sure every member is confident in his or her skill level. 4--I have the goal of increasing the value of member benefits. I think we need Auctioneers and their staffs calling daily to join because they see the value of membership outweighs the cost. 5--My experience working with others brings the support staff to the forefront. I know and appreciate the work the auction team members do. I want to see our membership be driven by recruiting this group. The NAA has tremendous amount of information and benefits specially tailored for all auction team members and I want to ensure that this information is marketed efficiently.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

The Internet will be a universal tool for the auction industry. There will be an astounding increase in the public's knowledge and perceptions of auctions because of the Internet. I see the education levels of Auctioneers and staff rising to meet and exceed the public's expectations. I think Realtors will become our partners, instead of our competition. The NAA must have key people in management that are forward thinkers that meet the present needs and anticipate the future needs of the NAA. We must be an organization that is open-minded in the technology field.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

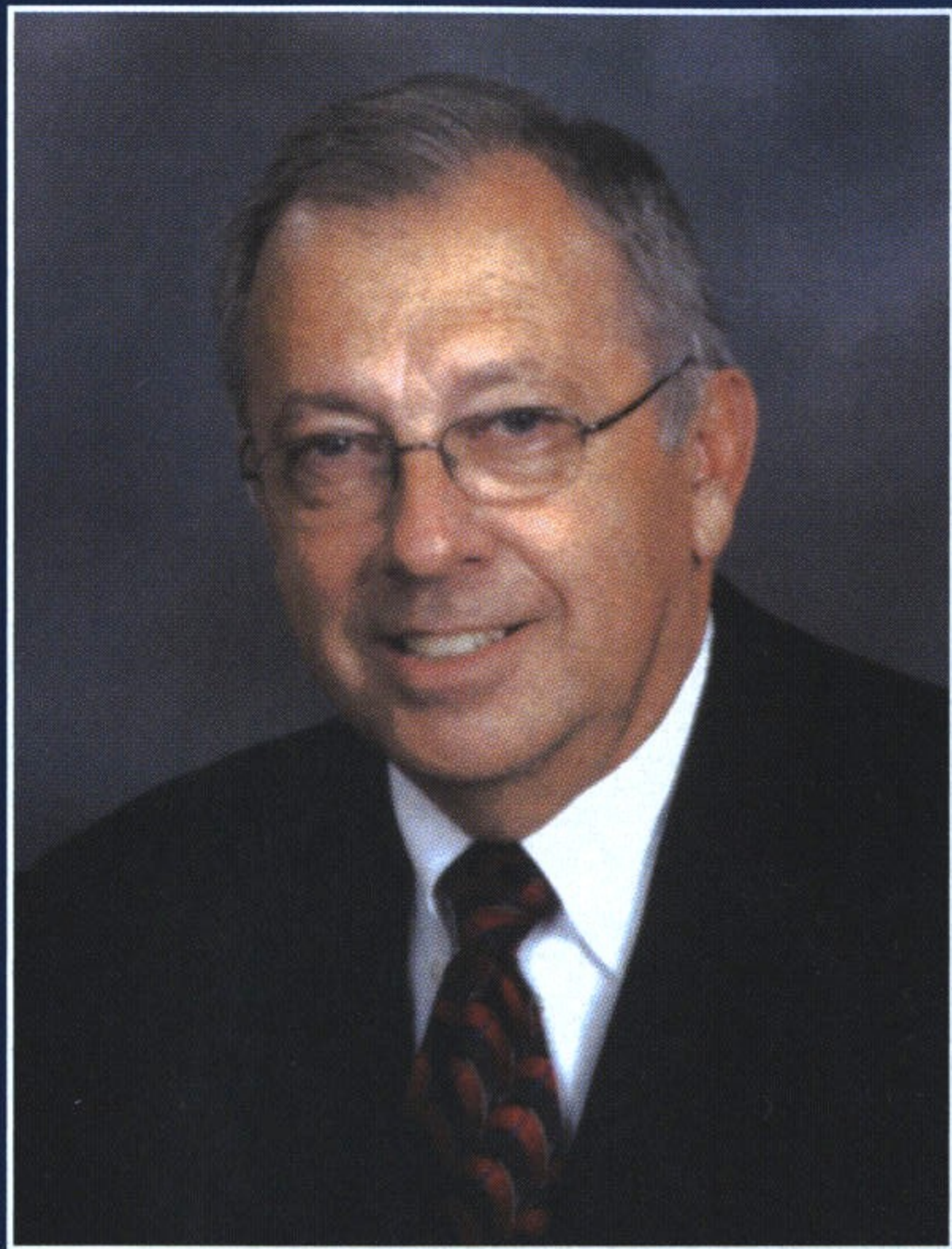
I answer this with a bold "yes." Auction staff members should be welcomed into the NAA. The auction industry is changing and it takes many "specialists" to market, produce and direct an auction event. The NAA membership needs to embrace these specialists and meet their needs, just as we meet the bid caller's needs. I have never been a one-man show and I do not possess all the talents it takes to make a successful auction event, therefore my team members need to receive the same educational programs that relate to their specific job in the auction industry.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

The Auctioneer must be constantly improving his or her image. The NAA is the best source for image enhancement. The NAA has the tools necessary for the individual Auctioneer and/or staff member professional. The NAA must have up-to-the minute technology, knowledgeable educators, experienced staff and these components must be easily accessible. It is imperative the NAA be the source of positive press, innovative programs, and professional reputations.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

If elected, my role as a board member will be to emphasize the word "member." I will be a team member making myself available and striving to maintain equal representation for the small auction firm of one single person to the largest auction firm. I will keep in mind that I am a part of something and I am not the whole. Knowledge and tradition of the auction industry passed to me and I desire to be one who moves the auction industry forward. I will make the difference by representing the members, making the tools to be successful available, and by being a positive professional role model for the NAA. I will be grateful for the experience of serving this organization.



Dennis R. Jackson, CAI, AARE, CES

Indianapolis, Indiana

Family: Married to Sheila for 38 years. Two grown children: Bryan and Michele.

Years in the profession: 37

Years as an NAA member: About 30

Previous work history: Public school teacher while I was transitioning to owning my own auction company. I have been a full time Auctioneer since 1978.

Community activities: Chairman and member of councils of my church.

Hobbies/Interests: Collecting Indiana Art, and being an avid sports fan of the Cincinnati Reds and the Indianapolis Colts; time with my three grandsons.

Member of state associations: Indiana Auctioneers Association with roles including president, bid calling champion and member of the Hall of Fame.

Number of auctions conducted annually: 40 to 60, and 6 to 10 benefit auctions per year.

Auction specialty: A fine arts auctioneer selling paintings by local Indiana Artists.

I started the first "Indiana Art Auction" in 1981 and have sold over 10,000 paintings since.

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

If elected, I would propose, a letter of congratulations to each newly licensed Auctioneer in licensed states and include an invitation to join the NAA with reduced first year dues. Offer the same correspondence/program as above as well to each new auction school graduate. Develop a powerful NAA presentation for NAA representatives at state conventions, utilizing power point when appropriate. Offer a 10 day free trial of membership entry into the NAA member website to demonstrate the usefulness of the website and the benefits of membership.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

I have served in a leadership capacity with success in the Indiana Auctioneers Association as a director, officer and president. The IAA is the largest state Auctioneer association in the United States. I have earned the following leadership and designations and possess the following experiences: One year on AMI board, CAI designation, ARRE and CES designations, Instructor in GPPA designation program, Senior Auctioneer in a Fine Arts and Real Estate Company, President and member of Anderson Community School Corp, 11 years as a public school teacher, Chairman and member of many boards in my local church, Instructor for Reppert's School of Auctioneering (Bid Calling Psychology and Fine Arts).

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1--Continue to be involved in the MORPACE and Harris pole studies and develop a program to instruct NAA members to use this important information in their proposals. 2--Research and survey the NAA membership for the majority view on internet online voting for officers and board members. 3--Continue to provide the best educational opportunities for NAA members and update courses as needed to fit the needs of new technology and market change. 4--Increase awareness of auction advantages to public and professionals including but not limited to Attorneys, Financial Officers/Bankers, Realtors, Accountants, etc. 5--Use professionally written national press releases to promote the NAA and important auction events.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

There seems to be a need for the auction profession to address the "X and Y" generations' wants and needs as clients and customers. I think it would be advantageous for the NAA to promote our profession as a viable vocation that individuals from this age group could benefit from. Promoting auctions and auctioneering and demonstrating what we can do to reach their market. Changes in technology will continue to challenge each of us and the NAA

needs to stay abreast in keeping its members aware of the best technology for our profession. The market will continue to change with each new generation. It is vitally important that Auctioneers seek new specialties to reach new and emerging markets. The NAA can assist its members by continuing to explore these new and emerging markets.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

If an individual chooses auction marketing as their career, I feel they should be offered membership in the NAA. Perhaps the NAA interpretation of traditional bid calling is not necessarily the interpretation of all Auctioneers today. I believe there are already non-traditional bid callers, that may have an auction license, or own auction companies, that are already members of the NAA. Allowing an auction marketing individual to be a member of the NAA would be mutually beneficial to both the NAA members as well as the individual who chose auction marketing as a career.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

Continue our affiliation with the National Association of Realtors and the other key allied associations! Promote NAA members at conventions of Attorneys, Bankers, Accountants and other related professions by having a booth at their conventions. Again, utilize the skills of professional writers to send national press releases on important auction events, conferences and shows, etc. Research how NAA Auctioneers can use MySpace and FaceBook to promote our services, auctions, etc. to the "X" and "Y" generations.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

I feel I can bring a fresh perspective to the board with my background and experience in public education as well as my experience as the senior auctioneer in a fine arts and real estate auction company. I many times assume the role of teacher; I am continually educating my clients as to why the auction method of marketing is best and why an NAA auctioneer with special earned designations can be their best and most profitable choice. I believe I can be a great motivator to the new Auctioneer to give them the incentive to join the NAA. The greatest compliment I have as an Auctioneer, is that both my son and daughter are licensed Auctioneers, are very active in the NAA and believe in the designation programs. When asked as a company to donate to the NAA Foundation, my son and daughter's response was an immediate and resounding yes. My son and daughter also responded with "Dad, the NAA is the lifeblood of our future!" I truly believe in the NAA and would like the honor and opportunity to be elected to the board.



Robert Mayo, CAI, ATS

Kansas City, Missouri

Family: Married to Aileen for 11 years. Children: Lincoln, 10 months; another child due in September.

Years in the profession: 7

Years as an NAA member: 7. Currently serve on the Technology Committee, and have for several years. I have been involved in helping rewrite the Auction Manager course as well as write and teach the new ATS Designation Course.

Previous work history: Health Information Management, business owner, technology sales, U.S. Army Medic

Community activities: Active in Church Activities. Previously served in local Chamber of Commerce Leadership and local board of Economic Development.

Hobbies/Interests: Being a new father, sporting clay and trap shooting, motorcycles.

Member of state associations: Kansas and Missouri. 2007-2008 Kansas State Champion Auctioneer.

Number of auctions conducted annually: 35

Auction specialty: Real estate

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

A strong membership can only be achieved when active members are enthusiastically sharing the benefits of the Association with fellow non-member Auctioneers. I would recommend that all members be given an incentive to share the numerous benefits of being an active NAA member, and recruit fellow Auctioneers for the promotion of a stronger association and industry. I would also work to help develop a strategy to retain current members by improving mentor relationships between newer and experienced members.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

As a successful first-generation Auctioneer, I can attest to the strength of NAA networking, mentoring and educational offerings. I understand first hand that not all members have the advantage of learning from a traditional multi-generational auction family. The NAA can help all types of Auctioneers, from part-time to large franchises. I would like to help strengthen programs that will help all Auctioneers.

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1--Increase and retain membership – Active and enthusiastic members with an incentive to promote the NAA as well as recruit new members is crucial to increasing membership. Effective mentoring is the key to the retention of current members. 2-- Innovate and continue to improve educational offerings – The demands of evolving technology and the needs of auctioneers from diverse backgrounds require constant improvement of educational offerings to ensure members can remain competitive in a rapidly changing marketplace. 3--Meet the unique needs of the latest generation of Auctioneers – The future of the Association will rest in the hands of a generation that does not join associations for the same reason that our Fathers joined. The NAA needs to be mindful of how these members can be strengthened to promote growth in the Association as well as our industry. 4--Promote the power of auction marketing to the membership to share with the world – The benefit of Morpace data as well as news and testimonials of unique and successful competitive bidding transactions worldwide will help members share the positive benefits of the auction method of marketing within our own respective markets. 5--Create compelling benefits and opportunities for NAA members – There have been many great benefits added for NAA members in the last several years. We need to work on

strengthening some of these benefits and make it more compelling for non-members to say, "I can't afford NOT to be a member of the NAA."

