

TAA QUARTERLY

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August 2015

TENNESSEE AUCTIONEERS ASSOCIATION



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Congratulations to Patti Baldini and Jana Ringemann for being inducted into the TAA Hall of Fame!

This newsletter is published by the Tennessee Auctioneers Association as a service to its members and supporters in the auctioneering industry. Suggestions are welcome for articles in future editions.

Message From The President...

Hello Auctioneers,

What a summer so far! I hope everyone is busy booking auctions and closing deals. The NAA Conference and Show in Dallas this July was a great time for all who attended. We had almost 40 auctioneers from Tennessee in attendance. Thanks to everyone for wearing our new TAA shirts in our group picture from the NAA Conference. Be sure to look for this picture and other pictures from the NAA Conference in this issue of the TAA Newsletter. The welcome party on the first night was great fun. We enjoyed lots of delicious Texas BBQ while Asleep at The Wheel entertained us. It was fun to watch many of the participants two-stepping to the tunes! The CE classes were some of the best I have ever attended. There were lots of tech classes that were very informative. Congrats to Will McLemore on his election to the NAA board of directors. Also, we were proud of Terri Walker in her strong run for the Vice President candidacy. The TAA was well represented by Justin Rhinehart, Jeremy Robinson, and Patti Baldini in the international bid calling championship. Great job!

Don't forget our Winter Convention in Nashville this year. We will have a hospitality room on Saturday night that will be set up as a meet and greet. I have asked Marvin Alexander and Bobby Colson to help with some entertainment. We are also asking the older members to come and share some of their best auction stories with the younger auctioneers on Saturday night. As we all know, there is no substitute for experience. Some of their stories are just plain hilarious!

We had two long time TAA members pass away in July, Mr. Dean Howard and Mr. Beeler Thompson. Our thoughts and prayers go out to their families.

Thanks, Neal Trice

Meet and Greet - Saturday night 7:00 PM - December 5

The Inn at Opryland, 2401 Music Valley Road, Nashville, TN. New this year, we are having a meet and greet/hospitality suite on Saturday night. Bobby Colson and Marvin Alexander are making plans, so come and join.

Our convention officially begins on Sunday; however, this year we are excited to offer some one on one time for our members to relax and join us for some fun, exchanging past adventures and history of the TAA.

Book your hotel reservations at the Inn at Opryland (615-889-0800). Plan to come in early. There are a lot of things to do and see during this time of year at Opryland. If you are local to the hotel, just drive over and join us for some fun, entertaining discussion and of course stories of the TAA.

**TAA Winter Convention
December 6-7, 2015
The Inn at Opryland
2401 Music Valley Drive
Nashville, TN
Room Rate \$104
615-889-0800
Join Us!**

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FEBRUARY 1 APRIL 1
AUGUST 1 NOV. 1

Any and all TAA members are encouraged to send information on past or coming events they have conducted or news articles that would be of interest to other members. Please send profiles of members that you feel deserve to be highlighted in our publication.

CHARTER MEMBER PASSES AWAY

Charter Member, Past President and Hall of Fame Member
 Beeler Thompson passed away on July 29.

Edward Beeler Thompson, age 88, of Knoxville, Tennessee, passed away peacefully at home surrounded by his loving family on Wednesday, July 29, 2015. He was born on March 11, 1927, in Knoxville and was reared in the Corryton community. His father was a dairy farmer and his parents were active in the community and Washington Presbyterian Church. Beeler graduated from Corryton Elementary School and Gibbs High School and then worked at the Knoxville Post Office to get "real world work experience" and found it easy compared to working on the dairy farm. Beeler attended Maryville College for one semester before volunteering for the U. S. Navy. He came home after the war to continue his education at the University of Tennessee, while also working at the UT Creamery. Beeler later became a dairy farmer himself and had a herd of purebred Holstein. He served on the boards of many farm related organizations. In 1957 Beeler attended Reisch School of Auctioneering in Mason City, Iowa and became a licensed auctioneer. His auction career began with auctioning dairy cattle and in 1963 he established the Thompson Realty and Auction Service offering full service in auction and real estate. During his forty year career he sold cattle, liquidations of all types, real estate, land development and estates. He possessed an inquiring mind, love of learning and zest for life. Learning occurred everywhere all the time. His business took him all over East Tennessee; he loved the region, the natural world, the cultivated world and its people. Beeler seldom forgot a client. **He was a charter member of the Tennessee Auctioneers Association serving as president and was inducted into the Tennessee Auctioneer Association "Hall of Fame." Beeler's auctioneer cry came to an end with a stroke in November, 1997, that took away his ability to communicate verbally.** In 1970 he married Hazel M. Copeland Beets, who had three children, Sherra, Buddy and Rene. The family joined Eastminster Presbyterian Church and began their life together. They worked as a team and the business grew and remains today. His keen observation, mind and sense of humor remained sharp, but his ability to communicate verbally or in writing was lost to the stroke. However he kept a strong desire to maintain relationships with people and developed an ability to communicate without words, through touch, body language, eyes, drawing pictures and acting. His interest in people, activities and things continued. The "farm boy" loved reading, nature, birds, refinements, art, solitude, country music and growing things, especially anything that had a pretty blossom.



