



FOURTH QUARTER • 2022



The Illinois Auctioneer

The Quarterly Newsletter of the Illinois State Auctioneers Association



As I reflect upon 2022, I smile with great satisfaction knowing how the ISAA leadership, instructors and executive director came together to insure almost 300 licensed Illinois/Wisconsin auctioneers met and exceeded all state mandated continuing education courses, hosted a successful annual conference, State Fair Auctioneer Championship, protected the interest of our membership and that of all licensed auctioneers in our lobbying efforts and professional interactions with IDFP.

On a personal note, I want to thank each of you for lifting me up in prayer, your calls, personal notes of encouragement, and serving as professional industry ambassadors for our amazing association during my two-year term as your President and during my personal cancer journey.

I was blessed to cover thousands of miles with our Executive Director Extraordinaire, Cissy Tabor, dozens of in person meetings with members of our dedicated board, many Zoom board conference calls from my isolation room at MD Anderson Cancer Center, and creating a strong working relationship with the leadership of IDFPR all while battling a disease, surviving a traumatic arterial bleed, five surgeries, and more pokes than my body thought it could endure.

And now for the payoff - I am blessed to share my doctors have declared me cancer free! The surgeons give my faith and that of my prayer warriors full credit because medical intervention only complimented the healing power that was bestowed upon me many times over the last two years. While I am physically weak and not back to calling bids with full force, with each day I am getting stronger and for all your efforts large and small – I am forever in your debt.

So please join me and your ISAA family in Bloomington this February for what I believe will be our strongest most informative conference in our association's history.



We have a full slate of national / regional speakers, advertising contests, competitions, an auction technology showcase, scholarship recipient, fellowship and celebrating not only me surviving cancer (for a second time), but having the honor to serve as ISAA President for a membership I love beyond measure. I want to see you there!

Renee Jones



Scholarship Application:

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

Professional Photographer Added To The 2023 ISAA Conference & Trade Show.....

The ISAA Board of Directors would like to announce the addition of a professional photographer to this year's conference to provide you with a Corporate Head Shot. Bring your attire for this membership benefit that is being offered to you FREE by the Illinois State Auctioneers Association! You will receive a complimentary digital file.

ISAA Member & Professional Photographer, Dan Tamarkin of Tamarkin Camera and Tamarkin Auctions, has a "primary genre of candid portraiture. The most fulfilling for me is making photographs of people and of life, naturally and spontaneously. I like the notion of candid portraiture."

Dan will be available to take photos of you, your family or company / staff for a small fee / donation... to be worked out individually. He is just so excited to become an integral part of the ISAA, meet new members and be of service.

"I'm sure he would be a great asset / for hire to help capture your moments at your upcoming auctions." ~ Cissy



Looking for an **APPRAISAL?**

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ISAA Board

Is An ISAA Directorship Position In Your Future?

As we approach the upcoming year and the Annual Meeting Of The Membership the ISAA organization, there are multiple ISAA Board of Director positions that will be opening up for 2023 - 2026.

This is a great opportunity to serve our organization and assist through ideas, efforts and encouragement for our membership!

A Director position requires that you are a current auctioneer member of the ISAA in good standing and licensed in the State of Illinois. The ISAA Board meets in person a minimum of three (3) times per year and has conference calls throughout the year as needed. It is of great importance that your ability to attend these meetings be taken into consideration when running for the Board of Directors. This is important in being able to fulfill your responsibilities throughout the year to be an asset to the association and its members.

Serving the Illinois State Auctioneers Association is intended to be a rewarding experience and provide a great opportunity to give back to our profession! We would also encourage all our members, to consider being an active participant in our association by assisting on various committees.

If you want to help out, let an ISAA Board member know that you have an interest in doing so.

The following positions will be elected upon at the 2023 ISAA Conference & Trade Show.

Officer Positions

- * President - 1 year term
- * Vice President - 1 year term

As per the newly proposed ISAA ByLaws.....

ARTICLE VI – Nomination and Voting

Section 3. Notification. The Vice President shall automatically be nominated to the office of President and all other nominations shall be nominated from the floor.



Don't Let Your Membership Lapse!

**Membership Year shall be from
January through December**

If a member allows his / her membership dues to be more than 2 months in arrears, membership will automatically be terminated. Reinstatement will need to be by an affirmative 2/3 vote of the Board.

Any member more than 12 months delinquent in the payment of dues may not be reinstated, but instead must reapply for membership as a new member.



Look for Illinois State Auctioneers Association
Email Blasts

isaadirector@gmail.com

MailChimp

2023 Conference



February 2023



SAVE THE DATE

ISAA Conference & Trade Show

February 24 - 26, 2023

Discount Rate

\$115.00

with
2 FREE
Breakfasts



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

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





Shipping Saint is legit!



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

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AUCTIONS
FASTER
EASIER
CHEAPER
BETTER**



shippingsaint.com

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Your Business Portrait

By Dan Tamarkin

A How-To Guide for Auctioneers, No Pants Required

The most important aspect of our business as auctioneers is the trust that is given and received between us and our sellers, and between us and our buyers. We earn it by honest, forthright, and transparent business practices, and, let's face it, by being who we are. Our buyers and sellers enjoy working with us and have confidence in us. People have fun at our auctions. And, for your auction company, you are the face of that fun.

You are the person behind the expertise that makes a successful auction, and a successful auctioneer. Buyers and sellers alike – and potential buyers and sellers – want to know whose hands they are in, and they want stories. I know, it sounds silly, but it's true. They want stories, and you are that story. Buyers and sellers want to know who you are and what you're all about, and a simple photograph is the quickest and easiest way to show them. A picture is worth a thousand words, they say. We're all curious about how someone looks, right?

Let's get you a new business portrait – a new, recent picture of you. Maybe it's a photo of you in action, or maybe it's a photo from a BBQ with the kids, or maybe it's you in a traditional head-and-shoulders picture in a Sunday shirt. Any of these pictures can do. And the best part is that you do not need to hire a professional photographer to do it! If you do, you'll get the best results, guaranteed. But small digital cameras (and the cameras on our phones) have come a long way recently, and they are just fine for this purpose – if you do it right. And I'm going to show you how. No Pants Required.

