



THE

ILLINOIS AUCTIONEER

The Most Important News Before The Convention

4th Quarter

Since 1948

Issue 2021

TIME

In my humble opinion, "Time IS Our Most Valuable Asset."

Being able to make a living doing the things that bring you joy, with the people who bring you joy; that is a rare opportunity. Very few people are afforded that luxury.

Time is the only wholly finite, non-renewable resource. Most people treat time as an endlessly renewable resource, not a finite asset to be nurtured and invested.

Time is useful because we can use it to bring us more than money. We can also use it to bring us the things that matter. And when we use it to bring us money AND the other more valuable things, we exchange our time for money; yet this principle does not work the other way around, because we cannot buy more time. We can spend money to improve our health and thus prolong our lives, but money cannot reclaim lost time and nothing is more valuable than the time you have today, once spent, is gone forever.

Perfectionism and micromanagement are surreptitious thieves of time. Do you take on jobs because "no one can do this better than me?" That's not the right standard. Instead, ask this question: "Which of my tasks



absolutely cannot be skipped or delegated?" Make it a regular practice to reevaluate your priorities and farm out duties that can be done by others—even if imperfectly. Focus only on the things that really matter.

Even as you read this article, one of your most valuable assets is slipping away. This asset is shared equally by billionaires and paupers alike. And once it is lost, it is impossible to regain and cannot be replaced; therefore "Our Time" is Our Most Limited Resource and Our Most Valuable Asset, so use Your Time wisely.

By Cissy Tabor



ISAA Communications

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

FROM THE PRESIDENT

Procrastinate: delay or postpone action; put off doing something. Procrastination is a strong and mysterious force that keeps us from completing the most urgent and important tasks in our lives. Studies have shown that this potentially dangerous force can increase stress levels, illness and poor work performance.



It's now time for the ISAA Conference & Trade Show and it is time to make your plans to attend. Why wouldn't you go ahead and make your hotel reservations and fill out your ISAA Convention Form? You already know that you are going to attend, so the decision has been made, why add more pressure and stress to your already hectic schedule? In the play, *The King and I*, Yule Brenner delivers a line, "Now is always the best time," and the studies have proven this statement to be true. Your ISAA Board Members have been working hard to put together an excellent program and speakers. My appeal to you is that in all of our hard work, our financial bottom line depends significantly on the pre-registration to the conference.

The conference has a lot of moving parts and the closer we can estimate the numbers for meals and rooms, the more we can prepare to save money and prepare for extra activities. The Fun Auction is also a way for the members to help not only to promote the auction, but also buy the items provided to auction. If you are bringing a unique, large or highly desired item, send us a picture to help promote the auction. Are you inviting your auction buyers to attend the ISAA Fun Auction and the Ringman and Novice Bid Calling Championships that are held Saturday & Sunday night? They love auctions! Be sure to make this 73rd; don't procrastinate!

The Illinois State Auctioneers Association is a great institution that it has become strong through the leaders and visionaries who have built the association throughout the years.

Renee Jones, ISAA President

Board of Directors

President Renee Jones, CAI, AARE, BAS, CES, CAS, PRI
53 West Jackson, Suite 1757 • Chicago, IL 60604
312-852-8523 • renee@renee.com

President Elect Jeff Prochnow
Prochnow Auctions
27 Drake Street • Bloomington, IL 61701
309-261-4537 • prochnowauctions@gmail.com

Treasurer Joe Orwig
Orwig Auction Service
495 State Route 78 • Toulon, IL 61483
309-361-0397 • joeorwig@yahoo.com

Chairman Of The Board Bill Burke
United Country Burke Auction and Realty
6451 East 1050th Ave • Robinson, IL 62454
618-553-4613 • burkeauctionrealty@gmail.com

North Region Director Dave Brooks
Brooks Auction
1318 W Crestwood Dr • Jacksonville, IL 62651
309-696-1708 • dave@brooksaucactionandappraisals.com

North Region Director Kenny Freeman
Irene Auction Company
929 Irene Rd • Cherry Valley, IL 61016
815-289-7904 • cspate6@frontier.com

Central Region Director Kerry Lenhart
Lenhart Auction & Realty
302 Mill Street • Georgetown, IL 61846
217-662-8644 • lenhartaucaction@nwcable.net

Central Region Director Wayne Mollett
Wayne A. Mollett Auction Service
1068 Poke Ave • Greenville, IL 62246
618-920-6694 • wamollettauctions@yahoo.com

South Region Director Blake Canning
Canning Auctions
1985 Business Hwy 13 • Greenville, IL 62246
618-713-0222 • blake@canningauctions.com

South Region Director Joe Wieseman
Wieseman Auction Service
8354 Dustman Rd • Worden, IL 62097
618-779-2741 • wiesemanauctions@live.com

Director-At-Large Hayden Geisler
Geisler Auctioneering
26998 Quirk Ln • Medora, IL 62063
618-535-7506 • hgeisler@wmnobbe.com

Executive Director Cissy Tabor
PO Box 1541 • Rifle, CO 81650
312-702-2117 • isaadirector@gmail.com



The 1099-K Effect on Auctioneers Let's get real

By Jack Christy Sr., CAI

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

The answer is panic, fear and fainting.

