



THIRD QUARTER • 2021

# The Illinois Auctioneer

The Quarterly Newsletter of the Illinois State Auctioneers Association



## 2021 ISAA champions



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First and foremost, “Thank you to our membership for unanimously voting me to serve as President of the Illinois State Auctioneers Association during our in person 2021 conference in Bloomington.” I am fully committed to serve our membership to the best of my ability side by side with our amazing, dedicated board with full transparency, inclusion and respect.

The ISAA represents all professional auctioneers who are licensed in our state through ISAA educational opportunities, legislative lobbying efforts and public relations. Your membership, donations, sponsorships, volunteer service and promotion of the ISAA are all critical to our survival and success so, “Thank you for making the important investment in the ISAA.”

As we continue to navigate the COVID-19 Pandemic as an industry, the ISAA recognizes governmental restrictions, interference, and overall confusion as to best practices have negatively impacted many of our members – including myself – from conducting in-person live events, altered online inspections / checkouts and in some cases – forced the cancellation of public auctions ranging from automobiles to fundraisers for worthy causes. Our association is committed to assisting individual members with proven resources for up to date COVID-19 information, online marketing opportunities, and discount programs to assist our members be productive, profitable and above all else – safe during these uncertain times. Please visit our member only association page on Facebook and our ISAA website for online resources at your leisure.

2022 will be a continuing education renewal year and I am pleased to announce our annual, ISAA Conference and Trade Show will be in person in Bloomington February 11-13, 2022, where members can secure six (6) hours of the total 12 required for renewal. In addition, we will offer regional, in-person classes and online course offerings for those unable to attend our annual convention. Our goal is simple – “to serve our membership by being the source for our educational needs.”

The ISAA is a family. The ISAA is a professional network with unlimited resources due to the men and women who make up our association. If you are interested in serving on a committee, teaching,

## From The President



mentoring another auctioneer, sponsoring an ISAA educational event at your facility, please reach out to me at [renee@reneejones.com](mailto:renee@reneejones.com) or contact our Executive Director at [isaadirector@gmail.com](mailto:isaadirector@gmail.com).

Thank you again for honoring me with this opportunity to serve our membership as President and I look forward to a productive term working with our membership, board and executive director.

Be well. Stay safe. Please reach out if you need have questions, need assistance, and we will help you to the best of our ability.

Respectfully,

Renee Jones, CAI AARE BAS CES

DEC. 5-11, 2021  
AUCTIONEERS.ORG/DESIGNATIONACADEMY

WELCOME TO  
**Designation  
ACADEMY**

AARE (REWRITTEN)  
AMM  
AMM NEXT  
BAS (REWRITTEN)  
REAL ESTATE WORKSHOP

SEE YOU IN LAS VEGAS!

OTHER COURSES ARE BEING OFFERED VIRTUALLY THIS YEAR. VISIT  
AUCTIONEERS.ORG/DESIGNATIONACADEMY FOR MORE INFORMATION.





I just hung up from Cissy Tabor who called and asked me to submit a farewell letter to the Illinois State Auctioneers Association membership. And let's be honest, who can say no to Cissy Tabor?

There are a lot of people in this particular association that have my heart – I have to thank Monte Lowderman for being on the Board that hired me! Terry and Pat Dunning welcomed me into the association so quickly. Volunteers like Bill Burke, the Aumann's, Shane Ratliffe, Matt Corso, and Michael Fine (and so many others) and people that I have met along the way at Conference and Show and CAI like the Spracklins and many more!

You have an amazing association. And you welcomed me into your group and that meant so much to me. You brought me in to do an orientation for the Board early on and you brought me in to judge your state bidcalling contest at the Fair (had some fantastic fair food with Maxine O'Brien).

Please know that I have enjoyed my 13 years at NAA. You may have heard rumors as to why I am leaving... here's the truth... I have worked hard over the last 40 years and I want to slow down, do a little consulting with other associations (because I do LOVE this work) and watch my grandkids grow up. I have a 15-year old granddaughter that still likes to spend time with me and I want the other six to do the same. I have three grandkids that are grown – I missed a lot of their activities because I was in the middle of a career that I loved. But the remaining ones are going to get some good "Nanny" time.

However, please know how much you have positively impacted my life. I love the Illinois State Auctioneers Association – you are awesome people and I appreciate each and every one of you.

And just one final request: give the next CEO the

same support you gave me! They will be thankful – just as I am. I'll close with one piece of advice – I love how Past President Rob Doyle signs off on his letters and I'm going to borrow it now....Have fun!

I know I have!

*Hannes Combest*

## NAA/Industry News



### Register now for Designation Academy

Taking place in person in Las Vegas, and virtually throughout this fall, Designation Academy is the premier place to further your auction education!

#### Upcoming virtual designations/classes:

USPAP 7: Sept. 23-24  
GPPA: Oct. 7-11  
USPAP 15: Oct. 20-21  
CES: Oct. 26-28  
CAS: Nov. 8-9; 15-16

Register Now

## National Auctioneers Association COVID-19 Resource Center

<https://auctioneers.org/NAA/Member-Area/naa-response-to-covid-19.aspx>

Check out this information  
available to ALL Auctioneers  
provided by the NAA



## Statement of Future Goals

Hi, I am Nathan Wagner. I just turned 18 and graduated from Sunnyslope High School in Phoenix, Arizona. I grew up in Northern Illinois where I enjoyed attending and bidding at my Papa Lyle's auctions (Lee Auction Service) in Belvidere, IL, until my family moved to Arizona in 2018.

As someone who is very analytical and sees things in black and white, I have decided to pursue a career in mathematical studies. After graduating high school this May, I plan on attending Glendale Community College for two years before transferring to Arizona State University (ASU), School of Mathematical and Statistical Sciences, to obtain a bachelor's degree in Actuarial Science.

An actuary compiles and analyzes statistics and uses the data to calculate insurance risks and premiums. Furthermore, I then plan on continuing into the Masters Program at ASU. While attending college, I will be performing with the ASU Sun Devil Marching Band.

After I get my degree, I hope to one day work for an insurance firm. Outside of work, I will volunteer for charitable organizations such as Saint Mary's Food Bank to give back to the community.

Thank you to the Illinois State Auctioneers Association for granting me this scholarship. I am excited, honored and feel blessed to be the recipient of this scholarship. I will use the funds towards my tuition. I also want to thank my Nana, Patti Lee, for encouraging me to apply for the scholarship. Again, many thanks to the Illinois State Auctioneers Association and my favorite auctioneer, my Papa, Lyle Lee!



Dear Illinois State Auctioneers Association,

I am truly honored to be chosen as a recipient of the 2021 Illinois State Auctioneers Association Scholarship. With 2020 being a year full of many challenges and changes, this scholarship comes at a perfect time. I will be entering my second year at Lake Land College in Mattoon this fall and then transferring on to Illinois State in Bloomington to major in Business. In addition to being a full-time college student, I am also currently employed at America's Auto Auction in Centreville, as well as, a Lifeguard in my local community.

Auctions have always played a huge role in my life. As a fifth generation family member in the auction industry, I am excited and motivated to see what my auction career has in store for me.

I apologize for not being able to accept this honor in person, however, I thank you again for considering and awarding me with this scholarship.

Respectfully Yours,  
Drake Spracklen



## Scholarship Application:

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





**Saturday,  
October 23, 2021  
@ 2:00 PM**

Skeet Shoot (Clay pigeons will be provided, bring your own firearm), Corn Hole & Pumpkins provided for FUN!

Get the UPDATE On  
The Sales Tax Bill Amendment



**7642 Grain Bin Rd Toulon, IL 61483**

Our association is committed to maintaining a welcoming environment for ALL Illinois auction industry professionals - including auctioneers, ringmen, clerks / cashiers, crew members AND family!

Help us build an inclusive and diverse auction family & community by sharing this event and inviting others to join us for this Inaugural & FUN Event hosted by the ISAA Board.

**Click the EVENT** on our Facebook page  
(Illinois State Auctioneers Association - ISAA) for additional details.

- **Let us KNOW You're Coming**
- **Invite Others To Join**

- Bring Your Auction Staff / Crew
- Bring Your Family

Or.... Contact Chairmen  
Joe Orwig (309) 995-3934  
Jeff Prochnow (309) 261-4537  
Dave Brooks (309) 696-1708





## Competition

# 2021 World Automobile Auctioneers Championship

Manheim Dallas Friday October 15, 2021 8am CT

## AUTO AUCTIONEERS, RINGMEN & TEAMS of the WORLD



Offering  
5000+  
Vehicles  
Weekly



The last couple years have been challenging for automobile ringmen, and because of this, the 2021 WAAC Ringmen Entry Fee will be waived (no charge).

The entry fee for auctioneers & ringmen in the Team Event will remain the same.