You “don't like being photographed,” I hear you moan. Your eyes are always closed. The flash makes you look half-dead. You always look ten pounds heavier, dammit. Or, you had spinach in your teeth that one time, so you never smiled at a camera again... I've heard all the excuses. And I've seen all the terrible photos, too: photos of people with the microphone right in front of their faces. Photos of awesome auction action but with a background so busy that you cannot tell what's what. Photos blurry enough to leave the viewer

confused wanting to turn the page. Photos of a person all primped and preened with that uneasy “smile” on their face looking like they've been propped up with a broomstick.

But I've also seen great corporate headshots that are relaxed and natural. A good business portrait shows you at ease in the moment, “in the genuine.” Casual, yet business-like. Or all-business with a slight smile. Maybe not even smiling at all. You don't need to smile – don't let anyone tell you different. But you do need a quality business portrait that leaves an impression – a photo of you that is you.

Here is all that your business portrait needs to be:

1. In focus and properly exposed.

That's the photographer's worry typically. Just be aware that lighting is 99% of any good picture, plain and simple. Shadows across your face can ruin an otherwise good, natural portrait.



2. Head-and-shoulders is enough.

We want to get a good look at ya! Don't look directly into the camera, all squared off and ready for a fight. Angle your shoulders a little left or right. It works wonders.

3. Eyes.

We need to see 'em! Wear your glasses as usual – be comfortable – but you may need to tilt your chin up a bit to help the photographer avoid glare in your glasses. And take off your sunglasses, wise guy, unless you are a Sunglasses Auctioneer. Then, you ought to wear 3 pairs for this.



4. **Be Open.** Your body language and facial expression are the essence of the photograph. No folded arms or sneering, please. Just be yourself! And if being yourself is sneering, well, then give us the most awe-inspiring sneer you can muster – but it'd better be good...



Look at the examples given. You can tell easily which are crummy headshots and which are winners. Is the photo clear and in focus? Is the background busy or distracting? Can we see eyes? Are there shadows all over the face? Do we get a sense of who this person is?

In many winning shots, the photographer made an excellent picture because they put their subject at ease or caught them in a natural moment, with good light. That's how to get an effective portrait. So even if it's your granddaughter with her cellphone, or your wife with that old-as-dirt digital camera, be at ease and let us see your eyes, in good light. It will make your picture a winner.

A photographer friend of mine once told me, *"Don't worry about being original, just be authentic."* This applies here in a lot of ways: get yourself a head-and-shoulders picture that's not too dark or too light, where you are at ease, and we can see your eyes. Really, that's all it takes – you don't even need to wear pants!

Here's how to get started, yourself, at home with your smartphone or camera. Once you're ready, get your "better half" to take a bunch of pictures of you. Remember, we can crop and treat the photo later:

1. Wear a dress shirt that you like to be seen in. No crazy patterns, or logos, or "I'm with Stupid" T-shirts, please.
2. Comb your hair and wear a watch, maybe – do whatever makes you feel like you're ready to head out the door for the big day. Minus the pants – remember, head-and-shoulders is enough to make anyone look great.

3. Make sure the background behind you is simple, and not busy or distracting.
4. Turn up the lights or open the window shade, and just sit down at your kitchen table so that you're well-lit. Maybe with a cup of coffee and the paper. Be yourself and just read the paper.
5. Chin up a little bit to make you appear attentive and open and friendly and listening... and, smile, please. Please? Just a little. And if you must wear a hat, that's OK, but you may need to tilt it back a bit so we can get some good light on your mug.

You don't even have to look into the camera lens. My favorite pose is to look slightly away from the lens and behind it a bit, with a slight smile like you just heard your best friend enter the party and say your nickname. Try it.

Probably, your first few pictures will have a nasty shadow across your face, and you'll have to move your chair a bit to catch the light, or maybe add a desk lamp. Remember, lighting is 99% of every good portrait. But once you have the lighting set up, you can make your very own business portrait and delete the ones that you don't like. It's free, with a little effort. And it'll help your photography in general, too.

I bet you'll be surprised at how easy it is to get a good photo of you that is really you. Have fun with it. And then, after taking your new, fabulous business portrait, you can walk outside to greet the day and make some sales! Just remember to put your pants on first.



Unable to see Auctioneer's face / friendliness





Conference Sessions

Turning Your Auction House Into a Machine

By Jack Christy, Jr

This course will give you tools to manage your business, track your consignments, and manage your employees. You will get a blank employee manual, sample contracts, consignment number tracking ideas, and lots more.

Auction Innovations 3.0 – A Look into the Near Future of our Expanding Industry

By Chris Rasmus

There has been more change in the past two years than in the past 2,500 years combined.

Consider branding, the buyer experience, social media, micro marketing, auction & buyer syndication, mega sites & auction platforms, the personal gig economy, buy it now, freemium services, vendors as competitors and client managed liquidations.

Auctions are changing with or without us. Knowing where the industry is heading and positioning yourself for the future assures survival and success. This session will discuss the major changes in the way auctioneers, auction staff, sellers and buyers are interacting with each other in the ever expand liquidation economy.

We will discuss how the “new economy” has changed expectations for services, commodities and commerce, explore how auction companies can solve complex problems with techniques and technologies developed by other industries and propose how they will be adapted to liquidations. We will look just beyond the horizon to see how new opportunities for auctioneers go well beyond our current idea of online auctions.

How To Build Your Brand, Manage Your Reputation and Data Mind Reviews

By Chris Rasmus

Many of us are too busy working in our business to work on our business. In today’s economy, sellers and buyers almost always review what others say about you, your company and your reputation before they consider doing business with you. When you hire a contractor, choose a new restaurant or decide on a vacation property, the first stop is usually google, yelp or trip advisor. How do you measure up?

In this session, we will discuss how to evaluate and define your brand, find and share your company tone and voice, get regular reviews and manage your online reputation. We will review tools, best practices and techniques to dramatically impact your visibility and online reputation to differentiate your company from your competition and zero in on what truly are your company’s strength and weakness.

Everything Shipping

With Matt Bullock & Paul Gibson

Let’s talk about shipping; pain points, obstacles, tips / tricks & helpful hints, processes, supplies & more

Tips and Tricks For Online Auctions

By Jack Christy, Jr

This course will give you some insights on how to streamline your online auctions. We will discuss everything from cataloging, photographing, helpful tools, and some terms you should consider.