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

The most significant change that I see in the auction industry is the increase of franchising and growth of nationwide auction companies. This consolidation will increase the demand for the NAA to provide a level of service, as well as educational offerings, that meet the needs of these business models, while continuing to serve smaller auction firms, part-time and contract auctioneers. The NAA will need to be diverse in all of its offerings to meet the needs of all members.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

The NAA should offer membership to anyone who is professionally engaged in the business of auction marketing, and will abide by the code of ethics. It is also very important to continue to serve the needs of members who are traditional bid callers as well. This is a unique talent within our industry that should continue to be promoted and strengthened. Broadening the membership to include all types of auction professionals should not be done at the expense of any member, and most importantly should strengthen all members.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

The image of the individual Auctioneer and the auction method of marketing are entirely up to the individual Auctioneer themselves. The association is available as a pool of resources for Auctioneers to utilize and be the very best that they can be. The NAA should primarily work to strengthen members, who in turn enhance the image of the industry and themselves in their respective communities.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

I cannot presume to know how I will make a difference until given the opportunity. My promise to all members is that I will work hard, be honest, and consider the impact of all decisions before voting on any issue. It is my genuine desire that I will be able to serve the membership, and give of my time to an association that has given so much to me.



Brian A. Rigby

Rogersville, Missouri

Family: Married to Patty. Children: Brett, 25 and Brennan, 15. Both are bid callers and very good ringmen.

Years in the profession: 27

Years as an NAA member: 15

Previous work history: Territory Manager for Cargill, Inc., Associate Director of Advertising for the Quarter Horse Journal in Amarillo, Texas serving clients in the office during the week and traveling to serve as ringman on the weekends for two years.

Community activities: Member of Area Chamber of Commerce, Marketing Director of Area Business Networks International, Chairman and Founder of the Professional Ringmen's Institute; monthly columnist for Auction World, approved CE Instructor for Auctioneer and ringman instruction, seminar presenter for numerous state association conventions.

Hobbies/Interests: Member of Missouri, and licensed in Texas, Louisiana and Missouri.

Member of state associations: Oklahoma and Illinois.

Number of auctions conducted annually: 150

Auction Specialty: Real Estate and Racing Quarter Horses.

1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

I would recommend that NAA format an educational email campaign that would be sent to the membership on at least a monthly basis. This email should be focused on sharing specific reasons and incentives for members to encourage their associates and peers to join them with membership in the NAA. There's no reason that every current member couldn't recruit at least two new members annually. Even if each member was successful in recruiting even one new member, can you visualize what our membership would be like in only two years?

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

I've owned and operated my auction company since 1981 and I've been an NAA member since 1993. My business is family oriented and I've always believed that when your family members are anxious to join you in business, you must be doing something right. We've conducted a variety of auctions over the last 27 years and today, Rigby Auction Group specializes in marketing real estate. We've been closely involved with every transaction necessary to produce a successful auction and I'm willing to share that experience with those wanting to learn.

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1--Grow our membership to over twenty thousand members by 2010. There's power in numbers and our membership potential is huge. 2--Form alliances with those organizations where everyone will benefit. 3--Continue an aggressive campaign to educate the public on the value of using the professional auction method of marketing. 4--Continue to educate the potential client on the importance of using auctioneers with credentials that will help assure a successful auction. 5--Initiate a program that would allow a qualified individual or committee to serve as a good "listener" for a large number of professional Auctioneers who are not NAA members. The reasons they are not members need to be shared with the board of directors and responded to appropriately. This will grow our membership considerably and favorably.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

I see the changes in the next five years to be very positive as long as we don't

lose focus of the importance of the professional bid caller. Technology has allowed us to become much more efficient in marketing, managing and producing our auctions, both live and online. I believe in embracing technology as it allows us to serve our clients efficiently and effectively but I also believe in the importance of the effective, professional bid caller.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

NAA should offer membership to all who are involved in our auction industry in any capacity. Why would we want to deprive anyone of the benefits we provide? I can't imagine anyone who intends to make auction marketing their career not including an NAA membership as a fundamental priority. It's been said many times that we learn from our mistakes. I made the mistake of not seeing the importance of NAA membership for the first several years of my career. I would endeavor to make every effort to inform non-members to avoid the costly mistake I made.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

Image is the key word. Unfortunately, there are still Auctioneers and ringmen who create a negative image for the professionals to overcome. Having to overcome that negative image makes our job as professional Auctioneers more difficult. I believe that NAA can better serve our membership by educating the public on the benefits of using the professional auction method of marketing by implementing a monthly appropriate and effective nationwide media campaign.

(7) Please explain what you see as your role, if elected to the board, and how you will make a difference in NAA versus the other candidates.

If elected, I will endeavor to serve as a very productive and proactive "link" in our chain of professionals. Through the CE courses I teach, the monthly column I write in Auction World, the growing number of seminars I give at various state conventions and through the increasing number of contacts I make with our Professional Ringmen's Institute graduates, I have and I embrace my unique opportunity to send very important messages to so many. Those messages always include "Serving the Auction Industry with Professionalism and Integrity".



Shawn Terrel, CAI, AARE

Smithville, Missouri

Family: Married to Lucinda. Children: Kaitlin, 14 and Nicholas, 10.

Years in the profession: 12

Years as an NAA member: 6

Previous work history: Program Supervisor for Oklahoma Department of Corrections, Farming and Ranching Business, Over 20 years service (retired) Oklahoma Army National Guard as a Senior Field Artillery Instructor.

Community activities: Active in local community church, volunteer firefighter, Chamber of Commerce, Lions Club, Boy Scouts of America, numerous benefit auctions conducted annually for various organizations and charities.

Hobbies/Interests: Family, traveling, hunting/fishing, outdoors.

Member of state associations: Oklahoma (President 2005/2006), Kansas, Missouri.

Number of auctions conducted annually: Conducted 1,400 auctions over 12 years. Currently work as Vice President of United Country Auction Services.

Auction specialty: Rural Land, Residential & Commercial Property, Oil & Gas Properties, Heavy Equipment.

(1) IF ELECTED, WHAT WOULD YOU RECOMMEND OR DO THAT WOULD GROW THE NAA MEMBERSHIP DURING THE NEXT THREE YEARS WHILE YOU SERVE? BE SPECIFIC AND RESULTS ORIENTED.

We have an increasing number of real estate and personal asset marketing professionals that are entering the auction profession today. I want to welcome them into the NAA and provide them with training and education they can't find anywhere else. This opportunity not only builds a strong association but improves the quality of all auctions taking place. I also want to build consumer awareness about auctions and about the NAA and all of our service offerings creating a professional organized environment that everyone will want to be a part of.

(2) WHAT AUCTION AND LIFE EXPERIENCES DO YOU POSSESS THAT WILL BENEFIT NAA AND THE MEMBERSHIP BY YOUR SERVING ON THE BOARD?

I have participated in over 1,400 auctions over the past 12 years and have called bids at auctions in excess of \$50 million dollars. These opportunities would have never happened had I not joined the national and state Auctioneers associations. Recently I accepted an executive position with a multi-billion dollar company to help transform the auction industry. Today I deliver auction technology solutions, networking opportunities, education and training, and support to over 4,000 professional Auctioneers, brokers, and agents across the country.

(3) WHAT ARE THE TOP FIVE GOALS THAT NAA SHOULD INCLUDE IN ITS LONG-RANGE PLAN FOR THE NEXT FIVE YEARS? EXPLAIN YOUR ANSWERS.

1--Increase the membership. Development and implementation of recruiting and retention programs that will allow us to organically grow the membership. 2--Continue to Network with the National Association of Realtors. NAR has the essentials (numbers, infrastructure, and industry exposure) that can greatly benefit both organizations. 3--Promote the industry through mass media networks. Auction Network TV, web TV, and radio are great ways to promote our industry and we have to continue to feed it viable content while increasing consumer awareness. 4--Build financial strength. NAA is a great organization, but it won't run on solar power. We have to continue to build our financial platform. 5--Continue the Annual Research Study. We need legitimate third party statistics to report market trends and industry growth for promoting the auction method of marketing.

(4) WHAT CHANGES DO YOU FORESEE IN THE PROFESSION IN THE NEXT 5 TO 10 YEARS, AND HOW CAN NAA BE BEST POSITIONED TO ADDRESS THOSE CHANGES?

There are three major changes that I see coming over the next five to ten

years. The expanded use of the Internet, Realtors and brokers entering the auction profession, and the use of mass media broadcasting. The NAA already holds the ranking position to address most of these changes; however, we must continue to grow this organization and look outside the box or the surge will eventually overwhelm us. The next ten years success will rely strongly upon a leadership that listens to the industry and puts those needs before their own.

(5) MOST MEMBERS AGREE THAT CHANGES IN THE AUCTION INDUSTRY OVER THE PAST 10 YEARS HAVE BEEN SIGNIFICANT. GIVING THAT A GROWING NUMBER OF PROFESSIONALS INVOLVED IN THE AUCTION INDUSTRY TODAY ARE NOT TRADITIONAL BID CALLERS, SHOULD NAA OFFER MEMBERSHIP TO THOSE MAKING AUCTION MARKETING THEIR CAREER?

Some of the smartest professionals I have worked with are not "Bid Callers". They are CEOs and presidents of companies that I would absolutely encourage joining the NAA. Their corporate experience in handling real and personal assets, technology, and management services is more important to us today, than ever before. I have always appreciated the NAA as an organization for Auctioneers and auction professionals to join, learn, communicate, participate and grow.

(6) IN YOUR OPINION, HOW CAN NAA ENHANCE THE IMAGE OF THE INDIVIDUAL AUCTIONEER AND THE AUCTION METHOD OF MARKETING?

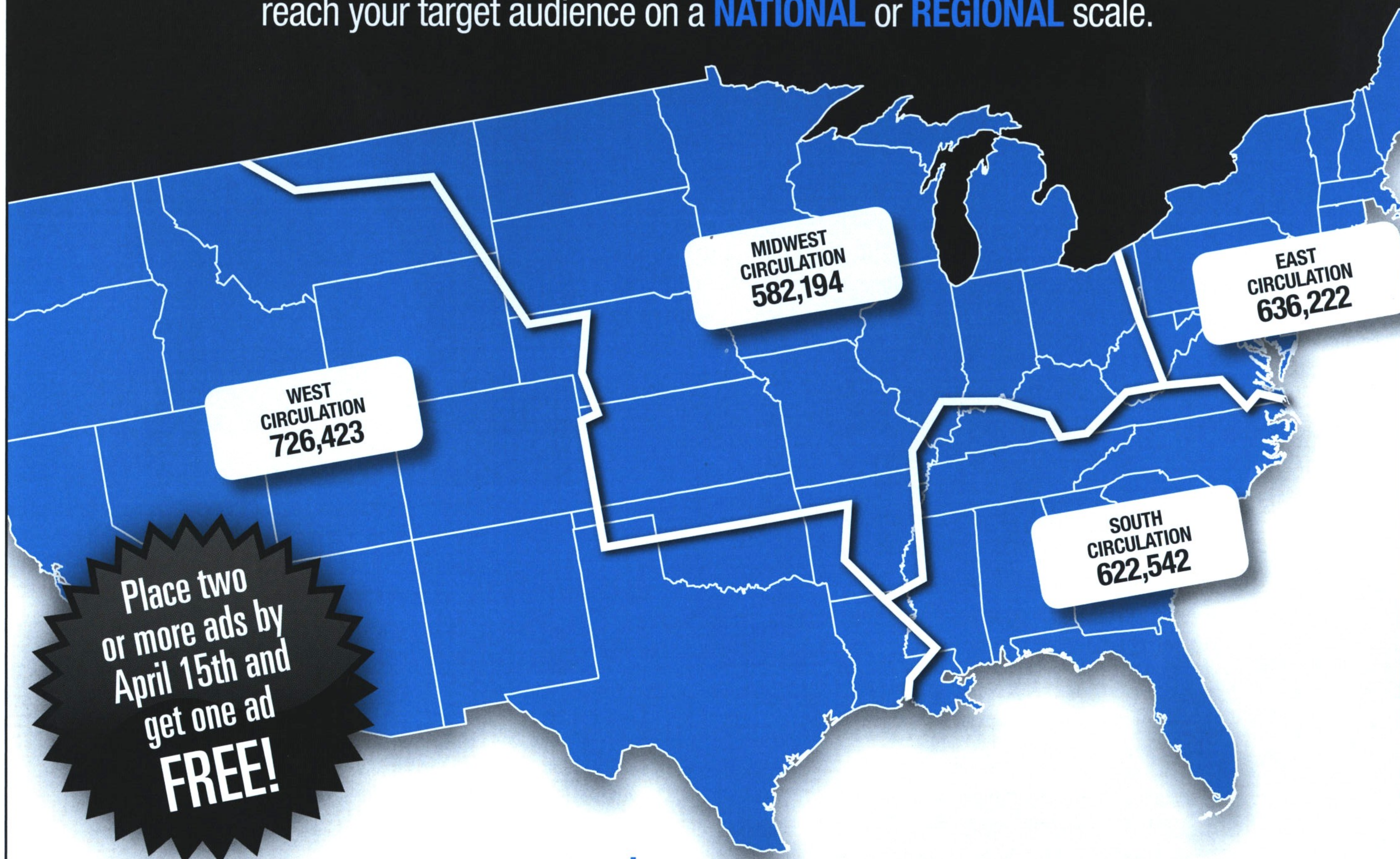
By continuing to heighten the standards within the NAA we automatically increase the overall image. A majority of our focus should target promoting designation programs like (CAI, AARE, GPPA, CES, BAS) and the core competencies that are needed to achieve these designations. I have dealt with financial institutions, law firms, and other professionals that have no idea what these designations mean. It is the responsibility of the NAA and each Auctioneer to promote the measurable difference in holding a professional designation and as a result, the enhanced image will come naturally.