**CONTESTANTS ENTER NOW!**  
**REGISTRATION OPEN!**  
**ENTRY DEADLINE: OCT 8, 2021**  
**No Entries Accepted After Oct 8, 2021**

### Host Hotel



**Hilton Arlington**  
2401 E. Lamar Blvd.,  
Arlington, TX. 76006  
817/640-3322  
(use group code **WAA** for discount room rate)

**Rate: \$99 + tax**  
Room rate good until October 8, 2021 or until  
Block is Full.

**BOOK NOW**  
THIS BLOCK WILL FILL UP

For more information: Call or text Paul c. Behr 303/807-1108 cell or visit  
**[www.autochampionship.com](http://www.autochampionship.com)**

20  
SAVE  
THE  
DATE

February  
11 - 13, 2022  
Bloomington, IL  
DoubleTree Hotel

22 Conference  
&  
Trade Show



Education, Annual Meeting,  
CE Classes, Vendors & more



# Sales Tax Amendment SB-2066 UPDATE



**The Sales Tax Amendment SB-2066  
is now Public Act 102-0634.**

**So what does this mean?**

Due to the recent approval / signing by the Illinois legislatures and governor, ISAA reached out to the **Illinois Department of Revenue** (IDOR) to get information on Illinois Sales Tax for our auctioneers / auction industry to be able to share with you the most up-to-date information and what the passing of this amendment entails.

**Please find the pdf file sent to us on the following page**, and the information shared with us from the IDOR in which we were finally able to connect with them and a superior level staff.

*As a follow up to our phone conversation, I've attached a copy of 86 Ill. Adm. Code 130.1915, which is the Department's regulation on auctioneers and agents. SB 2066, now Public Act 102-0634, removed auctioneers who are licensed under the Auction License Act (225 ILCS 407) from the definition of marketplace facilitators. Note, that any person who is an Internet Auction listing service as defined in Section 5-10 of the Auction License Act is still considered a marketplace facilitator. As of the enactment of P.A. 102-0634 on August 27, 2021, the sales tax treatment of auctioneers reverts back to what it was prior to January 1, 2021.*

*The Department is in the process of updating our regulations to address these changes. These updates include removing the examples concerning auctioneers from 86 Ill. Adm. Code 131.130 and 131.155 as they are no longer accurate in light of P.A. 102-0634's passage.*

*Thank you,*

*Alexis K. Overstreet*

*Associate Counsel*

*Legal Services Office - Sales & Excise Tax Division Illinois Department of Revenue*

ISAA has been told that it would not apply to licensed Illinois Auctioneers. Their example was eBay. The definition provided for Internet Auction Listing Services as provided here, looks like we can rule online auctions out because

- We do, for most part, examine the personal property
- We can set a "minimum" price
- We prepare the description(s) for the personal property / service
- And last, we utilize our own services as a "natural person" / auctioneer

Here is the definition of Auction Listing Services per The Illinois Auction Act: *"Internet auction listing service" means a website on the Internet, or other interactive computer service, that is designed to allow or advertise as a means of allowing users to offer personal property or services for sale or lease to a prospective buyer or lessee through an online bid submission process using that website or interactive computer service and that does not examine, set the price, prepare the description of the personal property or service to be offered, or in any way utilize the services of a natural person as an auctioneer.*

**TITLE 86: REVENUE**  
**PART 130**  
**RETAILERS' OCCUPATION TAX**

**Section 130.1915 Auctioneers and Agents**

a) When Persons Act As Agent

- 1) Every auctioneer or agent, acting for an unknown or undisclosed principal, or entrusted with the possession of any bill of lading, custom house permit or warehouseman's receipt for delivery of any tangible personal property, or entrusted with the possession of any such personal property for the purpose of sale, is deemed to be the owner thereof, and upon the sale of such property to a purchaser for use or consumption, he is required to file a return of the receipts from the sale and to pay to the Department a tax measured by such receipts.
- 2) The receipts from any such sale, when made by an auctioneer or agent who is acting for a known or disclosed principal, are taxable to the principal, provided the principal is engaged in the business of selling such tangible personal property at retail. For a sale to qualify under this subsection (a)(2), the principal must be clearly disclosed to the purchasers by the auctioneer or agent so that the purchasers are able to determine who owns the goods that are being sold.
- 3) The same rule applies to lienors such as storagemen and pawnbrokers.

b) When Principal is Disclosed

For the purposes of this Section, a principal is deemed to be disclosed to a purchaser for use or consumption only when the name and address of such principal is made known to such purchaser at or before the time of the sale and when the name and address of the principal appears upon the books and records of the auctioneer or agent. A verbal announcement of the principals' names at the auction is not sufficient to document disclosure. Acceptable evidence of disclosure includes:

- 1) naming the principals and their addresses (city only is sufficient) in newspapers and other public advertising;
- 2) posting a written list of the principals' names and their addresses (city only is sufficient) at the auction site;
- 3) distributing sale bills or brochures that name the principals and their addresses (city only is sufficient);
- 4) recording the principals' names and their addresses (city only is sufficient) on legal documents regarding the item that is sold, such as automobile titles; or
- 5) other methods that provide a permanent, written record of the disclosure of the names and addresses (city only is sufficient) of the principals.



# 2021 ISAA Conference & Trade Show Recap

Continuing Education, Excellent Networking, Auction Industry & Social Media Education, Legislative Update on the SB2066 Sales Tax Bill and Excellent Food was experienced in addition to the 2021 ISAA Ringman Championship & Fun Auction fundraiser during the 2021 ISAA Conference & Trade Show at the DoubleTree by Hilton in Bloomington, IL, June 25 – 28, 2021.

Friday kicked off the conference weekend with continuing education courses; Ethics and Managing Your Bottom Line. As previously set forth, if you registered for the conference, these courses were included FREE with conference registration. Friday evening, we hosted the Meet & Greet with pull-pork sandwiches and refreshments to jump start the networking, meeting new members and welcoming back familiar faces.

Saturday was phenomenal with lots of fantastic educational sessions that included coins / political / military memorabilia, social media marketing and LinkedIn. The Annual Meeting of the Membership was held where members were able to hear updates from the Committee Chairmen, especially in regard to the SB 2066 Sales Tax Bill, the Membership Drive and the Continuing Education provided for the members in 2020 along with a review of the financials. President Burke recognized members that have assisted in these areas in such a crazy 18-month COVID year that our members and the auction industry faced.

Per election, Renee Jones is the incoming President and Jeff Prochnow as the President-Elect. It is announced, that they will hold their officer positions until the 2023 ISAA Conference / Annual Election per motion passed. This year, we received 3 outstanding scholarship applications that were awarded to Drake Spracklen, Burke and Lee.

Sunday provided us with an education and engaging day filled with benefit auctions, managing your membership profile / posting your auctions for FREE with the ISAA, job costing, independent contractor vs employee (what you need to know), and Solution Circles for the ISAA

and the auction industry. The evening included the ISAA Fun Auction, which is our association annual fundraiser where there was definitely some competitive bidding going on with our attendees.

Monday finished out a great conference with the opportunity of having Rich Schur teach the 7-hr USPAP Continuing Education.

## Marketing Award Winners

- **Business Card** – Lyle Lee, *Lee's Auction Service*
- **Brochure** – Renee Jones, *Fine and Company, LLC*
- **Sale Bill** – Wayne Mollett, *Mollett Auction Service*
- **Newspaper / Newsletter / Magazine** – Renee Jones, *National Property Solutions, Inc.*
- **Bidder Card** – Joe Orwig, *Orwig Auction & Appraisal*
- **Website** – Renee Jones, *Fine and Company LLC*
- **Postcard** – Dave Brooks, *Brooks Auction Company*
- **Social Media** – Kenny Freeman, *Irene Auction Company*
- **Other** (any other marketing materials that aren't listed above) – **Billboard** – Kyle Kelso, *Kyle Kelso Auctioneer*



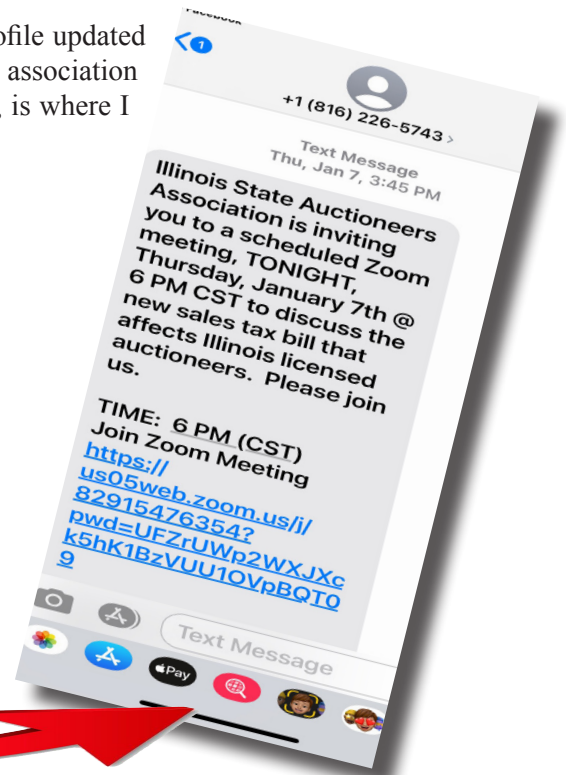
**Did You Know?** We began using a Text Messaging in 2020 and we want to make sure that we connect with our members by giving updates, notices and reminders.

The originating phone number for the ISAA Text Messaging is (816) 226-5743. As you can see in the pic below, I have added this number to my cell phone as such.

