

# Auctioneer

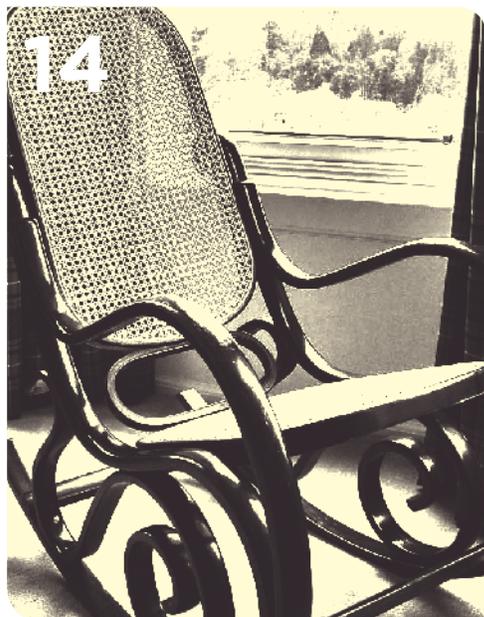
SEPTEMBER 2012

The official publication of the National Auctioneers Association

**International  
Auctioneer  
Champions  
Justin Ochs  
and Lynne Zink,  
CAI, BAS, CES**

***Also inside:*  
Hall of Fame  
inductees**





# Auctioneer

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The official publication of the National Auctioneers Association

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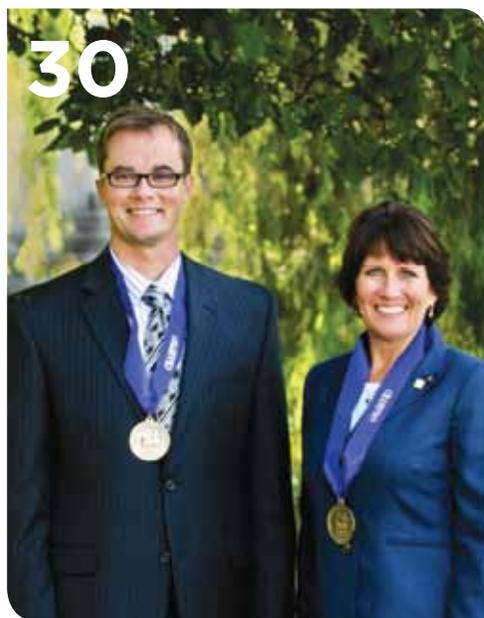
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Finalists in the International Junior Auctioneer Championship Cherlyn Sutton, Jacqueline Musser and the 2012 winner, Julia Sparks (second from right), pause for a photo with their parents Cheri Boots-Sutton; Scott Musser, CAI, BAS; and Amy and Spanky Assiter, CAI, AARE, the morning of the event. Photo by Peterson's Portrait Gallery



International Auctioneer Championship finalists in the women's division, Rose Backs, who took second; Beth Rose, CAI, who took third; winner, Lynne Zink, CAI, BAS, CES; IAC men's division winner, Justin Ochs; Andy White, who took second; and Dustin Rogers, who took third, pause for a photo following the July 20 event. The NAA is planning special recognition for past IAC winners during the 2013 Conference and Show in Indianapolis. Photo by Peterson's Portrait Gallery





During the International Auctioneer Championship finals, Kathy Kingston, CAI, BAS (center), won the Chuck Cumberlin Sportsmanship Award. The honor recognizes IAC competitors who do not make it into the finals but exemplify outstanding sportsmanship and support for fellow Auctioneers and NAA members. Last year's IAC winners Camille Booker, CAI, CES, and Joseph Mast, CAI, presented the award. Photo by Peterson's Portrait Gallery



The National Auctioneers Foundation Children's Auction took place July 21 during Conference and Show in Spokane, Wash. Children of all ages worked on their bid-calling skills with the help of Auctioneer champions before a crowd of professional Auctioneers, family members and friends. Photo by Peterson's Portrait Gallery

The men's division winner of the 2012 International Auctioneer Championship, Justin Ochs, says he wants the public to understand the importance of the bid call, which is a modern and highly effective sales method. Photo by Peterson's Portrait Gallery



# CHANGING PERCEPTIONS

IAC winner says he wants the public to have a better understanding of the auction profession

By Bryan Scribner

editor

**I**n the past decade, Justin Ochs has earned two college degrees, entered three professions, started his own business, won state bid-calling competitions and worked as a contract Auctioneer for Barrett-Jackson Auction Co. and Ritchie Bros. Auctioneers.