2023 Conference & Trade Show



" YOU GOTTA PLANT A SEED BEFORE YOU CAN GET A HARVEST "

Come Together! As the 2023 ISAA Conference & Trade Show is coming in February, it is time to get more educated and share ideas and maybe some BS here and there; it's about friendship and laughter as well.

A couple months ago I decided to take a road trip, so I went to all 6 CE Class locations, over 1700 miles. I wasn't there to watch you take the test, I know you're all honest auctioneers, but I wanted to get out and meet you guys and show interest as your President-Elect, and I had some very interesting conversations.

So let's begin, most of you didn't realize that it was **our association** that stopped the sales tax that the legislation tried to push on us. After months of fighting by an ISAA Legislation Board task force, ISAA said, "bye bye to that crap." It's important to stay in touch with each other and our state representatives as well. Now, we are continuing to watch with white gloves so we don't get railroaded again! I remember an auctioneer saying, "This is a waste of time isn't it?"

We need to dig a little deeper, and that is we need to come together at the annual, ISAA Conference on February 23 - 26, 2023, in Bloomington. **Let's show some strength in our industry by attending!** Yes, we have great speakers lined up, and a damn good group! We will even be joined by a number of representatives from IDFPR on Thursday and Friday at the upcoming conference. We have been building and continue to build a stronger relationship with them, ask questions, become informed and hear their updates.

In the future conventions, I will need your input, I can't imagine auctioneers sitting on their hands, and not saying anything, so "don't bitch if you don't like what I get at the next conferences." Please let me know what you want to be brought in for education, because it's our convention and it doesn't happen overnight. It takes months of planning and IASA needs your fast talking voice. I think the ISAA Board has done a great job getting this year's conference set, and a special thanks to Cissy and Renee for all their efforts getting this year set as well. It's looking to be a strong harvest of knowledge all in one place, so plan to attend and shake a hand or two, and don't let any auctioneer stand alone, "introduce yourself."

Just remember, this is our association and we are Auctioneers. "Come together," Get Registered and get your Hotel Reservations Booked NOW... as we have a block of rooms reserved at a special ISAA discount rate with breakfast included.



If you know an auctioneer who is not a member, invite them to the conference. Now is the time to get them to join - maybe they can get the "auctioneer harvest."

In addition, if you work with a business or know someone who would be an addition to the exhibitors / trade show (for example: accountants, social media managers, virtual assistants, attorneys, printers, website design, etc.), please feel free to contact Cissy (isaadirector@gmail.com), so she can contact them and share information with them about attending and the conference activities.

Don't forget that the auctions and competitions that are held in the evening are **OPEN TO THE PUBLIC** and we would love to have more join us. Share the social media posts from the **Illinois State Auctioneers Association Facebook page** with others, tag auctioneers, clients, friends and family and help us make this year the biggest yet!

Looking forward in seeing you all at the 2023 ISAA Conference & Trade Show!

It's Laughter I'm After,
Jeff Prochnow, ISAA President-Elect





Conference Sessions

FFL Update

With Ronnie Ales, Les Crandall & Jim Roth

Speaker panel to share current updates on FFL and Illinois law.



Saturday, February 25, 2023 ~ OPEN TO PUBLIC



Facebook... You've Got A Business Page, Now What?

With Cissy Tabor

How do you grow your Facebook organically? Business page vs Personal page in regard to advertising. Groups vs Public Pages. Advertising more than your auctions and why.

This session will engage attendees to discuss these topics and is interactive. Bring your computer!

Photo Coming Soon

Powered by **AUCTIONLOOK**

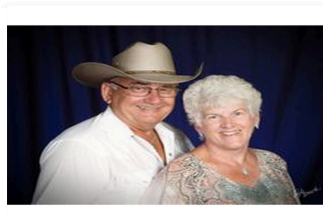
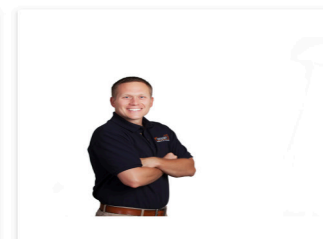
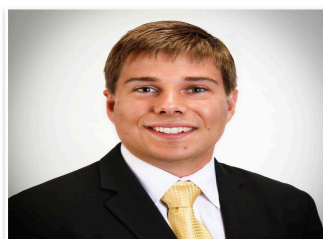
Did you ever think of what your profile picture tells about you? Especially, your profile picture on a job website should be credible and show your true self because if someone doesn't know you, the first impression he / she makes about you is by looking at your picture.

- **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



2 Reasons Why You Shouldn't Use "Auction" in Your Headlines

By Ryan George, Biplane Productions

Every year, the percentage of retail transactions that occur online versus in a brick-and-mortar rises.

If you've ever purchased anything online, you know that most of those transactions started with a search engine. So, if we're selling assets—especially if we're selling them online—it makes sense to discover how people are searching for what they want to buy.

Google gives this information away for free. Anyone can type in any term and see its use over time.

This interactive graph from Google Trends shows the proportional use of five search terms related to online purchases.

If you've been in the auction business for any length of time, this might hurt your ego. Worse, it might give you pangs of regret for how you've advertised your assets for the past decade.

At the most recent iteration of the Auction Technology Specialist course, one of my fellow instructors asked a room full of auction professionals what they would type into Google to buy a Ford F-150. Not a single one of the 28 industry insiders suggested the word "auction." He wasn't picking on them. I don't type "auction" into a search bar, either, unless I'm researching something for a talk or blog post.

So, if a room full of auction people don't search for auctions, why would we expect the buying public—many of whom don't have experience with the auction process or positive associations for the word "auction"—to look for auctions? Sure, there's a small community of folks who frequent auctions and regularly participate in them; but that quantity pales in comparison to just the people who've visited a Walmart this week.

If we want to claim that auction brings true market value, then we need to bring the full market to our sellers' assets. To bring the full market, we're going to need to adapt to two truths:

People don't search for auctions. They search for assets. People don't buy auctions. They buy assets. Our advertising headlines and subject lines and

supporting text needs to focus on the assets being sold. While the marketing vehicle of an auction does connote important information the buyer needs to know, that buyer doesn't care about those realities until they want what's being sold. If we have only a few seconds to capture attention and then call to action, it would make sense to focus on what's important to the buyer. Our fiduciary responsibility to our seller is to sell their assets, not our events.