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

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

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

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

In recent conversation with an accountant and an IRS agent, many questions were asked to reveal the intent of the 1099-K and the reply was alarming. The intent of the 1099-K Form is to require auctioneers to submit a 1099 Form to the IRS on all sellers. This has great concern for auctioneers and auction companies.

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

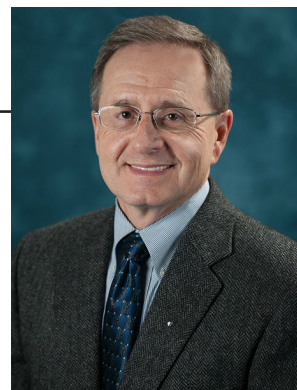
Can you imagine such an exhausting task for auctioneers and auction companies to submit a 1099 on every seller?

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

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

Jack Christy began his auction career in 1975. His company, Christy's of Indiana, Inc. is one of the nation's finest auction galleries operating today. Jack has a passion for education, as demonstrated by his service as an instructor for Reppert Auction School for many years and the Certified Estate Specialist (CES) designation program offered by the National Auctioneer's Association. His involvement and dedication to the Certified Auctioneers Institute (CAI) earned him the prestigious Delta Award.

Jack is a master graduate personal property appraiser (MGPPA) and serves as an expert witness in state and federal courts.



SPEAKER BIOS



Scott Shuman

Scott is a real estate partner and auctioneer for Hall and Hall Auctions. He has more than 30 years of auction experience. He attended Missouri Auction School in 1986 and opened an auction firm shortly thereafter. Scott was awarded the 1997, 2002 and 2014 Auction of the Year awards from the NAA, as well as the prestigious Rose Award presented at the Certified Auctioneers Institute.

Scott has served as an instructor for CAI and Trustee for the NAA Education Institute and was voted in as the 69th President of the National Auctioneers Association.

He holds auction and real estate licenses in 28 states and is a past, Colorado State Champion Auctioneer. Scott and his wife, Krista, reside in Eaton, Colorado, and have three children and a newborn grandson.

Jay Cash

Jay Cash, is a second-generation auctioneer from Middle Tennessee and owner of James R. Cash Auctions. With a footprint in 14 states Jay specializes in the sale of Real Estate, Estate Settlements, Farm & Business Liquidations & Benefit Auctions.

Recently elected to the National Auctioneers Association Board of Directors, he is a multiple NAA marketing award winner as well as a two-time IAC Finalist and state champion auctioneer.



BOOK NOW

(309) 664-6446

Reference Code: ISA

SPEAKER BIOS

Gene Klingaman

Gene has been with Schrader Real Estate and Auction Company for 48 years and has sold land in 40+ states with annual sales in excess of \$200 million.

He is one of the key drivers in developing relationships throughout the United States, that have led to some of the largest real estate auction marketing campaigns on record.

Schrader Real Estate and Auction Company has sold over 24,000 acres of timber land for Kimball International Company, over 30,000 acres of timber land for AEP and thousands of acres of timber land for Mead Westvaco Company, Rayonier Forest Resources, and Forest Capital Partners. Managed the sale of Paloma Ranch 69,000 acre Cotton Farm in Arizona. Managed the sale of \$55,000,000 farm in Western Illinois largest auction in the Midwest for agricultural land.

Managed sales of large agricultural portfolio such as corn, wheat, soy beans, cotton, rice, milo, cotton, potatoes, peanuts plus apples, grapes, and stone fruits.

Gene is a co-author for "SOLD! The Professional's Guide to Real Estate Auctions," published 1991 and has several auction articles in the National "Landowner" Newsletter. He has conducted numerous national seminars on marketing agricultural and timberland at auction.



Emily Wears Kroul CAI, BAS, ATS

Emily Kroul is a second generation auctioneer from Iowa who now makes her home in Idaho. She has won state auctioneer championships in Iowa, Colorado and Wyoming and she was crowned the International Auctioneer Champion in 2018.

Emily has earned her BAS, ATS and CAI designations through the NAA and has served on various committees on a state and national level. She is a champion auctioneer, but the majority of her day to day job consists of doing online auctions for her and her family's businesses.

