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IN THIS ISSUE

ON THE BLOCK MAGAZINE

VOL. 2 NO. 3

COLUMNS

04

PRESIDENT'S MESSAGE

NAAA President Ellie Johnson walks in the footsteps of industry icon Ed Bobit and introduces a new industry icon for the future.

06

LEGAL BRIEFS

To minimize risk auction owners should consider a periodic review of their safety practices with their insurance agents.

07

ARBITRATION CORNER

New NHTSA website helps auction industry understand inherent defects.

08

SAFETY FIRST

NAAA Safety Committee identifies operational safety challenges.

09

ASSOCIATION NEWS

NAAA Convention keynote speakers are announced.

14

AUCTION COMMUNITY

Manheim Detroit makes a donation to Lake Erie Waterkeeper, and ADESA Auction Brings \$50,000 for veterans charity and creates the Loyalty Ride fundraiser.

16

MARKETWISE

NextGear Capital provides some tips for increasing volume during tough summer months.

FEATURES

10

COVER STORY

Meet SAFE T. SAM, KAR Auction Services' new character and mascot, created to promote a serious message.

12

THE MAKING OF A WINNER

Read the story behind State Line Auto Auction's award winning "push truck."



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INDUSTRY ICONS PAST AND FUTURE



ELLIE JOHNSON

Having grown up in the auto auction business, it's both a pleasure and a privilege to walk in the footsteps of past industry icons and rub elbows with some of remarketing's living legends. One of those is the late Ed Bobit.

With the publication of his premier trade magazine *Automotive Fleet* in 1961, Ed launched what became one of the leading family-owned media companies in the United States. Today, from a vast 50,000-square-foot headquarters in Torrance, Calif., and 15 regional offices around the country, Bobit Business Media's 135 associates produce 21 print titles, 42 websites, 24 e-newsletters and 13 events that cover every aspect of the automotive and transportation industries.

But Ed's legacy is not only the company he built through hard work, determination, vision and devotion to excellence, it's the major positive impact his contributions have had on the industry.

That's why I was proud we at NAAA, together with the International Automotive Remarketers Association (IARA), created the Industry Icon Award in Ed Bobit's honor and I was thrilled to present the first one to Ed's son Ty, the media giant's current president and CEO, at the annual major industry event his father started 20 years ago—the Conference of Automotive Remarketing.

In addition to the presentation, one of the highlights of *CAR* this past March was the touching video tribute to Ed, who died last year. It provided us with warm memo-

ries and a lovely last chance to say "good-bye" to a man who has done so much for our profession. I want to express my gratitude to all of Ed's many colleagues in the industry who once again made *CAR* a success by their participation, which keeps his legacy going strong.

As we recognize the passing of one legend into history, I'd like to introduce you to someone who I believe will become another icon of sorts for our industry in the future—Safe T. Sam.

The brainchild of David Vignes, KAR Auction Services' vice president of enterprise optimization, Safe T. Sam visits ADESA auctions promoting safety awareness and accident prevention. His program includes a series of short training videos, written materials, stickers and signage. He's also been known to hand out T-shirts, bobbleheads and award certificates as rewards for meeting his safety standards.

During the short time since his creation, Safe T. Sam has become a popular guy, popping up on numerous Facebook pages and Twitter accounts, and that's a good thing. Auto auctions have the potential to be dangerous environments. One of my goals as NAAA president is to make them a safe place to work and do business by encouraging and supporting more ongoing education and training efforts. Protecting your staff and customers from harm is just good business.

In the coming months, we'll be enlisting ADESA's charming and knowledgeable mascot in our outreach campaign to help NAAA members make our industry safer, so you may get to meet Safe T. Sam in person. Until then, you can read more about him in this month's magazine and learn why I think his contributions will make him one of the industry's next icons! ■

"I WAS PROUD WE AT NAAA, TOGETHER WITH THE INTERNATIONAL AUTOMOBILE REMARKETERS ASSOCIATION (IARA), CREATED THE **INDUSTRY ICON AWARD** IN ED BOBIT'S HONOR AND I WAS THRILLED TO PRESENT THE FIRST ONE TO ED'S SON TY..."

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Auction House Safety and Liability

For every NAAA member, safety in the lanes must be a highest priority at all times. To that end, this article provides general guidance about the law for premises liability as it applies to a typical auto auction, as well as some safety considerations that all owners should consider to protect their patrons, their employees and themselves.