(7) PLEASE EXPLAIN WHAT YOU SEE AS YOUR ROLE, IF ELECTED TO THE BOARD, AND HOW YOU WILL MAKE A DIFFERENCE IN NAA VERSUS THE OTHER CANDIDATES.

My number one goal is to be accountable for the decision I am making to run and I don't take it lightly. While I was president of the OSAA, we accomplished many goals. I firmly believe you need to continue to be an active member even after your term expires. I promise to work hard to increase the membership, raise consumer awareness of auctions, and further our knowledge base about technology while on the board of directors. It would be a great honor to represent the NAA in this capacity.

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Surprises every day

Enjoying life at the weekly consignment auction

After more than 20 years in the auction business, Ron Ciaglia of All American Auctioneers and Appraisers is quick to reply when asked what he likes about being an Auctioneer holding consignment auctions every Sunday morning and alternating Wednesday and Friday evenings.

"The biggest thing is when you get up every morning you never know what you'll see. So every day is like Christmas," Ron said. "You have no idea what will come in during that day."

In most of his auction career, Ron has owned All American Auctions and Appraisers, Ltd., in Plainfield, IL, a Chicago suburb. "Being the owner just means I'm the first one in and the last one out every day," he jokes, adding the company has two full-time employees who do data entry and billing and four truck drivers who pick up merchandise for the auctions, plus part-time employees who work auctions.

"I get in the trenches with my people," reports Ron, 68, about his style of leadership. "There's nothing I won't lift myself."

Headquarters for the company, established in 1951, is a 10,000 square foot auction house. Two other buildings are used to store merchandise as it comes in for auction, making about 20,000 square feet total.

What's selling now? According to Ron, the strangest things you can bring in are what sells. "It's the oddball things," he notes. "Coins are going crazy, so are power tools."

Unfortunately, with the current uncertain economy there is often more merchandise than buyers, Ron points out. "People are being very, very cautious, trying to hold on to every dollar until the last minute, and they're buying less because they don't have the dollars to spend like they would like to."

To combat that, his company is going to different types of credit cards to take care of

the bigger items that come up for auction. "We offer 90 days same as cash to help people who would like to buy something, but need time to think about how they're going to pay for it," Ron says.

Ron also does restaurant and business closings, overstock and unclaimed storage, estate closings and real estate offerings, and moving auctions. "The only things we don't auction are heavy equipment and farm equipment," he said. "We've done many estate closings, restaurant auctions, and business closings. We can go onside for those auctions. Or if someone needs to move out of state, we can take care of that totally."

Probably the biggest challenge Ron sees in the auction business currently is the contracts his company has to have to protect itself. "People are so strung out with needing money they'll do almost anything to try to sue us for it," he said. "We've had to go out of our way to build a contract to protect ourselves. Our contract is up to five pages now."

When he started as an Auctioneer, the contract was just one page, he recalls. "We had no trouble at all," says Ron, who has a degree in medical technology. Before getting hooked on auctions and deciding to go into the business, he was employed in medical labs and for AT&T.

A graduate of the Brunswick School of Auctioneering, he credits a lot of on-the-job training for his success. He also makes sure to get at least 20 continuing education units every few years. "I've been a member



Ron Ciaglia runs a twice-weekly consignment auction.

of the NAA for almost as long as I've been an Auctioneer," he points out. "I learn a lot at those meetings, too."

One of the most unusual offerings from All American Auction is their New Year's Day auction. Held at the auction house, it always draws a crowd of at least 200 and lasts all day, according to Ron. "It's important to try to get some unique item on the sale bill to attract people," he said. "One year I had for sale a complete antique store that was going out of business."

Ron's goals for the future include getting into live auctions on line. But, like many of his customers, he is cautious. "I think it's going to be a rough road until the economy straightens itself out," he said. "The economy determines what will sell."

With a long and satisfying career under his belt, Ron doesn't often consider retirement. "But I suppose if someone offered me the right money, I'd take it and go to Arizona," he admits with a chuckle. Until then, he just wants to go back to having fun in the auction business.

Freelance writer Billie Shelton lives in Stanhope, IA.

Smart risks for business success

By Guerline Jasmin

In business, like in sports and other areas of life, you must take risks to succeed. For example, consider sports athletes. The truly great superstars of their game take risks every day. They risk injury during a game with daring plays. The same is true in business. But it's important to take smart risks to help your business and professional life.

Here are some suggestions.

1. Know what you want to achieve -- Before you take any kind of risk, you first have to know your ultimate goal. Do you want to be the company president within five years? Do you want a thirty percent salary increase at your next review? Do you want to be promoted to management and get the corner office? Whatever your big dream is, state it clearly. List out all the steps and risks you can think of. Now you have a starting point of how you need to proceed to achieve the goal you've outlined.

2. Be aware of the different kinds of risks -- A smart risk, for

example, is calmly confronting your boss about an injustice that has transpired in the department. A stupid risk is vandalizing his car to make your point. A smart risk in investing money is to know the return potential and timeline for the return. A good risk has a high probability of success. If the odds are stacked against you, you probably won't succeed.

3. Don't let external conditions distract you -- Often, people let external conditions intimidate them and force them to back away from a risk. Maybe you let competitors intimidate you. While knowing what external conditions you're facing is important, you can't let this information be your sole decision criterion for whether or not to take the risk. Instead, analyze the external conditions and figure out what makes you different or more likely to succeed.

Author Guerline Jasmin is President of Success Strategies Unlimited, a consultancy helping individuals and organizations achieve their highest potential. She is author of the forthcoming, "How to Keep Your Past from Invading Your Present and Destroying Your Future." To sign up for her free 12 week email mentoring program, contact: info@guerlinejasmin.com or visit www.guerlinejasmin.com.

Bear Stearns Co. sale

NEW YORK (AP) -- Wall Street investment bankers got another lesson about the dangers of risk-taking recently with the downfall of investment bank Bear Stearns Cos, which plunged toward collapse before being bought for only \$2 per share. The firm's troubles came from investing too heavily in risky mortgage-backed securities.

But will the disaster slow bankers and traders from big risk-taking? Analysts say "no." In fact, bankers and traders are under even more pressure to reap big returns because of the ongoing credit crisis, and risk is just part of the game. Quincy Krosby, chief investment strategist for The Hartford, said he believes that Bear Stearns' near-collapse (from selling one year earlier at \$171 per share) at will not be enough to temper the financial industry's relentless pursuit of money. Bear Stearns was sold to JPMorgan Chase & Co. amid worries that if Bear Stearns failed, it could spur similar failures, rippling through the already weakened U.S. economy.

Indeed, the past decade has seen a number of investing fiascos that Wall Street does not appear to have learned much from. Krosby noted the go-go Internet days, when untested high-tech companies reaped piles of cash in public offerings. The lesson

then was, do not put a lot of money into a venture that is not on fairly solid ground, but mortgages granted to people with poor credit are quite akin to high-tech firms that had never turned a profit. In both cases, investors gleefully looked past the risk.



Success Stories

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

SPRING RENDEZVOUS 48% of bidders online at Schultz auction

SAUK CENTRE, MN - Despite less than a week's notice, 401 bidders from North America and Europe convened upon an auction at the Gerard's Banquet Center to bid on 479 items from our country's past. Forty-eight percent of the bidders from 40 states and four countries participated remotely through online registration and/or simulcast bidding.

"We've gone to more and more web advertising," divulged John Schultz, vice president for operations of Schultz Auctioneers. "It's less expensive, more flexible, and in many cases more targeted." For this auction, which the company calls its annual "Spring Rendezvous," advertising was placed on 14 web sites, all pointing back to SchultzAuctioneers.com.

"We really only advertised this sale for about a week—maybe week and a half—in print and direct mail," said Mike Schultz, president of the auction firm, "But the web sites allow us to get an early jump." The company ran only small ads in newsprint

and trade publications, pointing to Schultz's web site. The money saved was redirected to a two-stage mailing of first a postcard to past top bidders and then a 6-page metallic-gold brochure to known collectors.

"This year, we added an auction-eve reception with some of our sellers and MVP bidders. Everybody was swapping stories," relayed Mike. "It built a real excitement for auction day, and we had guns sell for more than \$16,000, artwork for almost \$3,000, and vintage clothing for over \$2,600." It total, the sale grossed \$225,000. Mike relayed, "We were a bit nervous about moving the venue an hour further away from a major airport this year, but this deal has grown so much in the past 15 years . . . we've already booked this site for next year's Spring Rendezvous."

"The interest from France, Canada, and the United Kingdom in American West artifacts surprised us, but we're looking forward to further exploring that European



Rendezvous poster from Schultz auction

interest," commented John, who also excitedly relayed that not just sellers were happy with the process. One bidder phoned, "I'm just calling to say what an excellent job you guys did! Had a great time—only regret not buying more."

"That's the auction method in a nutshell," said Mike. "When sellers and buyers are both happy with what they got." Mike and John Schultz can be reached at 800-457-

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Candidate for NAA Director 2008

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United Country Riverbend, past
Exe.Dir. WV Auctioneers Assoc.
Endorsed by the WVAA Board,
Member of, NAA, WVAA, VAA, PAA
and Fellowship of Christian
Auctioneers Associations

"We stand better together than apart"

2967 or through email addresses available on www.schultzauctioneers.com. Schultz Auctioneers conducts auctions of almost every type but specializes in vintage American West collectibles and premium real estate.

ART

Taylor sells at WrestleMania Art

Florida Auctioneer Jenelle Taylor, CAI, BAS opened a week of international festivities celebrating WrestleMania XXIV, held in Orlando on March 30. Taylor, the President of Gala Gal, Inc. Fundraising Auctions, served as the Auctioneer and consultant for WrestleManiART, an event showcasing original artwork created by current WWE Superstars, including Edge, Jerry "The King" Lawler and Chuck Palumbo. Also auctioned was a tribute collage by Friday Night SmackDown® General Manager Vicky Guerrero™ honoring her late husband and former WWE Superstar Eddie Guerrero®.

The March 26 WrestleManiART event featured sculpture, caricature, collage and paintings done by WWE celebrities. Proceeds benefit the ongoing community programs associated with Central Florida Sports Commission and United Arts of Central Florida. The City of Orlando and World Wrestling Entertainment were co-hosts. WrestleMania, the longest-running and most popular of all major professional wrestling events, produced by WWE, holds its annual professional wrestling pay-per-view event each year in late March or early April.



Cathy Hearn stands beside her sign.

REAL ESTATE

Cathy Hearn sells 13 acres after opening new office

Hearn Auction Services of Columbia, South Carolina recently opened another office at 215-B, Suite 103, East Main Street, Lexington, South Carolina. "The revitalization and growth of downtown Lexington and the close proximity to the Lexington County Courthouse was the driving

► continued on page 79

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Milestones

Celebrating many years of success in the industry

C. ROGER LEWIS AGENCY

The C. Roger Lewis Agency, a mainstay of Kentucky enterprise and successful real estate auction agency, celebrates its 50th anniversary year of operation this year. A day to day attitude of steady work combined with top quality service has been with the company since its beginning.