Emily and her husband Cody live in Salmon Idaho with their daughter Millie.

Continuing Education Speaker Bios

John Weaver

Mr. Weaver has in excess of forty years of senior level real estate marketing, real auction, brokerage and 1031 exchange experience on a national level. Throughout his career, he has sold more than three billion dollars of real estate including commercial, residential, investment properties as well as ranches, farms and mineral rights. He has conducted more than 1,000 real estate auction events of commercial and residential properties throughout the United States resulting in the sale of thousands of properties.



John's expertise transcends real estate auctions. He has earned a national reputation as one of the most effective and successful real estate strategists for the utilization of alternative real estate marketing methods whether it be an auction, the specialized techniques of real estate exchangors or negotiated sales. He is also an expert in the sale of mineral rights.

Throughout his career he has taught on a wide variety of real estate auction topics as well as 1031 real estate exchange techniques to real estate and auction trade associations at national and state real estate and auction conferences. He is a certified real estate continuing education instructor in Arizona and California. His passion is to share his knowledge of how to increase the efficiency and the results that can be achieved through the real estate auction and exchange industries. He continues to be active as a real estate broker, auctioneer, exchangor and consultant.

Michael Fine

Michael Fine is known for his experience in marketing more categories of real estate at auction. He has personally participated in real estate auction programs for a spectacular array of companies and financial institutions including The Northern Trust Company, Wells Fargo, Citicorp, Bank of America, Fifth Third Bank, Arvest and many others. He has represented private sellers from first time home sellers to retired chairmen of Fortune 500 corporations to the President-Elect. Through structured accelerated marketing campaigns,



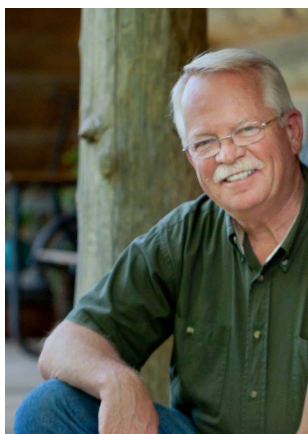
Mr. Fine focuses on achieving quality results using innovative structured marketing techniques. His experience in understanding of unusual and unpredictable real estate situations has led to extraordinary results for his clients.

He is a member of the National Auctioneers Association and has served as an Education Trustee and as chairman of a number of NAA's education committees including the AARE Designation Committee, the Bi-Annual Real Estate Auction Summit, NAA's Annual Conference and Show and has been a principal writer and editor of every real estate-related auction course offered by either the NAA or NAR as well as a certified instructor for those courses for both organizations. Professionals, International Live Events Association, and the National Auctioneers Association.

Continuing Education Speaker Bios

David Aeschliman

David has been in the auction business for decades and moved to the Quad Cities area in 1983. He operated Walnut Creek Auction for 16 years where he hosted more than 500 sales with more than 30,000 total attendees. Today, he has closed his large auction firm and operates exclusively with fewer, higher-end sales under his own name.



His expertise comes from extensive research into the values and histories of nearly every item he sells, so his audiences get exposed to greater detail about considering a purchase than they do anywhere else. That maximizes the value of every item. Plus, David owns Growth Work, LLC, a marketing firm, where he conducts marketing with more than 200 businesses from across the nation. This background gives him tremendous insight in how to attract crowds via traditional and new, emerging venues.

David, owner of Walnut Creek Auction Company, has strategically coached struggling businesses how to turn misfortunes into fortune. He's developed a three-day course focused on how to cry a sale, how to manage an auction and how to evolve that auction cry into a world-class, commanding voice. His auction school is also offering a very intense, comprehensive 5-day course where we focus on the entire management process of operating a profitable auction firm. The focus is clearly on running a large, profitable business.

Renee Jones

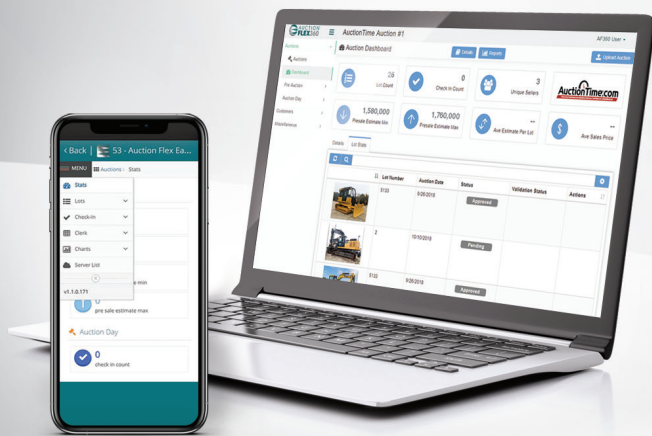
Renee holds a bachelor degree in Criminal Justice and works with both for profit and nonprofit organizations to insure they have written, effective, and enforceable policies on sexual awareness and sexual harassment to insure a safe transparent environment for all employees, contractors, and individuals who do business with their organizations.