Premises liability, as a subset of negligence tort law, is determined by statute and case law in each individual state jurisdiction. While it is impossible to explore the nuances for each individual state through a full 50-state survey in this article, the auction owner generally has the legal duty to maintain the premises and a duty to warn others of dangerous conditions on the premises. The level of duty that our member auctions owe to the person who comes to the auction house depends on the status of that visitor invitee, licensee, or trespasser.

For purposes of this discussion, we will focus primarily on *invitees*, as the definition of invitee in most jurisdictions — one who enters on the premises of another in response to an express or implied invitation to engage in the business conducted on the premises or to confer a business, commercial, or other tangible benefit on the owner or possessor — is likely to encompass most auction attendees. For example, the definition of invitee would include a person at the auction house inspecting and bidding on automobiles or one directly assisting that wholesaler in his or her business duties.

The auction owner or possessor owes the invitee a duty of reasonable care against known or reasonably discoverable or foreseeable dangers of which the auction house should be aware after a reasonable inspection. The definition of invitee might also include an employee in the performance of his or her duties where those duties are essential to the conduct of the auction house business and for the benefit of the auction house. Typically, though, employees are required to file workers' compensation claims instead of lawsuits against their employers and the legal duty owed to the employee may not be as high.

A licensee, however, is on the auction house premises by permission only, instead of by invitation to conduct business, and the auction house and its agents generally only have the duty to refrain from willful, wanton or reckless conduct that will or is likely to injure or endanger the safety of the licensee. A licensee in many states might include social guests of the auction house or perhaps the guest of an invitee who is not otherwise on the premises to

conduct business. Typically these duties of care to both licensees and invitees are non-delegable and therefore cannot be passed along to any other entity or individual.

With this general standard of care in mind, member auctions should consider the following safety measures, but not be limited to them:

- Establish and maintain routine inspections of the premises, perhaps as frequently as immediately prior to every auction, in order to identify and repair reasonably discoverable dangers. Designate and formally train specific employees who will conduct these inspections.



ONE THING THAT YOU, AS AN AUCTION OWNER, SHOULD CONSIDER IS A PERIODIC **REVIEW OF YOUR SAFETY PRACTICES** WITH YOUR INSURANCE AGENT TO ENSURE THAT YOU ARE DOING WHATEVER YOUR INSURER RECOMMENDS TO MINIMIZE RISK.

- Establish and enforce a minimum age for any person on the premises so as to protect against the potential greater duty of care owed to children because of their age, immaturity and lack of life experience.

- Put all invitees, employees, contractors, subcontractors, and other potential visitors on clear notice through the use of signs, videos, pamphlets, signed disclaimers and other notice methods of the danger of moving automobiles and the assumption of risk by any individual who enters the premises.

- Post signs and distribute auction policies and disclaimers that describe all of the safety measures in place at the auction and attendee obligations to comply with the safety measures.

- Install, inspect and maintain clearly and consistently marked lots, arenas, other

automobile holding areas, lane dividers and crosswalks (lines, barriers, or otherwise).

- Install, inspect, and maintain visual signals (e.g., flashing lights) for when automobiles are moving.

- Install, inspect, and maintain audio signals (e.g., localized tone or horn) for when automobiles are moving.

- Limit the opening of doors, hoods, trunks and other enclosed spaces to ringmen and other auction agents.

- Limit, to the extent possible, trip-and-fall obstacles throughout the premises but in particular in the vicinity of moving automobiles.

- Install, clearly mark, inspect and maintain first aid supplies throughout the premises.

- Establish emergency response plans for designated internal emergency personnel; crowd control; accident site preservation; and facilitation of getting external emergency responders, equipment and vehicles to and from accident sites.

- Develop a handbook outlining rules and responsibilities for employees, contractors and subcontractors. Also, implement a system to ensure that all individuals acknowledge that they received the book, read and understood the book, received training on the procedures therein, and will comply with the rules therein.

While the above mentioned policies, warnings, systems and procedures certainly cannot guarantee an accident-free environment, they should collectively help to protect all individuals on the premises and limit the auction house owner or auction house possessor's liability should the unthinkable happen.

