



THIRD QUARTER • 2022

# The Illinois Auctioneer

The Quarterly Newsletter of the Illinois State Auctioneers Association



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## From The President



In the spirit of full disclosure, the ISAA would be nothing without YOU - the committed members of our association who represent the ISAA 24/7 as goodwill ambassadors, community leaders, and committed advocates to the auction industry by showing the world how competitive bidding and transparent auction events maximize revenue generation all while protecting the public – both sellers and buyers.

First and foremost, I want to express my most sincere appreciation and thanks for each of you who stepped up when I was initially diagnosed with breast cancer, those of who prayed for me with each surgery, multiple infections, near death experiences, and to my incredible board who participated in virtual board meetings with me logging in from MD Anderson Cancer Center, at home in isolation, or when I was healthy enough – in person – to address the pressing matters effecting not only members of our association but the auction industry as a whole here in our great State of Illinois.

As members of the ISAA, please know your board, executive leadership and executive director extraordinaire, Cissy Tabor, haven't missed a beat during this time of Covid, sales tax legislation, continuing education updates, and Bylaw reviews. Each of us put service above self and know what you will be voting on at our next annual convention will solidify the ISAA as the auction industry leader both to members and soon to be members alike (Yes, we represent the best interests of all Illinois licensed auctioneers – not just members – so if you haven't joined our ranks – please do today).

When I was elected President of our incredible association by unanimous vote to serve an unprecedented two and half year term, never could I expect the journey it would take me on with each passing day. As we enter into the home stretch, I am looking forward to seeing each of you at our in person regional CE classes. Not only will your participation meet all state license renewal requirements, we will be sharing fellowship, food, and updating

attendees on the status of our association, its members, and short / long term goals for the ISAA.

Please pick a location and support our association by attending classes as they not only have proven examples of how you can improve your business, meet your state mandated CE requirements, the revenue generated by these classes are the largest fundraiser for the ISAA.

Thank you for your support, commitment to professional service, and I look forward to receiving some gently delivered hugs when I see each of you in October!

All my respect and love,

Renee Jones, CAI AARE BAS CES IAC  
President – ISAA  
[renee@reneejones.com](mailto:renee@reneejones.com)

## Apply Anytime For The Hachmeister Scholarship



**Scholarship Application:**

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



# October 18 & 19, 2022

## Classes Begin @ 9 AM

**REGISTER ONLINE:**  
[www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)  
\$40.00 per class

### Classes Offered:

- Real Estate Contracts (Mandatory)
- Sexual Harassment (Mandatory)
- Don't Wait For Your Ship (Elective)
- Social Media (Elective)

**CONTINUING  
EDUCATION**

**Lunch Provided**  
\*Donation payments  
accepted

Rainbow Museum  
3822 Stone Quarry Rd Belvidere, IL 60146

# October 21 & 22, 2022

## Classes Begin @ 9 AM

**REGISTER ONLINE:**  
[www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)  
\$40.00 per class

### Classes Offered:

- Real Estate Contracts (Mandatory)
- Sexual Harassment (Mandatory)
- Ethics (Mandatory)
- Benefit Auctions (Elective)

**CONTINUING  
EDUCATION**

**Lunch Provided**  
\*Donation payments  
accepted

Orwig's Auction & Event Center  
7642 Grain Bin Rd Toulon, IL 61483





# October 24 & 25, 2022

## Classes Begin @ 9 AM

**REGISTER ONLINE:**  
[www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)

\$40.00 per class

### Classes Offered:

- Real Estate Contracts (Mandatory)
- Sexual Harassment (Mandatory)
- Ethics (Mandatory)
- Social Media (Elective)

**CONTINUING  
EDUCATION**

Lunch Provided

The Abigail  
1520 E South St Clinton, IL 61727

# October 27 & 28, 2022

## Classes Begin @ 9 AM

**REGISTER ONLINE:**  
[www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)

\$40.00 per class

### Classes Offered:

- Real Estate Contracts (Mandatory)
- Sexual Harassment (Mandatory)
- Ethics (Mandatory)
- Social Media (Elective)

**CONTINUING  
EDUCATION**

Lunch Provided  
\*Donation payments  
accepted

Canning Auction Center  
2049 Business Hwy 13 Murphysboro, IL





**October 30 & 31, 2022**  
**Classes Begin @ 9 AM**

**REGISTER ONLINE:**  
[www.illinoisauctioneers.org](http://www.illinoisauctioneers.org)  
\$40.00 per class

**Classes Offered:**

- Real Estate Contracts (Mandatory)
- Sexual Harassment (Mandatory)
- Ethics (Mandatory)
- Don't Wait For Your Ship (Elective)

**CONTINUING EDUCATION**

**Lunch Provided**  
\*Donation payments accepted

Aumann Auctions  
20114 Illinois Rte 16 Nokomis, IL 62075

**2022 CE Class  
Registration Is OPEN**

Register ONLINE @  
<https://illinoisauctioneers.org/events/>

**\$40 per class**  
PICK YOUR LOCATION, PICK YOUR CLASSES.





Hello to my fellow auctioneers. I had the greatest honor a person could have in the auction industry. In February 2022, I was inducted into the ISAA Hall of Fame. I'm humbled and grateful and could not believe that I had been chosen for this great honor. I found out that my daughter, Shelby, had nominated me and with the help of my girlfriend, Holly, they were able to send this nomination to the ISAA without me knowing about it. I would like to "Thank Again" the Hall of Fame members for bestowing this great award upon me. This industry has given a lot to me in the past 42 years. By that, I mean the friendships that I have made over the years are the best that a person could have. Also, being a Past Board member, Secretary-Treasurer and President and in being asked to be a judge at the 2022 Illinois State Auctioneers Championship in Springfield has been a great honor. If any of you have any questions or need help regarding an auction, please reach out to me, I will be glad to help you any way I can. ~ O.D. Holley



# SAVE THE DATE

## ISAA Conference & Trade Show

### February 24 - 26, 2023



**DoubleTree by Hilton**  
10 Brickyard Drive, Bloomington, IL  
(309)664-6446 ~ Ref Code: ISA

Discount Rate  
**\$115.00**

with  
2 FREE  
Breakfasts

*fresh  
& Hot*  
**BREAKFAST  
INCLUDED  
PACKAGE**  
Breakfast included for up  
to 2 persons per room





Saturday,  
October 22, 2022  
@ 2:00 PM

Skeet Shoot (Clay pigeons  
will be provided, bring your  
own firearm)

Corn Hole & FUN!