For over two decades, Renee has worked as an advocate and counselor for victims of workplace harassment and violence.

As a professional licensed auctioneer and Realtor, she is highly aware of the unique relationships we have within our businesses, professional associations, and with the general public.

She is a life member of the National Auctioneers Association, has served two terms on it's Board of Directors, and served as Chairman of the Education Trustees, which is responsible for all of the organization's educational programs. As a graduate of the Certified Auctioneer Institute sponsored by the NAA at Indiana University, her accomplishments include CES - Certified Estate Specialist, BAS - Benefit Auction Specialist, and AARE - Accredited Auctioneer of Real Estate. She is also a Certified Machinery and Technical Support Appraiser.



Contact us for a free 30-day trial.
WWW.AUCTIONFLEX.COM (352) 414-1947

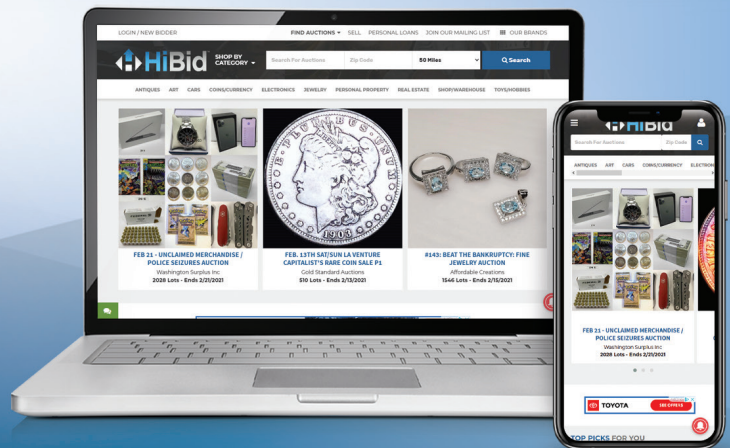
*Easy to build, organize, and reference
 auctions on demand.*

Full-Service Auction Management Solution

The market-leader in auction software for live auctions.

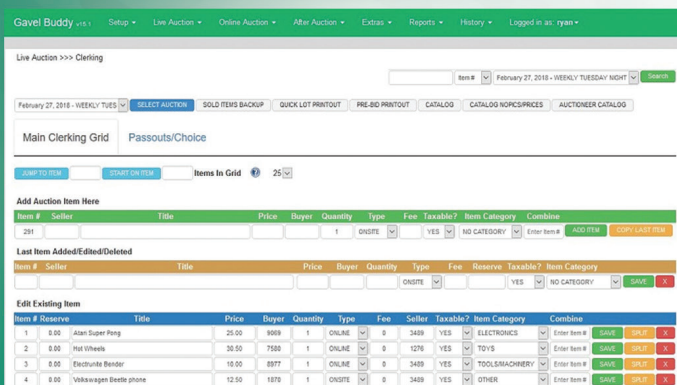


*Sign Up For Your
 State Portal Today*



Mobile-friendly bidding on the national, local and company level.

Collectibles, Personal Property, Real Estate and more!



Gavel Buddy™

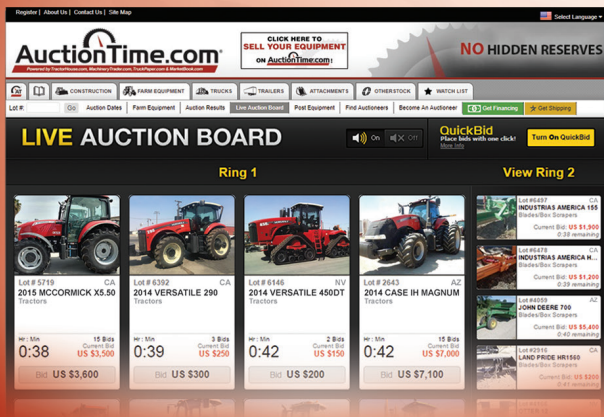
Auction Management Software

WWW.GAVELBUDDY.COM

**START YOUR
 FREE TRIAL TODAY**

Simple and Intuitive Auction Management Software

Replace clerking tickets and take your auctions online.



AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

WWW.AUCTIONTIME.COM (800) 334-7443

Online Auctions Every Wednesday
No Hidden Reserves

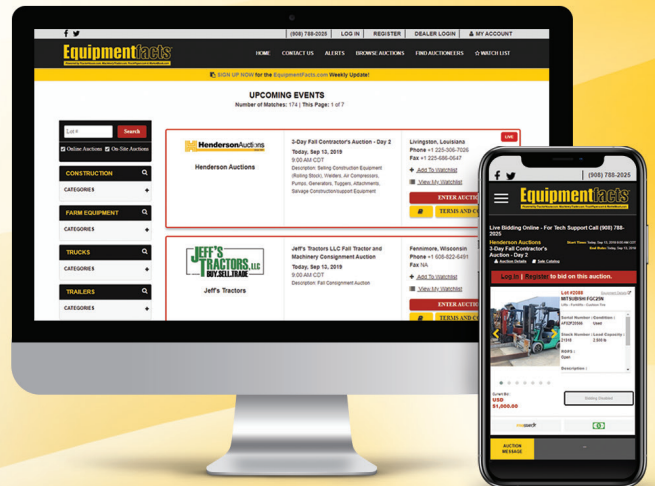
Industry Specific Marketing In
TractorHouse®, Machinery Trader® and Truck Paper®

Equipmentfacts™

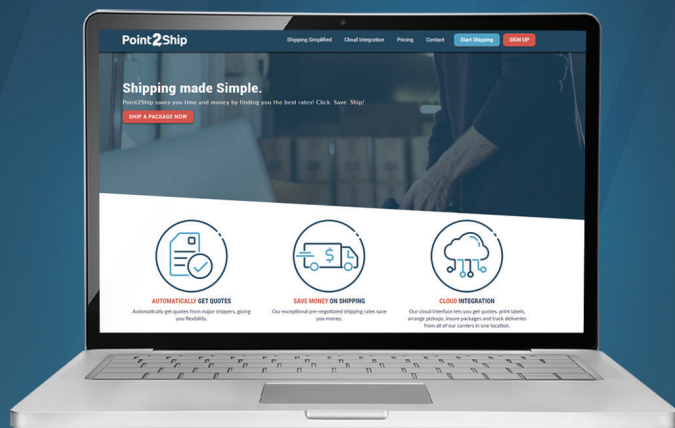
Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

WWW.EQUIPMENTFACTS.COM

Fast & Secure
User-Friendly



Industry Leading Technology
Accept bids from anywhere in the world.



Point2Ship™

WWW.POINT2SHIP.COM (800) 331-1978

SHIPPING MADE EASY

Parcel & Freight
Instant Quotes + Speedy + Low-cost

ISAA SPONSORS

greatergiving

A Global Payments Company

Reach more donors than ever by hosting a hybrid event

Combine elements of a live gala with virtual participation. Adapt to suit your audience, budget and technology.

Learn more at greatergiving.com/en/hybrid-fundraising-events

greatergiving.com

800.276.5992



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

***Without Shipping Saint**

(812) 233-3949
shippingsaint.com



SHIPPING SAINT

atg AUCTION TECHNOLOGY GROUP

Convert Traffic into New Buyers Today.

As a neutrally positioned tech company operating under a shared success model with auctioneers; we only grow if you grow, so our entire business model and operation is geared to support auctioneers.

For a demo of our products contact:
sales@proxibid.com · 877-505-7770

BidSpotter.com

proxibid

WAVEBID

Auction mobility



Reminder Announcements



86 Ill. Adm. Code 130.1915, which is the Department's regulation on auctioneers and agents. **SB 2066, now Public Act 102-0634, removed auctioneers who are licensed under the Auction License Act**

(225 ILCS 407) from the definition of marketplace facilitators.

Note, that any person who is an Internet Auction listing service as defined in Section 5-10 of the Auction License Act is still considered a marketplace facilitator. ***As of the enactment of P.A. 102-0634 on August 27, 2021, the sales tax treatment of auctioneers reverts back to what it was prior to January 1, 2021.***

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

Alexis K. Overstreet, Associate Counsel

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

Fun Auction for the 2022 Convention

Calling out all Auctioneers / Ringmen / Auction Companies to give back to the association that works hard and strives to improve all of our members through education, awareness, bid calling contests, advertising contests and networking among the members.

We are asking that you / company be creative in your donations for the Fun Auction – bring a gift basket to donate, certificates for fun & unique experiences, creative items or even consider giving back and helping others is not only a gift, but an opportunity for personal growth, and well, let's face it, it's a chance to feel good.

Sell your services (as an auctioneer or ringman or maybe auction day clerking, online, etc). Be encouraged to be creative and be sure to write your terms for your offering.

The ISAA Fun Auction is, in all honesty, a fundraiser for our association and so let's be inventive! Sometimes we may even have more stuff than we would like, but we could all use an experience, get away, an adventure AND.....help with making our auctions a success if we just had a little more help sometimes.

