



FIRST QUARTER • 2023

The Illinois Auctioneer

The Quarterly Newsletter of the Illinois State Auctioneers Association



**Adapt
Overcome**



Our 75th Anniversary as the Illinois State Auctioneers Association was a huge success!

This year's total attendance was an increase over past years. The speakers did a fantastic job and we had a couple of new CE classes, which are now in the books.

It's time to be proud to be an auctioneer and a proud member of the Illinois State Auctioneer Association.

I want to thank Cissy for all her hard work this year, also big thanks to all the vendors, Dan Tamarkin, our photographer/auctioneer, also to the great band "Modern Cowboyz" and I can't say enough to Jim Bob Morris and his team El Bandido Tequila, mouth watering margaritas samples and the kind donation to our auction, 4 Cub tickets in his suite tickets in Chicago, tickets to Green Bay Packers game in his jet, including all you can eat and drink in his personal suite. (fact: he played for Green Bay Packers)

Special thanks to all the bidders, especially raising over \$1,300.00 for the full page ad in the Shriners Red and Blue All Star football game which will boast our logo and the rest of funds will go to the Shriners Hospital for Children in Chicago and St Louis.

Thanks,
Jeff Prochnow

www.illinoisstateauctioneers.org

<https://illinoisauctioneers.org/about-us/awards/>

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2023 ISAA Conference & Trade Show Recap

Online Auctions, Technology, and working in today's auction industry after the affects from COVID and CE Classes were provided along with the gathering of old friends, making new friends, meeting new auctioneers and networking occurred by the attendees of the 2022 ISAA Conference & Trade Show that was held at the DoubleTree in Bloomington, IL this past February.

Thursday kicked off the conference weekend with technology sessions provided by many of our long-term vendors, AuctionTiime, AuctionFlex, TractorZoom and Shipping Saint. Technology Thursday was sponsored by the ISAA. This afternoon provided valuable to many and kicked off the attendees time to learn more about software and an opportunity to ask more in-depth questions from these companies.

Friday was no shortage of learning more about Shipping Saint and how it can elevate an auction companies services provided to the buyers and to assist companies in streamlining shipping services with their software vs the old fashion method. Jack Christy, Jr, Jack Christy, and NAA Appointee, Chris Rasmus, kept attendees engaged with sessions about Online Auctions, Auction Management and Building Our Brand in Today's Marketplace after the affects of COVID and keeping auction companies competitive.

Friday evening's Hall of Fame Banquet was heartfelt with two newly inducted members; Dave Brooks and Marcy Goldring-Edenburn. Both attendees were quite speechless and extremely surprised by all of their family and friends that joined us for their induction. We were even excited to have Terry Dunning and his lovely bride join us at this event and support our Mystery Scholarship Auction on Saturday reflecting that the ISAA is an auction family.

The Annual Meeting of the Membership was diversified with reports from the directors, discussing newly revised bylaws followed by a vote to approve them as written and a very surprising / diversified board election. (Please see the Resource Guide to see the newly appointed board members on the back, inside cover.)

By Sunday, conference was completed outside of

providing us with Heath Spracklen and Matt Hart providing a fun-filled day of CE Classes in regard to the Ringman division of the auction industry and in being a strong, desirable hire.

This year, we had a larger space to provide for the Ringman & Novice Auctioneer Competitions in addition to the Fun Auction. We are excited to have 5 competitors for the Ringman competition and do hope that we can continue to grow it along with the Novice Auctioneer Bid Calling Competition. Know someone in the auction industry and have worked as a Ringman or have been in the industry 3 years or less? Please encourage them to join us and compete!

2023 ISAA Ringman

Kyle Kelso



2023 ISAA Novice Auctioneer

Lester Plank





Prepare for Today Plan for the Future

Hall Of Fame

What an honor to be inducted into the Hall of Fame! I am humbled to be selected by a respected group of peer professionals. All the credit and glory goes to God who put me on this path and strengthens me. I am forever grateful for my family, especially my husband Glen, who supports me and encourages me every day. There have been special supporting auctioneers; the Roth family, Terry and Pat Dunning, Henry & Nancy Hachmeister, Doyne & Marcia Lenhart, Gary Ryther, Hugh Miller, and Forrest Mendenhall, as well as those who weren't encouraging because they inspired me even more to prove myself.

When I went to auction school in 1980 I had no idea of the "auction business." I had attended a few auctions then clerked a few, talk about "Auction Fever." I truly started in a Male Dominated Business from below ground Zero. A whole new perspective on the saying "Find your Calling." Thank you Lord for your sense of humor.

5 months after auction school, I put together my first consignment auction. As we all know (now) this type of auction can and did grow out of proportion to my newbie thinking. I called a few people, and by auction day that 2 acre field was full. If that wasn't scary enough, none of us had ever conducted an auction before...The regular auction attendees came, sat on farm implements and asked "*When are the other local auctioneers coming?*" I politely stated, "*Oh are they coming today too?*" My biggest question, "*Did I have enough voice to last?*" We started the auction at 10AM and finished by 5PM. Whew! What a day; tired and exhilarated...and that's how it all began.

In 1982, I attended my first Illinois Convention and met the great Howard Buckles, who committed me to attend the NAA convention in July and I was hooked..so many auctioneers and educational seminars to improve myself and business. I learned about CAI and I saved up to go finally in 1984, graduating in 1986. That was a big year for me. After placing 3 years, I won and became the first woman Illinois State Champion Auctioneer.

The years at CAI was a tremendous networking opportunity. There, I was able to meet and work for various national auction companies, such as Larry Latham, who contracted to sell the VA / HUD properties throughout the country; Joel Zegart selling for The Resolution Trust Corporation; as well as Premier Properties. One of my favorite duties with these companies was being a bid assistant which turned into competition among the group who would secure the most sales. (Life is Good)

In 1994, I was challenged to enter the International Auctioneer Contest. Not wanting to let my support team down, I entered and won as the First Woman IAC Champion. 1994 was also the year I was asked by the late, great, Forrest Mendenhall, to come and teach at his school in North Carolina. It was a highlight for me to be a part of helping new auctioneers learn their craft. I was there every class for 26 years until it closed.

My next hurdle came in 1995 when the NAA Director slate was short and Terry Dunning nominated me. When I won the election, the glass ceiling had finally shattered, or at least, I thought it had. I thought I had accomplished all I could, until this year when I was recognized by my peer group and became inducted into the ISAA Hall of Fame. It was like God said, "*Well done good and faithful servant.*"

I have enjoyed my career, the experiences, helping the people during difficult situations, the places I have been, and all the people who have helped me become the auctioneer I am today. I thank God for my family, friends, my past and current auction crew and the many Blessings of Life.

