



# Conference & Show

8880 Ballentine ■ Overland Park, Kansas ■ 66214 ■ P: 888-541-8084 ■ [www.auctioneers.org](http://www.auctioneers.org)

With more than 6,000 members from throughout the world, the National Auctioneers Association is the

**Auction Professionals  
Recognized for Innovative  
Marketing Efforts**

6/1/2007

largest organization of its kind dedicated to promoting the auction method of marketing and enhancing the professionalism of its members.

Member benefits range from federal legislative representation to comprehensive continuing education programs, including coursework to earn the following professional auctioneer designations: Certified Auctioneers Institute (CAI), Accredited Auctioneer, Real Estate (AARE), Graduate Personal Property Appraiser (GPPA) and Certified Estate Specialist (CES). The organization was founded in 1949 and is headquartered in Overland Park, Kan.

For more information on the NAA and its programs, log on to [www.auctioneers.org](http://www.auctioneers.org).

**OVERLAND PARK , KAN.** – Creativity and professionalism in auction marketing are being celebrated by the world’s largest association for auctioneers and auction marketing. This week, the National Auctioneers Association (NAA) announced the winners of its 2007 Marketing Competition.

Each year, the organization holds the competition for its members to allow them to face off in a competition against their colleagues, and vie for top awards for their marketing materials and programs. This year’s competition drew nearly 950 entries from throughout the United States and other countries, including South Africa and Australia.

More than 100 categories made up the competition with three divisions: Photography, Advertising/Public Relations and Auction of the Year. The categories focused on a myriad of promotional programs and pieces including newspaper/magazine advertising, member web site, television commercial, auction appraisals, business newsletter, news release and more. New categories that were popularly received by the membership included multi-color postcards, catalogs and online catalogs. The Photography Division received a record number of entries, and the Auction Printed Materials section continued to draw the largest number of entries in the Advertising/Public Relations Division.

Winning “Best of Show” in the Photography Division was **Tommy Williams, CAI**, Williams & Williams Worldwide Real Estate, Tulsa, Okla. **Rex D. Schrader**, of Schrader Real Estate & Auction Co., Inc., Columbia City, Ind., received the “Best of Show” award in the Advertising/Public Relations Division. The Auction of the Year award went to **Randy Kincaid, CAI, GPPA**, of Randy Kincaid Auction Company, Lakeland, Fla. Kincaid also took the top “Grand Champion” prize for his Auction of the Year entry.

Entries were judged by a panel of marketing professionals with backgrounds in photography, design, printing and multi-media. Criteria reviewed included creativity, effectiveness, clarity, visual appeal and more.

All winners will be formally recognized during the NAA

Marketing Competition Recipient's Luncheon which will take place from noon to 1:15 p.m. Thursday, July 19 as part of the NAA's 58th International Auctioneers Conference and Show at the Town and Country Resort & Convention Center in San Diego, Calif. Winners will receive a plaque, and their winning entries will be displayed for their colleagues to view.

**A complete list of winners and their categories is as follows:**

[See the winning entries.](#)

**Grand Champion**

Randy Kincaid, CAI, GPPA  
Randy Kincaid Auction Company  
Lakeland, Fla.

**Auction of the Year**

Randy Kincaid, CAI, GPPA  
Randy Kincaid Auction Company  
Lakeland, Fla.

**Best of Show Photography**

Tommy Williams, CAI  
Williams & Williams Worldwide Real Estate Auction  
Tulsa, Okla.

**Best of Show Advertising/Public Relations**

Rex D. Schrader  
Schrader Real Estate & Auction Co., Inc.  
Columbia City, Ind.