Go Ahead..... Donte..... Be Creative..... And Let's Have A Lot Of Fun In Our FUNdraising!!

“BE YOURSELF, BUT DON’T LIMIT YOURSELF”

We, as humans, have to nourish our bodies with food, exercise, sleep and so forth. I feel we need to feed our brains on a regular basis to flourish in our given field. Of course, it needs to be the proper food and fortunately, for us, we have a healthy dose available this January.

This phrase, “Be yourself, but don’t limit yourself” (*from the Summer 2017 VAA Magazine*), made me reflect on how my membership in the Virginia Auctioneers Association helped me and our company grow and evolve in the auction profession.

Early on in my auction career, I let my pride and ego get in the way of doing what we do best as an industry, helping people. I’m pretty sure I’m not the only one that has, and/or, still does this. Let me explain. In my opinion, we should always have options to handle our clients’ problem and typically that is what we do – problem solve. However, we cannot be knowledgeable in all asset classes. We should have a go to person or company for as many potential situations or asset classes that there are.

Many of us, most will not admit it, have had times when we had the trust of the client, they liked us and our company and would like to do business with us. But, at the end of the day, someone else got the deal. Why? The answer to this question is typically because they felt as if the other company was more experienced in marketing the particular asset class.

In my experience, it’s usually never about the cost. It would have benefited the seller and you if you would have referred this business to someone better experienced in the field. This applies across the board whether it’s a comic book, coin collection,

equipment of any type or real estate. We should position ourselves to be more specialty-based and become experts in the particular field of choice (personal property, equipment, real estate etc.).

I believe this alone would raise the bar on how our industry is perceived. The last thing any of us should take the chance on is not getting the results for our clients that we should. Work towards being the go to person in your area for any situation, be prepared to have someone that can handle whatever your client’s needs are. Always remember to ask your client if there is anything else you may be able to help with and mention some of the things you are able to handle through your associated companies. You would be amazed at the additional opportunities that arise.

This can apply across the board whether you are a contract, online only, benefit auctioneer, if you are new to the business or a seasoned professional. Everyone you know should know that you are an auctioneer and that you can help solve an array of problems. Build your group of go to folks so that you can always be in the position to help.

With that all said, there is no better place than our annual convention to do this through your brothers and sisters in the VAA, all the while gaining great knowledge or getting a refresher of the things you already know.

This article is originally posted in The Virginia Auctioneer Winter 2017 edition. Tony Wilson is the Vice President of the Virginia Auctioneers Association.

By Tony Wilson



2022 PHOTO CONTEST ENTRY FORM

ISAA Conference | February 11 - 13, 2022 | 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 12, 2022 @ 12:00 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 Sunday, February 13, 2022

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.*

MAKING HISTORY

Meet & Greet
FEB 11th
FRIDAY

Helping Farm Families Succeed

with Agricultural Lending and
Crop Insurance Expertise



Scholarship Application:

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



FARM CREDIT
ILLINOIS

www.farmcreditIL.com | 217.590.2200

MAKING HISTORY



A barn find is a term that comes from their tendency to be found in places such as barns, sheds, carports and outbuildings where they have been stored for many years. Earlier this year ISAA Member, Jon Bloomberg of Bloomberg Auction, had the opportunity to sell two John Deere collectors items.

The 1969 John Deere Power Rally poster was found rolled up on the covered front porch of a hoarder house in Moline, Illinois and brought \$1,550.00.

The yellow and green "Welcome John Deere Dealers" banner came from an estate out of Hampton, Illinois. The father was a life long collector. It brought \$375.00

Both items were purchased by local collectors and are staying in the area.

Auction



2022 ISAA Conference Schedule

FRIDAY, FEBRUARY 11, 2022

- 8:00 AM.....REGISTRATION Begins
- 9:00 AM – 11:30 AM.....CE Class – Real Estate Contracts (Mandatory)
- 1:00 PM – 3:30 PM.....CE Class – Hanging Out Expanding Your Mind as an Auctioneer by Advancing Your Relationships to Grow Successful Career and Life Skills (Elective)
- 3:30 PM – 6:00 PM.....CE Class – Auction Contracts (Mandatory)
- 6:45 PM..... MEET & GREET RECEPTION