Marcy Goldring Edenburn





The Non-Paying Bidder and the Risk of Relying on Bad Advice

By George A. Michak, Esq.

Mark Twain famously observed that – “*It ain’t what you don’t know that gets you into trouble. It’s what you know for sure that just ain’t so.*” These cautionary words are as relevant today as when first penned, and should be considered before accepting – and acting on – auction law advice that just might not be so. An example of the kind of risky advice that just might get you into trouble is the assertion – made, repeatedly, on social media and in blog posts – that if you encounter a non-paying bidder you should just re-sell the lot and move on, perhaps getting more money for your seller (and you) the second time around while retaining the right to sue your non-paying bidder for damages if there is a significant decrease in the hammer price when the lot is re-sold. While that may appear to be sound practical advice, in reality, the simple, uninformed, answer is not always the best – and may very well put the auctioneer at risk.

I was discussing this very issue recently, and – before I could get to the risky part – an auctioneer described how he had been bitten in this scenario. The auctioneer volunteered that he sold a car for \$10,000 at auction, and, when the winning bidder didn’t pay (and refused to communicate with the auctioneer), the auctioneer re-sold the vehicle. Good news – the car brought \$15,000 at the second auction. Both the seller and the auctioneer were happy . . . until the non-paying bidder sued the auctioneer to recover the \$5,000 swing in the price – and won! And, that’s the risky part. You see – unless you provide otherwise in your Bidder Terms and Conditions (which this auctioneer hadn’t) – under the Uniform Commercial Code (Section 2-328 and Section 2-106) title will ordinarily pass with the fall of the hammer. Therefore, even though the winning bidder turned out to be a non-paying bidder, that non-paying bidder owned the car. While the auctioneer had a possessory lien against the vehicle for the purchase price, it is typically necessary to give notice prior to selling property to execute on such a lien, and, while you may be able to pursue the non-paying bidder for any deficiency, you will normally be required to account for any surplus (if there is one). Moreover, you may lose your (or your original seller’s) right to recover a deficiency from the non-paying bidder if you fail to provide the proper notices before the lot is re-sold. In this particular case, the court found that when the auctioneer re-sold the car he was selling the non-paying bidder’s property, and that the non-paying bidder was entitled to damages above the original purchase price.

An additional complicating issue is that, when the auctioneer sold property belonging to the non-paying bidder, he did so without a contract with the non-paying bidder – who, now, became the seller. This could also be a real problem in a licensing state that requires a written contract between the seller and the auctioneer.

As with many auction-related issues, your ability to re-sell a lot won by a non-paying bidder without putting yourself and your seller in jeopardy may be controlled by what you have in writing – specifically, in this regard, your Bidder Terms and Conditions. There are a number of ways to skin this cat, and to protect both the auctioneer and the seller. You could provide in your Bidder Terms and Conditions that title only passes when payment clears (this may make more practical sense at an online auction than a live auction where you want to put the risk of loss, immediately, on the buyer who is present; however, even at a live auction, you could provide that risk of loss passes with possession but that title passes only on payment). You could also provide that, if payment is not made within a stated period of time, the lot (and any interest in the lot) is abandoned back to the original seller or to the auctioneer (this may also make sense if a winning bidder fails to pick-up a lot after paying for it). Bear in mind that, while you can always argue abandonment, your life may be easier if you can point to the Bidder Terms and Conditions.

In any event, it is not good advice, nor is it good practice, to simply re-sell property (even if not paid for) unless you know who actually owns it as a matter of law, and unless you have a legal right to do so.

This is for discussion purposes only and is not intended to be legal advice. No attorney-client relationship is established, or intended, between the author and anyone reading this article. If you have any questions regarding the issues discussed, you should seek advice regarding your specific situation from a qualified attorney.

George serves as counsel to the Pennsylvania Auctioneers Association and teaches auction law and ethics at Harrisburg Area Community College, and Reppert School of Auctioneering. He has presented to various auctioneer associations, including the NAA, Pennsylvania Auctioneers Association, New Jersey State Society of Auctioneers, Auctioneers Association of Maryland, Arkansas Auctioneers Association, South Dakota Auctioneers Association, West Virginia Auctioneers Association, New York State Auctioneer Association and others, and provides continuing education programs on auction law and ethics. He is a member of the National Auctioneers Association.



What I Learned From Advertising the (Absolute) Auction of My Own Car

By Ryan George of Biplane Productions

In the first week of March, 2020, I bought a MINI Countryman S All4 in Colorado for \$16,990. Two weeks ago, I sold it in a no-reserve auction to a buyer in California for \$23,000.

I intentionally chose an auction as the method for sale for two reasons:

(1) I've advertised more than 9,500 auctions but had previously never sold a major asset of my own via auction. I wanted to show my clients that I put my money where my mouth is.

(2) I had modified my vehicle with rare options—including one I had to order from a vendor in China that my MINI dealership's service personnel didn't even know was equipment a MINI could have. I knew dealers wouldn't value those modifications in a trade-in, but I didn't know how much those upgrades were worth to others. I trusted the price discovery method auctions provide.



I asked my MINI owners' Facebook group where they recommended I list it online. They introduced me to CarsAndBids.com, a site created by a popular automotive reviewer who had helped build AutoTrader.com. This auction site specializes in modified vehicles, right-drive imports, and exotics. After reviewing my vehicle's spotty CARFAX report and unique modifications, they gave me an ultimatum: if I wanted them to auction this vehicle, I had to offer it without reserve. (That is not a requirement for their site as a whole—just my specific case.)



I built a \$930 Facebook advertising campaign that started when bidding opened and then closed 50 minutes before bidding was scheduled to close. For the first time ever, I experimented with a boosted post built natively from the Instagram app. Outside of that \$30 test, everything else looked like the kind of Facebook campaign I build for clients every day. CarsAndBids.com included my MINI in two of its daily email blasts, first in the "just listed" section and then in the "ends today" section. Their famous reviewer added a glowing write-up that appeared above my vehicle's description (something he does for listings that catch his eye).

When the dust settled, more than 22,000 people visited my vehicle's auction page. My Countryman sold for roughly three times Kelley Blue Book trade-in value and more than twice its estimated private party value. It brought almost \$9,000 more than the last MINI Countryman listed on the site. As a bonus, I gained five insights from this experiment.

Traffic & bidding aren't always congruent.