But that seems like just a start for the men's division winner of the 2012 International Auctioneer Championship. He says the title is just another building block that will present new opportunities for representing the profession and furthering his career.

In only his third year of competition, he says he didn't expect to win the IAC in Spokane, Wash., during the International Auctioneers Conference and Show. This was the 25th IAC competition.

*He also has a passion to prove to the industry and world that auction emulates professionalism and integrity."*

**Joseph Mast, CAI**

Millersberg, Ohio

"I knew it was not only an issue of putting together the right performance and having the right stage presence but also having the ability to network with those gentlemen and have a presence within the association," says Ochs, of Diamond Ochs Enterprises LLC, Hendersonville, Tenn.

"If you made the finals you just had to be overwhelmed because there was so much talent on that stage that night that any one of the gentlemen could have stepped forward in the finals and been a great representative for the industry."

The win, though, was a little bittersweet for Ochs. His wife, Kelly, and their 19-month-old child, Weston, could not make it to Spokane.

"My wife had told me before I left that I'm not allowed to win unless she's there," he says. "Thankfully she forgave me when I got back home."

## First generation

Ochs did not grow up in the auction industry. The first-generation Auctioneer graduated from Kansas State University in 2002 and became a professional announcer in 2004.

He then got into the real estate industry in 2005 and earned a master's degree from Middle Tennessee State University in 2007, the same year he became an Auctioneer.

In 2008 he became the Tennessee Auctioneers Association's Rookie bid-calling champion, and the next year he became the State Champion Auctioneer. He also started Diamond Ochs, which auctions real estate, purebred cattle and horses, in 2009.

His relationship with Barrett-Jackson began in 2009, as well, and that with Ritchie Bros. started in 2011.

lic speaking situations.

"He has the ability to think quickly on his feet and adapt to any situation," Nicholls says. "He has the uncanny ability not to show nervousness or get rattled."

Last year's IAC winner in the men's division, Joseph Mast, CAI, of Real Estate Showcase Auction Co., Millersburg, Ohio, agrees that Ochs' way with words will benefit the industry and the NAA.

"He also has a passion to prove to the industry and world that auction emulates professionalism and integrity," Mast says. "This will make him a perfect ambassador for the NAA."

## Auction advantage

The live bid call of an Auctioneer might be a tradition, but Ochs says it's a modern, highly effective sales method. Bid callers have to exhibit control and good stage presence as they engage buyers, and it takes time and education for Auctioneers to develop those important skills.

He says he loves being an Auctioneer because he can sell purebred cattle one weekend and real estate the next. He also enjoys serving clients who find themselves in myriad financial situations.

"It fits in with my personality type of wanting to do something different every day," he says. "This industry provides that opportunity to not only see different places but deal with all kinds of different people and different assets." ❖

## NAA Ambassador

Now that he has the IAC title, he says he's looking forward to becoming an ambassador for the National Auctioneers Association and the profession.

He says he would like to change the public's perception of auctions, as he believes many people don't realize auction professionals are savvy businesspeople who are well versed in technology and marketing.

John Nicholls, of Nicholls Auction Marketing Group, Fredericksburg, Va., says Ochs' public speaking abilities will be an asset for him as he represents the NAA in interviews and pub-

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In the next year, the women's division winner of the 2012 International Auctioneer Championship, Lynne Zink, CAI, BAS, CES, says she will encourage Auctioneers to improve their public speaking abilities and become more involved in their state associations and the NAA. Photo by Peterson's Portrait Gallery



# THE SKY IS THE LIMIT

## Champion plans to encourage auction professionals to get involved

By Bryan Scribner  
*editor*

**A**uctioneers are often placed in situations outside of their comfort zones, and that's why Lynne Zink, CAI, BAS, CES, says she chose to compete in her fifth International Auctioneer Championship in Spokane, Wash.