One thing that you, as an auction owner, should consider is a periodic review of your safety practices with your insurance agent to ensure that you are doing whatever your insurer recommends to minimize risk. Your insurer may also provide a health and safety inspector specialist to conduct a walk-through to identify risk you may have missed during your own internal inspections. You should also review your coverage to be sure you are sufficiently covered and that you are in compliance with all limiting provisions, as we live in a litigious world and you should take nothing for granted.

Finally, for legal advice specific to your jurisdiction and your circumstances, you should consult with your own counsel about the particularities of the law of your state. ■



BY THOMAS E. LYNCH III
Esquire – NAAA General Counsel

New NHTSA Website Helps Auction Industry Understand Inherent Defects

In many cases a vehicle's alleged defect is argued in arbitration. One side claims that it is inherent to the vehicle or may be normally worn. The other side argues the defect is not a "born with" characteristic (aka broken) or that the vehicle is excessively worn. I think it is important to understand and know the differences, especially if you are an inspector or someone who buys or sells at an auction that uses the NAAA Arbitration policy.

According to the NAAA policy, "inherent issues" are:

"Typical to a particular model or manufacturer, unless deemed "excessive" by the arbitrator on non-warranty items. OEM dealer warranty guidelines will be used where applicable to determine whether the condition is excessive."

We toss around slang like "born with" when discussing (sometimes convincingly) the nature of the defect. If something is inherent, it exists in something or someone as a permanent, essential or characteristic attribute.

With more than over 500 makes and models moving through the auction sales every year, our industry requires some objective criteria to help auction inspectors, sellers, and buyers of vehicles understand what they are working with in terms of disclosure requirements and the nature of a defect.

The National Highway Transportation Safety Administration has a new site that will help the industry better understand what is or is not "inherent." The site has a multi-selection search tool that accesses NHTSA's databases and can provide users with an in-depth record of Safety Issues for Vehicles, Child Restraints, Tires, and Equipment. The 'Safety Issues' includes all safety recalls for your product as well as safety complaints other users have filed. Users can also find any relevant service bulletins and NHTSA investigation documents.

In addition to the search tool, users can access a Vehicle Identification Number (VIN) based recall tool. The site explains that "owners may not always know their recalled vehicle still needs to be repaired," which also affects many buyers' 'to buy or not to buy' decisions. NHTSA's new search tool allows users enter a VIN to quickly learn if a specific vehicle has not been repaired as part of a safety recall in the last 15 years.

This tool covers:

- Safety recalls that are incomplete on a vehicle.
- Safety recalls conducted over the past 15 calendar years.
- Safety recalls conducted by major light auto automakers, including motorcycle manufacturers.

This tool doesn't cover:


- Completed safety recall information.
- Manufacturer customer service or other non-safety recall campaigns.
- International vehicles.
- Very recently announced safety recalls for which not all VINs have been identified.
- Safety recalls that are more than 15 years old (except where a manufacturer offers more coverage).
- Safety recalls conducted by small vehicle manufacturers, including some ultra-luxury brands and specialty applications.

The manufacturer will ultimately determine the true inherent nature of the defect via technical service bulletin, recalls and other informative part information. We explain that "just because we always see this issue" does not necessarily mean that it is truly inherent versus a symptom or result of poor preventative maintenance.

We already posted the site's link to NAAA's "Standards Training Resources," page so please visit the site and review. Look up your own personal vehicle to familiarize yourself. ■



BY MATT ARIAS
Manheim Director of Operational Excellence




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NAAA Safety Committee Identifies Operational Safety Challenges

NAAA President Ellie Johnson's platform this year is centered on making the auction lanes a safer place to conduct business. NAAA recognizes that auctions should not only provide an increasingly sophisticated and profitable business environment, but should also provide the safest experience possible for employees and dealers at their respective facilities.

NAAA's Safety Committee, with representation from Manheim, ADESA, Brasher's Auto Auctions and other independent auctions, met at our Arthur J. Gallagher Risk-Management Service, Inc., offices in the AutoTec building in Birmingham, AL on February 25, 2015. The committee had a mandate from President Johnson to identify operational challenges auctions face regarding the safety of their employees and dealers in the auction lanes. She asked us to formulate solutions that can be incorporated by the industry to prevent injuries and fatalities.