My clients who don't track their Facebook ads in their Google Analytics or Meta Business Manager ask me all the time how our Facebook campaigns are performing—because bids are few or low. What's wild is that most of the time, the campaigns in question are earning some of the most efficient results of all of the ads currently on my desk. I gained empathy for these inquiries while selling my MINI. Thanks to my Facebook ads, traffic built steadily over the course of the seven-day auction; but significant bidding didn't start until about 24 hours before the auction closed. More than \$8,000 of the final sale price came within the last 2 hours (when the total traffic count changed little).

Hyper-targeting misses bigger secondary markets.

Often, my clients ask that I target our ads to the tiniest of audiences on Facebook—many of which aren't even options available to Facebook advertisers. I tell them that my experience has proven that bigger, more general audiences usually perform better. That bigger-audience strategy held true for my vehicle. My national ad targeting MINI Countryman enthusiasts proved the least efficient in cost per click, click-through rate, and cost per reach. My more efficient results came from used car dealers & auto auction enthusiasts nationwide in one ad and regional used car shoppers in another. My most efficient results came from an audience comprised of lookalikes of those who responded to the first three ads.

Campaign	Amount spent	Cost per 1,000 Accounts Center accounts reached	Reach	Impressions	Unique link clicks	Link clicks	CTR (link click-through rate)	CPC (cost per link click)
second round	\$250.00	\$4.12	60,611	66,100	5,056	5,128	7.76%	\$0.05
used car buyers	\$100.00	\$4.39	22,778	28,092	1,656	1,730	6.16%	\$0.06
auto auction	\$250.00	\$5.84	42,816	60,614	2,901	3,067	5.06%	\$0.08
MINI Countryman enthusiasts	\$330.00	\$8.43	39,152	65,636	2,017	2,232	3.40%	\$0.15
Results from 4 campaigns	\$930.00	\$5.75	161,703	220,461	11,560	12,157	5.51%	\$0.08
	Total Spent	Per 1,000 Accounts Cen...	Accounts ...	Total	Total	Total	Per Impressions	Per Action

Getting on the right platform isn't enough.

AuctionTime, BidSpotter, HiBid, ProxiBid, and others tell auctioneers that their platforms will get assets the exposure necessary for great sale prices. My clients hire me every week to bring their own people to those platforms, and I knew I had to do that even with everything CarsAndBids.com offers. As with Google advertising, auction and listing platforms rely on people who are actively searching—prime candidates, for sure. But some of the best auction bidders and buyers come from disruptive advertising like Facebook and direct mail. The Facebook ads I sponsored for my MINI accounted for more than half the page views on this auction.

Buyer geography is bigger than you think.

I'll never forget an auction before the era of Facebook advertising when bidders showed up at my client's on-site auction in Kansas—from 31 states. In the summer of 2021, two of my friends drove from here in Virginia to Louisiana just to look at a wake surfing boat that

neither bought. Because of these and other stories, on a monthly basis, I tell a client that their requested geographic coverage area is too small. Frequently, my clients marvel at how far from the auction site the buyers live. I expected a national audience for my Countryman. It was purchased new in Texas and later by a dealer in the Denver suburbs. I had it shipped from the Rockies to the Blue Ridge Mountains, and the CarsAndBids.com buyer hired a car hauler to bring it to Silicon Valley.

Instagram-only ads are woefully inefficient.






As I write this, I've got a campaign running for a client who requested one of his auction's ads be distributed exclusively on Instagram. So far, that video ad is costing 4.8 times as much per click as the auction's Facebook-only video ad and 13.3 times higher than the photo ads that Meta is distributing across all of its platforms. (I've never had video

ads outperform their photo counterparts in the same campaign.) The traffic generated from my MINI's boosted post on Instagram was abysmally less efficient than my all-platform ads built in Meta's Business Manager. The Meta algorithms measure viewer engagement with ads across all of its platforms and adjust each ad's distribution to where it's getting the most efficient response. I trust that algorithm with my income every day.

I was relieved when what I create for my clients also got fantastic results for me. Auctions don't work unless the marketing for them does, and I'm grateful for all of the practice on client auction campaigns that helped the marketing of my MINI work so well.



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 Lot #: 8720 JOHN DEERE 7720 TITAN II Combine 0:17 70 Bids Current Bid USD \$37,400 No Buyer's Premium Bid USD \$37,500	 Lot #: 9680 2013 FREIGHTLINER BUSINESS CLASS M2 112 Heavy duty trucks 2:31 42 Bids Current Bid USD \$14,250 No Buyer's Premium Bid USD \$14,500	 Lot #: 2663 2006 CAT 963C Crawler loaders 0:38 29 Bids Current Bid USD \$19,000 No Buyer's Premium Bid USD \$9,200	 Lot #: 459 NEW HOLLAND ROLL-BELT 560 Hay and Forage equipment 1:45 83 Bids Current Bid USD \$11,500 No Buyer's Premium Bid USD \$11,750	 Lot #: 3895 2019 FREIGHTLINER CASCADIA 126 Heavy duty trucks 1:26 112 Bids Current Bid USD \$61,500 No Buyer's Premium Bid USD \$11,750
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Events Can Help Your Google Rankings

by Jim Mariano, Product Manager, Constant Contact



You did it. You just pulled off the best event you've ever had. There was a ton of buzz in the room, everyone left happy, and now you wish you could share your success with the world. If only there was a way ...

Well there is, and it's simple! You can ask your attendees to give your business and/or event an online review.

It's becoming more and more evident that online reviews are playing an increasing factor in search results. The art of getting your business to the top of a Google search is known as SEO (search engine optimization). The benefits of SEO are pretty simple: When you get to the top of a search engine result page (also known as a SERP), it means more eyeballs on your brand, which leads to more business.

Reviews can help

We know without a doubt that Google is trying to get into the online review space with their attempted purchase of Yelp, and more recently, with their actual purchase of Zagat, the restaurant review company.

The concept makes sense. What better way for Google to rank things than based on actual user experiences, right? Google not only factors how favorable a business' reviews are, but how many reviews exist on a business.

Of course, if all you have is one lonely 5-star review that your spouse wrote about you, it won't send you soaring to the top of Google.

Encourage attendees to review your event

So ask your attendees (either during or after your event) to share their experience online. "If you loved this event, go on Yelp and share your experience, or write a review on our Google Places page." Make it easy for attendees; include links in your post-event communications that lead to your Yelp page, Google Places page, Angie's List account, or anywhere else your audience can be heard.