A special thanks are given to Dr. Blake and his excellent staff. Also special thanks to Covenant Hospice for their attentive care and support for the family.

Memorials may be made to Eastminster Presbyterian Church, 4904 Asheville Highway, Knoxville, TN 37914. Condolences may be made online thru legacy.com.

Our thoughts and prayers go out to the family of Mr. Thompson

HUBNER WINS ROOKIE BID CALLING CONTEST

Local Auctioneer and Realtor, Ray Hubner, was named the 2015 Rookie Bid Calling Champion by the Tennessee Auctioneers Association during the annual summer convention held at the Inn at Opryland on June 7th.

“It was an honor to compete among peers within the auction industry, and I feel so grateful to be surrounded by such outstanding talent and professionals” commented Hubner.

A member since, 2012, Hubner also serves on the board of directors for the state association. The Tennessee Association of Auctioneers, founded in 1958, serves to protect, promote, and represent the interest of the auctioneering profession in Tennessee.

Hubner is a graduate of Nashville Auction School, and in 2016, will also earn his designation the Certified Auctioneers Institute (CAI), the most prestigious professional designation for auctioneers that emphasizes the importance of continued education, excellence, and outstanding service.

An apprentice auctioneer with Compass Auctions and Real Estate team, Hubner also holds his real estate license. He and his wife, Stephanie, lead the Wilson/Rutherford Division of Compass and serve their clients by providing several different avenues of sale for real property and other assets. Submitted by Justin Ochs



THANK YOU FROM WILL MCLEMORE

I would like to thank the members of the TAA for the endorsement, advertisement and support in the recent election for the NAA Board of Directors in Addison, TX during the Conference and Show. I am pleased to have been elected to a three year term as a Director and look forward to continuing to serve. I will do my best to live up to the high expectations and standards the members of the TAA and the NAA have for me over the next three years. Your support and your votes meant a lot to me and I am very grateful.

Yours Truly,

Will

Pictured left:
NAA Board of Directors

Will McLemore is pictured
5th from the left.

Also pictured 4th from the
left is Tim Mast



THE NAA IAC FINAL ROUND QUESTIONS

At the 2015 National Auctioneers Association (NAA) International Auctioneer Championship (IAC) recently held Friday, July 17 in Addison, Texas, three questions were asked of the contestants. Here, we note those three questions and our answers to them:

- The auction method of marketing is often viewed as the last resort. What can be done to change this perception?
- Media has been highlighting the auction industry more and more. How can you ensure the credibility of the NAA if you're contacted by a producer or reporter?
- The NAA Promotions Committee distributed an elevator speech on why consumers should use an NAA auction professional. What's your elevator speech to answer this question?

The auction method of marketing is often viewed as the last resort. What can be done to change this perception?

For centuries auctions were indeed used as the last resort and/or only when other sale methods were unsuccessful. Today, it is much the opposite. The highest priced real property, artwork, equipment and collectibles are sold at auction as the first and only choice. I believe the more the NAA promotes this basic tenet by words and examples, the more the public will know the reality that auctions are hardly the last resort, and rather the prudent way to sell virtually anything for the highest price.

Media has been highlighting the auction industry more and more. How can you ensure the credibility of the NAA if you're contacted by a producer or reporter?

It's always a great opportunity for an auctioneer to be contacted by a producer or reporter — and at the same time potentially disastrous. What producers or reporters want today may well be basically ... drama, which often isn't in any NAA member's interest. The key is preparation. Have at your immediate disposal facts, figures and other data which supports the actual auction industry and resist answering those questions which might feed the desire for the opposite effect. Ultimately avoiding such interviews or contacts is better than taking them on and resulting in less than desirable results, but be ready for that moment which can elevate our profession.

The NAA Promotions Committee distributed an elevator speech on why consumers should use an NAA auction professional. What's your elevator speech to answer this question?

Every single person in business today needs a brief, succinct explanation of their product or service and the clear advantage of working with him or her. If I was entering an elevator with you Joseph, I would introduce myself and tell you that I am one of a select group of auctioneers on the planet who is entrusted to sell at auction the most treasured and valued property on earth. Why do they hire us? We maximized value in the shortest amount of time in the most transparent marketplace on earth. And, we don't only serve sellers, but allow access to a multitude of property for buyers who seek that desired treasure or needed product. As an auctioneer, I work in the greatest and most exciting marketplace; Joseph, what are you looking to buy or sell?