Many questions were pondered and debated by the committee, such as: Do the auctions have updated industry-specific safety materials to train employees? What can auctions do to better voice the issue of safety to dealers? Is it

necessary for auctions to allow dealers to open car doors in the auction lanes? Is opening the hood worth the risk that a dealer might be injured?

While the committee is just getting started and there is much work ahead, the committee was able to identify key steps to take to address issues needing immediate improvement. These included: 1) Reducing distracted driving in the lanes, 2) Educating dealers about better protecting themselves in the auction lane, 3) Improving existing training material and producing additional resources that NAAA Members can use to educate their drivers.

The Safety Committee will be working closely with the Standards Committee to roll out initiatives to improve the safety of all participants on auction day, while maintaining the dynamic atmosphere that makes the auction industry special. ■

BY MICHAEL J. ROHDY

Area Senior Vice President of Arthur J. Gallagher Risk-Management Services, Inc.



AuctionACCESS Continues To Add Finance Companies to its Floor Plan Network

The AuctionACCESS Floor Plan network is rapidly becoming the industry standard for transmitting floor plan data. AuctionACCESS works with participating finance companies to send up to date daily floor plan availability to auctions where dealers are registered to do business. Many auctions have programmed this information into their check in kiosk or online buying platforms, allowing dealers to view updated credit availability for all their finance sources in one central location.

In addition to centralizing availability, the AuctionACCESS floor plan network also streamlines the transmission of floor plan data upon purchase of a vehicle. With the click of a button in their AMS system, auctions can now transmit all the information required to floor a vehicle to a finance company. For auctions, the AuctionACCESS floor plan network allows them to centralize and automate all their finance company data, eliminating independent integrations and manual processing of floor plan transactions.

If your auction isn't set up to centralize your floor plan data through AuctionACCESS, contact your AMS provider today.



AuctionACCESS Floor Plan Partners



Mary Matalin and James Carville to Keynote 2015 NAAA Convention

If there was ever a couple you would have doubts about succeeding in love and marriage, it would have to be political strategists and media personalities Mary Matalin and James Carville.

Matalin, a staunch conservative Republican, and Carville, a stalwart Democrat who was a senior campaign strategist for Bill Clinton in 1992, will be the keynote speakers at the 2015 NAAA Annual Convention. The convention will take place Sept. 22-24, 2015, at the Hilton Bonnet Creek in Orlando, Fla.

The husband and wife of more than 20 years will offer their firsthand insights into the 2016 presidential election as well as the most important political issues at the forefront of American and global politics.

Last year the couple wrote a new book, "Love & War: Twenty Years, Three Presidents, Two Daughters and One Louisiana Home." The book details their professional lives and gives insight into their personal lives and what comes of sharing love, a home and a family

while being at such far ends of the political spectrum.

Matalin pointed out in a recent interview that she and her husband disagree diametrically on the level of influence the federal government should have on the lives of individuals in the United States.

That being said, according to Carville and Matalin, their fundamental differences in political views and philosophy do not change the fact that they love one another.

Despite their at times passionate public disagreements, they find time for things they have in common like history, church, their love of good food and cooking and even fishing.

Still, the same fundamental disagreements Republicans and Democrats have over such things as the Iraq War and Obamacare have led to angry exchanges between the couple, but they have agreed to not bring those disagreements home.

It should come as no surprise that



this unlikely couple must really love one another considering the fact that Carville was chief political strategist for Bill Clinton, often appearing on CNN and other major new outlets, and is just as unrelenting in his support of President Obama and the current administration's policies.

Matalin, on the other hand, was assistant to President George W. Bush and counselor to Vice President Dick Cheney.

Such political acrimony may not make for cordial dinner conversation, but such keen insight into the political issues of the day will make for an excellent keynote address during the upcoming NAAA Convention! ■

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SAFE T. SAM

KAR Auction Services creates a fun mascot to promote a serious message



When tasked with the job of developing a safety program for its ADESA auctions, KAR Auction Services Executive Vice President of Enterprise Optimization David Vignes knew it would take a real character to bring attention to the important subject and ensure the message left an impression.

And so Safe T. Sam was born.

Now the tall, green-eyed, thatch-haired figure with a perpetual smile above his broad jaw appears on a variety of materials and even visits auctions in person to promote greater safety awareness and accident prevention aimed at protecting employees and customers.