**Photography Division Winners**

- **Photography Division, Antique Auctions**
- Henry M. Stanley, III, CAI, AARE, GPPA, Stanley & Son, Inc., Chillicothe, Ohio
- **Photography Division, Auction Team/Bidder/Auction Crowd**
- Henry M. Stanley, III, CAI, AARE, GPPA, Stanley & Son, Inc., Chillicothe, Ohio
- **Photography Division, Auctioneer in Action**
- Heather Marks, Russ Kiko & Associates, Inc., Canton, Ohio
- **Photography Division, Automobile Auctions**

- Mark T. Motley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Va.
- **Photography Division, Buyer Excited About Purchase**
- Henry M. Stanley, III, CAI, AARE, GPPA, Stanley & Son, Inc., Chillicothe, Ohio
- **Photography Division, Collectibles/Specialty Auctions**
- Kim Popp, Super Auctions, Surfside, Calif.
- **Photography Division, Equipment Auctions (C & I)**
- Henry M. Stanley, III, CAI, AARE, GPPA, Stanley & Son, Inc., Chillicothe, Ohio
- **Photography Division, Equipment Auctions (Farm)**
- Buddy Updike, CAI, The Auction Man & Associates, Mineral, Va.
- **Photography Division, Household/Estate Liquidations**
- Henry M. Stanley, III, CAI, AARE, GPPA, Stanley & Son, Inc., Chillicothe, Ohio
- **Photography Division, Livestock or Exotic Animal Auctions**
- Henry M. Stanley, III, CAI, AARE, GPPA, Stanley & Son, Inc., Chillicothe, Ohio
- **Photography Division, Real Estate Auctions**
- Tommy Williams, CAI, Williams & Williams Worldwide Real Estate Auction,
- Tulsa, Okla.
- **Photography Division, Technology in Use During an Auction**
- Henry M. Stanley, III, CAI, AARE, GPPA, Stanley & Son, Inc., Chillicothe, Ohio
- **Photography Division, Wild Card**
- Robert Storment, CAI, Super Auctions, Surfside, Calif.

### **Advertising/Public Relations Division Winners**

- **Auction Printed Materials, One-Color, Antiques**  
Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Columbia City, Ind.
- **Auction Printed Materials, One-Color, Automobiles**

Terry D. Moore, James G. Murphy, Inc., Kenmore, Wash.

- **Auction Printed Materials, One-Color, Business Liquidations**  
Doug Sheridan, CAI, Sheridan Realty & Auction Co., Mason, Mich.
- **Auction Printed Materials, One-Color, C & I Machinery and Equipment**  
Lonny McCurdy, AARE, McCurdy Auction Service, Wichita, Kan.
- **Auction Printed Materials, One-Color, C & I Real Estate**  
Pamela Rose, CAI, AARE, Pamela Rose Auction Company, LLC, Maumee, Ohio
- **Auction Printed Materials, One-Color, Collectibles/Specialty**  
Frank Trunzo, CAI, The Sentry Organization DBA Sentry Benefit Auctioneers, Plant City, Fla.
- **Auction Printed Materials, One-Color, Farm Machinery and Equipment**  
Rex D. Schrader, Schrader Real Estate & Auction Co., Inc., Columbia City, Ind.
- **Auction Printed Materials, One-Color, Farm Real Estate**  
Kevin Jordan, Schrader Real Estate & Auction Co., Inc., Columbia City, Ind.
- **Auction Printed Materials, One-Color, General Household/Estate Liquidation**  
Bill Sheridan, CAI, AARE, GPPA, Sheridan Realty & Auction Co., Mason, Mich.
- **Auction Printed Materials, One-Color, Residential Real Estate**  
Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Columbia City, Ind.
- **Auction Printed Materials, Two-Color, Antiques**  
Richard Theurer, CES, GPPA, Theurer Auction/Realty, Wellington, Kan.
- **Auction Printed Materials, Two-Color, Business Liquidations**  
Jay Nitz, CAI, Jack Nitz & Associates, Fremont, Neb.
- **Auction Printed Materials, Two-Color, C & I Machinery and Equipment**  
Sid Miedema, Jr., CAI, Miedema Auctioneering, Inc., Byron Center, Mich.