My guess—and I don't think it's possible to acquire more than anecdotal data on this—is that more people search for just the asset in question with none of the words in the Google Trends graph shown above. Buyers might use descriptive terms, product categories, concrete attributes, or brand names; but they're starting with the asset in some way.

I work with auctioneers who have removed the word "auction" from everything in their advertising except their URL and terms. That might be too extreme for you. (It's not for me.) It's not hiding reality or being ashamed of auctions. It's not deceit. It's adaption.

We can advertise auctions. Or we can sell assets.

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.



2023 ISAA CONFERENCE



Jack Christy, Jr. is a 3rd Generation Auctioneer. He served as the Indiana Auctioneers Association President in 2020.

Jack also serves as a Certified Auctioneers Institute class advisor from 2020 to 2023. He is proudly continuing his family legacy in the auction business with his family's company Christy's of Indiana, transforming their business into an online only auction house.

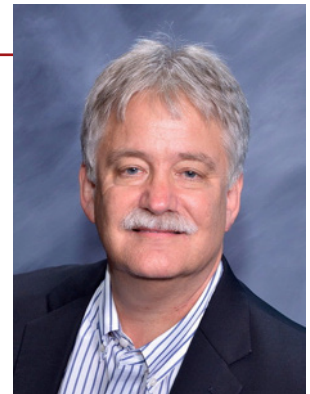
Jack is a graduate of Repperts Auction School in 2005, and holds CAI (Certified Auctioneers Institute), ATS (Auction Technology Specialist), BAS (Benefit Auction Specialist), and GPPA (Graduate of Personal Property Appraisals).

Jack specializes in general estates, bankruptcy, and commercial surplus. Jack is a current instructor at Repperts Auction School, and Texas TCAP courses (Texas Certified Auction Professional). Jack is a speaker for many associations across the US teaching Logistics, Online Auctions, Cataloging, and The Next Generation of Buyers and Sellers.

Chris Rasmus is CEO of Rasmus Auctions which conducts over 700 auctions per year. Rasmus is one of the first auction companies to go online-only in 1998.

Rasmus continues to innovate and refine his companies marketing, merchandising and sales techniques, open new markets and opportunities for their selling and buying clients. Chris is the online auction instructor at CAI, Past President and Hall of Fame in Virginia in addition to the president's appointment to the NAA Board of Directors.

Chris' passion is innovation, business efficiencies and developing new auction models and best practices.



Les Crandall



Jim Roth



Ronnie Ales

ERENCE SPEAKERS



Paul Gibson is president and founder of Shipping Saint, a web-based pack-and-ship logistics software company.

With a background in accounting, business management and organizational efficiency consultation, Gibson founded Shipping Saint in 2017 to meet the needs of the burgeoning online auction industry. Tailored specifically for online auction houses, Shipping Saint combines order processing, inventory management, customer communications, shipping logistics, shipping label creation and insurance coverage to streamline the post-auction packing-and-shipping experience for users.

In his free time, Gibson enjoys hiking, camping, Christian service, working on odd projects, and spending time with friends and family.

Matt Bullock, began his auction facility with an ephemera collector's marketplace in which it soon grew into an auction house with multiple specialties and a well-known presence in Illinois.

His specialties include Antiques & Collectibles, Appraisals, Art & Galleries, Bankruptcy, Coins, Estate & Personal Property, Firearms and Jewelry.

Matt has continued his education in the auction industry and has obtained his certifications for the Auction Marketing Method (AMM) and at the Certified Auctioneers Institute (CAI).

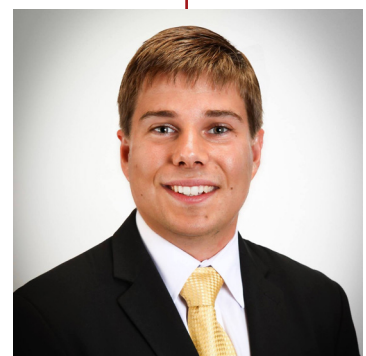


Heath Spracklen, a fourth generation auctioneer and is an independent contractor for automobile, livestock, benefit and many other types of auctions, conducting over 250 auctions each year. He graduated from the Missouri Auction School in 1994 and has been an instructor for the Professional Ringman's Institute and conducted sessions with owner, Shawn Hagler of World Champion Ringman College.

His accolades in the auction industry include the 2004 World Automobile Auctioneers Championship Runner-Up; 2007 Illinois State Champion Auctioneer; 2008 International Auctioneer Championship Finalist and the 2008 & 2011 World Automobile Auctioneers Championship Sportsmanship Award.

Matt Hart, works as a contract bid caller in the automobile auction industry, a fundraising auctioneer in the greater northern area of Illinois, as well as provide contract auction services for local auction companies liquidating assets from Farm Machinery, Real Estate, Personal Property & Antiques after his graduation in 2009 with World Wide College of Auctioneering.

He his continued to build his career within the auto auction industry and is the reigning 2022 World Automobile Auctioneer Champion Ringman, in addition to being an 2022 WAAC Auction Team Finalist. His career continues to grow and he has conducted sessions with owner Shawn Hagler of World Champion Ringman College.