Not getting the text messages? Make sure that you have your membership profile updated with the correct mobile number for you. This service is provided within our association website as a benefit to us, the ISAA, and through the back-end of our website, is where I compose and send the text messages to our members.



# Did you Know?



Do you get ISAA text messages?  
Is your membership profile updated?

>>>> Check out this text message sent in January from ISAA!

## Looking for an **APPRAISAL?**

A Real Estate Appraisal Assists with Important Decision Making



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**FARM CREDIT**  
**ILLINOIS**

Helping Farm Families Succeed



You joined ISAA because you wanted to network and grow your business.  
Together, ISAA members stand as industry professionals and leaders.



## Member Benefits

[www.illinoisauctioneers.org](http://www.illinoisauctioneers.org) Powered by AuctionLook.com

### WEBSITE BENEFITS:

- Single sign-in; membership profile and to post auctions
  - Multiple state association management – Arizona, Arkansas, Colorado, Georgia, Idaho, Illinois, Kentucky, Massachusetts, Missouri, Montana, Nebraska, New Hampshire, Oklahoma, Texas, Utah, and Washington
    - Profile and auctions automatically update if you are a member of these associations.



- Your auctions added to the national app; **AUCTIONEER** (iTunes / GooglePlay)
- Auctions on CAA, shared with over 30 auction websites
- *Events, Conferences, Newsletter and News announced on website.*

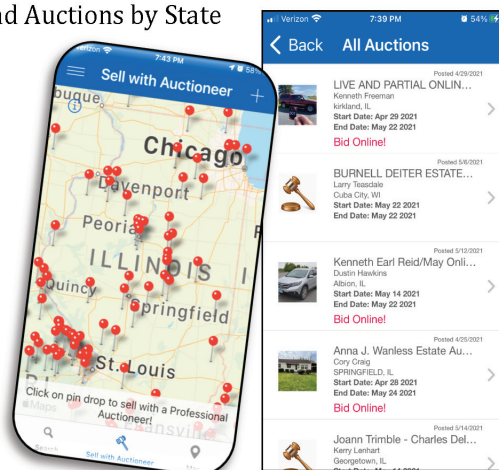


### AUCTIONS POSTED BENEFITS:

- Direct-share capability to Facebook of current auction listings.
- Photo Orientation & Reorder – drag photos to order you want w/ orientation correction upon publishing.
- Auction Flyers capability
- Edit Past Auctions
- Premium Auction Listing for small fee.

### AUCTIONEER app Features:

- Find Local Professional Auctioneers from a Map
- Find Auctions by State



Weekly mail blasts of auctions listed on ISAA website to registered buyers since 2015 registered with the **AUCTIONEER** app



# Packing & shipping a 400-lot online auction isn't easy\*

\*Without Shipping Saint

(812) 233-3949  
[shippingsaint.com](http://shippingsaint.com)



## Store Purchasing Card

**80131391836**  
ISAA AUCTIONEERS ASSOCIATION  
ISAA AUCTIONEERS ASSOCIATION



Pick-up your  
***Office Depot / Office Max***  
discount card at the upcoming  
ISAA Conference on ***Feb 2022***.

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[greatergiving.com](http://greatergiving.com)

800.276.5992



Recently had 800, 2-Page NCR Contracts printed at Office Max. I tried out the Office Depot / Office Max Discount card we got at the Convention, ***Wow only \$ 73.00***  
***I was really surprised at that.***  
***Nice Perk***

*Dave Brooks, Brooks Auction*



## How To Set An Emergency Contact On Your Android Or iPhone's Lock Screen

*Because emergency responders can't unlock your phone.*

You should always password-protect your phone to prevent sensitive information from getting into the wrong hands. But that means creating an ICE number in your contacts won't do you any good, because the person with your phone would have to know how to unlock it to find that information. A police officer who needs to contact a family member or an emergency room doctor who needs to know your blood type won't be able to hack into your phone.

Fortunately, most of today's smartphones come with a feature that allows you to enter ICE data that's accessible from your phone's lock screen, including emergency contacts and important medical information. And even if it doesn't, there's an easy way around it.

### How to set up an iPhone emergency contact

All iPhones come with the Health app, which, along with tracking your steps and other health data, allows you to set up a medical ID. This will display basic personal information, important medical information and emergency contact numbers when accessed from your lock screen. Additionally, your emergency contacts will be automatically contacted and updated on your current location if you make a call using the Emergency SOS feature.

#### Follow these steps to set it up:

1. Open the Health app on your phone.
2. Select the "Medical ID" tab.
3. Select "Edit" at the top of the screen.
4. Make sure that the "Show When Locked" slider is green.
5. Below, fill in the various fields. If there's a section that isn't relevant, such as "Medical Conditions" or "Allergies & Reactions," it's a good idea to write "N/A" or "None" instead of leaving it blank to avoid any confusion.
6. At the bottom is the "Emergency Contacts" section; tap "add emergency contact" to create a new contact. Note that you need to have this person's name and number saved in your phone's contacts list in order for the app to pull it in.
7. Once you've selected a contact, indicate their relationship to you.
8. You can add more than one emergency contact; continue repeating steps six and seven until all your emergency contacts are added.

To test that your Medical ID contains all the information you added, lock your phone and then wake it back up to reveal the Touch ID/passcode lock screen. Tap "Emergency" in the corner to bring up the SOS keypad - you'll see the "Medical ID" link in the bottom left. Press this to bring up your ICE info as well as emergency numbers that can be tapped and dialed directly from that screen.

### How to set up an Android emergency contact

To set up ICE contact information on an Android phone. First, you can add your info to the emergency information feature:

1. Open the "Settings" app.
2. Tap "User & accounts," then "Emergency information."
3. To enter medical information, tap "Edit information" (you might have to tap "Info" first, depending on the version).
4. There's a separate section where you can enter emergency contacts; tap "Add contact" to add a person from your contacts list (you might have to tap "Contacts" first)

Once you have set this up, anyone can find your ICE information by swiping up on the lock screen and tapping "Emergency," then "Emergency information."



## What is Geofencing and How does it work?

Before I answer those questions let me share how it can benefit you in the auction industry. Geofencing as a marketing tool allows you to reach those who are most likely interested in attending your auction. For example, you have an upcoming auction that features several antiques or sports memorabilia or even rare coins. *"How great would it be to target your marketing dollars to only those that would be interested in those items?"* Another benefit to you is having the ability to reach people who attended a similar auction a week before yours. Then you can run ads to them on their phones promoting your upcoming auction. So back to the original questions of "what it is and how it works."

Geofencing uses the GPS signal from your phone that identifies location. We draw an invisible geofence boundary around a location that captures all the GPS phone signals that go in and out of that boundary. For example, we draw a fence around an auction location and capture all the phones. Now at this point you may be thinking this is creepy. Don't worry we are not capturing any information from the phone except the device id number. And even that number is masked so that we cannot see the full number. So, at no point do we know who the owns the phone, we just know it was at the auction. Then for the next two to three weeks we can show ads about your auction on those phones. These ads run when a person is looking at the weather on their weather app. They

can run on sports, entertainment, recipe, news sites, etc. Basically, the ads run on websites and apps that a person views on their phone.

What is really beneficial to you is the trackability of your marketing investment. Geofencing allows you to track what locations and audiences drove attendance. You can see for example how many visited



the web listing of your auction and how many visited in person. This technology has been around for a few years but mainly utilized by large national brands. Now you can add it to your marketing efforts by using a digital company like A Nice Guy Marketing.



If you would like to know more visit [www.aniceguymarketing.com](http://www.aniceguymarketing.com) and view the video or contact me directly at [jon@aniceguymarketing.com](mailto:jon@aniceguymarketing.com). I am happy to help answer any questions you have.

*Based in Franklin / Nashville, TN, owner Jon Reames has nearly 20 years of digital marketing experience. His advertising strategies will grow your business. He specializes as a digital marketer with expertise in mobile geo-fencing. Our simple philosophy is to "be honest, listen, understand, do what you said you would do, and exceed expectations... in other words, be nice."*



### Competitor Geofencing

Reach new customers based on the places they visit or live.



### Keyword Search Retargeting

Reach new customers based on their searches, for services or products.



### Event Targeting

Reach new customers based on events they have attended.



### Demo Targeted Geo-Fencing

Reach new customers based on their online profile such as job title, homeowner, interests, and past purchases and intent for new purchases.



# The Importance of Support Staff

By Adele Nichols

**Y**ou have heard the saying and likely seen the memes on social media professing, “*You think it’s expensive to hire an auction professional.... See how much it costs to hire an amateur.*”

As auction company owners and members of a professional auction organization, there is no doubt that most, if not all of you truly believe in this statement. And there is no doubt that most, if not all, hire fellow professional auctioneers to chant and ring for you. You likely have the same expectations of professionalism for your office staff and clerks. Now, stop here and take a moment to think about what you pay and treat each of those people – write it down on a piece of paper.

Let’s get real, real fast. Many auction companies treat and pay their support staff like they are second class citizens. Yep, there it is. Be real with yourself, are you one of them? The support staff are often the first one there to set up the office and check-in buyers and don’t leave until long after guest auctioneers and ringman have hit the road. The guest auctioneer / ringman is often paid 2 - 3 times that of the support staff. The support staff often get barely above minimum wage. Go ahead, look at that piece of paper. Did your guest auctioneers leave with \$30/hour and your support staff with \$10/hour (give or take)? If that’s not the case, then “Congratulations you’re doing your business justice” and the rest of this article wasn’t written for you.