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  
Cissy Tabor (312) 702-2117







# How To Protect Your Hearing

By Nancy Hull Rigdon

*Thanks to technology advances, auction professionals can protect their hearing in loud environments better than ever.*

Auction professionals working live sales on a regular basis know hearing loss is a real possibility, yet they are often surprised to learn of the viable options for preventing, or at least minimizing, damage to hearing.

NAA Vice President John Nicholls, AARE, is one of these professionals. *"I'm a second-generation Auctioneer. I'm 49 and have been at a live-cry auction almost every day of my life,"* said Nicholls, President of Nicholls Auction Marketing Group in Fredericksburg, Virginia. *"And, everyone knows that it's not uncommon for someone like me to have substantial hearing loss due to the loud speakers as you get up in age."*

In 2013, Nicholls visited an ear, nose and throat doctor. He had fluid behind his ear from swimming and the doctor told him he had 20-percent hearing loss. The hearing loss wasn't surprising to him, considering his auction background, but what the doctor recommended surprised him.

The doctor referred him to a company that makes filtered custom-fit earplugs, which he purchased. Someone wearing the devices can hear well enough to carry on conversations, and at the same time, the devices lower decibel levels to protect ears from the dangers of amplified sound as well as other noises that threaten hearing.

*"I had resigned to the fact that hearing loss was an occupational hazard in my case – it is what it is, that's what I thought. And then my doctor gave me this great alternative that I never knew existed,"* Nicholls said. *"I wear my earplugs at all auctions now, and I can still easily hear what I need to and go about working as usual."*

He now wants to spread the word to other auction professionals that there are indeed ways to protect against hearing loss.

*"Knowledge is power and all Auctioneers concerned about hearing loss should know that there is an alternative to losing your hearing,"* Nicholls said. *"The sooner Auctioneers start taking action to prevent hearing loss, the better."*

Dr. Dana Jacobson, senior audiologist and clinic manager at Associated Audiologists in Overland Park, Kansas, said *"wearing filtered earplugs is one of multiple actions Auctioneers can take to protect hearing."*

First, she recommends that Auctioneers make efforts to limit the length of time they spend inside a live auction

at once. *"If an Auctioneer has an all-day auction, rather than spending, say, eight straight hours in an auction environment, stepping away at lunch into a venue where it is not equally loud would be beneficial,"* she said.

She explained: *"When we think about noise exposure, it's not just the volume, it's the length of time, too. Duration heavily influences how damaging something can be. And the louder it is, the shorter the window of safety."* Plus, exposure over time certainly has an impact, she said. *"Repeated exposures have additive effects,"* she said. *"Those incidents add on to one another to damage hearing."*

For auction professionals, protecting hearing extends outside of auctioneering, Dr. Jacobson said. *"It's important to be cognizant of recreational exposure. If you're running a five-hour auction on a Saturday, I wouldn't recommend going home and using power tools,"* she said. *"That cumulative dose across a day is more damaging than one of those activities."*

Additionally, Dr. Jacobson recommends annual hearing tests for all professionals whose occupation involves exposure to noise, and she also recommends Auctioneers explore the possibility of filtered earplugs or the inexpensive, foam earplugs.

She emphasized the importance of working to protect hearing before it's too late.

*"You can never restore hearing back to normal,"* she said. *"While hearing aids do work very well, a normal ear will always be superior to hearing loss. Anything and everything someone can do to preserve hearing loss will help them in the future."*

*This material first appeared in the November 2015 of Auctioneer, the official publication of the National Auctioneers Association and was approved for reprint.*





# 2022 ISAA Conference & Trade Show Recap

Continuing Education, Real Estate, Inspiration, Marketing, Social Media, Online Auctions and more were provided along with the gathering of old friends, making new friends, and networking was enjoyed by attendees of the 2022 ISAA Conference & Trade Show that was held at the DoubleTree in Bloomington, IL this past February.

Friday kicked off the conference weekend with continuing education courses - Real Estate Contracts, Hanging Out Expanding Your Mind as an Auctioneer by Advancing Your Relationships to Grow Successful Career and Life Skills, and Auction Contracts. 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 to jump start the networking, meeting new members and welcoming back familiar faces.

Saturday was phenomenal with lots of fantastic educational sessions that included Scott Shuman's presentation of *Slumdog Auctioneer* that represents marketing in a creative manner and thinking "outside the box" along with *Social Media Marketing Made Simple* with Emily Wears Kroul, along with the "grandfather" of multi-parcel real estate auctions, Gene Klingaman who shared *My Thoughts In The Auction Industry*. The day ended with a Q & A Session with a lead representative from IDFPR.

The Annual Meeting of the Membership was held where members were able to hear updates from the Committee Chairmen, re-iterizing the efforts & results of Past President Burke and the Legislative Committee in regard to the SB 2066 Sales Tax Bill that the ISAA "fought & won," the 2021 Membership Drive and a report of the financials audit.

As a reminder, per the 2021 election, the ISAA Board will remain with same until the 2023 ISAA Conference / Annual Election per motion passed.

Sunday provided us with an education and engaging day filled with a social media workshop, multi-par real estate session, sessions provided by NAA Director,

Jay Cash along with our CE requirement of sexual harassment prevention course that always proves to be a hot topic and lively.

What's a Superbowl Weekend without a little "Super Bowl Pool"? Cory Craig and Wayne Mollett managed this unprecedented event in which half of the proceeds was donated to the ISAA Legislation Fund to help us keep building that account.

At night, it was standing room only Friday and Saturday night as the Ringman & Novice Auctioneer Competitions were held in addition to the Fun Auction.

We are excited to see the competitions continue to grow and have lively bidding on the items by our attendees.

## 2022 ISAA Ringman

John Kuelper



## 2022 ISAA Novice Auctioneer

Rob Janssen







# 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)



## Looking for an **APPRAISAL?**

**A Real Estate Appraisal Assists with Important Decision Making**



FCI's cost-competitive agricultural real estate appraisals help with real estate transactions, estate planning, and inheritance settlements. Request yours today by contacting a local FCI office or emailing [appraisal@farmcreditIL.com](mailto:appraisal@farmcreditIL.com).