The founding father, C. Roger Lewis, passed away in 1998, but his sons Steve and Mark tell the story of their dad's beginnings with the kind of simple pride that he instilled in them. In the late 1950s, as a young car salesman, C. Roger Lewis expanded his business to include insurance. From there it was a natural move into real estate, so in 1958 the C. Roger Lewis Agency was born.

C. Roger's sons, Steve and Mark, continue to run the agency today along with their young-at-heart mother, 77-year-old Betty. C. Roger, who was born April 7, 1927, attended the Reppert Auction School in 1963. Before turning to professional auctioneering, C. Roger "had been doing auctions for pie suppers and schools," his elder son Steve recalls. According to Steve and his brother Mark, C. Roger was always one to see a natural business progression and set things moving in forward motion. He brought Auctioneering into the business.

Steve joined the company in 1972 and Mark came on board in 1976. They carry on their father's legacy of offering full service to their clients and customers. They also maintain their father's attitude of genuine caring. Along with their mother, they carry on the 50-year tradition of a fine family business. Steve says, "Like most Auctioneers, we learned the business in real working conditions."

Mark, for example, remembers going on real estate listing calls when he was ten and 11 years old. He saw his father in action close up with real clients. The C. Roger Lewis Agency will change as needed with the times. But if it ain't broken, there's no need to fix it. The Lewis brothers say that selling real estate at Auction has not basically changed over the years. Mark said, "The laws, regulation and technology have made for changes in the industry. But the fundamentals remain the same."

Steve added, "Prices is one area of change since we started. Back then if we had a \$100,000 sale, we thought we were flying. The numbers are a lot different today." Future plans call for more multi-parcel real estate Auctions. "It's something we'll try more of in the years to come," Steve said.

Real Estate Auctions have been well accepted in Kentucky for many years. So the C. Roger Lewis Agency had nothing to prove in that area except its own ability to perform. "Things change but they still remain the same," Steve said. His family believes in service, and taking on the little projects along with the big. "You do something small to help someone out. That might be that. Or you might get a \$3 million deal down the road because you said yes when it helped somebody."

Steve cites another Auctioneer's example of a little old lady offering what

first appeared to be a small potatoes deal, but later earning the Auctioneer who ultimately helped her out with a \$450,000 sale. The Lewises don't judge someone by first appearance. They carry on that family value just as they intend to carry on The C. Roger Lewis Agency as a family business.



From left, Steve Lewis, Betty Lewis and Mark Lewis

Along the way, there have been some glory moments in addition to all the hard work.

"Some of our highlights include the sale of some expensive property. One in Lexington, for instance, was 16 acres that brought \$2.2 million. We get satisfaction helping someone get more for their property than they would have without our help," Steve said.

Mark recalls a property with a pre-Auction estimate of \$150-175,00. It went for \$360,000. "What's most important is for us to operate with integrity and camaraderie with people in the area."

C. Roger Lewis Agency is the only auction company of its kind in Rowan County, KY. "The trust we have built is key to our success," the brothers agreed. Steve said, "Generally speaking in Kentucky, most often an Auction company does it all. Everything is local. Twenty-five to thirty-five miles away is the outer limit for our business. There's usually an Auctioneer in every area of the state."

The insurance part of their business is run as an independent insurance agency. Two employees handle that, with emphasis on business insurance, followed by property coverage. Steve says insurance is important for Auctioneers. "It's important to find the right agent," says the seasoned agent and teacher who offers an hour-long seminar on insurance for Auctioneers. "It's too complex and too individual to make general recommendations. An Auctioneer needs an agent who will take their time to know your business and get you what you need."

Individual attention has helped their family business since the start. Steve remembers an incident in which his father's attitude of giving the clients what they really needed changed the plans for a day. "We had an Auction scheduled for the Saturday before Christmas," he recalled. "We were

selling a little house worth about \$45,000 in a divorce situation. Dad said, 'Let me go into the house.' He went in and 30 minutes later, he came out and told us, 'They've agreed to go to counseling and they're going to try to work things out....He taught us that sometimes success means no auction at all.'

Mark said, "Our Dad was one of those old-timers who cared more about people than making money. Some people said he was too darn honest. But he taught us the values of integrity and honesty." And the C. Roger Lewis Agency continues to operate successfully on those principles 50 days after its start. C. Roger Lewis was inducted in the NAA Hall of Fame in 1992.

Story by freelance writer Sherry Blakeley.

GARTH SEMPLE AND ASSOCIATES

2008 marks the 50th anniversary of business for C. Garth Semple and Associates, Inc. Auctioneers, of Cincinnati, OH. The company was started in 1958 by Garth Semple, who became interested in the auction profession at age 26. In 1958 Garth attended the Reppert School of Auctioneering in Decatur, IN. In order to be able to afford to go to auction school he took a leave of absence from his full time job and sold his prize possession – a 1932 Ford Model A roadster which he had restored from the ground up. This car was both his hobby and his passion, winning first place at almost every car meet in which it was entered.

Over the years C. Garth Semple and Associates has been involved in many of the highest profile auctions conducted in the Greater Cincinnati marketplace.

- In 1962 they teamed with the Effron Corporation to sell the paddlewheel boat known as The Avalon. It was purchased by Judge Marlow Cook for the City of Louisville and is now known as The Belle of Louisville.
- Also in the early 1960's they again teamed with The Effron Corporation to sell the assets of The Rookwood Pottery Factory, after the Herschede Clock Company acquired it.
- In the mid 1980s the company liquidated assets, under a court order, of John Coyne, a Clermont County junk yard owner who would drive his Sherman Tank down the streets of Batavia, Ohio. A resident of Nicholasville, KY purchased the tank for \$25,000.
- In the 1990s the company sold Laurel Court, the highest residential property ever sold at auction in Greater Cincinnati at \$2.14 million.
- In the early 2000s C. Garth Semple and Associates sold the assets of the infamous Bill Erpenbeck and Tony Erpenbeck for the U.S. Bankruptcy Court. Bill Erpenbeck's personal residence sold for \$1.3 million.
- Also in the early 2000s the company sold Surf Cincinnati water park complex for \$1.9 million.
- In 2008 Semple sold the 130 Ameristop convenience store locations for \$62 million.

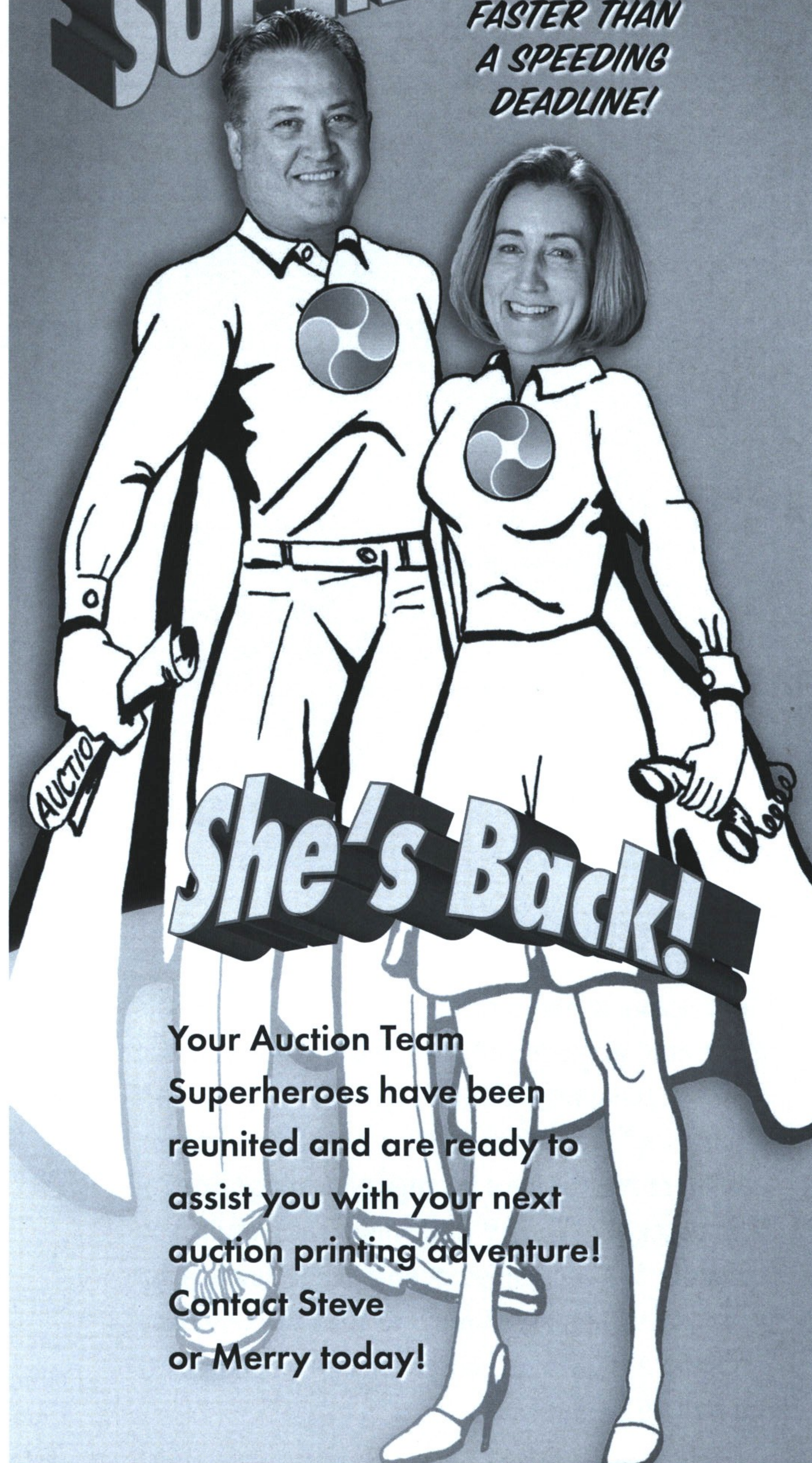
Over the years C. Garth Semple and Associates has grown from just a vision to a nationally recognized auction company, specializing in premier residential properties, commercial/industrial real estate, foreclosed properties, and business assets in both live and Internet only formats. They have won numerous awards both on the State and Nation level for their marketing expertise. In 2005 Garth was honored by being inducted into the Ohio Auctioneers Hall of Fame.

Under the current leadership of Brent Semple, Garth's son, and Mark Euton, the company continues to assist the Greater Cincinnati and regional marketplace in selling their real estate and business assets at auction.

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Cybersquatting and keywords

Follow these steps to protect your company's name and website

By Ed Ritchie

What's in a name? When it comes to websites, Auctioneers are finding that a company's name can be the target of financially damaging activities such as,

Are you converting visitors to customers?

Conversion is the process of taking the traffic generated by search engines and making sure that visitors become customers. According to Jeff Thomas, CEO of 30dps.com, a website developer, commercial sites have average conversion rates of 2.5 percent. "That's a terrible rate when you consider the fact these people came looking for you," says Thomas. "Compare that to customers entering a retail store where the conversion rate is 30 and 40 percent."

Thomas notes that research has discovered new strategies and keyword techniques. He says he has seen websites with conversion rates of up to 50 percent and average rates of 30 percent. "If you're spending a lot of money to drive traffic to the website it makes no sense to lose them with low conversion rates," adds Thomas. Is it time to review your website conversion rates?

"typosquatting," and "domain name parking." The terms may sound strange, but their definitions are simple, and there are some simple solutions for defending an Auctioneer's good name.

Start with typosquatting. When consumers look for your company on search engines such as Google.com, and Yahoo.com, they often mistype company names or search words.. Not surprisingly, thousands of website names now exist that are misspelled variations on popular websites and search terms. Typically, these "typosquatters" will use techniques such as, common misspellings, typing errors, or foreign language spellings of the intended site: cansumers.com. Another approach is a variation on the ".com" tag, such as, consumers.org.

Often, these counterfeit websites have links to re-direct traffic to similar businesses that buy the leads in "pay for click" programs. These sites sometimes "park" hundreds of unused website names in the hopes of selling them, and are typically known as "domain parking sites." While the profit motive may differ, the common result is that misspelled websites detour the consumer away from legitimate websites. Moreover, if they don't succeed in skimming business, they certainly make matters inconvenient and confusing. So what's an Auctioneer to do?