Clerks. Perhaps your usually reliable clerk is sick or simply unable to attend due to other obligations. Or, you have an exceptionally large sale and are running more than one ring. Maybe your regular clerk had a better offer – a higher paying job won out that day, you know, like working at Wal-Mart. You may have had to resort to using someone who is not an experienced or quality clerk. For every mistake that inexperienced clerk made...How much time was lost? How much additional effort had to be made by others and how frustrated were the customers? Sure hope you hired professional office staff that day to sort out all the mistakes and compensated them fairly!

Speaking of office staff... With whom do your customers have real one-on-one communication? The first smile a customer sees when they arrive and the last before they leave is your office staff.

*It is the office staff, who give the first and last impressions*

*of a sale.*

*It is the office staff, who are often the problem solvers.*

*It is the office staff who typically deal with upset customers.*

Their attitude, professionalism and competence are absolutely critical to how your company is viewed in regards to "customer service."

Chew on this a bit:

- According to “Job Satisfaction and Engagement: The Road to Economic Recovery,” a Society for Human Resource Management research report released in May 2014, sixty percent (60%) of employees rated compensation/pay “very important,” and 36 percent rated it “important,” making it the Top Contributor to overall employee job satisfaction.
- “*The link between customer satisfaction and customer loyalty is almost twice as strong when you have high employee satisfaction compared to when they are not satisfied with their jobs.*” said Christopher Groening, assistant professor of marketing in the Robert J. Trulaske, Sr. College of Business at the University of Missouri.

If you have poor support staff, how much is it COSTING your bottom line? Lost customers, inconsistency, missed bids, incorrect calculations and entries? No one is asking for support staff to be treated better than you would treat anyone else- but it's high time that just and fair treatment and compensation should be expected. Your bottom line and your reputation as a professional auction company (not just a professional auctioneer) will be better for it.

*Adele grew up near Severance, CO and graduated from Windsor High School. She then attended Colorado State University where she double majored in Agricultural Business and Animal Science. She serves in various capacities of media, marketing, clerking and bid spotting for several auction companies in addition to Nichols Auctioneers. Adele manages the website and social media programs, in addition to print and internet sales, and has served as the Media Relations Liaison for the Colorado Auctioneers Association.*

## How to Network at a Conference: 10 Ways to Make Contacts Like a Pro

**H**ave you ever been to a conference or trade show and felt like it wasn't worth the effort or the time or the money?

There are so many business conferences out there, it's important that if you are going to take the time away from work to attend a conference, you know exactly how to maximize it!

The right conference can be a game changer for your business. More importantly, the right conference, done the right way can prove to be a gold mine of opportunities. Whether you are going to a trade show, festival or business conference, you have to be prepared. You already are spending time, money and energy to get to the event. Let me teach you some tricks of the trade.

I want you to be a conference pro. You know the conference pros:

- Pros look forward to their event because they are certain they will get new business from it.
- Pros know exactly how to work a room and walk up to a stranger like an old friend.
- Pros are a magnet for business cards because they aren't the sleazy schmoozer types. They are the people who everyone wants to sit next to at lunch.
- Pros seem to effortlessly manage the schedule, land VIP coffees and kill it at after-parties.

My friend, this can be you. Let me show you how:

### Your Assets

Conference pros not only have the skills to rock an event, they also have an arsenal of tools at their disposal. Before you go to the event, make sure you have the following in place:

- **Your Badge:** One of your most important, but often overlooked, assets for conferences is your badge. It is your first impression. It is your conversation starter. It is your calling card. You might consider bringing your own lanyard or pins to add. It's easy to strike up a conversation with someone who has added something interesting to the boring traditional badge.

*Insider Tip:* If you have an opportunity to add a

conversation starter to your badge, do it! Sometimes badges allow you to add an interesting fact—never pass up an opportunity to add an additional element to your badge. It will make YOU easier to approach.

- **Your Contact:** If someone wants your information, you definitely can give them a business card. This is especially helpful if someone wants to grab drinks later. I highly recommend having a professional contact for yourself in your address book that you can text someone quickly. This 'conference contact' should have just your phone number, email, website and maybe social media info, such as your Twitter or Instagram handle. I learned this the hard way when someone asked me to text my contact info to them and I had my airline numbers and license plate in my contact notes—awkward! ***Have a professional contact for yourself all set up.***
- **Your Business Card:** Hopefully this is obvious, but bring a TON of cards—more than you ever think you will need. Don't be that person who runs out and needs to use a napkin instead.

One other big thing to think about with your business card as an asset. **Be honest:** *Is your business card boring? Conference pros have interesting, conversation-sparking, memorable business cards because they are getting so many at once.* If you can, I highly recommend having your picture on your business card, so people remember who you are when looking at it later. Check out mine:



**Vanessa Van Edwards**

Author, Behavioral Investigator

It has my picture as well as a reference to see no evil, hear no evil, speak no evil, which always gets conversations going.



## Pitch Perfect

Most people have one elevator pitch that they use for everything. This is a MISTAKE for conferences. You want a specific elevator pitch tailored to the people you are meeting. This will help you be more relevant and more memorable.

How do you tailor your pitch? You have a few options. My every day elevator pitch is, *"My name is Vanessa, and I'm lead investigator at a human behavior research lab called the Science of People."*

However, I change this up for different kinds of conferences. You want to make it more niched and specific for conference attendees. For example, I have spoken at the SXSW Interactive Conference, which is very technology focused:

- For this conference I could say: *"My name is Vanessa and I run a human behavior research lab. We look for patterns for how people use technology."*
- Or I could say why I am attending the specific conference: *"My name is Vanessa and I'm at SXSW looking for article ideas for my human behavior research lab."*
- If you really want to be a pro, you can specifically reference them if you know what they do from their badge or their introduction. I might say, *"My name is Vanessa, and I help journalists like you find interesting human behavior research to write about."*

Before you arrive at your conference, write out a few specific variations of your pitch. Especially if you are at a trade show behind a booth. You want your elevator pitch also to be your sales pitch for your booth. For example, when I am running a Science of People booth and doing experiments on site.

## The Context Come On

It's hard to approach someone at a conference and avoid being creepy, sleazy or salesman-y, but it can be done! Here's the trick: CONTEXT.

The "context come on" is when you use your location or surroundings to make an opening line and conversation easy. I look for lines at conferences because it is the easiest way to meet the person in front and behind you.

I also never pass up the opportunity to get to a session

five minutes early and sit at a partially full table or block of seats with people. Don't pick the empty table or the row of empty seats! You are missing the best networking opportunity. When you sit down at a table, you can ask an easy context come on, *"What made you sign up for this session?"* or simply, *"What brings you here?"*

**Most people think that networking happens during the scheduled 'networking breaks' or 'after-parties,' but I think the best networking happens when most people don't expect it.**

Here are my favorite contexts and come ons:

- Lunch Table: *"Enjoying the conference so far?"*
- Coffee Line: *"Juicing up for the big keynote?"*
- Seatmate: *"What brings you to this session?"*
- Badge Line or the Gift Bag Line: *"Come to a lot of conferences like this?"*

Let me tell you a story about how I accidentally learned the art of the "Context Come On." When I first started my business, there was a conference I was DESPERATE to attend. But it was way, way, way out of my budget. However, I knew that meeting the people at this conference could be game-changing for my business. I couldn't afford to buy a ticket for the conference, but I knew there had to be another way to get access.

I saw that there was a Starbucks in the conference hotel. And I did have enough in my budget to fly to the city and stay in a cheap motel near the airport. The morning of the conference, I took the bus to the conference hotel and set up shop in the Starbucks downstairs. As soon as I saw someone with a badge get in line for coffee, I stood in line behind them. Then I would use one of the "context come ons" above. I wanted to be extremely transparent. So, once we would get to talking about the conference, I would tell them that I really wanted to attend but couldn't afford it. I was having my own mini-conference in line and trying to network with people while they got their coffee.

Every single person laughed and most told me their own story about bootstrapping or hustling. I got 72 business cards that day and bought coffee for four of the speakers, which led to some incredible opportunities later! This tactic was a bit aggressive, but it taught me the power of context and seeing opportunity outside the

~ continued on Page 23



# 2021 ISAA Conference







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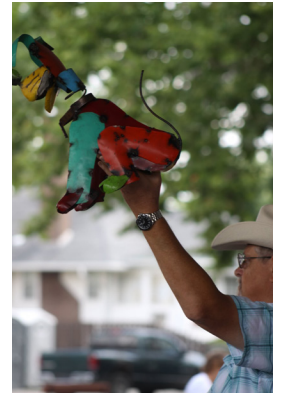






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## 2021 ISAA Championship





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Davea1@frontiernet.net  
309/558-8200

## New Auction College Opens To National Audience

(Sherrard, IL)—A new auction college has developed what it is referring to as the nation's most comprehensive auction education. Walnut Creek Auction College has opened its doors and will host its first 3- and 5-day courses in Des Moines, IA beginning January 23, 2022.