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Helping Farm Families Succeed





# ILLINOIS STATE AUCTIONEERS ASSOCIATION

## HALL OF FAME Award Nomination Form

**Deadline Submission:**  
**January 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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Revised September 2022





# 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:

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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:

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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 Community
4. State and National Associations
5. Contributions To The ISAA and The Auction Profession

Narration: \_\_\_\_\_

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Submitted by (please print name): \_\_\_\_\_

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

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature of Submitter: \_\_\_\_\_



# 4 Types of Content to Avoid While Advertising Online Auctions

~ Ryan George, Biplane Productions

Since starting my company in September of 2002, I've designed more than 16,000 newspaper, magazine, and banner ads for auctioneers. (That doesn't include thousands of social media ads.) But my favorite ad I've ever seen in the auction industry isn't one I designed. Back before Facebook was invented and before anyone had an iPhone in their pocket, an online bidding platform ran a full-page ad in Auctioneer. In it, two farmers were shown next to a large piece of John Deere farm equipment, and one of those farmers was quoted at the top of the ad: "Nobody around here would pay that much for this." At the bottom of the page was a killer hook: "Exactly."

In the years since that ad appeared, most of the auction industry has embraced online bidding and the power it has to pull in a wider buyer base. With our fiduciary responsibility to sellers to get the most for their assets as we can, the transition to online bidding makes sense. Of the 266 auctions I advertised during the first two quarters of this year, 208 (78%) were online only; and 26 (10%) offered simulcast online bidding. So, 88% of the auctions I advertised were online auctions. We all know online bidding brings nonlocal buyers to personal property and equipment. But multiple times this year, non-local buyers have bought rural and even commercial properties I've advertised—because they could bid from out of state.

You'd think that with my customer base mostly embracing online auctions they'd advertise their auctions as though they were online marketplaces. Often, however, they don't. In fact, they ask me to spend our often-limited space on content that doesn't interest people until they've arrived at the auctioneer's website. Certain details about an auction don't matter until a customer is interested in buying what auctioneers are selling. So, it doesn't make sense to tell prospective buyers certain details until after they've perused your property or catalog of items.

The point of all auction advertising—for online or offline auctions—is not to get people to an open house or an offline event. All advertising should point people to your website, where you can put as much content as you'd like. So, you shouldn't have anything on your signs or in your ads that doesn't push or draw potential buyers to your online platform. For auctioneers with one or more tracking pixels on your website, you also want to get prospects to that site as quickly as possible so you can capture user data and replicate interested parties in your online advertising.

Superfluous information crowds the sales copy and image space that gets potential bidders to your bidding platform. In print advertising, that extra content leads to reduced font sizes as well as smaller or fewer photos. In online advertising, it replaces your most critical content. That crowded impression or misaligned content gives your brand a negative, unprofessional look.

To spare you from that, here are four things you can remove from your advertising to make your message clearer, your bait more attractive, and your hook more effective.

## Open House or Inspection Information

I have to explain this idea more than any other to my clients. Ask yourself a simple question: if someone isn't interested enough in your property or catalog of items to click to your website or type in the URL on your postcard, what makes you think they'd be interested enough to drive out to the asset location for an on-site inspection? Put the inspection information large and bold in a prominent place on your website but only on your website. That's where the people most likely to inspect the asset(s) will be.

## Driving Directions

The only time your advertising needs more than an address is if you've discovered that GPS technology doesn't get people to the right spot. Any bidder that



~ continued from Page 13

## 4 Types of Content to Avoid...

doesn't know how to use GPS in 2022 is probably going to be a problematic online bidder for you. Giving driving directions in lieu of sales copy is sending people somewhere they don't yet know they are willing to make a trip to see.

### Bidding Ending Time

If someone doesn't know yet whether or not they want to bid in an auction, why would they care what hour of the day the auction ends? Short answer: they don't. So, why give someone information they don't need—information that crowds other content in your advertising? I would argue that you don't even need to include the date the auction closes, either; and I have data to support that recommendation. But that's a bridge too far for most auctioneers. From my experience, "Bid now!" and "Bid online now!" work better than an auction date at creating both website traffic and a sense of urgency. From the scores of auctioneer websites and proposals I've read, bidder urgency is one of the key benefits of auction marketing. So, I must assume the industry will eventually come around to believing the urgency premise they advertise to sellers—and go dateless in their advertising.

### Load-Out Information

I still have auctioneers who use valuable advertising space to list the date(s) and time(s) items must be picked up after an auction closes. While pickup times might be a deal breaker, why promote what might break the deal instead of the deal itself? Why show a pickup time when you could use that space to create more interest in the item(s) for sale?

Old habits die hard. They die more easily when we evaluate them through the filter of pragmatism. Our advertising improves after we ask ourselves what most interests the buyer and then cut everything that doesn't serve that interest out of our advertising. We can supplement that content with secondary and tertiary details, legal parameters, and supporting documentation on our website. If the main draw of the asset(s) doesn't get people to our website, those who don't respond wouldn't have been bidders anyway. And no amount of open house, driving directions, auction ending times, or load-out information will change that lack of interest.

*Ryan George, of Biplane, helps auction companies look like marketing experts to their sellers by clarifying their message, communicating that message with attractive media, and measuring that media with state-of-the-art tools.*



Bring an item donation for the Northern Region Fun Auction on Saturday, Oct 22nd held after the CE Class. What "white elephant" gift do you have to auction off for some good old fashion fun and fundraising?







# John Hamilton's Negotiating Tips

## The "Common Sense Bypass Operation"

I'll never forget a home buyer who was under contract to purchase a home. Shortly before settlement he was told that the home did not have termites currently, but did in the distant past. That infestation was minor - no damage. Treatment was completed and a warranty was in full protective effect.

The buyer, however, backed out of the deal and (almost gladly) forfeited his substantial deposit. All this because his "Pappy" (now long deceased) told him, "If a place ever has termites, they'll be back." No amount of rational argument or protective reassurance could dissuade him.

All negotiation efforts failed! They usually do with a 'nonsense negotiator'.

What strategy works when one encounters a negotiating opponent who has clearly abandoned common sense?

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 have that unreasonable (nonsense) party to negotiate with:**

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 judgment. This will better position you to inject alternative positions and information with credibility.