SATURDAY, FEBRUARY 12, 2022

- 7:00 AM.....FIRST TIMERS BREAKFASTw/ ISAA Board Members
- 7:30 AM.....Registration
- 8:15 AM.....Welcome to the 2022 Conference w/ Jeff Prochnow
- 8:30 AM – 10:10 AM.....Social Media Marketing Made Simple! w/ Emily Kroul
- 10:20 AM – 12:15 PM.....My Thoughts In The Auction Industryw/ Gene Klingaman
- 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.....Slumdog Auctioneer w/ Scott Shuman
- 3:15 PM – 4:10 PM.....IDFPR Questions & Answers – To Be Confirmed
- 4:10 PM – 4:30 PM VISIT w/ VENDORS @ Tradeshow
- 4:30 PM – 6:00 PM.....ANNUAL MEETING OF THE MEMBERSHIP
- 6:00 PM.....Scholarship Awards Dinner
- 7:15 PM ISAA Novice Auctioneer Championship
- ISAA Ringman Championship
- Band Entertainment

2022 ISAA Conference Schedule

SUNDAY, FEBRUARY 13, 2022

8:00 AM – 10:00 AM.....Selling Real Estate and Water at Auction and
The Multi-par System w/ Scott Shuman

Online Auction Business Practices w/ Emily Kroul

10:00 AM – 11:30 AM.....Becoming A Monster Producer w/ Jay Cash

11:30 AM – 12:00 PM **VISIT w/ VENDORS @ Tradeshow**

12:00 PM – 1:30 PMLUNCH w/ Hall of Fame Members & Past Presidents
Town Hall Meeting

1:30 PM – 3:00 PM.....The Relentless Auctioneer w/ Jay Cash

Social Media Workshop w/ Emily Kroul

3:00 PM – 5:30 PM....CE Class – Better Business Practices and Sexual
Harassment Prevention (*Mandatory*)

5:45 PM **Dinner Awards Banquet**

7:15 PM **FUN Auction**

MONDAY, FEBRUARY 14, 2022

8:00 AM.....Newly Appointed Board Of Directors Meeting



Adaption and *Customer Service*

By Cissy Tabor

Customer Service, in my opinion, is **The Most Important Aspect** of any successful business. The auction industry and your company is no exception. As the generation of Millennials begins to take over the larger percentage of the buying base from Baby Boomers, it would benefit us to become aware of the changes and preferences of our customers. Our companies must change to meet the level of service the Millennial Generation expects. The Millennial "expects" to have their questions and concerns answered quickly. They want to *interact on their platform, and they prefer self-service options, whenever possible.*

When they have a question about a service you provide or an item you are selling and they reach out to you with a question, they expect a timely response. Do you even expect a customer to write you a letter and then mail it to your office inquiring about the services you provide? No, I highly doubt that.

Normally, people give your office a phone call, send an email, ask a question on social media

or even send a text. **When a person takes the time to send you a question, they typically expect a reply within hours or minutes.** A study by the Edison Group found that 42% of those who reached out to a brand, product or company through social media expected a response in 60 minutes. When you receive a question through whatever forum, respond quickly – the Millennials expect it.

Even more so, within the past 4 years, I have read in various auction industry Facebook Groups and have heard it stated at conventions quite clearly, **"Answer your phone."** There is a growing number of auction companies that are losing business due to the fact that auctioneers / auction companies are not answering their phones, OR... are not getting back with potential clients in a timely manner and you're losing out to others who are.

When responding to this new era of customers, it is suggested to respond through the same channel that the question came to you. If someone sends a message to you via Facebook, they prefer to

have you reply on Facebook and not via email. If someone leaves a voicemail they likely will prefer a phone call, not a text message response. Don't switch the channel of communication that the customer initiated. For example, they will often check on Facebook for your response or keep their phone handy if that is how they contacted you versus checking their email or such for your reply unless they directed you to reply in that manner.

Consumers are becoming much more tech savvy. Most prefer to look for answers to their questions on your website rather than making a phone call to your office. ***Mobile friendly websites that can address your customer's frequent questions can, not only save you time from replying to questions, but will increase the satisfaction of the customer's experience.***

Auctioneers are in the people business and the business of customer service. Learning to adapt your methods and ways of interacting with your customers, matching your services to their preferences will provide your customers with

Adaption and *Customer Service* cont'd...

a positive impression of your company. As stated in Wikipedia, "*Customer service is the provision of service to customers before, during and after a purchase. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest".*" This adaptation has the ability to enhance and grow your customer base.

SILENT AUCTION

ISAA Heritage & History Preservation

If you happen to have membership directories, pictures, conference material, auction publications, promotion material, press releases or any other print material and photos that you no longer would like.

Please bring your materials & contributions to the 2022 ISAA Conference where we would like to be able to have material for viewing at an ISAA Table Display.