2023 ISAA Conference Schedule



THURSDAY, February 23, 2023

12:00 PM	REGISTRATION Begins
1:30 PM – 3:15 PM	AuctionFlex & WaveBid Software Sessions
3:30 PM – 5:15 PM	Shipping Saint Software Session
5:30 PM – 6:45 PM	AuctionTime & TractorZoon Software Sessions

6:45 PM

ISAA ByLaws Questions To Board

FRIDAY, February 24, 2023

7:00 AM	1st Time Attendees Breakfast w/ ISAA Board
8:00 AM	REGISTRATION
8:30 AM	Welcome to the 2023 Conference w/ <i>Jeff Prochnow & Renee Jones</i>
9:00 AM – 10:30 AM	Tips and Tricks For Online Auctions w/ <i>Jack Christy, Jr</i>
10:40 AM – 12:15 PM	Everything Shipping w/ <i>Matt Bullock & Paul Gibson</i>
12:15 PM - 1:30 PM	LUNCH On Your Own
1:15 PM - 1:45 PM	VISIT w/ VENDORS @ Tradeshow
1:45 PM – 3:15 PM	How To Build Your Brand, Manage Your Reputation and Data Mind Reviews w/ <i>Chris Rasmus</i>
3:15 PM - 4:30 PM	Facebook.... You've Got a Business Page, Now What? w/ <i>Cissy Tabor</i>
4:30 PM - 4:45 PM	VISIT w/ VENDORS @ Tradeshow
4:45 PM - 5:45 PM	IDFPR UPDATE - Question & Answer
6:00 PM	Hall Of Fame Dinner
7:15 PM	ISAA Novice Auctioneer Championship ISAA Ringman Championship Entertainment Band

2023 ISAA Conference Schedule



SATURDAY, February 25, 2023

9:00 AM – 10:30 AM	Auction Innovations 3.0 - A Look into the Near Future of our Expanding Industry w/ <i>Chris Rasmus</i>
10:30 AM – 10:45 AM	VISIT w/ VENDORS @ Tradeshow
10:45 AM – 12:15 PM	FFL Update Panel w/ <i>Jim Roth, Ronnie Ales & Les Crandall</i>
12:30 PM – 2:00 PM	LUNCH w/ Hall of Fame Members & Past Presidents NAA Update, Town Hall Meeting & Mystery Gift Scholarship Auction
2:00 PM – 2:20 PM	VISIT w/ VENDORS @ Tradeshow
2:30 PM – 4:00 PM	Turning Your Auction House Into A Machine w/ <i>Jack Christy, Jr</i>
4:15 PM - 6:30 PM	ANNUAL MEETING OF THE MEMBERSHIP
6:30 PM	DINNER AWARDS BANQUET
7:30 PM	FUN Auction

SUNDAY, February 26, 2023

8:00 AM – 11:00 AM	CE Class (Elective) – Are You A Desirable Hire? w/ <i>Matt Hart & Heath Spracklen</i>
11:00 AM - 12:15 PM	LUNCH On Your Own
12:15 PM – 3:15 PM	CE Class (Elective) – Why Hire A Professional Ringman? w/ <i>Matt Hart & Heath Spracklen</i>

Please... Join Us!

Hachmeister Memorial Scholarship Application

The Illinois State Auctioneers Association will award one (1) scholarship in the amount of \$500 to a qualified candidate.



Who is Eligible?

*** A child / grandchild of a current member of *Illinois State Auctioneers Association*.**

Candidates must be graduating from an accredited high school or attending a college or university undergraduate study program or a school of higher education.

Candidates can apply for this scholarship more than once, but can only be awarded the scholarship for a maximum of two years.

Applicant Information

Name _____ Mailing Address _____

City/State/Zip _____ Phone _____

Email _____ Parents' Names _____

College or University where accepted or currently attending _____

*** Name of Sponsoring ISAA Member or Auxiliary Member** _____

Returned Scholarship Applications must include **ALL** of the following:

- | | |
|--|---|
| <input type="checkbox"/> Official transcript | <input type="checkbox"/> List of school and community activities |
| <input type="checkbox"/> One recommendation from a non-family member | <input type="checkbox"/> Statement of future goals in 500 words or less |

Applications must be completed in full and postmarked by January 31, 2023.

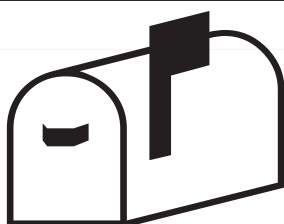
The winner will be notified by phone.

Scholarship will be awarded at the Awards Banquet at the ISAA Annual Conference.

The Winner and two (2) guests will be asked to attend the Awards Banquet.

The Winner will be asked to give brief remarks following presentation of the scholarship.

Direct Questions to the ISAA (312) 702-2117



Mail this form and ALL application information by January 31st to:

**Scholarship Committee
c/o Illinois State Auctioneers Association
PO Box 1541
Rifle, CO 81650**



Who Will Be Crowned 2023 Illinois State Champions?

By Cissy Tabor

The ISAA Conference & Trade Show is right around the corner and that means there will be a new champion Ringman and Novice Bid Caller crowned on Friday, February 24, 2023.

Starting at 7:00 PM, contestants will have already drawn their number, lined up and will battle it out to be the next Illinois State Champion Ringman and Novice Bid Caller!

This year we are looking forward to more contestants competing as in years past since we brought these competitions back in 2019.

The Illinois State Ringman Championship is open to any ISAA Member in good standing and the ISAA Novice Bid Calling Contest is open to auctioneers within the first 3 years of their auction career, an ISAA Member in good standing and a licensed, Illinois Auctioneer.

But, *“Why would you want to compete in these competitions?”* Throughout my career in the auction industry, I have had the privilege of getting to know IAC Champions, World Auto Auction Champions, Livestock Auction Champions and World Ringman Champions and they all have expressed to that there are a multiple number of reasons to enter the contest other than to be “the winner.”

Ringman competitions are getting noticed at state level and you can compete at the World Automobile Auctioneer Championship or at the Kentucky Battle of the Bluegrass event as well. It’s rumored more ringman competitions are being considered in the future.

From the day any of us started auction school, we were told about networking, and this event is no different. One of my best relationships in this industry is from my fellow ISAA Member and IAC Champion, Renee Jones.

Competition is good for a healthy auction career, in and of itself, when you compete to hone your skills to be a better professional in the auction industry. Even though you may be competing against other individuals, don’t look at it as if you are beating everyone else in the contest; just strive to be better than you were yesterday. As you get better and develop your skills of the auction chant, professional appearance and answering the questions, you will be a victor before you know it, even if you didn’t win the title.

One of my most victorious moments is when one of my prior judges came up to me and stated, *“You have improved so much in the last year. Be proud of what you have accomplished.”*

Marketing yourself is another natural aspect that occurs just by entering any contest. You have elevated yourself to the next level and have taken the initiative to better yourself personally and professionally. Now, as you prepare to sell your items, prepare to market yourself. There’s no better time than the present. You’re standing on the stage, all eyes are on you, there’s no better time to let those individuals know “who you are and how good you are.”