3. **Call on 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 nonsense positioning. You might want to converse with this third party privately (without the unreasonable party) and later let the third party talk privately (without you) to the unreasonable party.
4. Lastly, **don't hesitate to break off discussions before the nonsense positioning becomes entrenched.** We've all had people misspeak and then defend their error in stronger and stronger terms just to avoid 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 nonsense negotiating, your opportunity is coming soon.**

It will be frustrating and potentially defeating. Plan ahead. Anticipate this possibility and be ready with calm, appropriate and positive techniques. Keep your head while all those around you are losing theirs!

Good negotiators think about how to react and what to expect when into nonsense negotiating.

*John Hamilton is a confirmed 'negotiating junkie' from a small country town in Western Pennsylvania. His negotiating experiences include real estate, commercial construction, private consulting and public service. John has conducted negotiating workshops in 49 of the 50 states and 4 Canadian provinces. His book "KEEP Negotiating" is a desk reference for good negotiators everywhere. The hallmark of John's programs is that they are rich in practical content and presented with a touch of energy and humor.*



# Illinois Wins BIG At The WAAC

The sheer electricity Matt Hart and Josh Hickey brought to the competition at the 2022 World Automobile Auctioneers Championship (WAAC) in Des Moines, Iowa, was palpable. When they had control of the lane, everyone else at the auction paused to take notice of these two World Class Competitors. Onlookers ceased to be critics and became fans as we were all entertained by two of the great auction champions of our generation.

The WAAC started in 1989 and has become a high-profile and potentially career changing event, drawing the very best from all over the world in the automobile industry.

It was no surprise to anyone in attendance that Matt Hart was crowned as the 2022 World Automobile Auctioneers Championship in the Ringman division and placed 12th in the Auctioneer division of the competition. There were many great Ringman at the competition, but watching Matt compete and put his heart and soul in the career that he loves in the auction industry is an altogether different experience. He draws the attention of everyone in the building, exuding an energy that charges the whole event with excitement and emotion. As Champion Auctioneer / Ringman Shawn Hagler says, *"Matt is one of the best I've been around and it was great to see him win. He is a First Class Guy, personally, and a World Class Champion in the ring."*



Josh Hickey stepped up and portrayed his level of excellence in the auctioneers division of the championship that entailed a tough and talented group of competitors with the desire to be crowned the champion. Josh's hard work, tenacity and fortitude proved to be one of his many strengths and earned

him 4th place amongst his peers. Heath Spracklen, who watched the competition stated, *"Josh is a great guy with a great chant and is one of the best auction navigators in the business."*

From the very beginning, it was clear that Matt Hart & Josh Hickey have spent considerable time and effort honing their craft, working as a team and in their perspective positions of an auction team. They brought a measured confidence to the lane that only comes from being a seasoned competitor with hundreds of hours of practice. We all know how hard it is to perfect a chant, to control the floor as a Ringman and to stay focused on the task at hand. But to do all of this and make it entertaining and fun is what separates championship auctioneers from the herd.

This level of excellence doesn't happen accidentally, both Matt and Josh have competed in the World Championship many times, but this is also what they do week in and week out, *"You don't go to a contest and do something other than what you do at work every day."* Both of them have competed a number of times previously, and have kept coming back, doing their best, going home and working harder each year to "bring their best." It was evident; it was all business. They were there to work, to get there and get it done. They work together seamlessly as an auction team to bring out the best in one another and showcase their effective communication as a team and their hard work, skills and talent awarded them 3rd Place in the Auction Team division.

As Shawn Hagler pointed out, *"Professionalism is huge. We be ourselves, be professional, and get it done."* When asked what competitors do to prepare for the competition, Shawn states, *"It's commitment that makes the difference. We aren't doing anything different today than we do every day and that's going to work to make car deals and make customers happy. To prepare for that, you've just got to do it."*

For those considering competing in future competitions, the message of this year's competition is that talent is necessary, but it is persistence, hard work and patience that pay off in the end. However, the joy of the Championship goes well beyond taking home a trophy. *"People ask me what happens if they come and lose,"* states Paul C. Behr. *"I tell them they aren't going to*



*lose. If they come, even if they don't compete, they are going to network, fellowship, grow and learn from the best in the industry. If you come to the competition, you aren't going to lose...you are going to win in some way or another."*

A big part of that learning experience is learning from past champions, as well as building the future of the industry. We are all auctioneers in the same industry and that creates a camaraderie that is clear at an event such as the WAAC. As World Champion Scott Goodhue has stated, *"It's obviously great to be told you're a champion by your peers, but that doesn't make one great, it makes me like the guys who helped me. To me, helping others in this business is going to help the future of our business. Winning puts your name in front of your peers and creates more opportunity to help people."*

In the end, lessons and experience each year can't be duplicated in any other way. Competing amongst your peers is an opportunity and experience all on its own. You can't do it by practicing by yourself or even necessarily working an auction...it's not the same. It's a special atmosphere and environment. Regardless of finishing 2nd or 3rd, it isn't all about winning...it's an amazing group of men and women. You can't find a gathering of people like this in any other industry. It's having an opportunity to learn and experience something new every time.





# ISAA 2022 Conference











## 2022 ISAA Championship





# “A Judge Can't Break Me” - Matt Hart

This past June I had the incredible honor to compete among some of the world's finest automobile auction professionals at the 2022 World Automobile Auctioneer Championships held in Des Moines, IA. I was extremely blessed to be crowned the 2022 WAAC Ringman Champion, as well as a finalist in not only the auctioneer, but the auction team divisions of the competition along with my good friend, Josh Hickey. I have had many conversations with people about the competition; What it was like to win? Why I compete, and would I do it again?

Winning was a fantastic accomplishment that really highlighted an incredible amount of work that it takes just to get to that point. I am incredibly blessed by the opportunities that I have had to learn from some of the very best in the auction profession and I really felt like taking home the ringman championship was an honor of all of those who took the time, along with investing their energy and knowledge into me. Honestly though, winning is quite bittersweet, because as many know, after you have won the title of champion, you can no longer compete in that portion of the contest, which can be a bit of a challenge to comprehend, because to compete itself is where all the magic happens. You meet so many people from all over the world, see old friends, and in the case of the WAAC, liquidate some iron. There are so many fellow competitors that I looked forward to seeing every year and worked really hard to try and “out-do,” that at the end of the day, we all ended up getting better for it. As the old saying goes, “*iron sharpens iron and rising tides raise all ships.*” Most days I am just honored to be in the same “harbor” as so many other talented individuals and riding those waves.