If you don't have a Yelp page or a Google Places listing, you can ask people to mention your event if they have a blog. Or, at the very least, ask for a "Like" on Facebook or a follow on Twitter.

The key takeaway is that if you have a successful event, you should do everything possible to capture the



positivity and get it online. Don't let the buzz around your event die as soon as the event is over. The impact of online reviews can be felt for months or years after an event is over.

Hello! I'm Jim, the Product Manager for Constant Contact. My blog posts normally cover new features and product enhancements. Be sure to check in often as we are constantly working on creating a great event tool! Follow me personally on Twitter @Jim_Mariano. Thanks! Reprinted with permission from Constant Contact: <https://blogs.constantcontact.com/events-can-help-your-google-rankings/?list=true&type=Webinar&webinaronly=1&fp=1>

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* Opportunity for feedback / reviews

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* Get Paid as Instructor for teaching an approved CE Course

See Submittal Requirements Below /
Contact Cissy for any questions,
isaadirector@gmail.com



- INSTRUCTORS BIO (providing qualifications / education for course)
- COURSE DESCRIPTION
- COMPREHENSIVE OUTLINE – 3 HR Course; includes (2) breaks and Test time allotted
(Outline MUST CONTAIN Length Of Time Spent On Each Topic)
- LEARNING OBJECTIVES
- EXAM (25 Questions For Every 3 Hours Of Approval)
- EXAM ANSWER KEY
- MATERIALS TO BE PROVIDED TO THE STUDENTS

MANDATORY COURSES

- Illinois statutes and rules governing auctioneering
- Federal statutes and regulations governing auctioneering
- Auctioneering Ethics
- Escrow and trust accounts
- Contracts
- Other subject matter recommended by the Board (example: Sexual Harassment Prevention)

ELECTIVE COURSES

- Agency
- Business courses related to auctioneering
- Real estate related courses
- Auction management
- Bid Calling
- Public Speaking
- Advertising
- Specialty Auction Courses
- Other subject matter recommended by the Board

- VEGAS 3/2 SUN- THURS \$89
- VEGAS 3/2 ANY DAY \$129.50
- MEXICO AND CARIBBEAN OPTION \$99
- HAWAII \$149.50



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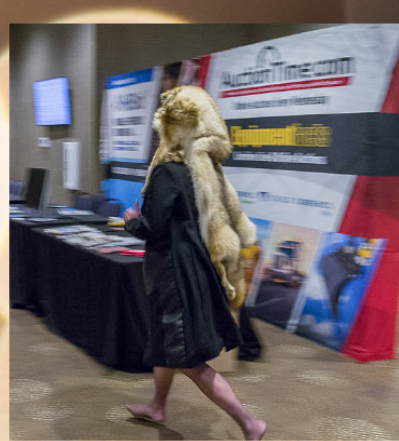
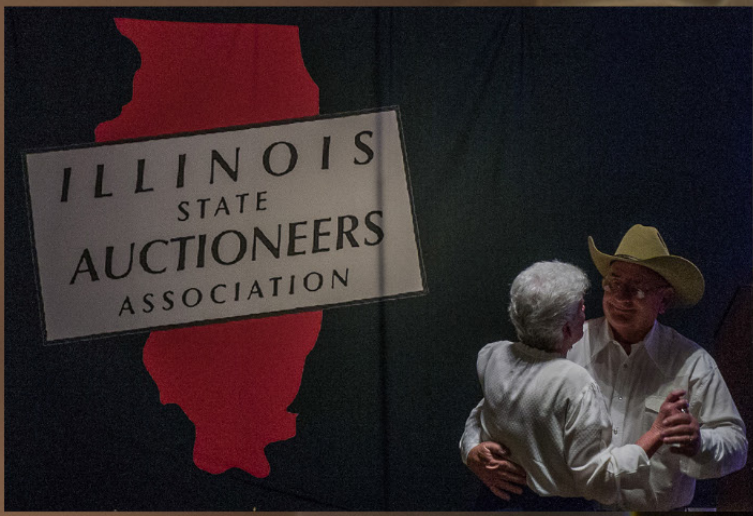
There are lots of shipping services, but they're not tailored to the Auction industry. And it's a unique industry... it's a different animal. The nice thing is Shipping Saint is tailored to the auction industry.

**— Chris Riley
CBM Auctions, Kearney, MO**



To see the video, check out www.shippingsaint.com/users
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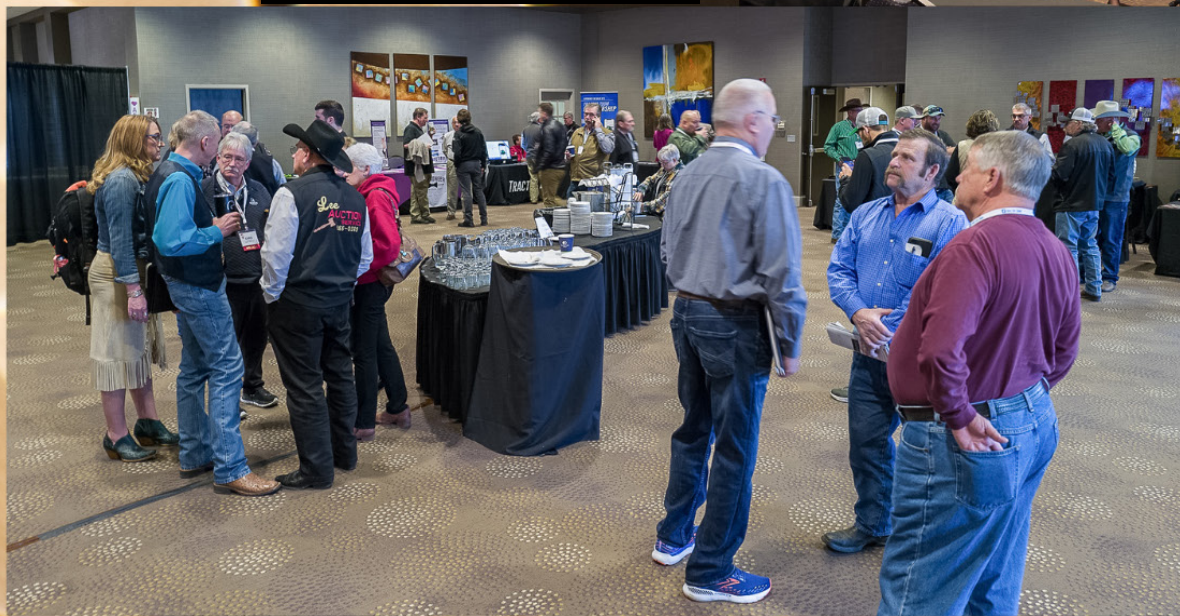
ISAA Hall of Fame Members



2023 ISAA CONFERENCE



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John Hamilton's Negotiating Tips

What strategy is in order when one encounters a negotiating opponent who has clearly abandoned common sense or just plain irrational?