But, don’t stop at the competition, go to your next auction interview, your next networking meeting and display the confidence of the winner that you are! It takes a winner to make the first step onto the stage. It takes a winner to look at their scorecard and ask questions, learn from it. And it takes a winner to do it again each time.

An auctioneer’s contest is like no other because as much as we may think we are competing against one another, truthfully, we are competing against ourselves to “Be The BEST We Can Be.”

This is the one industry I know that continues to support & encourage one another. So, you will have the opportunity to do what you do best, with your friends, your comrades, all the while feeling the electricity to be Illinois’ next champion Ringman / Novice Bid Caller. The next step? State Championship.

What could be more fun than that? So, get your entry form in, get to practicing and get that competitive edge. The entry form and rules can be found in the back of this newsletter.

Remember, the competitions are OPENT To The PUBLIC, so invite your family, friends, clients and even buyers to watch all the action!

I look forward to the competitions with each of you making one another.... **“The Best We Can Be!”**

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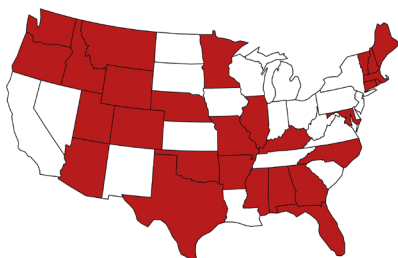
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DirectOffer®

Real Estate Auctions syndicate to our RE partner, DirectOffer. DirectOffer is a national listing lead portal and app offering modern tools for Real Estate today, like their new DO AudioTours™.

F.A.Q.

- Q. Why post separate Real Estate & Personal Property listings for one Auction?
A. *Because Google and other search engines will show your auction to twice as many buyers, depending on what they are looking for.*
- Q. Why should I make my auctions Premium?
A. *Premium Auctions show up first on searches and emails across most of our participating websites.*
- Q. How do I get my Association to Participate.
A. *Have your Board of Directors and/or Manager email us.*
- Q. Where can I learn more?
A. *www.AuctionLook.com/why-auctionlook/*

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At APro you have your own landing page, that you can connect to your website or use in place of a website.



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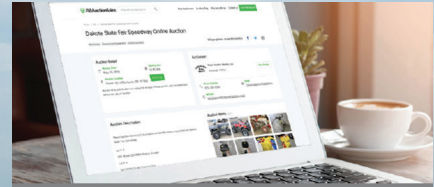
Our goal is to get more **BUYERS** to **YOUR** auctions. We make it easy by creating your auction listing for you.
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Rita@AllAuctionSales.com - 605.206.9997

1601 E 69th St, Suite 208
Sioux Falls, SD 57108



Proud member of the
National Auctioneers
Association

Bidder #139...

A year ago I had a member talk with me about how they would like to see articles & stories about fellow ISAA members, their successes, challenges they've overcome, experiences and so forth in helping us "Spotlight ISAA Members" and get to know one another better in our auction community.

And, as happy as I am to do so, the unfortunate truth is that sometimes, no matter how much I may ask for these or sometimes in conversation, I can hear a story come about, majority of people don't share or send anything into me for our newsletter publication. Maybe it's hard to "brag" or share about ones self. I get that. Maybe we're not the best at writing. I understand that too.

So, I'm faced with this dilemma and not sure if I can fulfill the request. So..... today I'm going to share a story I read from another auctioneer and what "he observed" at an auction and the smiles that were passed all around to hopefully share some hope, encouragement and maybe an inspiration or two for our members to share your stories, auction stories that help inspire or maybe to acknowledge a fellow member / auctioneer so that we're not all "strangers."



I was attending a local auction today. A cute little toy came up and a mother gave her young daughter permission to bid on it. As the little girl started bidding on it.. another woman started bidding against her on the other side of the room. Eventually the bidding went high enough to the point the mother told the little girl that it had gone over their limit and the little girl, while looking disappointed, honored her mom and lowered her mom's bidder paddle.

It looked like the woman on the other side of the room was gonna get it... but right before the hammer fell, the older quiet gentleman in the row in front of me nodded to the auctioneer to get into the bidding. After a few bids the older gent won... the auction staff brought him his toy... he leaned over and whispered into the runners ear... she smiled and took the toy to the little girl who lit up like she just won the lottery.

She looked around to see who had been so kind... the old man just sat there in his anonymity.

Nobody saw him do it, BUT I DID!!

There are heroes amongst us. You don't have to be a soldier or a cop or a fireman... you don't have to donate A Million Dollars to be a hero. My hero this week was just an anonymous old man who gave a little girl a smile she'll have for a long time.

Bidder #139... This week's Hero...