On top of winning the WAAC Ringman Championship, I must say that making my first time placing in the Finals Round as an Auctioneer and in the Auction Team division, really was the thrill of the whole weekend. I pride myself on trying to improve and learn every time I go out, but never did I think I would have a day where, “I would be the only finalist in all three categories of the contest.” With that, I had the opportunity to rub shoulders with some real “fire breathers” in the industry and watch, listen, and learn once again from some of the very best. This truly was an inspiration to see my name on the leader board with so many that I have

followed and admired from afar for my whole career. It was quite astonishing to me, and even better, is the fact I still get to go back and compete for those titles next year as well!

Along with all of this, I was accompanied by my good friend, Josh Hickey. He and his wife, Kristen, are actually my neighbors here in Steward, IL, and we had a fantastic time competing with, and against each other throughout the day. Josh and I work a few sales a week together and it was nice to display what we can do on a daily basis to a worldwide audience. Josh had a fantastic run in the Auctioneer division and placed 4th. As an Auction Team, we were able to capture 3rd place against some fierce competition and I know we are looking forward to getting back out there and trying to bring home those champion belt buckles. Plus, Kristen was the perfect “contest mom” as we call her, our cheerleader in the stands, photographer, motivator, and “home like” presence that kept us on track all day – for that I will be forever grateful for all of her help.

To answer the last two questions will explain why I titled this “*A Judge Can't Break Me.*”

My whole life I have been a fan of strong competitions. I was raised knowing that I wasn't going to win every event I entered, but that doesn't mean that I can't try to. I always say, “*You never lose, if you learn,*” and I have had many learning opportunities in my life, that's to say – I didn't win. I have lost far more than I have won, some by close margins and some I would rather not mention. But every time I go out, I have been able to learn something and improve. “*This is why I compete, not solely because I want to win, but because of what I become in the process of attempting to win.*”

My first years in competition, my nerves and excitement would be so strong, I almost fell off of the stage I was working on. But with time I was able to take the judges feedback, watch the “film” as it were, put in the work, and get back up there. I know many competitors really take the judges criticism to heart. This is good, as long as you see it as constructive. Many contestants choose to get upset about the way a certain judge scored them and quit. This is disappointing because the judge is there to help the individual improve, and if you can take



~ continued from Page 21

it as constructive, you will improve. I love watching competitions as well, to see an Auctioneer or Ringman who may be just getting their start in the business or in the contest side of things, put themselves out there, maybe fall on their face, come back and improve is truly incredible! Life is a short journey and growth is one of the greatest feelings one can have and I believe that contests are one of the best ways to find it.

So with that being said, to answer the final question -YES – I will absolutely continue to compete in this and other contests. I have my sights set on making the finals at the IAC someday, and as mentioned before, I really want to get back into the Finals of the Auctioneer and Auction Team divisions at the WAAC. Once you get a taste of it, it can be hard to shake. I also want to encourage anyone out there that find themselves on the fence trying to decide whether or not they want to get involved with any contest... ***“Do it! Start small if you like, get to the event early, introduce yourself to everyone you can, ask all the questions, enjoy the show and work hard. It is so worth the investment in yourself and your business to go out there and improve.”***

A few more thanks – I need to mention a few more people that I wasn't able to throw into the article. First are my Mom and Dad – Mom stayed home and watched the ENTIRE live stream of the contest from home. I know she wanted to be there, but we could feel her cheering us on from miles away. Also, the auctioneers who gave me a chance and who have really encouraged me to get into contests and compete; namely Mike Espe and Shane Ratliff, without them pushing and encouraging me, I wouldn't be in what I consider the **g r e a t e s t** profession on earth.

I also want to thank Cissy Tabor and the ISAA for the opportunity to contribute here and the continued support – members stay active, and get out there and compete!



## I'm On The Fence, Every Time

I hope everyone is having a healthy and prosperous year! Man, its going fast again and we are looking at harvest, and calendars are filling up. I was asked to share some thoughts on my experience at the 2022 World Automobile Auctioneers Championship.

I was asked, “*Why do I compete?*” Well , I am still competing after 18 years in the industry and my first state competition 16 years ago. I don't compete regularly, but I do feel that it is a great way to improve. Of course, it is a fantastic feeling to win a contest or to finish toward the top, but anyone who competes will tell you that, “you walk away 2nd or below way more times than you'll place 1st, if ever.” Its not easy.

I am on the fence to go or not before every contest. Between the cost to go, scheduling, and just flat out being uncomfortable and taken out of my comfort zone, I have reserves every time. But when I can make it work, I go, and every time afterward I'm glad that I did.

You will take something away to help you and your career from every contest; whether it's meeting a new friend or business contact, a mistake you made that you can learn from, or watching others to see how they conduct themselves. It is all helpful, good or bad. I truly felt that this years WAAC was the toughest contest that I was a part of.

There were so many talented auctioneers there. It was really a neat experience, (12 hours in a suit on an 85 degree day wasn't much fun), but It was a busy day, between my runs as an individual auctioneer, the auction team division runs, and helping my friends with their runs as a ringman. You have to be "on" all day.

I plaeed 4th in the Auctioneer division, 3rd in the Auction Team division with my friend, Matt Hart, and was very proud to be the Auctioneer for Matt when he was crowned the 2022 World Automobile Champion Ringman! That was as good as a win for me.

I always say I'm done competing, but I usually always find a reason to go again, and I encourage you if “you're on the fence,” as I am every time I go, to get in a contest. Whether it's a state association contest, a sponsored contest, a specialized livestock or automobile contest, get in there!

If you don't want to bid call, get in a ringman contest! It will all help in improving skills and networking with others. Take care my friends, and I hope everyone has a great finish to 2022 and a Happy Holiday Season.

~ Josh Hickey



# 2022 ISAA Championship



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# *informational*

## *Bulletin*

David Harris, Director

## **Update to the Taxation of Sales by Auctioneers and Internet Auction Listing Services to Illinois Purchasers**

**To: Auctioneers and Internet auction listing services making sales to Illinois purchasers**

*This bulletin supersedes [FY 2021-05, Changes to the taxation of sales by auctioneers to Illinois purchasers](#).*

This bulletin is written to inform you of recent changes; it does not replace statutes, rules and regulations, or court decisions.