Well, this is another one of those good new/bad news situations.

The good news is that there are multiple options available. The bad news is that they rarely work. It's really tough to overcome situations where nonsensical posturing dominates one's actions.

But the good news options are worthy of review and implementation. Each situation is unique and we're often surprised at what might work.

When you encounter that unreasonable irrational party:

1. Avoid showing frustration or becoming confrontational. It's our natural reaction, but it only makes things worse. Keep your cool. Over reacting only reinforces your opponent's position.
2. Show empathy and even muster understanding. Phrases like, "I can see how you'd feel that way." or "It's natural that you'd have that concern." Maybe they just want their position recognized and their fears responded to without confrontation judgment. This will better position you to inject alternative positions and information with credibility.
3. Call in a third party ! While sometimes this party is difficult to identify and involve, it is by far the most effective technique. Having someone else play a listening and counseling role can be significant to counter their irrational positioning. You might want to converse with this third party privately (without the unreasonable party) and later let the third party talk privately (with you) to the unreasonable party.
4. Lastly, don't hesitate to break off discussions before the irrational positioning become entrenched. We've all had people misspeak and then defend their error in stronger and stronger terms just to avoid backtracking (admitting they are wrong). The sooner you break, pause and give a time of reflection the more likely the nonsensical position will be minimized or dissolved.

Get ready. If you haven't been involved with an irrational negotiating opponent, your opportunity is coming soon. It'll be frustrating and potentially defeating.

Plan ahead. Anticipate this possibility and be ready with calm, appropriate and positive techniques.

Follow that old adage, "Keep your head while all those around you are losing theirs!"

Learn by doing as you Keep Negotiating!

John Hamilton



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Tips for improving Google Search Rankings

Having a strong presence on the internet is important for ensuring current and potential customers alike find your website and auctions. If you don't have a strong website that is properly optimized, it will not appear in Google's Search Results. One of the most likely reasons that your website is not appearing in search results is that it is not crawlable, and therefore cannot be indexed. To fix this issue, it is important to understand how Google crawls and indexes your website to determine rankings on search engine results pages. Read on to learn the process of how Google crawls and indexes websites and what you can do to improve your google rankings.

It is important to understand the basics of how Google and other search engines crawls a website. The first step in the crawling process begins with a list of web addresses (URLs) from past crawls and sitemaps provided by the website owners. The crawlers move through your website via links until they cannot find any more pages. After they have crawled your pages, they become indexed, and software determines your Google search ranking and how your different website pages will appear in Google's search results. There are a few different ways to help Google index your website and help your pages rank higher in the search results:

Google Search Console

One of the best ways to manage your web presence and Google rankings is with a Google Search Console account. In Google Search Console, you can view analytics, any mobile responsiveness issues that might occur, see the number of website pages that have been crawled and indexed, and you can also submit sitemaps of your website. Google Search Console allows users to provide detailed instructions about how to crawl and process pages on their website, request a recrawl, or opt out of crawling all together. In your account, you can see if there are any errors on your webpages as well as see the number of indexed pages and the number of non-crawled, omitted pages.

Google My Business

Having a Google My Business Listing is another great tool to help Google and it's crawlers know that your website and business are legit and have credible authority. If you don't have a Google My Business listing yet, it is easy to get started! If you already have one, make sure to have it updated with the most updated and recent information for your company. Adding pictures and



responding in a timely manner to customer reviews will also help increase your overall authority on the web and therefore boost your rankings.

Links

Another way to boost your rankings is by making your pages easier to crawl. Links are one of the most important factors that determine page crawlability. Google's crawlers move through your website via links, jumping from one to the other until all the crawlable pages have been identified. Google can tell the difference between new links, existing links that they have already crawled, and dead links that don't work anymore or have an error. It is important to have both internal and external links on your website pages. Internal links help the crawlers move from page to page



when indexing your site and external links help your website build authority which will help improve your overall ranking and make your website appear closer to the top of the search engine results pages.

Page Title & Keywords

Utilizing keywords and appropriate page titles is one of the more obvious, well-known tips you can implement to help improve rankings. If you write a blog post and post it to your website, be sure that the title of that page is related to the topic of your blog post. It will help your blog post and the page that it's on be found by crawlers easier and rank better if the topic is clear. Having your page titles listed as H1 headers will also help Google's crawlers find the page and be able to more accurately index it. It is also important to have correct, relevant keywords on your webpages. If your company hosts antique auctions, your website and keywords on your pages should be about antique auctions. It wouldn't make much sense for your website to have keywords related to farm equipment, so be sure to make the overall theme/topic clear and stick with it. Yoast SEO



is a great WordPress plugin that can be installed on the backend of your website to help you optimize for keywords on each page.

Submit a Sitemap

Lastly, another way to help Google index your website is by submitting a sitemap. A sitemap is a file that provides information about the pages, photos, videos, and other files on your website and how they all connect. Sitemaps help search engines like Google how to better crawl your website. A sitemap provides Google with a list of all the pages and files you think are the most important and what to focus on. Sitemaps can also include information about when pages were last updated, how often the page is changed, and if there are any alternate language versions of a page. If your pages are properly linked and optimized, Google is usually good at finding them all. However, if you are unsure or your website is more complex and changes often (i.e.: auction websites) it is a good idea to submit a new, updated one occasionally.

If your website pages aren't showing up in Google's search results page, it could be because your website is not optimized for crawlability and it cannot be indexed by Google. Try and implement these ideas and see if it helps improve your site's rankings! Need help or want even more ideas on how to improve Google rankings?

Article provided by AuctioneerSoftware blogs (www.auctioneersoftware.com). Auctioneer Software is a custom online auction software and website design company located in Grandville, Michigan. Auctioneer Software is a branch of Spectrum Net Designs, a website design and hosting company. We have been involved with the auction industry for over 16 years, and we are confident that we know how to develop software that fits the need of auction companies. Over years we have developed multiple software systems as well as numerous services to provide comprehensive solutions for auctioneers and their companies.

YOU'VE GOT MAIL! But most don't know it!

We're lucky by "standards." Only 35 - 40% of ISAA email blast messages are actually opened.

Check your Junk / SPAM mailbox.