"I wanted a Superman who was friendly and approachable," says Vignes, who credits the 16

years he spent as an executive with the Walt Disney Corporation at Disneyland Paris, Walt Disney World Orlando and Disney Cruise Lines for the inspiration. "At Disney, the way to gain attention and get people to focus is by creating a character."

With the help of KAR's Training Department, Vignes developed a cartoon version of a safety advisor dressed in jeans, yellow work boots and a green-sleeved T-shirt sporting a giant letter "S" emblazoned on a green shield above the word "Safety." They chose green because the color is generally associated with life, growth, prosperity, security and safety.

As the image began branding the program's

written materials, stickers and signage, Vignes felt a bigger impact could be made if the logo could come alive, making personal appearances at the auctions as part of the campaign.

"I dressed up as Safe T. Sam in his shirt, boots and even wore a wig to look like his brown hair," Vignes recalls with a laugh. "That grabbed people's attention. Everyone wanted me to pose for photos and I noticed Sam was showing up on Facebook pages and Twitter accounts, which was great. So I thought why not give them the real deal and had a mascot costume made."

A larger-than-life Safe T. Sam now visits ADESA auctions around the country to spread the word on safety. A major part of the promotional campaign is the monthly training sessions. "We've made a series of seven-to-twelve minute training videos on various safety subjects to be shown as part of the program," Vignes explains. "There are versions in Spanish and French as well as English and each is followed by a short quiz to reinforce the message."

One of the duties Sam performs is attending award ceremonies, where he hands out replicas of his T-shirt, mascot bobbleheads and certificates as rewards for meeting safety standards.

"While we try to make our safety program fun and accessible, we take the subject very seriously," notes Vignes. "Auto auctions can be a dangerous place with tons of metal and hundreds of people moving about together in a confined space, so we want safety to be not just a corporate message but put into daily practice as part of our culture."

NAAA President Ellie Johnson applauds KAR's efforts.

"We at NAAA have always believed in promoting and improving safer conditions in the auto auction industry," says Johnson. "One of my goals is to make them a safe place to work and do business by encouraging and supporting more ongoing education and training efforts like Safe T. Sam. Our Safety Committee has made this a high priority and we're currently exploring with KAR how we may share ADESA's mascot in our outreach campaign to all NAAA members. Today safety is not an option, it's a must." ■



- Amber, Customer Account Manager
Spireon Automotive Telematics

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THE MAKING

THE STORY BEHIND STATE LINE AUTO AUCTION'S

State Line Auto Auction won “Best in Show” with its “push truck” entry for the “NAAA/Black Book Pedal Car Auction” at last fall’s NAAA annual convention. There still seems to be some interest about the design and construction of the truck itself. Here is the back story.

When the NAAA announced its plan to stage the competition, with a limited number of pedal cars to be built, State Line’s first bit of good fortune was that it was lucky enough to be selected in a drawing comprised of hopeful applicants among Eastern Chapter members.

Once State Line was in the running, the next decision was “What type of pedal car should be built?” After several different types of cars were considered, auction employee Marty French, asked “Why not build a replica of one of our push trucks?” Marty took it upon himself to research pedal car (truck) bodies online, and realized that there was nothing commercially available that would work. From there, it was decided that a true “custom” body was needed.

State Line Auto Auction prides itself on being pretty “homemade” when it comes to all types of construction projects, including vehicles, trucks

and heavy equipment. Fortunately, the auction has a great working relationship with Rob Bennett, a very talented local fabricator. In addition to his full-time employment at a large industrial machine company, Rob has a shop at his home in Waverly from which he turns out an amazing array of metal products, using his phenomenal welding and fabrication skills. Rob listened to State Line’s plan and then set about designing a truck body that would replicate actual trucks used by the auction on a daily basis. Rob was really the catalyst to design and fabricate the proper vehicle.

State Line’s latest generation of push trucks has been purchased by Paul Barber at auction in North Carolina. The North Carolina Department of Transportation sells its older units on a periodic basis. Obviously, with the lack of bad winter weather that is so prevalent in the Northeast, the trucks in North Carolina still have a lot of service left in them compared with similar aged trucks in New York. It was decided to duplicate one of our “NC Yellow” trucks.