It was all about personal growth, overcoming nerves, putting her skills to the test and, ultimately, becoming a better Auctioneer during the 25th IAC competition.

Following her win in the women's division of the 2012 IAC, Zink, who made the IAC finals each of the past three years, now wants to pass on to fellow auction professionals some of what she's learned throughout her career as an Auctioneer.

The former school teacher has already outlined curriculum she plans to use as a representative of the National Auctioneers Association at state Auctioneer association events. The courses include "Train the Trainer," "Effective Communication Strategies" and "The Whole Show."

She says she is excited to represent the NAA as one of its Ambassadors.

"I want to motivate others to pursue their dreams and work on improving their skills," she says. "The sky is the limit; why not pursue it?"

### Advice for Auctioneers

She first advises Auctioneers to consider improving their public speaking skills through organizations such as Toastmasters International. She describes herself

*Lynne serves as an inspiration to other Auctioneers to achieve their dreams with her passion and extreme knowledge of the auction industry.”*

### Kathy Kingston, CAI, BAS

Hampton, N.H.

as an energetic person who learned how to control her enthusiasm on stage, as well as improve her leadership skills, with feedback from members of Toastmasters.

Next, she says during her year as an NAA Ambassador she plans to encourage new Auctioneers to join their state associations and the NAA. One of the most important things she did early in her career was get involved in the Auctioneers Association of Maryland.

A former English teacher, Zink has helped write and edit the Maryland association's newsletter. Her work on the newsletter, she says, has been a boon to her career because it has helped her network with members from across the state.

She is the Maryland association's President this year, and she says she would like to contribute to NAA education in the future through work with its Education Institute.

### Auction success

She attributes much of her success as an auction professional to NAA education and networking.

One of her mentors, Kathy Kingston, CAI, BAS, of Kingston Auction Co., Hampton, N.H., agrees that Zink's involvement as a student, volunteer and trainer has made her a successful first-generation Auctioneer.

“Lynne Zink has a rare combination of expertise in the

auction profession, a mastery of teaching others, astute business acumen — all the while inspiring everyone around her with her positive, contagious enthusiasm,” Kingston says.

“Lynne serves as an inspiration to other Auctioneers to achieve their dreams with her passion and extreme knowledge of the auction industry.”

Another mentor, former IAC winner Eli Detweiler Jr., CAI, of Detweilers Auction Service, Ruffin, N.C., says Zink's victory in the IAC was just a matter of time.

“Lynne Zink has always been a true professional who has great energy, personality, enthusiasm and genuine heart that shows in her stage presence as well as bid calling,” he says.

### Good transition

Zink, who operates LynneZink.com, Joppa, Md., got into the business about 10 years ago after leaving the teaching profession.

Her husband, Bill, had tried to convince her to become an Auctioneer for many years before she attended auction school in 2001. He believed early on that the effort she put into lesson plans and grading papers would translate into a successful auction career.

“He kept telling me ‘Lynne, if you put this much energy into auctioning, you could be a full-time professional,’” Zink, who married Bill in 1985, says. She entered the profession full

time in 2003.

She says her background in the arts, English and theater made auctioneering — particularly benefit auctions — a good transition.

“When we're running a business we need to understand all of the behind-the-scenes efforts,” she says. “Even though I have that artsy side, I am a very detail-oriented bookkeeper.”

Zink says she works about 90 auctions per year on a contract basis selling real estate, personal property and building supplies, and she conducts

benefit auctions under LynneZink.com for about 29 clients.

She and her husband have a daughter, Anna, 24, who is working on her doctorate in physical therapy; and a son, Jake, 23, who is working toward a career as a master electrician. Her daughter works as her bid assistant at benefit auctions and all three of them help out at estate auctions.

The family spends a lot of its time together outdoors, enjoying activities such as boating, camping, hiking, fishing and hunting. ❖

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