**Effective August 27, 2021**, [Public Act 102-0634](#) refined the definition of marketplace facilitator to no longer include any person licensed under the Auction License Act ([225 ILCS 407/5 et seq.](#)). However, Internet auction listing services, as defined in Section 5-10 of the Auction License Act, are still considered marketplace facilitators.

### **How does an auctioneer licensed under the Auction License Act determine their Retailers' Occupation Tax responsibility?**

**Effective August 27, 2021**, auctioneers incur Retailers' Occupation Tax at the rate in effect at the location where the selling occurs (origin rate) (see, e.g., [86 Ill. Adm. Code 270.115](#)) and must collect and remit tax following the disclosed/undisclosed rules outlined in [86 Ill. Adm. Code 130.1915](#).

**From January 1, 2021, through August 26, 2021**, auctioneers should follow the tax collection and remittance requirements on Page 2.

**Prior to January 1, 2021**, auctioneers incurred Retailers' Occupation Tax at the rate in effect at the location where the selling occurred (origin rate) (see, e.g., [86 Ill. Adm. Code 270.115](#)) and were required to follow the disclosed/undisclosed rules in [86 Ill. Adm. Code 130.1915](#).

### **How does an Internet auction listing service determine their Retailers' Occupation Tax responsibility?**

**Effective January 1, 2021**, Internet auction listing services should follow the tax collection and remittance requirements on Page 2.

**Prior to January 1, 2021**, Internet auction listing services incurred Retailers' Occupation Tax at the rate in effect at the location where the selling occurred (origin rate) (see, e.g., [86 Ill. Adm. Code 270.115](#)) and were required to follow the disclosed/undisclosed rules in [86 Ill. Adm. Code 130.1915](#).

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For more information, see  
the [Resource Page for the  
Leveling the Playing Field  
for Illinois Retail Act](#).



## What is an auctioneer?

An “auctioneer” means a person licensed under the Auction License Act.

## What is an Internet auction listing service?

An “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.

## What is a marketplace facilitator?

A “marketplace facilitator” is a person\* who has an agreement with a marketplace seller and facilitates a retail sale by a marketplace seller through:

- listing or advertising for sale by the marketplace seller in a marketplace, tangible personal property that is subject to tax under the Retailers’ Occupation Tax Act; and
- either directly or indirectly, collecting payment for the tangible personal property from the customer and transmitting that payment to the marketplace seller regardless of whether the marketplace facilitator receives compensation or other consideration in exchange for its service.

When a marketplace facilitator meets a tax remittance threshold, the marketplace facilitator is required to collect and remit state and local retailers’ occupation tax to the Illinois Department of Revenue (IDOR).

The tax remittance thresholds are

- \$100,000 or more in cumulative gross receipts from sales of tangible personal property to purchasers in Illinois; or
- 200 or more separate transactions for the sale of tangible personal property to purchasers in Illinois.

**\*Effective January 1, 2021, through August 26, 2021,** this includes auctioneers licensed under the Auction License Act and Internet auction listing services. **On and after August 27, 2021,** any person licensed under the Auction License Act is *not* included.

## What are the tax collection and remittance requirements?

*In this section, the term auctioneer includes Internet auction listing services as well as auctioneers licensed under the Auction License Act. **On and after August 27, 2021,** this section no longer applies to any person licensed under the Auction License Act, but it does continue to apply to Internet auction listing services.*

If an auctioneer meets a tax remittance threshold and makes a sale on behalf of an identified marketplace seller (e.g., a marketplace seller that is disclosed), the auctioneer will incur Retailers’ Occupation Tax at the rate in effect at the location where the tangible personal property is shipped or delivered or at which possession is taken by the purchaser (destination rate).

If an auctioneer meets a tax remittance threshold and makes a sale on behalf of a marketplace seller not identified to the purchaser on the marketplace (e.g., a marketplace seller that is not disclosed), then, for tax remittance purposes, the auctioneer is considered the seller and is required to file its own return, separate from the return for sales made on behalf of marketplace sellers, and pay taxes to the IDOR on that sale applying the following provisions:

- If the item sold **is not located in Illinois** or the selling does not otherwise occur in Illinois, the auctioneer will incur Retailers’ Occupation Tax at the rate in effect at the location where the tangible personal property is shipped or delivered or at which possession is taken by the purchaser.
- If the item sold **is located in Illinois**, or if the selling otherwise occurs in Illinois for that sale (see, e.g., [86 Ill. Adm. Code 270.115](#)), the auctioneer will incur Retailers’ Occupation Tax at the rate in effect at the Illinois location of the item, or the location in Illinois where the selling otherwise occurs (origin rate).

## Where are location specific tax rates found?

Use the [MyTax Illinois Tax Rate Finder](#) to look up location specific tax rates.



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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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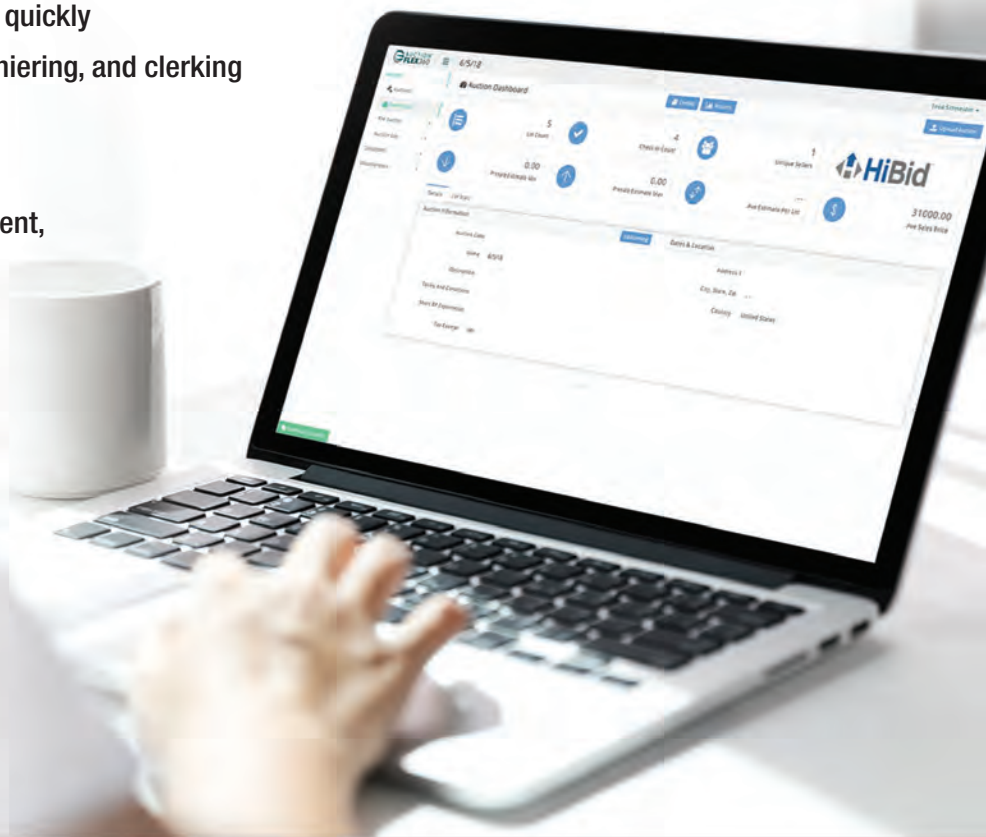