Update your email address and your mobile number on your ISAA membership profile. These are the fastest & easiest ways for us to communicate with you, our members!

Thank you, Cissy (isaadirector@gmail.com)



My name is Isabella Kuelper and am the daughter of John and Jessica Kuelper. I'm honored to be chosen as a recipient of the 2023 Hachmeister Scholarship.

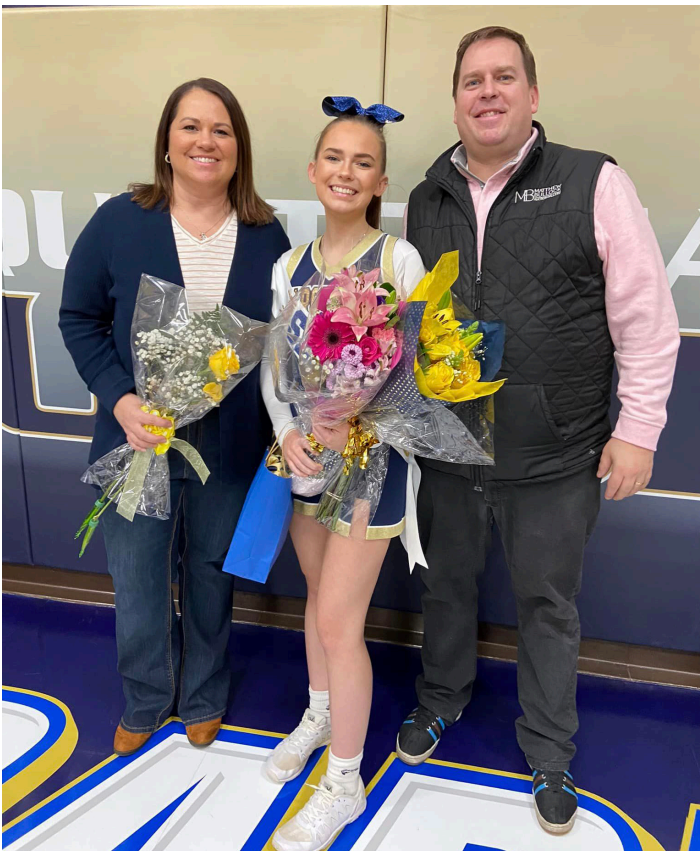
I am currently attending college at Black Hawk East in Galva, Illinois where I am in the Veterinary Technician Program. I also currently work as a Veterinarian Assistant at Stevens Veterinary in Galva, Illinois.

Upon graduation, I hope to continue working for Stevens Veterinary and specializing in large animals. I enjoy working with farm animals as I grew up showing all species including cattle and swine.

Once again I appreciate your support and thank you for the honor.

Sincerely,

Isabella Kuelper



Hello! Thank you so much for choosing me as a recipient of the Hachmeister Scholarship! I'm so sorry for the late response!

I plan on attending a 4 year university and majoring in Psychology with a minor in criminology. I want to go on to get my Master's degree and eventually start my own practice for teen/ young adult counseling!

Once again, Thank you and I apologize for the late response!

Norah Bullock

Video Marketing A Growing Trend

By Scott Robertson

I had lunch a few weeks back with a friend who produces and hosts business and real estate videos for the Internet. He mentioned that such videos are a growing trend due to the fact the majority of “Web Surfers” prefer to be entertained and informed in a short video presentation format rather than having to read paragraph upon paragraph of copy. What he said made perfect sense.

This new video trend is also beginning to gain momentum in the world of fundraising. If you are not promoting your event with the use of video let me help you get started.

Nearly every cell phone these days not only takes photos, but also video. Although this could do in a pinch, I'd recommend using a regular digital camcorder due to the fact the quality is much better.

Once your video is recorded it will have to be imported from the camera to a computer, edited, and then uploaded to YouTube or other video-sharing sites. This may sound complicated – but trust me – someone on your staff will be happy to take on this task.

So, what should be explained or shown in a video format? Well, just about anything. But, here's a good place to start.

- 1) Use video to better explain the mission of the charity
- 2) Use video to promote the items in the auction
- 3) Use video to help sell tickets
- 4) Use video to show how the previous year's event helped change lives and made the community better
- 5) Shoot video during your current event (when appropriate) of people having fun as promotion for next year's event

Now, here's perhaps the most important advice I can give regarding these videos – **KEEP THEM SHORT!**

People's attention spans are short – so keep every video you produce short. Some videos should run as short as 30 seconds while the longest they should run is 2



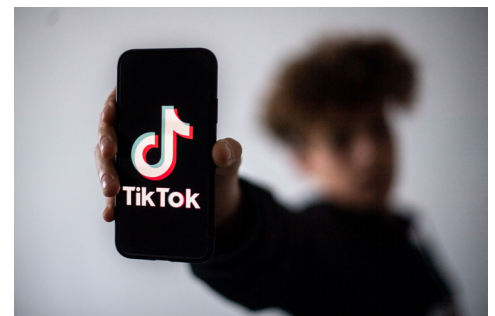
minutes – and that’s pushing it.

In the months to come you will be seeing more and more fundraising events promoted with the use of videos on the Internet. So grab those digital camcorders and start shooting. Who knows – you might be the next Alfred Hitchcock or Steven Spielberg.

Scott Robertson is a full time professional benefit auctioneer. For more than 20 years, he has assisted schools and non-profit organizations to meet or exceed their fundraising goals. This Florida State Champion Auctioneer has conducted thousands of fundraising auctions.

This article was originally published on his blog, Fundraising Auctioneer, www.fundraisingauctioneer.biz.

What app./program is the latest growing trend for fundraisers, realtors, auctions and education?





The 1099-K Effect on Auctioneers

by Jack Christy Sr., CAI

Let's get real.

What happens when an auctioneer or auction company receives a 1099-K form?

The answer is panic, fear and fainting.

Okay, maybe not fainting but what is the 1099-K anyway? According to the IRS, a payment settlement entity (PSE) must file Form 1099-K for payments made in settlement of reportable payment transactions for each calendar year. A PSE makes a payment in the settlement of a reportable payment transaction, that is, any payment card or third party network transaction, if the PSE submits the instruction to transfer funds to the account of the participating payee to settle the reportable payment transaction.

In other words, the Form 1099-K is a summary of your receipts charged with the credit card company by the auctioneer or auction company. According to the Form 1099-K, credit card merchants must report the gross amount of total reportable payment transactions over \$20,000 or such transactions exceeding 200. If you are in that category, then expect a Form 1099-K in your mailbox.