David Aeschliman, owner of Walnut Creek Auction Company, says all the private colleges offering anywhere from one day to five days of auction schooling focus primarily on how to talk fast, or "cry a sale" to use the industry's term.

However, Aeschliman says in his conversations with auctioneers, the number one concern is making more money. He says that means *"we're going to teach people a fantastic chant and combine it with additional education on how to write contracts, market your firm, create a unique position, how to staff and how to manage money."*

Aeschliman has strategically coached struggling businesses how to turn misfortunes into fortunes says, *"Current efforts in teaching and coaching future auctioneers fall short of teaching these new entries in the profession how to run a profitable business and how to adopt new techniques and technologies. We're going to fix that."*

Further, he points out there is a tremendous gap in young people having a place to learn the most contemporary auction buying and selling trends. It is that gap he is targeting at fulfilling, which will focus on bringing new talent into the auction industry. Enrollees will learn about live auctions, online auctions and hybrid auctions. *"We'll cover every aspect of auctioneering that contributes to a successful business,"* he claims.

*"We've developed a three-day course focused on how to cry a sale, how to manage an auction and how to evolve that auction cry into a world-class, commanding voice. And we also are offering a very intense, comprehensive 5-day course where we focus on the entire management process of operating a profitable auction firm. Our focus is clearly on running a large, profitable business."*

Details about the new firm and its inaugural class can be found at the company's new web site at [www.walnutcreekauctioncollege.com](http://www.walnutcreekauctioncollege.com) or you can contact Dave directly at [davea1@frontiernet.net](mailto:davea1@frontiernet.net) or by calling or texting (309) 558-8200.

***Any attendee of the 3-day course or the 5-day course will receive a \$95 price discount for the 3-day and a \$195 discount for the 5-day IF they are a current, ISAA Association Member OR.... Referred by an ISAA Member in good standing.***

**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](mailto:isaadirector@gmail.com))





# How To Network At A Conference....

~ continued from Page 17



typical ‘networking break’ or ‘after party.’

## Get In and Stay In

Once you’re in, you want to stay in. Here’s how to keep the conversation going. These tips work whether you are standing at a booth or chatting with someone in the line. First, use conference-specific conversation starters, such as:

- *What did you think of the keynote?*
- *Have you learned anything really interesting so far?*
- *Which break-out session are you going to go to?*
- *Any booths I should stop by in the Exhibition Hall?*

Second, use killer conversation starters. Please DO NOT ask them what they do or where they are from. These are ridiculously boring and YOU are more interesting than that. Once you have had some casual chit chat, use one of our killer conversation starters, such as:

- *“Worked on anything exciting recently?”* This is a better way to ask someone what they do.
- *“What are you looking forward to the rest of the day?”*
- *“Who is the most interesting person you have met here?”* This is a great way to build your network.

## Know Your Exit Cues

Okay, so you’ve been having a great conversation and now it’s time to wrap it up. Your last impression is just as important as your first impression. Make it count! The art of the lasting impression is all about giving someone clear exit cues. Especially if you have someone who wants to talk and talk and talk, subtlety is not going to work for you. After many years of conference-going and many failed exit attempts, I have learned the direct approach is always respectful and appreciated. I created this Exit Formula:

**Genuine Compliment + Follow-up Item + Handshake  
= Lasting Impression**

First, when you are ready to wrap it up, give them a genuine compliment, such as, *“It’s been a pleasure talking to you.”* or *“I loved hearing about your business idea.”*

Then cue them to the exit with a follow-up item, such as, *“I’ll follow-up with you on email.”* or *“Hope to see you at the after-party tonight.”* or *“Pass me your*

*business card and I’ll find you on LinkedIn.”*

Finally, the handshake is a really clear cue and will get even the most persistent person to realize that you want to make a lasting impression. Smile, stick out your hand and give a nice send-off with well wishes, such as, *“Good luck today.”* or *“Break a leg in your workshop.”* or *“Safe travels.”*

## Know Your Limits

If you are not an extrovert, don’t try to be! Even if you are an extrovert, we all have limits. The worst way to do a conference is to try doing it all, even when you’re exhausted or out of your element. Do you do better one-on-one? Then setting up coffees at conferences is going to be way more productive for you than attending a break-out session. Do you love late nights? Then host an after-party! Knowing your limits also applies to food, sleep and timing. If you are particular about food, bring your own snacks. If you aren’t a morning person, think about skipping the morning session so you have more energy for the happy hour event.

*Here’s the bottom line:* You don’t have to do it all.

## Pre-Networking

Maximizing a conference doesn’t just happen at the conference.

About a week before the conference...I decided to reach out ahead of time on social media. For example, I saw the editor of my favorite magazine, Entrepreneur, Jason Feifer was attending. I tweeted him ahead of time telling him I also was headed to the conference and was excited to meet him. Then the first day at breakfast, he recognized me from my tweet. We sat together, became friends and he ended up bringing me on as a columnist for Entrepreneur. Dream. Come. True.

Another pre-conference tip applies during travel. I made the most amazing connection on the plane on the way there. Remember:

- Put business cards in your carry-on.
- Be ready for your elevator pitch or “context come on” the moment you leave the house.
- Taxi lines are GOLD. If you are traveling to a city and have to take a taxi / uber to the hotel, talk to the people in the taxi line. If they are going to the conference, you already have made a friend before it even starts. I have shared cab rides into



# How To Network At A Conference....

~ continued from Page 23

the city with speakers and event sponsors!

## Contact Management System

Hopefully you are going to be collecting A LOT of business cards. Be sure that you have a special pocket in your bag to keep other people's cards separate from yours. (I have accidentally given out someone else's card when I reached into the wrong pocket!) Typically, I like to keep my cards in my badge so I can reach in easily and grab them, and I put other people's cards in my back pocket or conference bag.

Now, getting the cards is only half of the battle. You want to nurture the contacts you make:

- Set aside some time at the end of each day to write on each card what you talked about and any tidbits you want to remember.
- I also recommend connecting with people on LinkedIn while the conference is going on. I will sit with business cards before going to bed and connect with people on LinkedIn. Why? You get to browse their profile in depth. More than a few times I have realized I wanted to circle back to a person because we had more in common than I thought and/or some mutual connections.
- Want to increase your Twitter followers? Tweet every single person you meet to say it was nice meeting them. You will get activity, retweets and follows—especially if you use the event hashtag.
- Block out time in your calendar the day after the conference to do follow-up while everything is fresh. I always set aside time after a conference to be the first to follow-up. Not only does this make you look on the ball, you also get to be the first in the door with potential contacts.

*Insider Tip:* You also want to block out time to transfer all of your notes into action items while they still are fresh. Don't waste all of the things you learned in conference sessions by letting your notes languish. The most often overlooked part of going to a conference effectively is the day after—make time to manage all of the notes and contacts you get.

## Tricks of the Trade

Here are a few short and sweet tips that will help you be a conference pro:

- Look at the agenda ahead of time to get an idea of

the sessions you want to prioritize.

- **Don't select sessions that you practically could teach yourself.** Sign up for at least one session that is completely out of your wheelhouse—I have experienced some of my best learning in these random sessions.
- **Beware of conference buddies.** It's great to go to a conference with a friend or colleague BUT it can make it very hard to network well when you are with someone you already know. **First, you will be approached less often. Second, it's harder to use "context come ons" when you already have someone to talk to.** If you want a conference buddy, challenge yourself to sit separately and network on your own for part of the time.
- You're never 'off'. You will have industry colleagues, cameras and possibly bosses at the event. Beware of the free booze and don't get too sloppy! No one likes to see their new colleague dance on a table. Believe me, I know.
- Use the event hashtag! If you are on Twitter, you can get so many new followers by using the event hashtag. I jump on the hashtag during keynotes and workshops. I post pictures and thank you's. This gets me tons of new followers and activity.
- If you can thank the organizers and conference planning committee, do it! They work really hard to put on events and very rarely get thanked. Who knows? You might be chosen as a speaker for next year.

Want all these tips in one place? Download our Conference Checklist:

**Attending a Conference Checklist:** <https://www.scienceofpeople.com/wp-content/uploads/2018/10/Conference-Checklist.pdf>

Those are all of my favorite conference tips. I hope they help you rock your next event.