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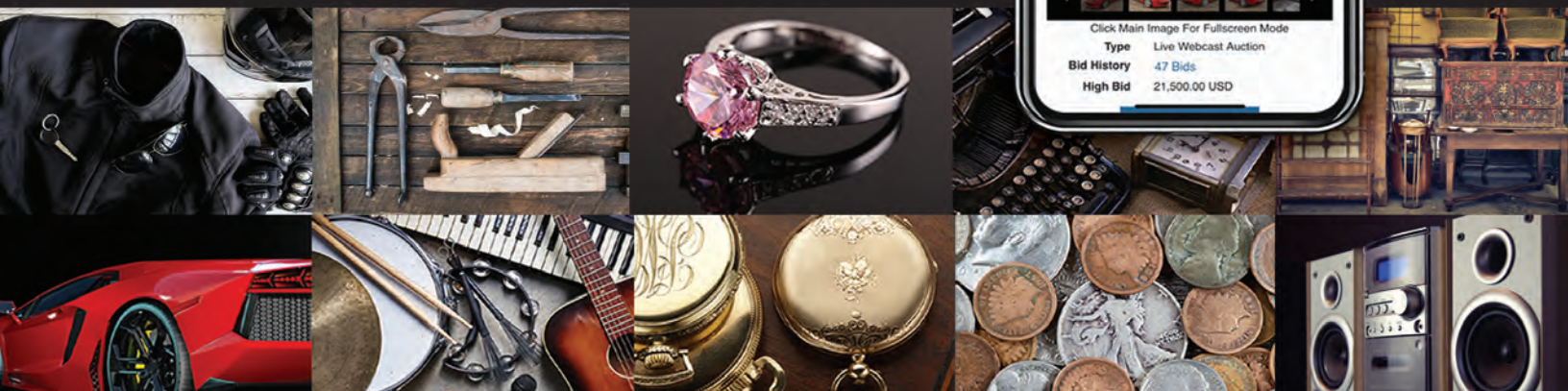
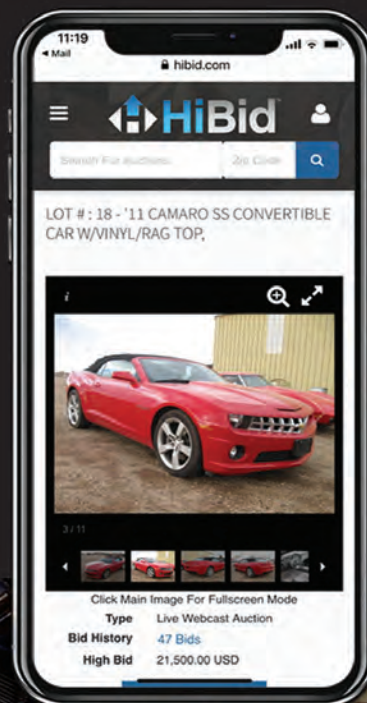


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# What Does “The River” Have To Do With Auctioneers & The Auction Industry?

By Cissy Tabor

Remember the movie, *The River*, that starred Sissy Spacek and Mel Gibson in which a family faced the struggles of holding onto their family farm through tough times? When COVID had surpassed 6 months of “shut down” in our country, the memory of watching this movie when I was younger and the auction scene in which people were “angry” under the circumstances came to the forefront of my mind. Simply, I remember that they were angry at “the auctioneers.” What was so poignant of that movie, the auction, and what the heck is the correlation for me and the auction industry? Well, think of what sacrifices the family would make to keep a heritage and a way of life preserved. And how can we prevent this perception of auctioneers in a time of struggles and hardship?

So where in the heck did my thoughts take me? Well, I reached out to Ryan George of Biplane, who specializes in auction marketing, and asked him a couple of questions. I was curious on how auctioneers / auction companies can show compassion in the aftermath of what may come to families, individuals and companies as a domino effect of the financial struggles from our country being “shut down” due to COVID. How do we “brand” ourselves to be seen as problem solvers and not, the enemy? Is there a way to “brand” positively with compassion?

Here are some suggestions Ryan provided to me:

- **How we do this individually:** sitting with people (after the restrictions are lifted), writing hand-written cards instead of emails, paying attention to their social media and sending them gifts/gift cards tied into things in their life. (One of my clients is a huge Tom Brady fan, and I just bought him a Buccaneers hat. One of my clients is an amazing proofer, and I bought a custom metal badge online engraved with “Expert Proofer.”) Right now, it can be delivering meals to the elderly or medical workers. We’ve seen videos on Facebook of cool things other businesses are doing. I just had hundreds of greetings cards made from pictures I’ve taken so that I can write hand written notes to people.
- The trick is to not turn it into a gimmick—into charity that looks like it’s for branding. **Authenticity is as important as the act**, or else the recipient is robbed of their dignity. (Books

like *Toxic Charity* and *When Helping Hurts* explain this.)

- Also, **too much happiness derails the perception**, too. It’s okay for brands to say, “*This is hard. It’s hard for us, too.*” Again, rooting the message in authenticity is more important than ever in a world where everything’s Photoshopped, filtered, sound edited, etc.

We don’t want to be a mathematical factor, an anonymous part of a supercomputer’s model. **We want to know our lives matter, our businesses matter, our societal contributions matter. So do our sellers.** And not just our distress sellers, our consignors don’t want to be notches on a belt. Our retiring farmers don’t want their life’s work to be just another farm sale. Our commercial agents don’t want to be accounts; they want to be a partner, a coworker, a teammate. Everyone with whom we do business is a person who wants to be known, who longs to be valued, who aches for their story to be heard.