The accompanying photos show how Rob fabricated the raw body. From there, the entire crew at the State Line Body Shop turned the body into the

gleaming truck that finished as “Best in Show.” John Williams spent countless hours smoothing and shaping the body, assisted by Jason Bennett, Doc Walters, Matt Epright and Chris Waters. Ed Garrity painted the truck, with pin striping and final detailing by Tom Hoyt. Don Wright and Mike Whalen oversaw the entire crew. When the push truck was ready to go to Boston, the crew exhibited their carpentry skills, by creating a custom-made crate that protected the truck during its trip.

The accessories that turned the truck into a “push truck” were expertly designed and installed by State Line’s Heavy Truck and Equipment shop. The push bumper, jumper cables, compressed air system, beacon light, gas tank, and first aid kit were all furnished by the team of Tom Sparling, Lewis Mack and Jake Hobler.

Since returning home, the truck has occupied a place of honor in the auction cafeteria, resting on a custom-made pedestal that was also fabricated by this team.

Paul Barber provided the custom sawn oak bed for the pickup body, with the wood coming from a tree that was removed during a parking lot expansion.



OF A WINNER

AWARD-WINNING "PUSH TRUCK"

Paul, Bernie Andrews, and Marty French were instrumental throughout the truck's development in keeping all of the details and materials properly supplied.

Perhaps the crowning touch was the custom artwork provided by local artist Ronald Paul Seymour, which depicts a silhouette of Warren Young giving a "thumbs up" from the driver's window. Additionally, Ron painted the front grille, headlights and taillights. Ron's work has been sold nationally and it was a privilege to have him contribute to this project.

This story would not be complete were it not for some very special support from another auction owner Larry Tribble, owner, of Southern Auto Auction. It seems that as the actual auction took place, there was some VERY serious money being spent for "bragging rights." State Line was fortunate in that its truck was offered ninth out of 14 vehicles. This position gave bidders a level of knowledge and advantage that would

not have been present had the truck run earlier. At the time the push truck was offered, Bob McConkey was the auctioneer. Although the lighting in the ballroom didn't allow Bob to know exactly who was bidding, it became obvious in the end that Larry wanted the truck as much as State Line did. After Larry's bid of \$100,000, State Line President Jeff Barber emphatically bid \$102,000, even though Bob was looking for \$105,000. After a few comments, Bob took Jeff's bid at \$102,000 and pronounced the truck "sold". Larry was trying to bid the \$105,000, to no avail. As everyone in the auction industry knows, the "back bidder" is just as important as the high bidder. In this case Larry provided the momentum to reach the amazing winning bid, and he is to be commended for his effort! ■

ROB BENNETT
FABRICATED THE
RAW BODY AND
FROM THERE, THE
ENTIRE CREW AT THE
**STATE LINE BODY
SHOP** TURNED THE
BODY INTO THE
GLEAMING TRUCK
THAT FINISHED AS
"BEST IN SHOW."



Manheim Gives Back to the Community

Manheim Detroit Makes Donation to Lake Erie Waterkeeper

To reinforce its commitment to being good stewards of the environment, Manheim Detroit recently made a \$12,500 donation to Lake Erie Waterkeeper, an organization serving Lake Erie's waters and its tributaries through education, advocacy, outreach and collaboration. As a part of Cox Enterprises, Manheim Detroit participates in the Cox Conserves Chairman's Cup, an internal program that recognizes Cox field locations for implementing sustainable business practices.

One location is selected from each of Cox Enterprises' major subsidiaries (Cox Communications, Cox Automotive and Cox Media Group). One of 79 Manheim locations in North America, Manheim Detroit was recognized for its proactive and innovative green efforts and awarded \$12,500 to donate to a local environmental nonprofit. The company selected Lake Erie Waterkeeper.

"We're excited to receive this contribution from Manheim Detroit and Cox Enterprises," said Sandy Bihn, executive director of Lake Erie Waterkeeper. "This donation will be instrumental in our efforts to keep Lake Erie clean and protect this great lake's waterways. Lake Erie has an 872-mile shoreline that stretches along the shores of five states, including Michigan, and is the source of drinking water for 11 million people. Lake Erie is being threatened by growing algae blooms, invasive fish like Asian Carp, water withdrawals, and water level changes and climate change, so it's our mission to keep the lake clean and protect our environment."