*Vanessa Van Edwards is Lead Investigator at Science of People. She is the bestselling author of Captivate: The Science of Succeeding with People. She shares tangible skills to improve interpersonal communication and leadership, including her insights on how people work. Millions visit her website every month for her methods turning "soft skills" into actionable, masterable frameworks that can be applied in daily life. Her groundbreaking and engaging workshops and courses teach individuals how to succeed in business and life by understanding the hidden dynamics of people.*

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# ISAA Website

\* New Features

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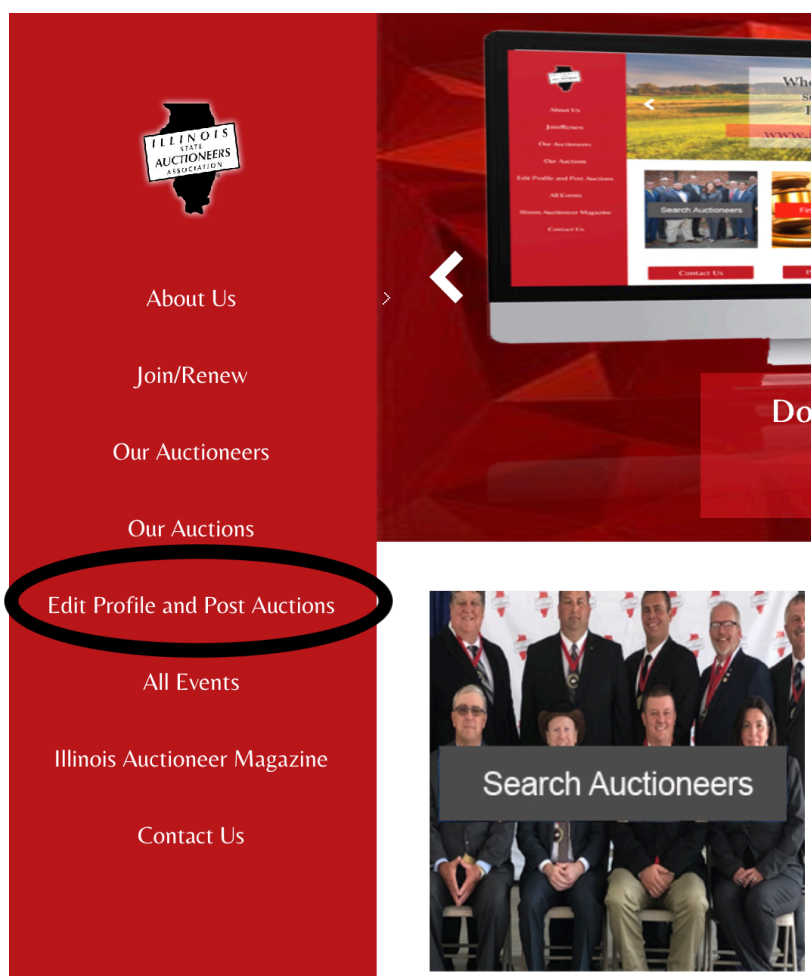
[www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)

## LOG-IN

1

On the Side Bar Menu of the page, Click under the **EDIT PROFILE** and **Post Auctions** menu option, Select **Update Public Profile**.

It will take you to AuctionLook's Login Page.



2

Enter the email address that is associated with your membership and then select “Forgot Password” (Do NOT fill in password.)

Welcome to the  
AuctionLook  
marketing center

3

It will then prompt you for your email address & it will send you a link to Reset Your Password.

4

Go to your email Inbox. Open the email from **AuctionLook** and then **CLICK** on the link to “**Reset Password.**” Once it’s reset, then you can log in from the screen it presents.

## Updating Your Member Profile:

Once logged in, go to “**Member Controls**” to update your profile. You can edit your Address, Phone #, Upload a profile photo, Add a Logo and more!

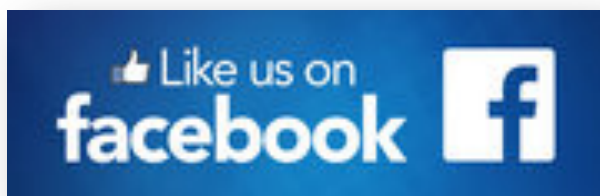
*If you have any questions about the instructions, please contact me and I will gladly help you.*

Cissy Tabor

Executive Director

isaadirector@gmail.com

(312) 702-2117



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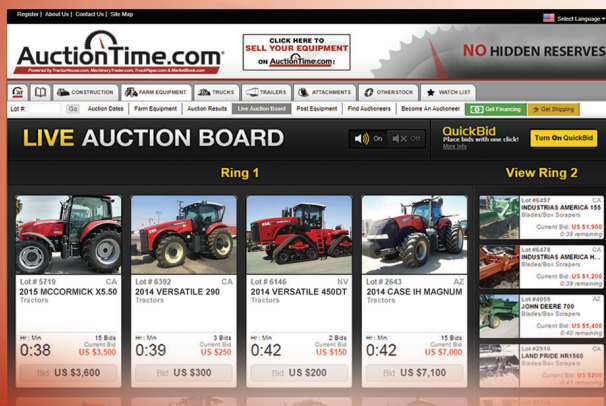
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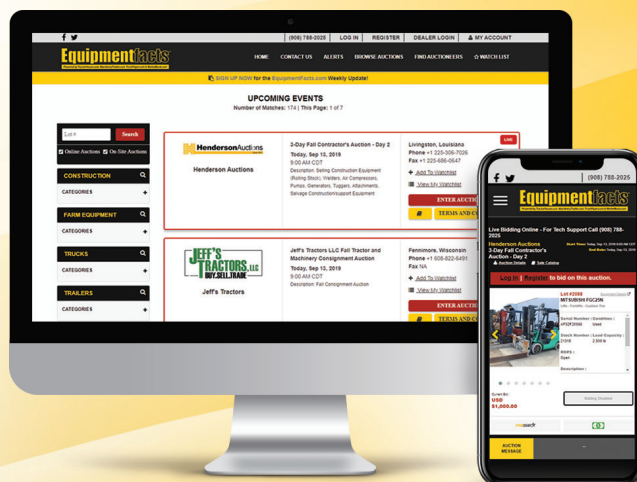
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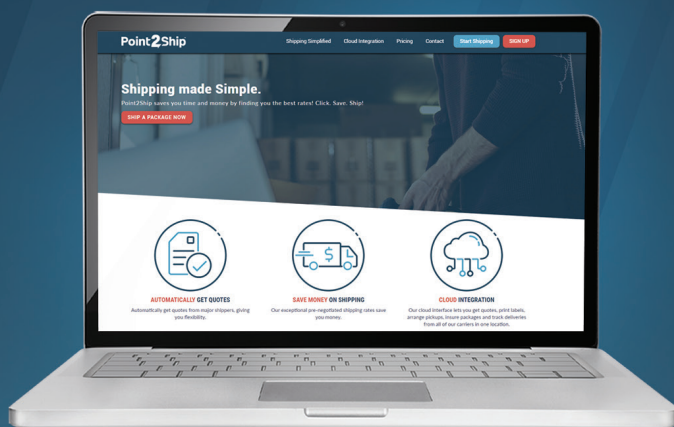
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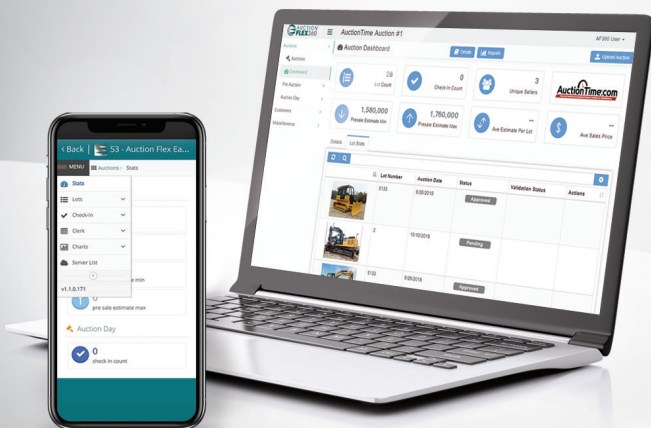
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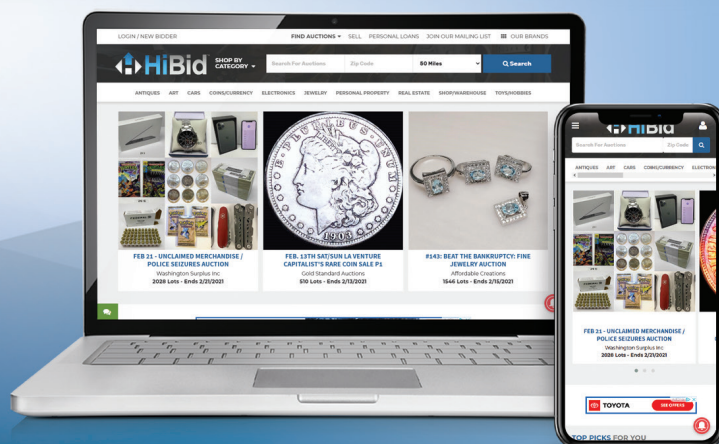
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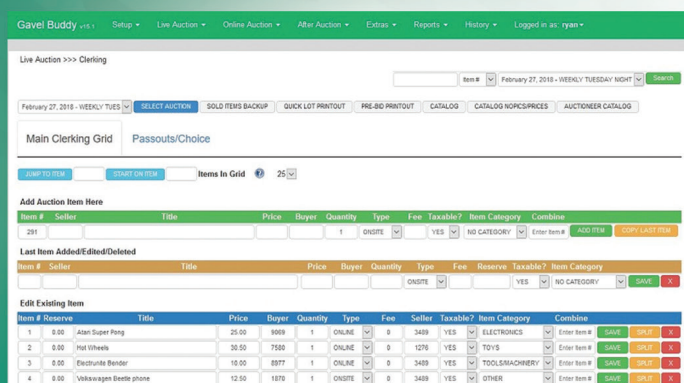
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## Auction Marketplaces, Auction Data, and The Impact

According to a recent survey of the National Auctioneers Association (NAA) membership<sup>1</sup>, 70.4% of NAA members use a third-party vendor to manage auction bidder, sales, or seller information. Yet, only 55.4% of the NAA members understand how that third-party vendor handles that information<sup>2</sup>.