The obvious solution is to register those

misspellings before squatters get to them. A search of the Auctioneer's name on Google.com and Yahoo.com is a good way to discover what names are taken and those still available. Also, the Microsoft Corporation makes a tool called the Strider URL Tracer. It's used to combat websites that link to other third-party domains without the visitor's knowledge, and it includes a Typo-Patrol feature that generates and scans sites that capitalize on inadvertent URL misspellings. Find more information about it at: <http://research.microsoft.com/URLTracer/>

It may be an inconvenience to search out typosquatters, and though they can have a negative impact on a legitimate website, the practice is legal, unless it is a case of "cybersquatting."

Cybersquatting is the act of illegitimately claiming a domain name that should obviously belong to a registered trademark or recognized brand name. If the Auctioneer's name or family's name has the status of such a registered trademark or recognizable brand name, legal remedies are available through the Anticybersquatting Consumer Protection Act (see sidebar).

Another reason to register and use a name or brand is to avoid being unfairly accused of cybersquatting. It can happen in a case of "reverse domain hijacking," the practice of unfairly attacking domain name regis-

Family names and trademarks are protected

trants by accusing them of violating weak or non-existent trademarks related to their domain name. If an Auctioneer's right to a domain name was challenged, they would have to show that the challenger knew of the Auctioneer's unassailable right to a legitimate interest in the disputed domain name, or the absence of bad faith, and nevertheless brought the complaint.

KEYWORDS CAN UNLOCK PROFITS

The next step in the name game is to take advantage of the keyword marketing programs offered by search engines such as Google and Yahoo. According to Jeff Thomas, CEO of 30dps.com, a Colorado Springs, Co.-based website developer, a typical search for a name such as "Smith auctions" would show both Smith, and their competitors in the "organic" section (typically the centered text that shows results most closely related to the search terms "Smith" and "auction"). If the competitor paid for "auction" as a keyword search item, they would appear in the paid advertising section of the search results page (usually in the left and right margins). "It is legitimate for competitors to buy keywords such as auction," explains Thomas. "It's like advertising in the phone book or a newspaper where other competitors advertise."

While keyword advertising is legitimate, there is a gray area that involves a twist on the domain name game, and it's one that could only happen on the Internet. Recently, the NAA received reports of an Auctioneer finding a competitor using the Auctioneer's company name on its web pages so that the competitor's website appeared when the Auctioneer's name was used as a search term. Naturally, the Auctioneer perceived it as a form of misdirection, but could it be stopped? After all, mentioning the competition isn't necessarily an illegal form of marketing.

According to Thomas, this kind of trademark encroachment becomes unethical when someone intentionally uses a trademark, brand name, or company name to redirect traffic or fool search engine users. "That's just misleading," says Thomas, "and it's discouraged by search engines because the competitor's ad itself has the trademarked name within it." Thomas registered a complaint with the search engines and the offender had to stop its encroachment activities.

Ultimately, protecting an Auctioneer's name requires a proactive approach. Waiting to see if customers come to the website may mean that somebody else is taking advantage of a good name and skimming business. Obviously, searching the Internet for typosquatters takes time, but many website developers and consultants offer such services. With websites playing a growing role in auctioneering, protecting a company's name and brand on the Internet is surely a worthwhile investment.

The Anticybersquatting Consumer Protection Act (also known as Truth in Domain Names Act) makes it illegal to register domain names that are either trademarks or individual's names with the sole intent of selling the rights of the domain name to the trademark holder or individual for a profit.

In order for a trademark owner to bring a claim, the owner must establish one of the following:

*** The trademark is distinctive or famous;**

*** The domain name owner acted in bad faith to profit from the mark.**

*** The domain name and the trademark are either identical or confusingly similar (or dilutive for famous trademarks).**

The act also has a clause to protect an individual's rights to free speech. Most of the act's rules apply retroactively, however the recovery of damages only applies to domain names registered after it became law in 1999.



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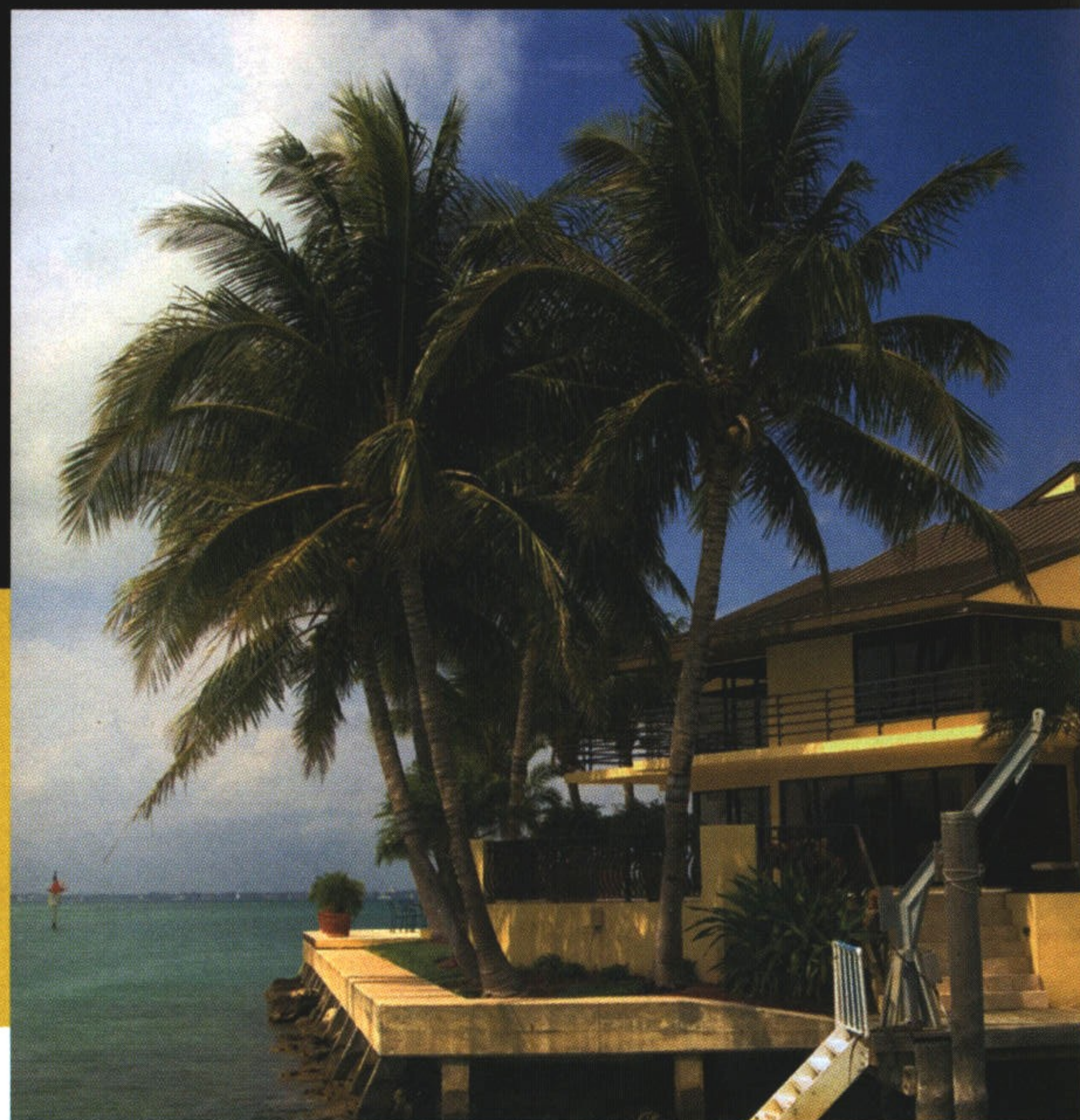
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Colonel?

When NAA was founded in 1949, it seemed common for most Auctioneers to use their honorary title “Colonel,” awarded by auction schools and originating from the practice of Civil War era Army Colonels acting as Auctioneers to sell the property captured in war.

“Colonel” title should be retired, some say, but others disagree

Many Auctioneers advertised themselves as Colonels and NAA’s early publications were filled with constant usage of the term. But in recent years the practice has faded. Fewer Auctioneers and auction attendees use the term, but many auction schools still award the title.

Some say it’s time to completely retire the name because it seems unprofessional and unearned, while others say the opposite.

NAA sent an email blast to all members recently asking for response to the questions: “Should Auctioneers continue to use the title?” “Should NAA take a formal stand on its usage?” (NAA does not currently have any official position on the issue, and leaves it up to each member to use the title or ignore it.)

In June 2007 the question of continued use of the title was put to a vote of the Nebraska Auctioneers Association’s membership and there was a resounding “yes” vote to keep the title, said Col. Eugene Marshall, that organization’s president in 1983-84.

He said: “It is the history of our profession to be called by the title of Colonel. The title of Colonel was not always used by the military nor is it used exclusively by the military in today’s world. It is also used within the Salvation Army (a religious organization) and in many police forces... Using the term Colonel confers upon those in our profession a sense of history and of respect,” he and his wife Donna said in an email response.

Others disagree.

Mike Vendetti said “To me the title creates the image of a Colonel Sanders bafoon when a bunch of guys who are supposed to be professionals go around calling themselves something they aren’t. A real Colonel earned the title. The auction schools that encourage or even suggest graduates to call themselves Colonel should move into the 21st century, and show some respect for those that actually earned the title.”

Warren Ward, president of Albert Burney Auction Company, said “The title was fine in its day, but its day is long gone. In today’s world, it feels like an artifact. Also, in the South, “Colonel” apart from a military context sometimes has connotations connecting it to slavery. It’s best to let it go.”

Auctioneer Ben Osinski said “My business has changed drastically in just the last 25 years...It’s time to put the “Colonel” in the history books and let’s move ahead.”

Don Wilson said “I believe its time has come and gone. I see it appearing less and less on ads and other publicity of more contemporary Auctioneers. I am aware that some of the older auctioneers feel rather sentimentally attached to the term.”

Bernard J. Brzostek, CAI said “Hardly anybody knows that the term Colonel pertains to an Auctioneer. I personally don’t use the term in my ads or

promotions anymore. I use to back in the 1970s, but haven't used the term since then. The younger generations today wouldn't know what it stands for."

In contrast, Charles E. Lancaster Sr. said "I have found that when people can't remember your name they can always remember "Colonel". The same thing applies to officers in the Armed Services, Major, General, Admiral."

David Allen says "I would suggest that it is an effective, concise way to remind others of the history of the auction profession. When asked, why "Colonel" it becomes an opportunity to teach others about the history of our profession. It can provide a window of opportunity to educate the public about who are (or were) and what we do. That can't be a bad thing."

AUCTION AND RINGMAN SCHOOL COMMENTS:

Rich Haas, President of Continental Auctioneer Schools of Mankato, MN and Ames, IA, said "The title of Colonel is part of the history of auctioneering. It can not be inherited, nor can it ever be purchased. Neither you, nor no one alive, can buy it for any price. It is impossible to rent and it can not be lent. You alone and our own have earned it because of your endurance, determination, patience and persistence. The title of Colonel, you will own it forever."

June 2007 auction school graduate Hal McMillin said "I was honored to have the title of Colonel bestowed on me after completing my class at Texas Auction Academy, class of June 2007 Please work to keep the title."

Tom Burke, Professional Ringmen's Institute 2008, said "I'm a contract Auctioneer and Ringman. Although I don't use the title in promoting myself to fellow Auctioneers, or the public, I do believe the title has merit... I only use the term when addressing the Auctioneers during the auction. I say "Where are we starting the bid on this one Colonel?" This brings a touch of history to the auction and the people in attendance. It also let's people know who the person in charge is."

SOUTHERN AUCTIONEERS' COMMENTS:

Robert Dimmett said "I think where you are located geographically has a bit of difference in that term. Where I am from, southern Indiana, everybody calls me Colonel. In today's society, 98% of the people would not think negative of the term Col. It is a good marketing tool."

Kimball Sterling said "Some of us Southern Auctioneers have been appointed Kentucky Col. by the state of Kentucky. This is an honor. This award is not only for Auctioneers but for people in different types of life. Tennessee also has a Col. and I am also a Tennessee Col. It makes a difference when you check into a hotel or doing other business to use the Col. before your name. I feel that an Auctioneer should use the Col. name when it is needed. If you are trying to book an auction in Kentucky, it really helps. Maybe the NAA should bestow the name "General " to all of us, and it would be great."

Hayden Johnson, a board member of the Kentucky Auctioneers

Association, said "We have the Honorable Order of Kentucky Colonels. These folks, of which I am one, are honorary members of the Governors Staff and must be appointed by the Governor. You can get more information about this group at www.colonels.org."

