



NAA member Sherry Truhlar, BAS, of Alexandria, VA conducted an auction in April at a gathering of the American Society of Association Executives. Planning began at an October 2008 meeting of the NAA board of directors, which approved a proposal that allowed NAA staff to work with ASAE to advance the awareness of benefit Auctioneers for use by association executives. The first opportunity was held in Washington, D.C. at the annual ASAE "Springtime Expo" event in April. Springtime attracted more than 3,500 meeting planners and association executives.

In exchange for documenting their commitment to the Global Principles for Responsible Associations and Non-profits, attendees were given a button and "\$200" and the opportunity to "bid" on items of interest in an auction, conducted by Truhlar. The results of the "auction" were successful and ASAE is now interested in conducting a live auction at their annual meeting to be held in Toronto in August.

system establishes fair market value; Whereas trained professional auctioneers ensure that