In July of 2021, the NAA's Board of Directors adopted the following position: *The National Auctioneers Association shall recommend exclusive data ownership by auction entrepreneurs in order to promote their own brand, drive traffic to their own websites and create their own online marketplaces. The National Auctioneers Association is promoting the accepted best practice of enabling and empowering auction entrepreneurs for success and long-term viability in the auction industry. The National Auctioneers Association will promote and educate auction entrepreneurs on the reasons for this best practice and how to implement and market this practice.* What follows is the continuation of the conversation encouraged by this motion.

### Auctioneer Business Models

Generally, an auctioneer's business model will take one of two primary paths. The traditional course is to pursue a career in the profession and build a business primarily to support themselves and perhaps one or two others. According to data from the NAA, 63% of auctioneers choose this route and have four or fewer employees. Many auctioneers thrive in this business model as it integrates into their lives and becomes a part of their identity. Their success depends mainly on their direct, daily efforts.

Some auctioneers choose to make additional investments and take on added risk, which often requires changes to their business model. These changes can include hiring non-family employees or contractors and empowering them with greater decision-making authority. One of the chief value propositions in this business model is bidder and buyer data, seller contacts, brand awareness, and marketing reach. In terms of data and branding, individual decisions auctioneers make will impact their sustainability and success.

### Direct-to-Consumer vs. Marketplace Selling

Before the advent of online bidding technologies, the auction profession was a direct-to-consumer profession - the auctioneer sold directly to consumers through their auctions without a middleman. Selling direct-to-consumer created tremendous brand awareness for the auctioneer, especially locally and regionally, before the advent of social media and more advanced marketing methods.

Following the online selling trends of retailers in the mid-1990s, auctioneers began to seek out third-party technology companies to provide online auction services, increasing the auctioneer's reach outside local and regional audiences. As the value of auction data became apparent, these technology companies began to offer online solutions similar to marketplaces such as eBay and Amazon. These marketplaces enabled auctioneers to list their items and auctions alongside other auctioneers and

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<sup>1</sup> The NAA conducted the survey from February 25, 2021 to March 3, 2021. The survey had a margin of error of plus or minus 5 percent at a 95 percent level of confidence.

<sup>2</sup> 14.8% responded they don't understand, and 29.8% responded I would like to understand better.



share in the buyer pool. Marketplace solutions quickly became attractive to auctioneers for a variety of reasons:

- The quick and efficient ability to join the online retail world
- Reaching an established buyer base for assets
- The ease of selling new asset classes with low startup costs that adjust based on volume (per event fees, percentage of sales, et cetera)
- The minimal technical knowledge needed by auctioneers

As the technology evolved, third-party companies began to offer solutions where the auctioneer could benefit from the marketplace while maintaining a brand presence. These solutions may have been co-branded or individually branded to the auctioneer. As general technology costs decreased, auction software providers entered the market. These providers enable auctioneers to install software that runs on their website without sharing data with other companies or the technology provider. Generally, this technology is provided through a licensing agreement and paid regularly at a flat rate or fee.

## **Impacts on the Auctioneer**

New and significant risks to auctioneers have materialized as technology has changed and technology providers have grown or adapted their business models. Only 38.3% of NAA members are confident that their third-party vendor does not market its services, solicit consignments from the public, or market other auction companies' auctions to their bidders<sup>3</sup>. Further, only 45.8% of NAA members are confident they have user agreements and terms and conditions directly between their company and online bidders<sup>4</sup>. When coupled with the growing consumer privacy laws in the United States, this lack of confidence in third-party vendors has significant implications for the auction entrepreneur and the profession.

Like other industries, online marketplace providers have consolidated in recent years and now operate multiple marketplaces. Some have become publicly traded companies. As marketplaces grow in size, the stakeholders these marketplaces serve change. Initially, as a small technology company, the auctioneer is the most important stakeholder to the technology company. Once the marketplace establishes a large buyer pool (through its auctioneer clients) and brand equity, its need for the auctioneer can become less. This reduced need can give way to a marketplace agent or salesperson model working directly with the public. A significant consequence of marketplaces is buyer attachment with the marketplace brand rather than the auctioneer, fueling the loss of brand awareness of the auctioneer or auction company. A future where employee agents of a marketplace replace auction entrepreneurs is easy to envision and has already arrived in some asset classes (Zillow is one example where a marketplace switched to employee agents).

To see this at play in a retail marketplace, think about the last time you purchased something from Amazon. In reality, you were often buying from a smaller retailer that has their goods listed on Amazon. However, increasingly you are buying directly from Amazon who offers products that compete with the other sellers in their marketplace. Most consumers don't think about the small retailer they purchased from on Amazon; they think about Amazon. The impact on Amazon sellers is the same impact on auctioneers that utilize marketplaces - the complete loss of brand awareness by the buying public. For

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<sup>3</sup> 31.0% responded yes their third-party vendor does market its services, solicit consignments, or market other auction companies' auctions to bidders, and 30.7% responded I do not know.

<sup>4</sup> 33.6% responded that user agreements and terms and conditions are between the bidder and the third-party vendor, and 20.6% did not know.



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## Auction Marketplaces, Auction Data, and The Impact

— continued from page 31

some auctioneers, this is acceptable as their brand is a secondary concern to immediate sales concerns. While some auctioneers feel insulated from these marketplace pressures, it is essential to be vigilant with your data and brand.

### Conclusions

There are both risks and opportunities when choosing to utilize a marketplace solution versus a direct-to-consumer solution for your auction business. Auction entrepreneurs must give special attention to the significant long-term impacts of sharing bidder, buyer, sales, and seller data with third-party vendors of all types and especially marketplaces. For many auctioneers, the value of the “instant bidder pool” provided in the short term outweighs any future loss of branding or loss of market share. Many auction marketplaces sustained auction companies through the pandemic. As the pandemic subsides, it is important to reevaluate decisions and consider marketplaces’ longer-term impact. These short-term gains and benefits come at the potential cost of the auctioneer’s long-term viability and entire value proposition.

Many auctioneers looking at the long-term impacts of marketplaces are moving at various speeds to retain complete bidder information control. This move often involves leaving marketplaces due to brand recognition loss and concerns about marketplaces’ data usage. While technology costs continue to decrease, the investment can be significant and remains a factor in making this change. As technological and knowledge demands on the auctioneer continue to increase, so do additional staff resources required to succeed. Marketing expenses typically seen as sell-through commissions and event fees must be converted to upfront software, programming outlays, and focused pre-event marketing campaigns.

Each marketplace solution currently available and those that will follow must be judged both on their stated values and observable actions. All companies, including technology providers, face consolidation and acquisition pressures. Auctioneers at every stage and in every business model must fully understand the short- and long-term consequences when making decisions regarding third-party technology vendors and marketplaces. These decisions will have lasting effects on the auction entrepreneur’s brand and value. Collectively, the effects endanger the auction entrepreneur’s independence and growth and muffle the auction profession’s voice.

*The National Auctioneers Association (NAA) recently surveyed their membership and found that 70.4% of members use a third-party vendor to manage auction bidder, sales, or seller information. Yet, only 55.4% of these members understand how that third-party handles that information.*

*As a result, the NAA published a position paper dedicating to better educate and promote the use of exclusive data ownership by auction entrepreneurs. This is the position paper written by the National Auctioneers Association. If you would like to read further information / commentary in regard to this, you may connect to Mike Bradley’s auction blog: <https://mikebrandlyauctioneer.wordpress.com/2021/07/23/national-auctioneers-association-makes-data-ownership-statement/>*





# 2022 Membership Renewal Form

Register online and pay by credit card or return this form with dues payment

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Auctioneer License #: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email (required): \_\_\_\_\_

Website: \_\_\_\_\_

Company or Trade Name (if applicable): \_\_\_\_\_

Company License (if applicable): \_\_\_\_\_

Years you have been an auctioneer: \_\_\_\_\_

Other states you are a licensed auctioneer: \_\_\_\_\_

Other State Auctioneers Associations: \_\_\_\_\_

## Other Designations

- |                               |                              |                                       |
|-------------------------------|------------------------------|---------------------------------------|
| <input type="checkbox"/> AMM  | <input type="checkbox"/> CAI | <input type="checkbox"/> GPPA / MPPA  |
| <input type="checkbox"/> AARE | <input type="checkbox"/> CAS | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> BAS  | <input type="checkbox"/> CES | <input type="checkbox"/> NAA Member   |

## In what areas would you like to be involved:

ISAA Board of  
Governors

- ☐ Officer: (one year term)  
☐ Governor: (three year term)  
☐ Committee Interest

Districts (ISAA is divided into 10 districts)

- ☐ Chairman (one year term)  
☐ Secretary-Treasurer (one year term)  
☐ District Director (three year term)

**Membership Agreement:** I agree to abide by the Code of Ethics and Bylaws of the Association, to pay the annual membership as determined from time to time by the board of governors, and to exercise my rights as an active member of Illinois State Auctioneers Association, Inc. I certify that the information furnished by me is true and correct, and I agree that failure to provide accurate information as requested or any misrepresentation of fact(s) shall be grounds for revocation of my membership.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## Type of Membership

### ☐ Auctioneer / Auction Company \$150

*Auctioneer Members shall be those licensed to conduct auctions in the State of Illinois.*

*Auction Company Members shall be those auction companies licensed to conduct auctions in the State of Illinois.*

### ☐ Associate Member \$75

*Associate Members shall be staff, auction helpers, Ringmen or other persons associated with the auction business who are not required to be licensed.*

### ☐ Trade Member (Vendor) \$250

*Trade Members shall be those persons, firms or corporations engaged in any related business or business endeavor having a relationship or a general nature with the business conducted by auctioneer and/or auction company members.*

## Credit Card Authorization

*Note: All credit cards will be charged a 5% credit card processing fee.*

Name as it appears on credit card: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Credit Card: \_\_\_\_\_ Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_



## CODE OF ETHICS ILLINOIS STATE AUCTIONEERS ASSOCIATION, INC.

Dear ISAA Member,

A signed copy of the ISAA Code of Ethics must be on file at ISAA headquarters to retain membership. Please take the time to fully read the following ISAA Code of Ethics. Then sign and return this form to ISAA with your membership form and dues.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

### PREAMBLE

The public auction subjects all possessions to equitable public appraisal and competitive offer and thereby determines fair and current value of all personal goods and estates.