Harold Dodd, of Australia, said "As an international member based in Western Australia, the term Colonel is not a well used term other than in the United States. The only Colonel that most Australians would associate with the term is unfortunately, Colonel Sanders of Kentucky Fried Chicken fame!"

COMMENTS ON SHOULD NAA TAKE A STAND?

Former NAA President Larry J. Theurer, CAI, GPPA said: "The NAA must not take a stand on whether or not members should use the name. In my opinion the decision of whether to use Colonel is strictly up to the individual. In many areas, Colonel is used by most Auctioneers, whereby in our area of Kansas I rarely hear it used."

Jerry Womack, of Monroe, LA, said "Yes, NAA should take a formal stand on use of the term Colonel to uphold the name use, and to protect the use by those unlicensed, but there are also thousands of non-NAA Auctioneers that should have the right to continue the use, if they have been using in the past."

Travis Royston, CES, GPPA, of Elizabethton, TN said "NAA should absolutely not be involved with any such thing as this... I don't think the NAA should become too involved in the lives of Auctioneers and mingle in the small details of the industry but instead offer a place where auctioneers can choose be as involved as they want to be."

Robert Mayo, CAI said "It seems that some parts of the country embrace the custom of using the term more than others, and I see no harm in general. As the newer generation of Auctioneers get more involved, it is likely to be used less and less in my opinion. I see no reason for the

► continued

NAA history of the term

For a bit of historical reference, the following text was written in the July 1954 ISSUE OF AUCTIONEER, by NAA founded B.G. Coats:

Who Is A Colonel? By B.G. Coats

A "Colonel" is a person engaged in the auctioneer profession who is a member of the National Auctioneers Association, is subject to its rules and regulations, observes its standards of conduct and is entitled to its benefits.

The term "Colonel" is not a synonym for Auctioneer. It is the distinctive and exclusive designation for those within the membership of the National Auctioneers Association. The term definitely connotes business competence and high standards of business conduct. Every Auctioneer has pledged that he will observe and abide by the CODE OF ETHICS promulgated the National Auctioneers Association and has manifested that he is capable of properly disposing of other peoples' property entrusted to him at public auction.

association to take a formal stand on the use of the term. It should be a personal choice in my opinion."

COMMENTS AGAINST THE TITLE

Mark D. Mallette said "We are a \$270 billion industry...We are professional business people...This is not the 1860s nor the 1950s. Let's continue to represent ourselves with dignity and sophistication by eliminating from our vocabularies titles that are irrelevant and offensive."

Dale W. Schaetzke, CAI, AARE, said "The use of "Colonel" as a name or reference to an Auctioneer or NAA member is inappropriate under any circumstance. The history of the term was not born out of anything favorable to our profession and further, any implied or unintended confusion with the military rank does not serve our profession."

Nicholas Varzos said "I think the term is pretentious and in fact carries the stigma of the Colonels that auctioned captured war property in America's growth past. I prefer contemporary terms of education and achievement that are not scoffed."

Jill Doherty said "I graduated Missouri Auction School in 1979 and was given an honoree title "Colonel." I thought that was cool until I got back home to the NY City area. Here in 1979 the word auctioneer was not understood, real-estate auctioneer really confused the general public and, as a young female, the title "Colonel" really put me on another planet...My mentor and professor from Missouri Auction School Mr. Gary Ryther suggested I drop the "Colonel" title. He said we were in different times and doing different business these days and should be addressed as Mr. or Ms. the same as other professionals such as lawyers, bankers, executives etc. I was so thrilled. No more explaining how I am "not really a colonel." After that, I didn't worry about the title, I

just did business!"

Merle Kaderli said "The term Colonel used in today's world by auctioneers is misleading. One consignor I know was having trouble collecting for his consignments and mentioned to me, "The man was a Colonel so I just thought he would be honest." That Auctioneer had the title



Colonel on his business card, leading people to believe he was in fact a Colonel in the military. The consignor was very surprised to learn the man had never been in the military."

Roger Stockwell, of Pocatello, ID, said "It should not be used any longer. Out west here we don't use it anyway. I also feel it is a military term and should not be used in civilian life."

Kenn Cunningham, BAS, said "As a Benefit Auctioneer exclusively, I have never used the title although I was granted the title when I graduated from the World Wide College of Auctioneering. I don't use it because I think that the clientele I work with would find it confusing and more likely would think I was a member of the military. Nothing wrong with that except they are hiring an auctioneer, not a soldier."

Bill Perkins CAI, GPPA, said "When I tell my 12-year-old I am a Colonel, he laughs and says "No, you're an Auctioneer." My belief is to leave the title to the history books."

Tom Thornton, Jr. said "With all the

education designation letters behind many people's names now, we have outgrown the limited definition of Colonel. Not to mention the fact no one has called me Colonel in the last 15 years. I think that once a new auctioneer gets out in the real world they will soon drop the reference and replace it with something more professional in today's world, but let those that want to use it, use it."

Travis Birdsong said "I have pondered this question over the last few years. I used the title on all my advertising in the early years of our business when we started in 1990... But as we've done more real estate and commercial auctions I've used it hardly at all."

Brent Voorheis said "A kernel is the inside of a nut. I do not use the title of Colonel. Rather than being known as Col. Brent Voorheis, I prefer to be known as Professional Auctioneer."

COMMENTS SUPPORTING THE TITLE

Col. Michael Sharp of Denver, CO said "The value in the title is that we know and understand our history. In conveying this to others it helps us establish the profession as an established and respected one."

Jay Bailey said "Why is it that everyone wants to demolish tradition?... Colonel can mean a military title or a civilian one. We have captains on high school swim teams, yet nobody debates it as a purely military title. Auctioneers proudly call themselves Colonel because they are the leaders of a team of people to create an auction event."

Col. Frank Childers said "I feel that many people actually like to address an auctioneer as Colonel...for two reasons. The first reason is they're personal respect for us as an auctioneer. The second reason is it's easier to remember and say "Colonel" as opposed to pronouncing a complicated name."

A female Auctioneer said "The Colonel's letter 'C' gets me closer to the front of the Yellow Pages. Many of my customers really enjoy calling me Col. and kid with me about it since I am only 5' 2" and 105 Lbs. My husband tells them he has to stand at attention and salute me every morning."

Dorwin Shaddox, AARE, said "Keep the title of 'Colonel' in our vocabulary. Police the use of the term and it will never be out-of-date. It will always be a title of respect. Our younger auctioneers want to learn from all of us."

Col. David Shotts said "The title should be kept 'As Is, Where Is' and an additional exclusive title should also be reinstated 'Knights of the Hammer'. The Knights of the Hammer should oversee the Colonels."

Harry Sutherland said "For those that continue to use the title, I applaud you for keeping a tradition alive when traditions are, by some, considered out dated. We can decide to use the term or not use the term. I like choices, it's the American way."

Bill Dearman of Aiken, SC said "Why the move to erase the history of the bestowed title of 'Colonel' to Auctioneers? I graduated from Mendenhall School of Auctioneering in 1979 and was a certificate of title of 'Kentucky Colonel...Of course the title is dated and seldom used today, but I'll be damned if anyone is taking from me a title that indicates I am a professional conducting my business with the utmost Integrity."

Col. Max Sprague said "Those who would like to remove this time honored use of a word from the lexicon of auctioning need to get out and drum some work instead of sitting around an office thinking stuff up like this."

Col. Lamar R. DeShane, Jr said "I received the honorary title of Colonel by the Governor of the State of Tennessee...The 'Colonel' title is used when it is appropriate; but I always make the distinction that it is only an honorary appointment. In this manner the distinction of rank of our nation's soldiers is respected, and as a 'Colonel' and an Auctioneer, I do this every single day."

Jay Litchfield said "I consider it a compliment when fellow Auctioneers or ringman call me 'Colonel'. It's an acknowledgement of experience, and skill. And I will bestow the same compliment to them when they have done an exemplary job in the process of conducting an auction."

Col. Bob Hopkins, of Parma, ID, said "I still use the title of Col. on all my advertising. My Idaho personalized license plate is CRNLBOB. I've been in the auction profession for 40 years and the Auctioneers that I started with and learned


from, referred to themselves and advertised themselves as Colonel. Yes, we all were in the military, WWII, Korea and Viet Nam. None I think ever were over the rank of second lieutenant, but as Auctioneers, they were Col. Several of the old timers that attend our auctions, still say, "Hi, Colonel", to me. I don't intend to quit using the term in our advertising, and also think that the NAA has better things to do than find fault with Auctioneers that use the title Colonel. As far as the beginning starting before the Civil War and maybe could now be considered racist, I just say, I'm awfully tired of political correctness."

► continued

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FEMALE AUCTIONEERS' COMMENTS

Kathy Crawford, of Arizona, said "Using the title to address an Auctioneer is out of date and confusing to the general public...My husband earned the rank of Lieutenant Colonel before retiring... I have never asked to be called "Colonel" and never will and I will always clarify the distinction if the title comes up. I am a professional Auctioneer and have earned the title of Auctioneer. Please address me accordingly as Kathy Crawford, Auctioneer."

Catherine Baron, of Arizona, said "The military does not have exclusive rights to the title. However, as it is a senior title it is one better used by experienced Auctioneers rather than recent auction school grads. Each Auctioneer should have the right to use the term if they feel comfortable with it and that is equally true for women. I do not use the title because I use my M.A. designation and because I am a recent auction grad."

Alicia Gordon, CAI, GPPA, said "Let's get with the 21st century here. Who can take us seriously in this business if we have the title of Colonel? When I heard that I was a Colonel after I graduated from auction school some 26 years ago I thought it was a joke!"

Tanna Guthrie said "I never refer to myself as a Colonel. Being a woman, it sounds odd, plus I do think it's outdated. It always reminds me of Colonel Sanders."

Anne Smith said "Upon becoming an Auctioneer and starting my own company, Colonel was imprinted on my business cards. It was interesting how many people asked about the "Colonel" before my name. Folks seemed quite interested in the history of our profession and it was a great "ice breaker". There were equally as many people who thought I was in the military. They never seemed offended that I would use the title of Colonel, however, after 9/11 and the war that ensued, I became increasingly uncomfortable with using the terminology. I removed Colonel from my business cards and feel much better using the designations that I, myself, have earned through the NAA."

Col. Diane Scotto said "History is a part of what we are...the value of the designation lies in its history, respect and love for the profession..I acknowledge, that there is a new wave of Auctioneers looking for a quick buck (especially in real estate), but the Auctioneer who lives and breathes his/her craft needs to dedicate themselves to preserving history, tradition and above all the auction process with dignity, honesty and professionalism."

Mary Jo (Doc) Brubaker said "I was very honored in February when Mr. Mendenhall conferred on all of the Mendenhall Auctioneering School graduates the title of Colonel.... It is perfectly legitimate to enter into a new era of auctioneering with all that technology has

to offer while continuing to respect our heritage with the simple title of Colonel."

MILITARY VETERANS' COMMENTS

Nicole Kelley, 2007-2008 Missouri Bid Calling Champion, said "As a veteran of the US Army, aviation branch, the highest rank that I achieved in service was Major. Therefore, as an Auctioneer, and being true to my integrity, I do not feel comfortable being referred to as Colonel. I come from a family of Army officers, most of which are combat veterans including my dad and my younger sister, both of whom earned their rank of Colonel through many years of dedicated service. So, I would have a hard time convincing myself that I deserve to be called Colonel."

Michael D. Matz, CAI, said "As I am a retired army Colonel I think I will continue to use the name...One who attains the rank of Colonel in the service (captain in the navy), pay grade Officer 6, must have completed areas of study and demonstrated subject matter expertise and competencies throughout a career then be fortunate enough to be elevated to colonel status. Possibly we should look to a similar body of work, ethics, etc for auctioneers to aspire to that title."


Marcus D. Gravitt, CAI, AARE, GPPA, said "I understand the heritage behind the title, however as a veteran, and I was an NCO, Non Commissioned Officer, not an officer, I feel the honor of being called



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"Colonel", should be reserved to those serving in uniform and whom have earned the title, taking 25 to 30 years of service to their country to achieve. We are Auctioneers, not Colonels."

Richard B. Frandsen, Lt. Col., U.S. Army (JAG)(retired) said "I am confident there is no confusion between an Auctioneer and a military Colonel. Nor does Captain Crunch confuse or denigrate an Army Captain. Intelligent people know the difference and, if not, they need to be educated as to the rich history of the auctioneer Colonel."