Manheim Detroit was selected as the winner by demonstrating a variety of sustainability efforts including:

- Developing a Conservation Committee last year that created a plan to implement both recycling and volunteer programs to help make the auction greener and increase community involvement. The committee, chaired by Manheim Detroit controller Diana Ohanesian, meets quarterly to develop new ideas to make the location more environmentally friendly, discuss volunteer projects and provide updates to ongoing projects.

- Initiating a "Bring Your Cup to Work" campaign that helped to offset the 50,000 Styrofoam cups ordered annually.

- Launching a used pen and pencil collection drive, which provided 6,000 pens and pencils to local schools. Employees collected the pens and pencils from vehicles being consigned



FROM LEFT: Manheim Detroit Controller Diana Ohanesian; Manheim Detroit Assistant General Manager Pam Sackey; Dave Spangler, Lake Erie Waterkeeper board president; Kim Valentine, Lake Erie Waterkeeper board member; Sandy Bihn, Lake Erie Waterkeeper executive director; and Paul Pacholski, Lake Erie Waterkeeper board member.

at the auction, and the donations were spearheaded by employee Peter Hartner.

- Volunteering to clean up the grounds and areas around the Carleton, Mich., location and the facility's separate Flat Rock operation in celebration of Arbor Day. More than 100 employees spent over three hours collecting 130 bags of trash and planting flowers to support local conservation efforts.

- Developing a partnership with neighboring Guardian Industries to reduce their carbon footprint and help beautify the community.

"It is an amazing honor to have been selected for this award by our parent company," said Mandy Savage, general manager of Manheim Detroit. "Our team here is truly humbled and appreciative of this award. We have partnered with Cox Enterprises on multiple projects this past year to help lessen our impact on the environment. These projects have also allowed our employees to give back to the community."

Manheim Sponsors Petty Charity Ride Across America

As a company, Manheim is the presenting sponsor of the 2015 Kyle Petty Charity Ride Across America. It's the 21st Anniversary motorcycle trek across the country and it takes place May 2-8, 2015.

NBC Sports NASCAR analyst and former NASCAR driver Kyle Petty will

lead 200 motorcyclists along the 2,500 mile-route, stretching from Santa Cruz, Calif. to Branson, Mo., to raise funds and awareness for Victory Junction – a camp created to enrich the lives of children with chronic or life-threatening illnesses. Janet Barnard, president of Manheim North America, and Nick Peluso, president of Manheim's Global RMS, are among a group of Manheim leaders who will again ride in the event.

Manheim Pennsylvania Donates \$20,000 to Johns Hopkins

In support of exceptional health care for the community of Lancaster County and southeastern Pennsylvania, Manheim Pennsylvania recently made a \$20,000 donation to benefit the Johns Hopkins Heart and Vascular Institute and the Johns Hopkins Sidney Kimmel Comprehensive Cancer Center in Baltimore, Md. This is the second consecutive year in which Manheim has supported the important work of Johns Hopkins. The auction and its customers raised over \$31,000 for Johns Hopkins in 2014.

"Philanthropic support from Manheim allows heart and cancer researchers to advance novel discoveries and translate them into therapies and treatments for our patients and families," said Shannon Wollman, Director of Development for Johns Hopkins Medicine. "Private funding enables us to make great strides in research and accelerate breakthroughs." ■



Greg Noonan, pictured center, began his Loyalty Ride across the country by visiting with Canine Companions for Independence.

ADESA Auction Brings in \$50,000 for Veterans Charity

When ADESA auctioned off a motorcycle at the National Automotive Dealers Association convention in January, the company had no idea this one event would have such tremendous fundraising results for the benefitting organization: Canine Companions for Independence's Wounded Veterans Initiative. Greg Noonan, director of Insight Media Enterprises, made the winning bid—\$20,000 for a 2012 Harley-Davidson Heritage—which was matched by previous NADA motorcycle auction winner Joe Verde. So, their generosity doubled the impact for CCI. After an additional \$10,000 donation from NADA's charitable foundation, one motorcycle brought in \$50,000 for the charity.

Within the week, Noonan and his staff announced the Loyalty Ride. This campaign would take him across the country—4,300 miles on the Harley—raising more funds and educating audiences at ADESA auctions and through social media about the CCC, which brings service animals to veterans and to others with disabilities.