2023 ISAA Conference & Trade Show

Registration Is Open

Now

www.illinoisauctioneers.org

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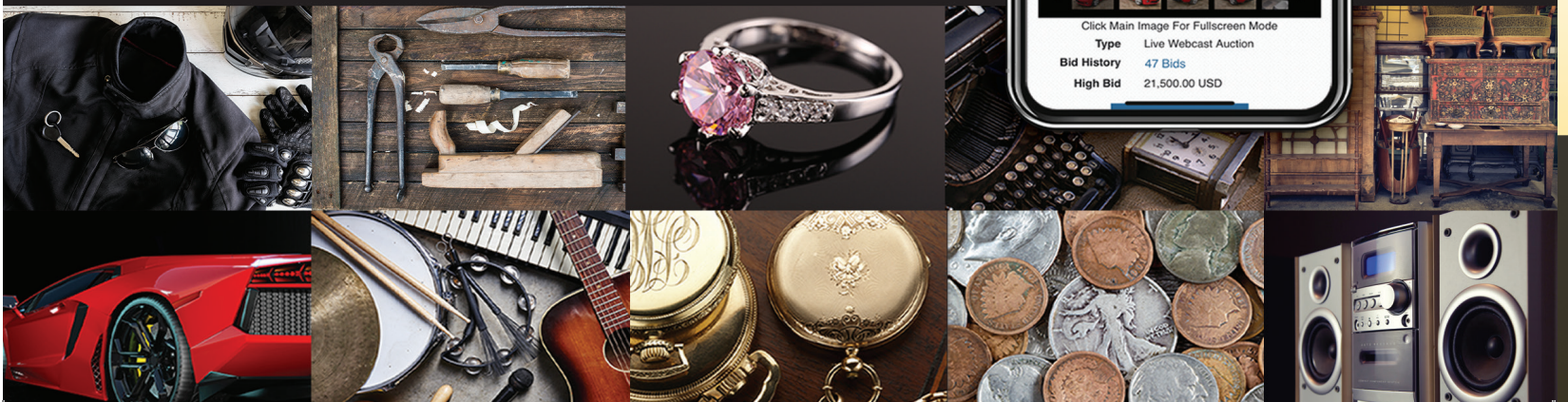
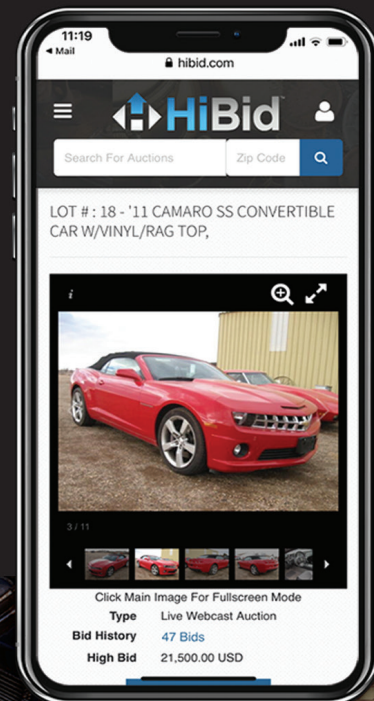


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Lot #: 8720
JOHN DEERE 7720 TITAN II
Combine

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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ISAA PO Box 1541 Rifle, CO 81650 (312) 702-2117

2023 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

☐ AMM

☐ CAI

☐ GPPA / MPPA

☐ AARE

☐ CAS

☐ Other: _____

☐ BAS

☐ CES

☐ 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: _____



2023 PHOTO CONTEST ENTRY FORM

ISAA Conference | February 24 - 26, 2023 | DoubleTree Hotel | Bloomington, IL

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

SIGNATURE REQUIRED

I _____ (print name) hereby submit the photograph acknowledging that I have the right to and give my permission to the Illinois State Auctioneers Association to use / publish this photograph entered in my name in ISAA's Photo Contest. I understand that all photographs submitted to the *Illinois State Auctioneers Association* may be published, used or distributed in print, electronic or other media.

INFORMATION

Do not worry about professional images. A winner from each category will be voted upon and The Best Over-All Winner, will be selected by conference attendees.

DO NOT be concerned with the professional quality of the photo itself. The content of the photo is what will be judged. Photos will NOT be returned and your entering the photo contest allows us to use your photos and name in articles, ads or newsletters.

Photos should be no more than two years old. *Photos must be submitted in print size 5 X 7 or larger format to be eligible. (A digital format may be requested at a later date.)

- Deadline for Entries is February 24, 2023 @ 2:00 PM ~ Must be hand delivered at convention.
- Photos will be displayed throughout the convention
- Photos will be judged by convention attendees
- Winners will receive an award.
- There MUST be more than (1) entry per category for a Winner To Be Awarded.**
- Winners will be announced during the Awards Ceremony @ Dinner on Saturday, February 25, 2023

CATEGORIES (select the category you are entering)

- ☐ **Category 1: Auctioneer in Action** - Pictures of the auctioneer doing what they do best, working that crowd.
- ☐ **Category 2: Ringman** - Show us your Ringmen getting that extra bid or exciting the crowd as they work.
- ☐ **Category 3: Auction Crowd** - We want to see the faces of your auction customers; funny faces, smiling faces concentrated faces or whatever you think is interesting when it comes to the auction attendee.
- ☐ **Category 4: Merchandise for Sale** - Show off the merchandise you sell. Have an intriguing item, great set-up display or just plain "unusual." Show it off and share it with us!
- ☐ **Category 5: Behind the Scenes** - This includes all of those hard-working cashiers, registration people, clerks, load out crew and basically anyone that works at your auction and helps to make you the success you are. We definitely want to see them at their finest. **None of us could do what we do without them!**
- ☐ **Category 6: Most Unusual** - This category can include photos of anything and everyone associated with the auction industry. The only requirement is that it is not typical. Make us laugh, make us smile, make us cry or baffle us. If the car caught fire while you were selling it, and you happened to catch it on film, then this is your category!

Entry #: _____

** Can enter more than 1 photo per category, but must have an entry form per category / photos.*

2023 ISAA Advertising Contest Registration Form



Print and Digital

- All entries must have the ISAA logo on the advertisement.
- Entries must be reflective of the auction industry in some capacity and must have been created between, March 2022 – January 2023.

Digital Entries: Please submit entries as a FULL COLOR PDF file or please send the web address. Please send all digital ads to Cissy Tabor @ isaadirector@gmail.com.

Web Address: _____

Print Entries: Please bring printed ads to the conference with your completed registration form (must be submitted by February 25, 2023 at 10:00 AM).

- The member whose name appears on the entry form must be a current member of the ISAA.
- Category Winners will be determined through a point system. Any first-place ties will be broken through an additional round of judging. The entry with the most points wins.

Each Entry MUST HAVE a Registration Form filled out & attached / placed with the entry.

Awards will be presented for the following categories:

- | | |
|-----------------|-------------------------------------|
| • Business Card | • Brochure |
| • Sale Bill | • Newspaper / Newsletter / Magazine |
| • Bidder Card | • Website |
| • Postcard | • Social Media |

2023 ISAA Advertising Contest Entry Form

ISAA Member (Full Name): _____

Company Name: _____

Phone Number: _____

Email: _____

Entry Submission (Circle One):

- | | |
|--|-------------------------------------|
| • Business Card | • Brochure |
| • Sale Bill | • Newspaper / Newsletter / Magazine |
| • Bidder Card | • Website |
| • Postcard | • Social Media |
| • Other (any other marketing materials that aren't listed above) | |



CONVENTION REGISTRATION FORM

Please complete a separate form for each person attending.