- **Auction Printed Materials, Two-Color, C & I Real Estate**  
Ronen Jackson, Auction Alliance, Cape Town, South Africa
- **Auction Printed Materials, Two-Color, Collectibles/Specialty**  
Sid Miedema, Jr., CAI, Miedema Auctioneering, Inc., Byron Center, Mich.
- **Auction Printed Materials, Two-Color, Farm Machinery and Equipment**  
Brad Horrall, Schrader Real Estate & Auction Co., Inc., Columbia City, Ind.
- **Auction Printed Materials, Two-Color, Farm Real Estate**  
Jerry W. Ehle, Schrader Real Estate & Auction Co., Inc., Columbia City, Ind.
- **Auction Printed Materials, Two-Color, General Household/Estate Liquidation**  
Noah Smith, CAI, CES, Art Smith Auctioneers, Cedar Springs, Mich.
- **Auction Printed Materials, Two-Color, Residential Real Estate**  
Noah Smith, CAI, CES, Art Smith Auctioneers, Cedar Springs, Mich.
- **Auction Printed Materials, Multi-Color, Antiques**  
Sanford Alderfer, Sanford Alderfer Companies, Hatfield, Pa.
- **Auction Printed Materials, Multi-Color, Automobiles**  
Mark T. Motley, CAI, AARE, Motley's Auction & Realty Group, Richmond, Va.
- **Auction Printed Materials, Multi-Color, Business Liquidations**  
Martin Higgenbotham, CAI, Higgenbotham Auctioneers International, Inc., Lakeland, Fla.
- **Auction Printed Materials, Multi-Color, C & I Machinery and Equipment**  
Josh Ruby, Wolfe Auctions, Inc., Frederick, Md.
- **Auction Printed Materials, Multi-Color, C & I Real Estate**  
Ronen Jackson, Auction Alliance, Cape Town, South Africa
- **Auction Printed Materials, Multi-Color, Collectibles/Specialty**  
Melissa Storment, Super Auctions, Surfside, Calif.

- **Auction Printed Materials, Multi-Color, Farm Machinery and Equipment**  
Robert Zielsdorf, Zielsdorf Auction & Real Estate Service, Benson, Minn.
  - **Auction Printed Materials, Multi-Color, Farm Real Estate**  
Tommy Bone, The National Auction Group, Inc., Gadsden, Ala.
  - **Auction Printed Materials, Multi-Color, General Household/Estate Liquidation**  
Pamela Rose, CAI, AARE, Pamela Rose Auction Company, LLC, Maumee, Ohio
  - **Auction Printed Materials, Multi-Color, Livestock**  
Ron Bradeen, CAI, Bradeen Auctions, Custer, S.D.
  - **Auction Printed Materials, Multi-Color, Residential Real Estate**  
Max E. Spann, CAI, AARE, Max Spann Auction Co., Clinton, N.J.
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- **Catalogs, Antiques**  
Rich Penn, Rich Penn Auctions, Waterloo, Iowa
  - **Catalogs, C&I Machinery and Equipment**  
Jay Ruby, Global Force Auction Group, Frederick, Md.
  - **Catalogs, C&I Real Estate**  
Martin Higgenbotham, CAI, Higgenbotham Auctioneers International, Inc., Lakeland, Fla.
  - **Catalogs, Collectibles/Specialty**  
Sanford Alderfer, Sanford Alderfer Companies, Hatfield, Pa.
  - **Catalogs, Farm Machinery and Equipment**  
Arden Schrader, Schrader Real Estate & Auction Co., Inc., Columbia City, Ind.
  - **Catalogs, Farm Real Estate**  
James Woltz, CAI, Woltz & Associates, Inc., Roanoke, Va.
  - **Catalogs, Residential Real Estate**  
Martin Higgenbotham, CAI, Higgenbotham Auctioneers International, Inc., Lakeland, Fla.
  - **Online Catalogs, C&I Machinery and Equipment**  
Aaron McKee, CAI, AARE, Purple Wave Auction Inc., Manhattan, Kan.

- **Online Catalogs, Collectibles/Specialty**  
Sanford Alderfer, Sanford Alderfer Companies,  
Hatfield, Pa.
- **Online Catalogs, Farm Machinery and  
Equipment**  
Scott Musser, BAS, Musser Brothers Auctions and  
Real Estate, Kennewick, Wash.
  