How does the 1099-K affect us as an auctioneer or auction company? Well, let's look at an example. If you processed \$10,000 in credit card sales in a fiscal year, the IRS will receive a 1099-K from the credit card merchant company. The IRS will then send you a 1099-K for the full amount charged, stated as your income. In the eyes of the IRS, the auctioneer earned \$10,000. Again the IRS believes that \$10,000 is your income for the year and they want their tax.

Unfortunately, they are not taking into consideration that the total amount of the credit card charges is not all of our income or our money. The money charged primarily belongs to the seller and also the government, in the form of sales tax collected. Only a small portion of this amount is our actual income. A large amount will be held in escrow that will be paid out to the owner of the items sold within 30 days and to the department of revenue.

In recent conversation with an accountant and an IRS agent, many questions were asked to reveal the intent of the 1099-K and the reply was alarming. The intent

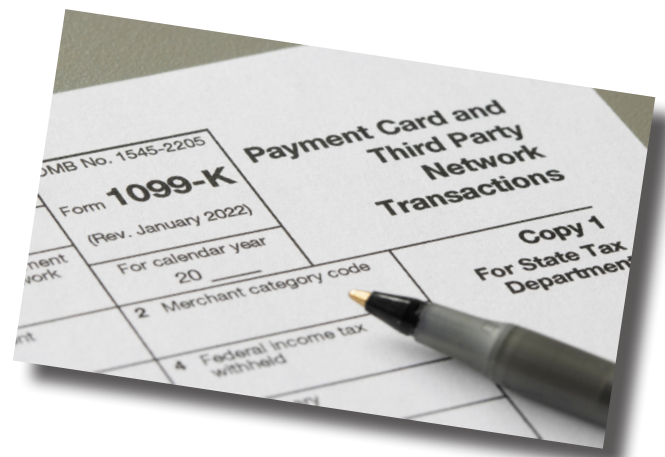
of the 1099-K Form is to require auctioneers to submit a 1099 Form to the IRS on all sellers. This has great concern for auctioneers and auction companies.

The IRS is seeking an avenue to track unreported sales through all auctions, including timed internet auctions. For example, this would require a seller on an internet auction site, such as eBay, to report their income through the 1099-K or 1099 Form.

Can you imagine such an exhausting task for auctioneers and auction companies to submit a 1099 on every seller? So, what is the answer for auctioneers? One professional tax adviser recommends filling a 1099-K Form with an explanation regarding commission as a Cost-Of Goods to show the net amount to the IRS. It is strongly recommended that you seek your personal tax advisor on this particular topic.

As you may have guess, this article was written from personal experience. Again, if you receive a 1099-K, please contact your tax advisor for professional advice.

Jack Christy began his auction career in 1975. His company, Christy's of Indiana, Inc. is one of the nation's finest auction galleries operating today. Jack has a passion for education, as demonstrated by his service as an instructor for Reppert Auction School for many years and the Certified Estate Specialist (CES) designation program offered by the National Auctioneer's Association. His involvement and dedication to the Certified Auctioneers Institute (CAI) earned him the prestigious Delta Award. He is a past president, hall of fame inductee and bid calling champion. Jack is a master graduate personal property appraiser (MGPPA) and serves as an expert witness in state and federal courts.





ILLINOIS STATE AUCTIONEERS ASSOCIATION

HALL OF FAME Award Nomination Form

Deadline Submission:
August 1, 2023

Personal and Confidential to the ISAA Hall Of Fame

Hall Of Fame Guidelines

I. Qualifications that weigh heavily in the selection include the contributions made by the Auctioneer to the Illinois State Auctioneers Association, and if possible, the NAA. The honoree needs to have had an active interest in ISAA for ten years or more. Have they been an officer or a member of the ISAA Board; Have they been on various committees; Have they attended seminars and conventions; Have they been a speaker or a member of a panel discussion at the conventions or seminars.

II. The second area looked at closely is their auction business. It doesn't make any difference as to the size of their auctions, the area that they encompass or the type of auctions or variety they may conduct. What is important is that they have been an active Auctioneer for more than ten years, and their professionalism, integrity and high standards have made them an auction leader in their area.

III. A third area that adds some weight is the individual's contribution to their community. Have they been active in community projects, civic organizations, elective office or any other community area?

IV. Nominations will not be accepted from the nominee's spouse or immediate family.

THIS FORM IS PERSONAL AND CONFIDENTIAL BETWEEN THE ISAA HALL OF FAME AND THE SUBMITTER. THE NOMINEE SHOULD NOT BE INFORMED OF THIS SUBMISSION.

Send To:

ISAA Hall of Fame Committee

PO Box 1541

Rifle, CO 81650

isaadirector@gmail.com

Name of Nominee _____

Residence Address _____

Phone Number _____

City _____ State _____ Zip _____

BUSINESS INFORMATION

Name of Firm _____

Position _____

Business Address _____

Phone Number _____

City _____

ISAA INFORMATION

Years nominee has been a member of the ISAA? _____

Offices Held; Current and Past: _____

PERSONAL AND FAMILY INFORMATION

Spouse's Name _____

Does spouse participate in the auction profession: Yes No (circle one)

If yes, please explain _____

Children (Please give names and ages): _____

GENERAL PROFESSION INFORMATION

How long has the nominee been associated in the auction business: _____

What percentage of the nominee's time is actively spent in the auction business: _____

Has the nominee specialized in any particular field of auctioneering: _____



ILLINOS STATE AUCTIONEERS ASSOCIATION

HALL OF FAME Award Nomination Form

Page 2 of 2

Personal and Confidential to the ISAA Hall Of Fame

List the educational background of the nominee, including offices held outside of ISAA; current and past:

List regular auctions conducted, if any, and / or any special individual auctions conducted, which have brought attention and credit to the Profession of Auctioneering or the ISAA:

Previous recipients of the *ISAA Hall of Fame Award* have established some general qualifications which they feel each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to the following categories:

1. Honesty
2. Willingness to Share With Others
3. Standing in His or Her Communityw
4. State and National Associations
5. Contributions To The ISAA and The Auction Profession

Narration: _____

Submitted by (please print name): _____

Address: _____

City: _____ State _____ Zip _____

Signature of Submitter: _____

Did You Know...?

Election to the Illinois State Auctioneers Hall of Fame is an opportunity to recognize those individuals who have made great contributions to the ISAA, the Auction Industry in general, and to the community.

Do you know someone like that? Do you know someone who has been a great help and mentor to your growth in the Auction Industry? If so, why not nominate them to the ISAA Hall of Fame?