NAME _____ Designations _____

COMPANY _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____ EMAIL _____

PHONE (home/work) _____ (cell) _____

SPOUSE'S NAME (if attending) _____

REGISTRATION FEES - **FEBRUARY 11 - 13, 2022**

AMOUNT

Convention Attendee: after 1/21/2022 \$250.00 / each _____

(Includes ALL Provided Meals*)

Discounted Registration received by 1/20/2022 \$225.00 / each _____

Hall of Fame Convention Registration - 2022 \$150.00 / each _____

* Provided meals include Saturday Dinner and Sunday Lunch & Dinner

Daily Rate: (Includes ALL Provided Meals*) ☐ Saturday ☐ Sunday \$150.00 / each _____

Additional Meal Tickets: ☐ Saturday Dinner ☐ Sunday Lunch ☐ Sunday Dinner \$50.00 / each _____

Championship Contests — Friday & Saturday - See Schedule (include Contest Registration Form)

☐ Ringman ☐ Novice \$100.00 / each _____

2022 Auctioneer Membership Dues which include posting auctions on ISAA website \$150.00 _____

2022 Auction Company Membership Dues which include posting auctions on ISAA website \$150.00 _____

2022 Associate Membership Dues \$75.00 _____

CE Classes ONLY - Sexual Harassment Prevention & Awareness (Mandatory) \$40.00 / each _____

Real Estate Contracts (Mandatory) / Hanging Out Expanding Your Mind (Elective) _____

Auction Contracts (Mandatory) **TOTAL \$** _____

PAYMENT METHOD

A 5% Processing Fee will be added to all credit card transactions

Amount \$ _____ Check # _____ Credit Card: ☐ MC ☐ VISA ☐ Discover ☐ AMEX

Credit Card # _____ Exp Date (mm/yyyy) _____ CSV _____

Cardholder Name (please print) _____

Card Billing Address: (include zip code) _____

Billing address is same as registration address ☐ YES ☐ NO

ADDITIONAL INFORMATION

Meet & Greet Session Kicks Off the 74th Annual Conference on Friday, February 11, 2022

The convention begins Saturday, February 12, 2022 - Opening Session @ 8:00 AM

Early registration is encouraged for quick pickup of conference materials and your own convenience.

Please type or carefully print the information requested exactly as it should appear on all conference materials and directory.

Send completed registration form and fees payable to - **OR - Pay Online @ www.illinoisauctioneers.org:**

Illinois State Auctioneers Association

PO Box 1541 * Rifle, CO 81650 ~ or email to: isaadirector@gmail.com

Fees cover convention functions and Do NOT include hotel accommodations.

Hotel Reservations: Doubletree by Hilton ~ 10 Brickyard Drive, Bloomington, IL 61701

(309)664-6446 ~ Reference Code: ISA (Illinois State Auctioneers)

For additional information, Contact Cissy at isaadirector@gmail.com or (312) 702-2117



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.



STAFF CONVENTION REGISTRATION FORM

NAME _____
(Non-Licensed)

ISAA MEMBER ACCOMPANIED _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____ EMAIL _____

PHONE (home/work) _____ (cell) _____

REGISTRATION FEES - FEBRUARY 24 - 26, 2023

AMOUNT

Staff Convention Attendances

1st Attendee - FREE \$ 0.00

(Meals NOT Included)

Additional Staff Registration(s) \$100.00 / each _____

Staff Registration at 2023 ISAA Conference & Trade Show - 1 FREE Registration of a non-licensed individual per an ISAA Member conference attendance; meals not included. Additional non-licensed staff registration will be \$200 per person; meals not included. Please fill out a separate form for EACH Staff Member Attending. Thank you.

****CE Classes for Non-members of ISAA MUST Register for them below UNLESS you Sign up / Apply for 2023 ISAA Association Membership**

Additional Meal Tickets: ☐ Friday Dinner ☐ Saturday Lunch ☐ Saturday Dinner \$50.00 / each _____

Championship Contests - Friday - See Schedule [include Contest Registration Form]

☐ Ringman ☐ Novice \$100.00 / each _____

2023 Auctioneer Membership Dues which include posting auctions on ISAA website \$150.00 _____

2023 Associate Membership Dues \$75.00 _____

CE Classes ONLY - Are You A Desirable Hire? (Elective) \$40.00 / each _____

Why Hire A Ringman? (Elective) TOTAL \$ _____

PAYMENT METHOD

A 5% Processing Fee will be added to all credit card transactions

Amount \$ _____ Check # _____ Credit Card: ☐ MC ☐ VISA ☐ Discover ☐ AMEX

Credit Card # _____ Exp Date (mm/yyyy) _____ CV# _____

Cardholder Name (please print) _____

Card Billing Address: [include zip code] _____

Billing address is same as registration address ☐ YES ☐ NO

ADDITIONAL INFORMATION

Meet & Greet Session Kicks Off the 75th Annual Conference & Trade Show on Thursday, February 24, 2023

The convention begins Friday, February 24, 2023 - Opening Session @ 8:00 AM

Early registration is encouraged for quick pickup of conference materials and your own convenience.

Please type or carefully print the information requested exactly as it should appear on all conference materials and directory.

Send completed registration forms and fees payable to - **OR - Pay Online @ www.illinoisauktioneers.org**

Illinois State Auctioneers Association

PO Box 1541 * Rifle, CO 81650 * or email to: isadirector@gmail.com

Fees cover convention functions and Do NOT include hotel accommodations.

Hotel Reservations: Doubletree by Hilton * 80 Brickyard Drive Bloomington, IL 61701 * (Deadline: February 8, 2023)

(309) 664-6446 * Reference Code: ISA (Illinois State Auctioneers)

For additional information, Contact Cissy at isadirector@gmail.com or (312) 702-2117



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



ISAA Communications

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

2023 Industry Calendar

December 2022

Designation Academy (NAA)
December 5 - 9, 2022
Las Vegas, NV

Illinois Auctioneer License Renewal

December 31, 2022

February 2023

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

January 2023

Mile High Auctioneer Open Contest
January 21, 2023
Denver, CO

Texas Lonestar Open Contest

January 29, 2023
Ft. Worth, TX

March 2023

Certified Auctioneers Institute (CAI)
March 27 - 31, 2023
Bloomington, IN