- **Newspaper/Magazine Advertising, One- Color**  
Heather Marks, Russ Kiko & Associates, Inc.,  
Canton, Ohio
- **Newspaper/Magazine Advertising, Two- Color**  
  
Ronen Jackson, Auction Alliance, Cape Town, South  
Africa
- **Newspaper/Magazine Advertising, Multi-  
Color**  
Martin Higgenbotham, CAI, Higgenbotham  
Auctioneers International, Inc., Lakeland, Fla.
  
- **Postcards, Multi-Color**  
Robert Storment, CAI, Super Auctions, Surfside,  
Calif.
  
- **Business Promotion, Business Newsletter**  
Rex D. Schrader, Schrader Real Estate & Auction  
Co., Inc., Columbia City, Ind.
- **Business Promotion, Business Stationery**  
William J. Summs, CAI, AARE, CES, GPPA, Atlantic  
Asset Management Group, Norfolk, Va.
- **Business Promotion, Company Brochure**  
Aristotle Karas, CES, AJ Karas Auctioneers, LLC,  
Pagosa Springs, Colo.
- **Business Promotion, Company Promotional  
Item**  
Richard T. Kiko, Jr., Russ Kiko & Associates, Inc.,  
Canton, Ohio
- **Business Promotion, News Release**  
Rich Penn, Rich Penn Auctions, Waterloo, Iowa
- **Business Promotion, Presentation Folder**  
Doug Sheridan, CAI, Sheridan Realty & Auction  
Co., Mason, Mich.

- **Broadcast/Audiovisual, AV/DVD Presentation**  
John Mickey Fowler, CAI, AARE, CES, Fowler Auction & Real Estate Service, Inc., Toney, Ala.
  - **Broadcast/Audiovisual, Radio Commercial**  
Terry D. Moore, James G. Murphy, Inc., Kenmore, Wash.
  - **Broadcast/Audiovisual, Television Commercial**  
Sammy L. Ford, CAI, Ford Brothers, Inc., Mt. Vernon, Ky.
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- **State Associations, Conference/Convention Promotion**  
South Carolina Auctioneers Association
  - **State Associations, Magazine, One-Color**  
Missouri Professional Auctioneers Association
  - **State Associations, Magazine, Two-Color**  
Michigan State Auctioneers Association
  - **State Associations, Magazine, Multi-Color**  
Indiana Auctioneers Association
  - **State Associations, New Member Recruitment Brochure**  
Indiana Auctioneers Association
  - **State Associations, Newsletter, One-Color**  
Georgia Auctioneers Association
  - **State Associations, Newsletter, Two-Color**  
Colorado Auctioneers Association
  - **State Associations, Newsletter, Multi-Color**  
Louisiana Auctioneers Association
  - **State Associations, News Releases**  
Michigan State Auctioneers Association
  - **State Associations, State Association Web Site**  
  
Auctioneers Association of Maryland
  - **State Associations, State Association Web Site Home Page**  
Michigan State Auctioneers Association
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- **Internet, Member Web Site**  
Scott Shuman, CAI, Westchester Auctions, LLC, Eaton, Colo.
  - **Internet, Member Web Site Home Page**  
Jerome J. Manning, CAI, AARE, CES, JJ Manning Auctioneers, Yarmouth Port, Mass.

- **Internet, Online-only Auction**

Aaron McKee, CAI, AARE, Purple Wave Auction Inc., Manhattan, Kan.

- **Auction Presentations, Auction Appraisals**

Ronen Jackson, Auction Alliance, Cape Town, South Africa

- **Auction Presentations, Auction Proposals**

Lonnie McCurdy, AARE, McCurdy Auction Service, Wichita, Kan.

- **Auction Presentations, Auction Summaries**

Steve DuBrueler, AARE, CES, Auction Services Group, Winchester, Va.

- **Public Relations, Special Events**

Ronen Jackson, Auction Alliance, Cape Town, South Africa

- **Public Relations, Speeches**

Lonnie McCurdy, AARE, McCurdy Auction Service, Wichita, Kan.

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### **National Auctioneers Association**

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email: [naamemberservices@auctioneers.org](mailto:naamemberservices@auctioneers.org)

voice: 888-541-8084 ext. 14  
web: <http://www.auctioneers.org>

National Auctioneers Association · 8880 Ballentine · Overland Park · KS · 66214

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