With support from NADA, CCI and ADESA, Noonan planned a motorcycle tour of seven ADESA auctions from California to Florida. Traveling February 12 to March 5, he visited ADESA

locations in Sacramento, Los Angeles, Phoenix, Houston, Dallas, Tampa and Jacksonville. Noonan was met at each auction with much fanfare, including visits from local CCI service dogs and their owners. Besides passing the hat—which in this case was a dog bowl—on sale day, each location auctioned off special items, including plush dogs and televisions, to raise extra funds. ADESA Phoenix rallied its crowd with a basketball shot contest. ADESA Dallas sold two leather Harley-Davidson jackets. And ADESA Jacksonville auctioned a Dodge Durango to benefit the cause.

"We're honored to be part of this worthwhile effort to support CCI," said ADESA President Stéphane St-Hilaire. "I want to thank our customers for their generosity, and our team members for the enthusiasm and creativity they've shown in hosting special events for each of Greg's visits at our auctions."

The adorable dogs and heartwarming stories that were shared about the help these animals provide pulled at the heart strings—and wallets—of ADESA customers and team members. The general public supported the Loyalty Ride by pledging donations for each mile ridden as well.

"When Greg told me he was going to

ride his Harley across the country to raise funds and increase awareness of Canine Companions for Independence and the Wounded Veterans Initiative, I really didn't know what to say, except, thank you and how can we help?" said Bob Bunger, national director of development services for CCI. "We've been a part of Greg's ride along with ADESA, and on behalf of Canine Companions, I express my thanks to Greg and ADESA for raising thousands of dollars and making a difference for the wounded veterans who receive our amazing assistance dogs free of charge."

The funds raised directly from the ADESA auctions totaled nearly \$13,000. But the promotions for the Loyalty Ride, made online through the NADA Foundation, brought in even more donations.

Noonan found inspiration to keep riding from veterans' stories that were shared with him all along the way. He stayed an extra day in Phoenix spending time with a WWII veteran there and stopped in San Antonio to talk with a company that employs veterans there.

The bike is now an inspiration itself. "Some people near our last stop asked if they could sit on the motorcycle after hearing about its journey," said Noonan. The now-famous motorcycle was on display at the Insight15 Loyalty Conference in Orlando where the final donation check was presented to CCI in late March. ■

Promotions: Increasing Volume During Tough Summer Months

The end of tax season also marks the end of one of the busiest times of the year in the auction business. As temperatures begin to rise, auction volumes usually soften due to a lower supply of new dealer trades. The dealers who were flooding your auction lanes just months ago know that retail sales decline in the summer for a variety of reasons such as weather, family vacations, kids' summer camps and home projects — just to name a few.

Marketing promotions and event sales are one way to overcome the stagnancy of summer and ensure you stay on pace towards your overall yearly goals. While there is no one true course to follow when planning your promotions, there are some steps you can take to help set yourself up for success and draw dealers to your lanes.

1. Have a pre-set marketing calendar for the year.

Identify historically low sale weeks and build a pre-set marketing calendar for the year that focuses on increasing traffic at otherwise slower times. What were some

of the challenges last year? What are your expectations for increasing volume? Knowing the obstacles you dealt with in the past will allow you to identify time frames that need additional attention. Additionally, mapping it out provides you with ample time to saturate dealers with information regarding your promotions and event sales, ensuring that your event is a success.

2. Get others involved.

Ask floor plan companies, vendors and your top buyers and sellers to participate in the event. This is an opportunity for many to get involved to offer dealers additional incentives for attending. It will also boost your marketing footprint as they contact their customer base to promote the shared offering.

3. Be aware of market conflicts.

It is important to be knowledgeable about area events that may take away from an auction's promotional event, whether it is an Independent Automobile Dealers Association meeting or a competitor's sale. Being aware of what


your competition is doing allows you to be proactive in your approach to attracting dealers to your lanes. However, there are always some unknowns, and with a well-planned marketing execution, an auction should choose dates that will benefit its sales regardless of outside forces.

4. Be imaginative and creative.

The most important component is: Get your employees engaged and have fun! Just because you're doing business doesn't mean you can't have a little enjoyment and entertainment with your promo/event sales. Some auctions hold fun events such as hot dog roasts and sales with specific themes, while others tie in a special promotion to celebrate the auction's anniversary. Having your event reflect your auction's personality will be a huge hit to your dealers and can be key in helping to increase your volumes in slower weeks. ■

BY JULIE DANIEL

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