The Auctioneer is the master of procedure and conduct of the public auction. He/she is a confidant of the public, and instrumental in community progress and development. Such functions impose grave responsibilities and duty beyond ordinary business policy to which he/she must dedicate himself / herself and strive to maintain the highest standards of his/her profession and share with his/ her fellow auctioneers a common responsibility of integrity and honor.

Accepting the Golden Rule as his/her standard the Auctioneer pledges to observe the Law of God and of the Land in all his/her dealings and conduct business in accordance with the following of Code of Ethics adopted by the Illinois State Auctioneers Association, Inc. (hereinafter called the Association).

### PART I – PROFESSIONAL RELATIONSHIPS

**Article 1.** In the best interest of the public, of his/her fellow Auctioneers, and of his/her own business, the Auctioneer should be loyal to the Association.

**Article 2.** The Auctioneers should so conduct his/her business as to avoid dispute with his/her fellow Auctioneers, but in the event of a controversy between two Auctioneers who are members of the Association, he/she should not resort to a lawsuit, but submit his/her difference to arbitration by the Association, and the decision of such arbitration should be accepted as final and binding. If the dispute should be with a nonmember, he/she should offer the services of this Association to arbitrate.

**Article 3.** If a member is charged with unethical practice, he/she should promptly and voluntarily place all the pertinent facts before the proper committee for investigation and report.

**Article 4.** A member shall never publicly criticize a competitor, and where an opinion is specifically requested, it

should be rendered in conformity with strict professional courtesy and dignity.

**Article 5.** A member shall not solicit the services of an employee of a fellow Auctioneer without his/her knowledge and consent. **Article 6.** In the best interest of society, his/her associates, and his/her own business, the Auctioneer should at all times be loyal to the Association and active in its works; and he/she should willingly share with his/her fellow members the lessons of his/her experience.

### PART II - RELATION TO CLIENTS

**Article 7.** Injustice of those who place their interests in his / her hands, the Auctioneer should endeavor to keep abreast of business conditions and keep informed in matters of law and proposed legislation affecting such interest so as to give intelligent advice and effective service.

**Article 8.** In accepting the sale of real or personal property, the member pledges himself / herself to be fair to both seller and buyer and to protect the owner's interest as he/she would his / her own.

**Article 9.** When consulted for an appraisal of value or liquidation problem, a member should give a well considered opinion, reflecting expert knowledge and solid judgment, taking requisite time for study, inquiry and deliberation. His / Her counsel represents a professional service which he / she should render in writing and for which he / she should make a reasonable charge. A member should not give an appraisal or offer an opinion on any proposition in which he / she has a direct or indirect interest without a full disclosure of such interest.

**Article 10.** Before accepting an auction, it is the duty of the Auctioneer to advise the owner intelligently and honestly regarding the market value of the business or proposition and the reasonable chance of selling at value or above.

### PART III – RELATIONS TO THE PUBLIC

**Article 11.** It is the duty of every member to protect the public against fraud, misrepresentation or unethical practices in connection with the sale, disposal or liquidation of any real or personal property the Auctioneer is called upon to dispose of at public auction.

**Article 12.** It is the duty of a member to ascertain all pertinent facts concerning every auction for which he / she is engaged, so that in offering services, he / she may avoid error, exaggeration and misrepresentation.

**Article 13.** An Auctioneer is a confidential trustee of the information given by the seller or gained by him / her through the relationship with the seller and the Auctioneer must never disclose the gross receipts of a sale or any other information that would tend to be a violation of the ethics of the auction profession.

**Article 14.** No special conditions, real or assumed, or inducements or directions from anyone shall relieve members from their responsibility to strictly observe this Code of Ethics.



# FROM THE DESK OF THE Executive Director



Once again, I shared the instructions for managing YOUR membership profile that is displayed on the ISAA website ([www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)) along with the instructions for posting Yours / Your Company auctions. This is a FREE Benefit to YOU, as an ISAA Member. **Remember, People like to do business with People!** “Photo Coming Soon” most probably does not intrigue a potential customer. This is your place to shine.... Let them see who you are! Or, use your logo or business card for your member pic.

This is also the place to include your bio about you as an auctioneer and / or your company. You get to pick 3 Choices of expertise that are searchable when looking for an auctioneer via our website. How does a potential client know if you’re “the right fit” if they can’t read / see anything about you? **This is FREE to you as a member!** This is 1 of your association member benefits. Check out the ad for **AuctionLook** to see the benefits that come with your ISAA Membership. It’s like a domino effect. Please utilize this member benefit.

What’s so important about keeping your profile up-to-date besides what I’ve already shared? Well, I utilize it for various reasons in pulling current member reports for mailing / newsletters and other purposes. Keeping your profile up-to-date is valuable in getting this information to you, instead of receiving mail back with a “Return To Sender” sticker from the US Postal Service.

Don’t forget, if you’re having trouble or need help updating your profile, posting auctions or more.... PLEASE Contact me. It’s what I’m here for. To serve you.

I also want to share that one of our benefits of having **AuctionLook** host our website, is that we have Text Messaging capability to our members and past members that we have used to communicate about the ISAA, ISAA Event, Illinois Auction Industry information, Legislation information and so much more. It is important that your mobile number on your membership profile is updated to receive them. The originating number for the text messages is (816) 226-5743 as shared on page 10.

It’s that time of year again and we’re gearing up for 2022! I’ve included the 2022 Membership Renewal form for you to fill out and just fill it out, sign the back

(ISAA Code of Ethics) and mail us your payment. You can also renew online @ [www.illinoisauctioneers.org](http://www.illinoisauctioneers.org). Mail-in payments and save the 5% credit card processing fee..

Going to be attending the 2022 ISAA Conference & Trade Show in February 2022? No worries, you can renew with your 2022 ISAA Conference & Trade Show Registration that will be sent in the following newsletter along with all the information for the upcoming conference in February 2022!

Looking forward to seeing you at the **Burgers, Beer, Brats & A Bonfire** on Saturday, October 23rd in Toulon, IL.

*Cissy Tabor*  
isaadirector@gmail.com  
(312) 702-2117

## Photo Coming Soon

Powered by **AUCTIONLOOK**

Did you ever think of what your profile picture tells about you?

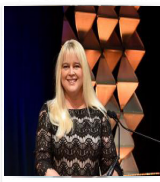
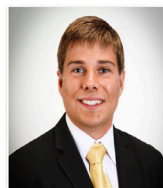
Especially, your profile picture on a job website should be credible and show your true self because if someone doesn’t know you, the first impression he / she makes about you is by looking at your picture.

- **Let Others Recognize You:** A face will help people remember you.
- **Your Photo is Your Personal Brand:** Your photo gives others clues about your personality.
- **Makes the First Impression:** If someone doesn’t recognize you, seeing your picture will help them make a first impression about you.

Need to update your ISAA Membership Profile?

Ask us how....  
We’re here to help!

[auctionlook@gmail.com](mailto:auctionlook@gmail.com)



Look for Illinois State Auctioneers Association  
Email Blasts  
[isaadirector@gmail.com](mailto:isaadirector@gmail.com)

**MailChimp**



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



## ISAA Communications

Please be sure that your email spam filters are not filtering out ISAA communications. Add [isaadirector@gmail.com](mailto:isaadirector@gmail.com) to your address book

# 2021 Industry Calendar

## October 2021

*Burgers, Beer, Brats & A Bonfire*  
October 23, 2021  
Toulon, IL

## February 2022

### *ISAA Conference & Trade Show*

**February 11 - 13, 2022**

DoubleTree by Hilton  
Bloomington IL

*Digital Marketing Summit (NAA)*

February 21 - 22, 2022

Ft. Worth, TX

## December 2021

*Designation Academy (NAA)*  
December 5 - 11, 2021  
Las Vegas, NV

## March 2022

*Certified Auctioneers Institute (CAI)*

March 20 - 21, 2022

Bloomington, IN

## July 2022

*NAA Conference & Show*

July 26 - 30, 2022

San Diego, CA