Any ISAA member can submit a nomination.

Each year prior to our conference, the Hall of Fame members review nominations and votes are cast for induction into the Hall of Fame for the following year. Nominations are held for 3 years unless inducted.

This year nominations will be accepted until Aug 1, 2023 to be considered for the 2024 ISAA Hall of Fame Inductee

This is Your Association and Your Opportunity To Be Part Of The Nominating Process.

* The ISAA Hall of Fame members will meet in August to review / discuss / vote upon the nominations received by August 1st to determine if there will be a(n) 2024 Hall of Fame inductee at the 2024 ISAA Conference & Trade Show. Thereafter, the Hall of Fame members will meet at the annual conference to vote on applications for inductions for the following year.

**Tuesday
August 15, 2023
10 AM**

*Registration
Open Soon*

**Illinois State
Auctioneer Championship**

www.illinoisauktioners.org

2023

**Held
At The**

**ILLINOIS
STATE FAIR**

Lincoln Stage

Open to the first, 20 Contestants



Are You Taking Advantage Of Everything The ISAA Website *Has To Offer?*

When was the last time you explored the Illinois State Auctioneers Association website?

If you are new to the ISAA or have not been on the site in a while, take some time to look at what it has to offer.

On the site, you can **Join the ISAA or Renew** your membership - either online or download a form and mail it to the ISAA. Once you are a member, you will be able to manage & update your Auctioneer / Company / Associate profile. Your original profile was created with the information provided with your membership application or when we changed website provider services 3 years ago.

The profile YOU create allows you to put your contact information, company information, auction & company background (your bio), areas of specialty and you can upload a picture of yourself or your logo. **What does yours look like?**

The top 3 areas of specialty can be chosen for your profile, which are searchable on our website. If you have more, add it into your bio area field. This is your time to “sell yourself and promote your expertise.”

Why is this important? Perspective clients will do an internet search for auctioneers and go to the website to search for an auctioneer via the “Search Auctioneers” button or “Our Auctioneers” on our menu list. Or, they call the ISAA and we may direct them to the ISAA website and share with them how they can “search for an auctioneer.” This allows anyone the ability to search for an auctioneer by name, city, zip code or even specialty. This is an important way for you to be found by potential buyers and sellers. **It is a FREE format of advertising for you, as a member benefit.**

Belong to more than one auctioneers association that is managed through AuctionLook? No problem. You do not have to create / manage / update your profile on each one. One account; one profile. One and done.

Sometimes as a member, you may want to reach out to one of the Board Members to ask a question, make a suggestion or voice a concern. Under the “About Us” menu, you will find the ISAA Board with their contact information under the **“ISAA District Leaders and Counties.”**

You will also be able to find your Executive Director & Illinois State Auctioneers Association contact information.

Want to nominate someone for the **ISAA Hall of Fame**? The nomination form can be found on our website as well. The Hall of Fame section is shown under **“Awards & Honors”** of the “About Us” menu option along with other historical data about the ISAA and our members.

Would you like to find out about the upcoming events in the ISAA? There is not only a **“CE & Other Events”** button on the home page, but also, **“All Events”** menu option. The events section will have information about past and upcoming events. In addition, I typically design a picture button on the home page for the **“ISAA Conference or ISAA Championship”** that will take you directly to the current event with all the information as it is brought forth.

If you’ve missed one of the newsletters, click on the **“Illinois Auctioneer Magazine”** in the menu to view past issues. These are great resources to learn more about the ISAA, what we do, who we are, other members, and maybe a resource to help you in your auction career and as a business person. Not only that, our newsletters are shared online via **www.issuu.com**; an online site for publications. Just look up the Illinois State Auctioneers Association.

Also check out the ISAA News that share events, member spotlights and other association “newsworthy” information. (Currently updating / work in progress)

One of the great benefits of being a ISAA member and a benefit of the website is being able to post your auctions via AuctionLook. You can get to this link under the Members Menu located at the bottom of the website. As a ISAA member, **you can post your auctions for FREE**; another great member benefit. Some options may have a cost, but explore the site and the options available to you. Those auctions get posted on the ISAA website, the AuctionLook website, the Auctioneer app, over 30 websites, plus national and local email campaigns.

In addition, we have other valuable resources at the bottom of the ISAA Website under **FORMS** such as scholarship application, Hall of Fame application, Contest Rules, Membership application, a auction contract, website instructions and more...

Please, take advantage of the ISAA website and all it has to offer you as a member and as an auctioneer. Go to **www.illinoisauctioneers.org** today to reap the benefits of being a ISAA member.



Resource Guide

2023 Executive Committee

PRESIDENT

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Executive Director

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DIRECTOR AT LARGE

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2023 ISAA Committees

CONFERENCE

Wayne Mollett - Chair

BYLAW

O.D. Holley
Jess Spradlin
Wayne Mollett

FUN AUCTION

Wayne Mollett
Jeff Prochnow

FINANCE / BUDGET

ISAA Board

HALL OF FAME

Cory Craig

LEGISLATIVE

O.D. Holley
Jess Spradlin
Wayne Mollett - Chair

SEMINARARS / LICENSE & EDUCATION

Hayden Geisler
Adam Mollett
Heath Spracklen

STATE CHAMPIONSHIP

O.D. Holley
Steve Marriott
Jess Spradlin

MARKETING

ISAA Board

MEMBERSHIP

ISAA Board

SCHOLARSHIP

Jeff Bond
Ben Ladage

LONG RANGE PLANNING

ISAA Board



Illinois State Auctioneers Association
PO Box 1541
Rifle CO 81650
(312) 702-2117
www.illinoisauctioneers.com

2023 - 2024 **Industry Calendar**

July 2023

NAA Conference & Show
July 18 - 22, 2023
Oklahoma City, OK

August 2023

Illinois State Auctioneers Championship
August 15, 2023
Illinois State Fair

NAA Benefit Auction Summit
August 27 - 29, 2023
Charleston, SC

December 2023

NAA Designation Academy
December 4 - 8, 2023
Las Vegas, NV

February 2024

2024 ISAA Conference & Trade Show
February 2024
Bloomington, IL



Store Purchasing Card

80131391836

ISAA AUCTIONEERS ASSOCIATION
ISAA AUCTIONEERS ASSOCIATION

**Office
DEPOT.**



Look for Illinois State Auctioneers Association
Email Blasts

isaadirector@gmail.com

MailChimp



ISAA Communications

Please be sure that your email spam filters are not filtering out ISAA communications. Add isaadirector@gmail.com to your address book