Mike Brandly, Auctioneer, CAI, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandly, Auctioneer, Keller Williams Auctions and Goodwill Columbus Car Auction. He serves as Adjunct Faculty at Hondros College of Business, Executive Director of The Ohio Auction School and Faculty at the Certified Auctioneers Institute held at Indiana University.

THANK YOU FROM TERRI WALKER

Dear Tennessee Auctioneers,

Thank you for your support and encouragement during my recent run for the NAA Vice President. You made me proud to be from our great state and to be a part of the TAA. I had a wonderful time during the Conference and Show and was very proud to see so many from our state attending. My experience of running for Vice President was both challenging and enlightening. I am considering the possibility of taking on the challenge again next year and if I choose to run I will once again ask for your support.

Sincerely,

Terri

TAA MEMBERS ATTEND NAA CONVENTION



Top Left: Neal and Jacqueline Trice
 Middle Left: Marvin and LuEllen Alexander
 Bottom Left: Will McLemore and Jennie

Top Right: Ed Stallings and JJ Dower
 Middle 2nd Right: David and Susan Hudgins
 Middle 3rd Right: Lance and Terri Walker
 Bottom Right: TAA Members

TAA MEMBER PASSES AWAY



Dean Howard, 77 of Decatur TN, passed away on July 31, 2015, in Chattanooga TN.

Dean was a well know farmer and auctioneer. He started his farming career with his father in high school, growing strawberries, tobacco and beef cattle. In high school he was the recipient of the distinguished FAA American Farmer Award. In 1972 he

was awarded the McMinn County Outstanding Young Farmer of the year.

Along with his farming operation, he conducted auctions with Dean Howard & Daughters Auction Company for 40 years. He was an active member of Tennessee Auctioneer Association and the National Auctioneer Association,

conducting numerous education sessions and was the recipient of the TAA & NAA Hall of Fame. He was a lifelong member of Short Creek Baptist Church.

Son of the late Arthur Howard and Essie Sewell Howard and Eva Bright Howard.

In addition to his parents he was proceeded in death by his wife of 54 years Sue Carter Howard, daughter Sherry Howard, brothers H.C. Howard and Dobbins Howard.

Dean is survived by his daughters:

Carol Dean Howard and husband Erec Erwin
Linda Sue Howard and Carl Mashburn
Charlene Howard Miller and husband Pat Miller

The family suggest that memorial contributions be made to Short Creek Cemetery Fund, 829 Co Rd 51, Athens, TN 37303

FREE ADVERTISING ON THE INTERNET

For many personal property auctioneers, the internet has been a mixed blessing. For “old school” auctioneers, the internet can sometimes be viewed the same way that parents viewed Elvis, the Beatles, or Nirvana- “what the #\$%^& is this current generation thinking?” But like rock and roll, the internet is here to stay and if you haven’t already capitalized on its benefits, then you should. And I don’t want anyone to think that I am some kind of expert about any of this. There are other auctioneers who are using the Internet far better than I do and with probably greater success. I am just letting you know that if I can do it, anyone can do it.

For instance, there are a number of internet sites that will advertise your company’s upcoming auctions for either free or for a small fee. You may already know of several sites, but here are some that you can easily utilize to promote your company and your sales.

- Auctionzip.com
- Estatesales.net
- Estatesale.com
- Theauctionguy.com
- Facebook

All of these sites allow you to post auctions for free or for very little money each month. Probably the

most well-known site is Auctionzip. It has been around for many years, and I don’t know an auctioneer who doesn’t use their site to market either their personal property sales (or their land sales.) And it is free! Most *bidders* will tell you that Auctionzip is their “go to” site to find out about auctions (even more so than your own business website), as it allows them to view hundreds of different auctions and auction companies each day.

Both Estatesales.net and Estatesale.com (note the spellings and the endings of each website) allow you to post your personal property auction, but Estatesales.net will charge a monthly fee ranging from \$10-\$100. There is also Estatesales.org and they are fee-based as well. Theauctionguy.com is just another of the growing number of sites that offer advertising services for free or for very little money.

Many of you probably have a personal Facebook page. But you can also have a business Facebook page which can announce each and every auction that you have. Pictures and descriptions can be posted for each auction and you can measure your growth with the number of “likes” that visiting viewers can post.

These are just few sites that you can start using today. If you know of other sites that have been particularly helpful to your business, let us know!

Article Submitted by: David Allen, Music City Auctions

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