Wayne Blair said "I retired as a chief warrant officer, which I earned. This use of Colonel is a wrong...If you are a professional Auctioneer, you should be happy with that designation."

LEAVE THE TERM ALONE

Bill Forbes, CAI, BAS said "Use of the term Colonel should be left to the discretion of individual Auctioneers. Auctioneer Licensing Laws and the National Auctioneers Association should both be regarded as "Broad Umbrellas" under which various auctioneers may make a living in this profession by many means, all of them legal and all of them honorable. The market niches we all operate under are all reflections of our individual personalities, the same as our attitude to such issues as: 1. Whether or not to use a "Buyer's Premium" or 2. whether or not to hold ourselves out to be a "Colonel." The main thing that all NAA Auctioneers need to be wary of is not to try to inflict our opinions on these issues on other NAA members so as to create "wedge issues" to divide us and keep us from striving to achieve our common goals for our profession. "

Kevin O'Callaghan said "I think we as Auctioneers should leave the issue of Colonel the way it is. It is part of American history and the history of auctioneers that the term colonel was used for some auctioneers in the military. I don't believe that we are being disrespectful in any way if we continue to refer to some Auctioneers as Colonel. I personally do not want the title addressed to me."

NEWCOMERS AND YOUNG AUCTIONEERS' COMMENTS

Alan VanNahmen, of Manhattan, KS, said "I'm new to the auction business, but at age 53, I have no interest in being called Colonel...It's time to move on and advance the profession. There has to be a better term for Auctioneer, or else just call them an Auctioneer."

Don Crist, CAI, 40, said "I am a younger Auctioneer. I do not use the term in my advertising, however, some people refer to me and others as Colonel. I think that is fine. It has historical significance and is a part of a tradition of sorts. I see nothing wrong with it for those that actively use it or those that don't. What will happen is that the public that knows of this tradition will continue to respectfully refer to us in that manner no matter what the NAA or other organizations stand may or may not be on the issue. It is a term of affection and respect for Auctioneers."

A FAVORITE STORY

Steven L. Reeser said "My favorite story on the subject was told about an Auctioneer in the Bloomington Illinois area. He was called into court as a witness one day. When he was called to the stand he was asked to give his name for the record. He addressed himself as Col. Harold Kinder. The judge looked at him and said, What is the term Colonel? Are you in the Army or is this a professional designation?" Harold looked at him and said, "It is a term of respect, sort of like the term 'Your honor.'"

Story compiled by editor Steve Baska.

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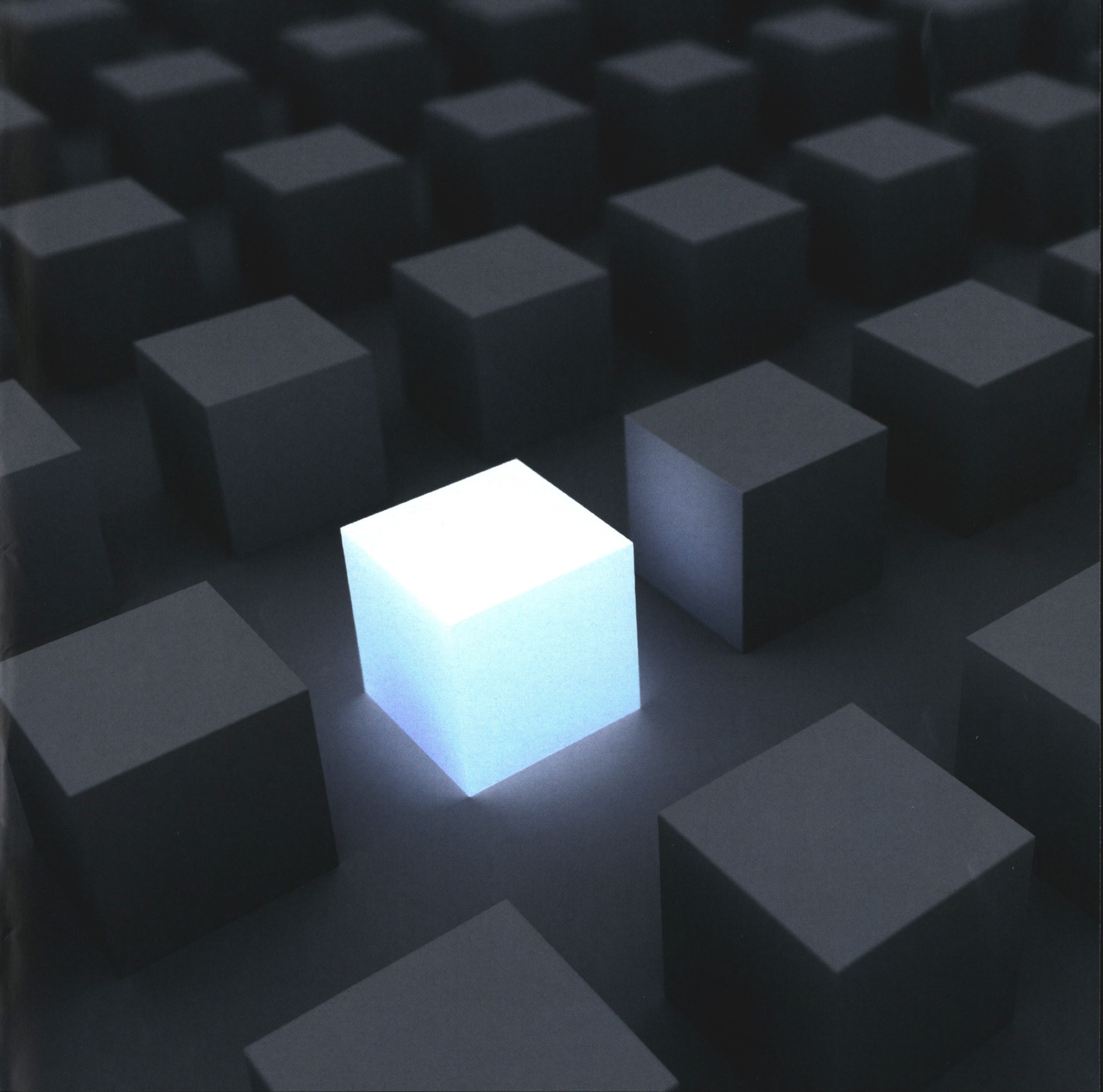


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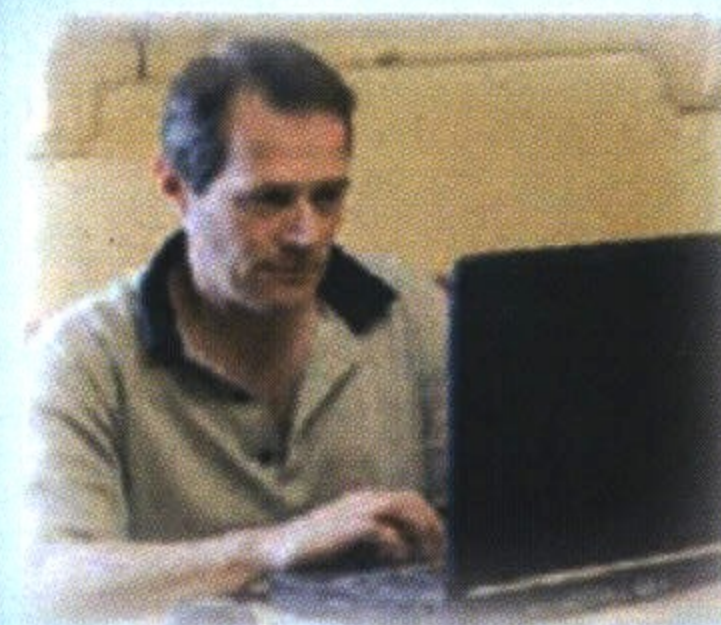
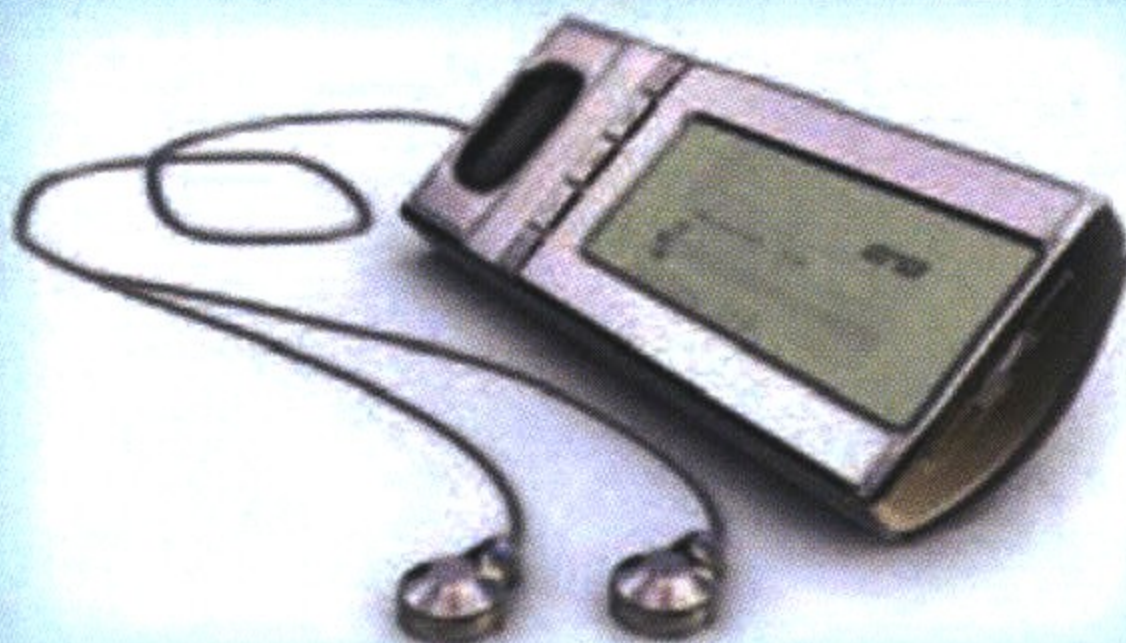
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This new section runs monthly in the magazine and on the NAA website. The deadline for the NAA to receive advertisements is 5:00 p.m. CST on the 5th day of each month for advertisements to appear in the coming month's edition. Categories: Auctioneers, Clerks/Cashiers, Ringmen, Other, Available for Hire, and Auction Schools.

Additional Information on submitting advertisements:

Send the NAA the exact wording you desire in your advertisement. Advertisements are limited to 300 characters (a character is a letter or word and does not include spacing). Generally this is approximately 50 words.

The price is \$150 for a 1/16 page advertisement (only size available). Your purchase of the magazine advertisement space includes a free listing on NAA's Career website section for 30 days.

NAA does not offer website only career advertisements.

Ads will be text format only. No graphics, company logos, or ready-made advertisements will be accepted for this new section. The advertisements will be simple, uniform text advertisements.

Auction schools that are currently running display ads in the magazine will get a free listing under the Auction Schools section on the Auction Career Opportunities page in the months they run their display advertisements.

Career advertisements will not be recognized in the advertiser index, near the back of the magazine.

Advertisements can be submitted by e-mail, fax, or mail. Please send advertisement text to Wendy Dellinger, NAA Senior Manager - Corporate Sales at advertising@auctioneers.org, or send faxes to (913) 894-5281. Text can be mailed to Wendy's attention at 8880 Ballentine, Overland Park, KS 66214. Please include specific instructions including the months which you wish to place your advertisement.

force in opening up a new office” said company owner Cathy Hearn. “Our company is heavily involved in Real Estate and this location affords us the ability to better serve our clientele in Lexington County”.

Hearn Auction Service recently sold 13.03 acres in Lexington with house, barns, smokehouse and woodshed on March 1 for \$516,000 including Buyer's Premium. The highest and best use of the property was that of development, but as Cathy Hearn stated, “Our research has always indicated that a potential owner will pay more for a property than an investor”. The successful purchaser and new owner was the first person to have entered our new office so I can truly say that the first time was a charm.”

ONLINE AUCTIONS

Proxibid experiences record sales for one month and for one day

Omaha, NE — Proxibid, a premier provider of live auction webcasting services, reached a significant milestone when it hosted 482 auctions in March. The Omaha-based company sold \$227 million worth of goods offered on Proxibid, with a record amount sold to online bidders. An additional goal was reached on Saturday, March 29, when Proxibid hosted 51 auctions – the most auctions ever hosted in a single day.