And all of us just got a huge helping of understanding. We can turn that into empathy, or we can turn the recovery into busy ambition. We can sit down with people and let them talk a bit, or we can put our heads down and make this money back. We can offer sellers tailored solutions, or we can post signs about how to jump on our assembly-line queue.

If we leave this #safeathome season with compassion, we can overcome some of the stigmas the auction industry has been trying to shake for decades. We can offer dignity and not just an exit. We can provide some hope to offset the worry and embarrassment. We can be ambulance drivers instead of ambulance chasers. For our non-distress sellers, we can offer the kind of human interaction we’re all craving right now—something social media had made us forget feels so good.

You won’t need a government grant to buy empathy. You don’t have to worry if Kroger or Walmart will have compassion in stock. Nobody can price gouge you on eBay or Amazon for your humanity. There isn’t a label to check to see if kindness is manufactured in China or the United States. All you have to do is choose it.

If most of us choose that response enough that it becomes habit-forming, we’ll make the auction process more accessible than any of us could ever have dreamed.



## 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](http://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.illinoisauktioneers.org](http://www.illinoisauktioneers.org) today to reap the benefits of being a ISAA member.





# Shipping Saint is legit!



— *Dave Thompson, Broker/Auctioneer*  
*Thompson Auction & Real Estate,*  
*Austin, MN*

**SHIP  
AUCTIONS  
FASTER  
EASIER  
CHEAPER  
BETTER**



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



# AUCTIONLOOK Presents

Coming September 2022

MLS & Auction Listings, In One Place

## DirectOffer®

*A National Brand, Working for You*

AuctionLook has partnered with DirectOffer to showcase your real estate auctions. This partnership gives you your own private communication tools, designed with you in mind.



### Audio Tours | Branding

AudioTours allow potential buyers to hear about your listing **your own voice (or chant)**. This patent-pending feature brings online real estate shopping to the visually impaired like never before.

**Join today to be one of the first in this industry changing technology**



### InterestGrid | Buyer Leads

InterestGrid encourages potential buyers to compete for the best price prior to submitting their legal offer. The push notification system allows you to **tell all potential buyers your auction is closing**. You can also tell all buyers when and how to submit legal/final offers, and so much more.



### In App Messaging & Tracking

In app messaging with buyers. Never lose a text again. DirectOffer **documents messages with potential clients and buyers**. This keeps all documentation in one place. Leads, messages, and potential buyers can be tracked per property and exported for future marketing campaigns.



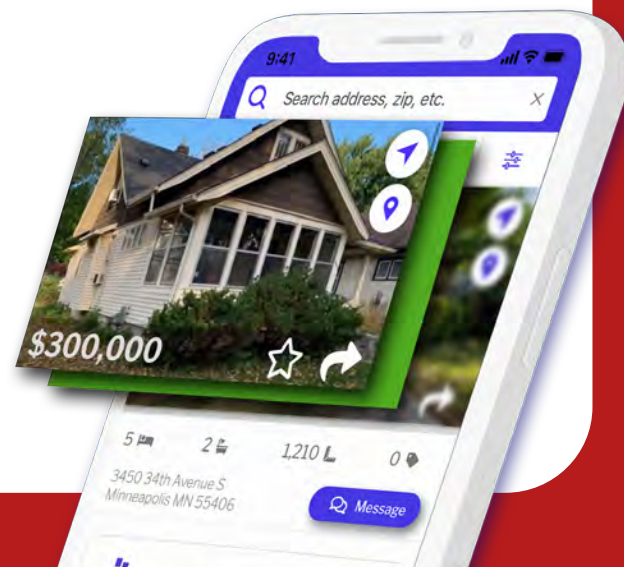
### Direct Link to Any Bidding Site

Buyers can now go directly to your bidding site from the listing landing page. **It's about time a national traditional listing app understands auctions!**



Posting your real estate auctions on AuctionLook\* syndicates your auctions to the listing feeds in the DirectOffer app.

*\*or through AuctionLook Association Partners*





# FROM THE DESK OF THE Executive Director



I shared with you in an article to see if you are “Taking Advantage Of Everything The ISAA Website Has To Offer.” Did you know there are so many aspects / functions / answers / information provided just through our association website alone?

**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. (Reference on Page 10 reflects member profiles from ISAA website)

Your Membership / Company Profile is 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. 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 Events, 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.

It’s that time of year again and we’re closing out 2022 with a “road trip” of 5 locations providing CE Classes

to any licensed, Illinois Auctioneering and gearing up for 2023!

In the upcoming weeks and months we will be sharing with you information in regard to the 2023 ISAA Conference & Trade Show in February 2023? It will once again be held in Bloomington, IL and the dates for it will be February 24 - 26, 2023. As usual, you can renew with your 2023 ISAA Membership when registering for the Conference & Trade Show that will be sent in the upcoming newsletter along with all the information for the upcoming conference!

Looking forward to seeing you at the **Burgers, Beer, Brats & A Bonfire** on Saturday, October 22nd in Toulon, IL. This is a FREE and Fun event for us to socialize, shoot traps, a mini Fun Auction and so much more. Any questions, contact Joe Orwig or myself.

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

Store Purchasing Card

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Email Blasts

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

# 2022 - 2023 Industry Calendar

## October 2022

### CE Classes Schedule

*North Region - Belvidere, IL*  
**October 18 & 19, 2022**

*Northern Region - Toulon, IL*  
**October 21 & 22, 2022**

*Central Region - Clinton, IL*  
**October 24 & 25, 2022**

*Southern Region - Murphysboro, IL*  
**October 27 & 28, 2022**

*Central Region - Nokomis, IL*  
**October 30 & 31, 2022**

## October 2022

*Burgers, Beer, Brats & A Bonfire*  
October 22, 2022  
Toulon, IL

## November 2022

*Contract Auction Specialist (CAS)*  
November 7, 8, 14, 15  
Virtual (NAA Designation)

## December 2022

*Designation Academy (NAA)*  
December 5 - 9, 2021  
Las Vegas, NV

## February 2023

*2023 ISAA Conference & Trade Show*  
February 24 - 26, 2023  
Bloomington, IL