

# Auctioneer

DECEMBER 2005

The official publication of the National Auctioneers Association



**Building a great  
auction support staff**

# 2nd annual event hosted by NAA

## State association leadership forum teaches of member involvement, new laws, futuristic thinking



A tower of building blocks symbolized growth of associations in this exercise by attendees.



Attendees ate at a gathering as they networked.

Leaders of state Auctioneer associations learned about new techniques for getting members involved, about new laws and other issues during NAA's 2nd annual State Leadership Forum.

About 30 state leaders, representing about 90 percent of the state associations, met in October at a hotel in Kansas City, Mo. and at nearby NAA headquarters.

They learned that a new focus for associations is to pro-actively encourage individual members to get involved in improving their industry.

State Auctioneer group leaders should invite members to be active, offer instruction on how exactly to proceed, define what members should expect, and support the member as a newly-active participant, said presenter Trish Hudson, of the Center for Excellence in Association Leadership. Other presenters included Steve Swafford, of Leadership Outfitters Inc, and Lynn Courier, of Dream, Dare, Co.

The New information learned, along with networking between the Auctioneers, was invaluable, said the attendees.

"The information, ideas and friendships formed because of this meeting will improve, and very likely save some state associations," said Daniel Patterson CAI, president of the Alabama Auctioneers Association.

Presenter Steve Swafford led the Auctioneers in an interactive exercise in which they were given small plastic



State leaders took notes during seminars.

building blocks and told to assemble a model that represented how they saw their association in the future. Some build bridges, which they said indicated the joining of the auction industry to the public or other state Auctioneer associations. Some built towers, which they said were built on solid foundations of loyal members and then grew upwards to greater membership numbers and effectiveness.

Presenter Lynn Courier gave reasons to watch future trends. These included:

To get investment ideas revealed by emerging trends; To get early warnings about problems developing; To get an edge on the competition so you can get footholds in new markets; To analyze the details within a trend, which can help separate truly significant developments from rapidly appearing and disappearing fads; and to get goals in balance.

**continued**



Presenter Lynn Courier talked of emerging trends.

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NAA President Dennis Kruse, CAI, of Auburn, IN, said this year's forum was a great follow-up to its debut last year, which he termed "one of the most historic events in the 55-year history of NAA. To have the state leaders meeting with national leaders like this has never been done, not with this amount of open input and information sharing."

Another State Leadership Forum is planned for 2006.

*By Steve Baska, editor*



**Attendees work on an exercise.**

### States represented at the State Leadership Forum:

Alabama  
Arizona  
Arkansas  
California  
Colorado  
Florida  
Idaho  
Illinois  
Indiana  
Kansas  
Kentucky  
Maine  
Massachusetts  
Michigan  
Minnesota  
Missouri  
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