Since webcasting its first live online auction in September 2002, Proxibid has grown exponentially, doubling its customer base year over year. The company has gone from working with only five Auctioneers and hosting seven auctions per month, to working with more than 1,100 Auctioneers from the United States, Canada, and Mexico, broadcasting an average of 450 live and timed auctions each month. Proxibid's success in attracting new Auctioneers and sellers is attributed to the marriage of superior technology and the industry's best customer service and support.

"We at J. J. Kane Auctioneers recognize the Internet as a critical piece of the auction industry. J.J. Kane has chosen to partner with Proxibid as our preferred provider of live auction webcasts," said Steve Anderson of J. J. Kane Auctioneers. "Proxibid offers the best service and support in the industry along with a professional staff that is dedicated to making every online event successful. Their commitment to using the most up-to-date technologies has helped us reach a broader audience, in-turn helping our auction business to grow."

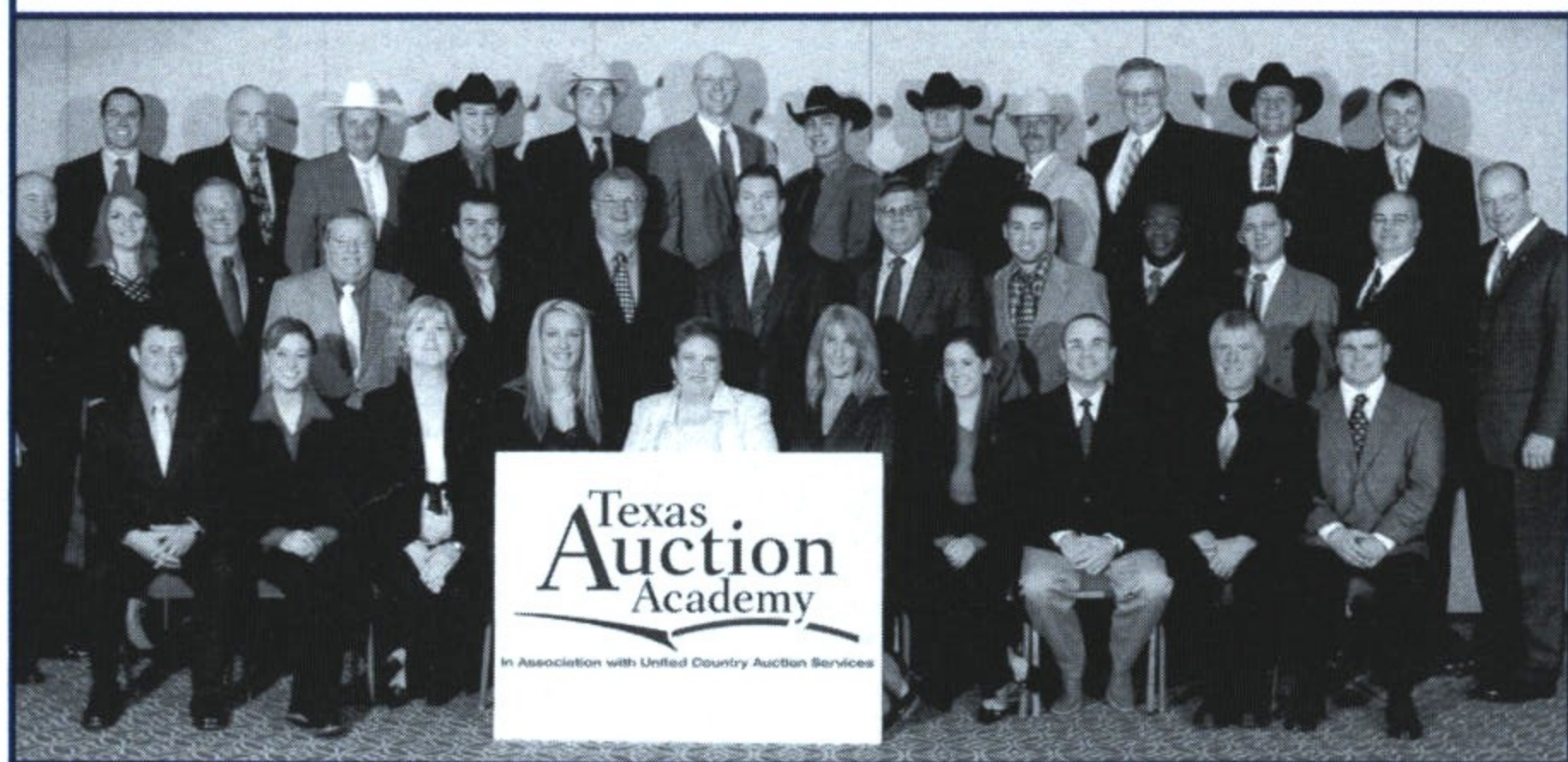
Proxibid also experienced a record number of registered bidders during the month of March. This continued growth can be accredited to the increase in auctions per month, the breadth of items available for online bidding, and the Company's reputation for providing the best bidder customer support in the industry. Another reason bidders are attracted to Proxibid is the Company's extended bidding technology. Launched in September, 2007, this feature extends the remaining time to bid on a single lot when a bid is received within the final five minutes of a timed auction.

"Even with the down-turn in the economy, our business is thriving," said Bruce Hoberman, CEO of Proxibid. "There has never been a better time to buy or sell at auction, especially with the conveniences provided by live Internet bidding." Proxibid gives bidders access to real auctions from the comfort of their home or office. Bidders can view auction catalogs, post pre-bids and participate in real-time Internet bidding via Proxibid's powerful auction portal. To learn more about Proxibid, log on to www.proxibid.com.

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Everyone loves a shortcut

By John Peckham

TRICK#1: SEND AN EMAIL -- BY VOICE!

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These folks convert your telephone voice into emails, text messages, reminders, lists and appointments. You can use this service to create text-based reminder e-mails to yourself or messages to pre-set individuals or groups. In a car it's a lot safer than thumb typing a message on a Blackberry or calling each individual person.

Simply enter your phone number and e-mail address and set up a contact list – and Shazam – you're in business. Just call the toll free number – say the name of your e-mail recipient (or say "myself") and record your message which gets converted to text and e-mailed to your recipient. There are other clever bells and whistles – and the price is right. It's on the house!

TRICK #2: KEEP TRACK OF THE CAP LOCKS KEY!

Have you ever typed six lines of text before you discovered that the Caps Lock on your keyboard was on? Some folks are often tempted to cuss when this happens. Here's a little trick that will alert you when you have accidentally turned the Caps lock on. This works in Windows XP and a slight variation will get you set up on other operating systems.

Open the Control Panel ("Start" and then "Control Panel"). Click "Accessibility Options". Click "Keyboard". Check "Use ToggleKeys". Click "OK" and close the Control Panel.

Now you have a private butler who will ring a little bell when you accidentally hit that Caps Lock key. Saves a lot of cussin'!

GREAT PLACE #1: LISTEN TO THE STATION YOU WANT WITH A CLICK!

[HTTP://WWW.VIRTENNA.COM/RADIO.MAIN.PHP?STATION_LIST=POP](http://WWW.VIRTENNA.COM/RADIO.MAIN.PHP?STATION_LIST=POP)

Here's a great place to easily find and play your favorite AM/FM radio stations and to browse and discover stations from around the world. You can search by location and type of programming.

So far you can play US stations from Boston, Chicago, Los Angeles, New York, Philadelphia, San Francisco, San Jose, and Washington, DC. Each city features dozens of the major broadcasting stations (and some you didn't even know existed). Many international locations are also featured including Beijing, Hong Kong, Israel, London, Shanghai, Taipei and Tokyo. Just pick your favorite news, music or talk show and these folks whisk you off to a new land with one simple click!

Copies of all previous "Real Estate CyberTips" columns complete with all direct links are available at www.REcyber.com/reintelligence/cybertips.htm. Jack Peckham is the Executive Director of the Real Estate Cyberspace Society and can be reached by E-mail at bostonjack@earthlink.net. The Society's worldwide web office is open 24 hours a day at www.REcyber.com. Direct links for each of the tricks and places here or in any previous Real Estate CyberTips Columns are available at www.REcyber.com/reintelligence/cybertips.html. StoneAge readers can obtain information on Society membership by calling 888-344-0027. Copyright (c) 2008. RECS.

NAA Resources

NAA Membership and Meetings

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

PROGRAMS

Get Sold On St. Jude Kids

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

International Auctioneer Championship

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

International Junior Auctioneer Championship

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

International Ringman Championship

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

National Auctioneers Day

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

NAA Marketing Competition

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

President's Award of Distinction

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

NAA Education Institute

The NAA is dedicated to providing professional development opportunities for the auction industry. Members enjoy discounts on all educational events, seminars and our designation and certificate programs. Designation programs include: CAI, AARE, ATS, BAS, CES, GPPA and GPPA-M. Visit www.auctioneers.org to learn more about NAA's business-boosting programs, or e-mail us: education@auctioneers.org. Phone: 913-541-8084 (extension 23 and 28).

SERVICES

Auction Calendar

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

NAA Credit Card Program & Free Check Recovery

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

Discount Advertising Rates

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

Discussion Forum

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

Free Web Site Development & Hosting

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

Access NAA Online

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

Government Relations

The Government Relations program tracks federal and state legislation impacting the auction industry and notifies you to take action on issues when appropriate. Through the Auction Action Network (AAN), you have the opportunity to sign up to become a member of NAA's government relations network to present a united voice on issues affecting the profession.

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

NAA is able to offer solutions that can provide you, your loved ones and your company with the right balance of care and service based on your personal preference, needs and budget. Programs available nationwide! Act now by calling 913-754-7800.

Learning Center

The NAA Education Institute now has available valuable seminars and Conference and Show educational programs as well as the International Auctioneers Championships (IAC) to download to your computer, MP3 player, or iPod. The 2007 Conference and Show educational seminars are available. And, two of the sessions from 2006, and two from 2007, are available on video. By joining the NAA Learning Center for \$185 per year, you can download all of the sessions and receive CE credits. For details log on to www.auctioneers.org or call 913-541-8084, ext. 23, 28 or 15.

NAALive.com

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

Office Products and Supplies

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

Prescription Drug Program

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

State License Laws Guide

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

Travel Services

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

PRODUCTS

Books

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

Membership Directory

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

Merchandise

NAA provides a great selection of apparel and miscellaneous promotional items that members can purchase at very attractive prices. Log on to www.auctioneers.org for available products or 866-305-7622.

Newsletter - Auction Advantage

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

Opportunity Kit

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

Buyers Guide

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

Customer Survey Card

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



Dennis Kruse, left listens as CAI chair Jack Christy speaks during CAI week in March in Bloomington, IN.

AUCTION SCHOOLS CALENDAR FOR 2008

May 2008

Southeastern School of Auctioneering 3 – 10

June 2008

Missouri Auction School

North Georgia School of Auctioneering 2 – 13

Mendenhall School of Auctioneering 7 – 15

Texas Auction Academy 7 – 15

World Wide College of Auctioneering 7 – 15

Western College of Auctioneering 16 – 26

Florida Auctioneer Academy 20 – 29

July 2008

Continental Auctioneers School 14 – 20 – in Mankato, MN

Yankee School of Auctioneering 26 – August 2

Reppert School of Auctioneering 28 – August 9

August 2008

Canadian Auction College

Southeastern School of Auctioneering 2 – 9

Mendenhall School of Auctioneering 2 – 10

Nashville Auction School 2 – 10

North Georgia School of Auctioneering 4 – 15 – Rome, GA

Florida Auctioneer Academy 15 – 24

September 2008

World Wide College of Auctioneering 6 – 14 – in Denver, CO

Texas Auction Academy 6 – 14

Continental Auctioneers School 15 – 21 – Ames, IA

October 2008

North Georgia School of Auctioneering 6 – 17 – Atlanta, GA

Ohio Auction School 6 – 17

Reppert School of Auctioneering 6 – 18

Western College of Auctioneering 13 – 23

November 2008

Missouri Auction School

Florida Auctioneer Academy 1 – 9

Mendenhall School of Auctioneering 1 – 9

Nashville Auction School 1 – 9

Southeastern School of Auctioneering 8 – 15

Yankee School of Auctioneering 15 – 22

Texas Auction Academy 15 – 23

World Wide College of Auctioneering 15 – 23

Continental Auctioneers School 17 – 23 – Mankato, MN

December 2008

Reppert School of Auctioneering 1 – 13

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The Bottom Line, as an auctioneer with United Country® Auction Services, I am conducting more auctions, conducting higher quality auctions, providing more effective marketing services to my clients, and spending fewer hours in the office. Best of all, I have increased my bottom line. "

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