SAVE THE DATE

ISAA Conference & Trade Show

February 11 - 13, 2022

Discount Rate
\$109.00

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



CONFERENCE SESSIONS

BUSINESS

Becoming a Monster Producer

By Jay Cash

You could be good, real good, even great... but if no one knows it – it does no good. A Monster Producer, is a LEGENDARY CREATURE that combines multiple skill sets to dominate a market. Learn how to Attract Business vs chasing for leads. Learn How to build, maintain, and protect your confidence. Practical tips to overcoming conflict and criticism. Grow your business to new levels.

There is no room for weakness and excuses because The Excuse Department is closed. Jay Cash has studied under one of America's Top Business coaches for 5 years and shares the knowledge learned what it takes to become a monster producer. distract from it.

The Relentless Auctioneer

By Jay Cash

The Relentless auctioneer is someone one who demands more of themselves than anyone else could. Knowing every time you stop you can still do more, you create new goals every time you reach your personal best. If your good, it means you don't stop until your great. If you're great, it means you fight until your unstoppable...

With nearly 20 years of professional experience and lifetime in the auction business – Jay will share the cliff notes on nearly 2 decades of continuing education and real life business experiences that have helped build his business and challenged him to become relentless.

REAL ESTATE

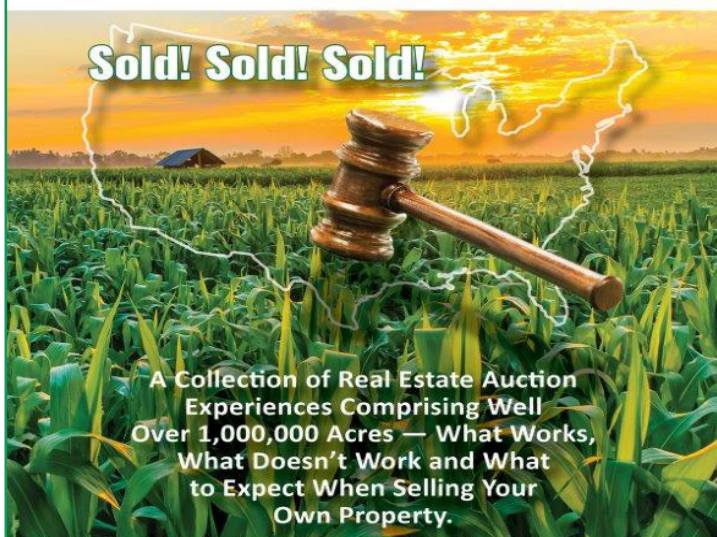
Selling Real Estate, Water and the Multi-parcel Process

By Scott Shuman

For those interested in learning more about how multi-parcel auctions Scott will take you through a basic example and discuss best practices. In this presentation he will also share examples of past projects including selling water shares in Colorado.

A Million Acres and Counting

Sold! Sold! Sold!



A Collection of Real Estate Auction Experiences Comprising Well Over 1,000,000 Acres — What Works, What Doesn't Work and What to Expect When Selling Your Own Property.

Scott H. Shuman, CAI
Auctioneer

CONFERENCE SESSIONS



SOCIAL MEDIA

Social Media Marketing Made Simple!

By Emily Kroul

- Let's face it – marketing is hard and as the internet continues to grow and change constantly, it just gets more challenging.
- Social Media Marketing can seem daunting but it doesn't have to be!
- In this seminar we will take it back to the basics and talk about simple things that everyone with a computer can manage. From creating a Facebook ad for your company or auction event, to posting on Instagram and what is appropriate for each platform. You will leave with very manageable concepts on how to get your auctions and your business out to more viewers on social media; it can take just minutes and make a huge difference in your business!

My Thoughts In The Auction Industry

By Gene Klingaman

How do you stay successful as an auction company or auctioneer? What do your auction buyers tell you? What is important about customer critique to the success of your business? Can you predict success of your company based on your history?

These are many questions that will be looked at and answered in this session in addition to many more. Join us for this interactive and thought provoking session.



TECHNOLOGY

Social Media Workshop

By Emily Kroul

Interactive session time to ask questions about social media. Get assistance / guidance about posting and other social media platforms.

Where else will the discussion take us? It's up to you!

CONFERENCE SESSIONS

MARKETING

Slumdog Auctioneer

By Scott Shuman

The presentation is based on actual experiences (successes and failures) in the auction and real estate world.

Scott will share tips and strategies of what not to do. He will touch on strategies to get the deal, working with sellers, working with buyers and marketing your auctions.

Regardless of the type of auctions you conduct there will be something you can take away from this session. If you are just starting your auction career or are a seasoned veteran, you will want to make sure to attend.

LICENSING

IDFPR -

Questions and Answers

Yet To Be Confirmed...

IDFPR has been invited to join us and answer questions asked by attendees in regard to the Illinois auction industry, licensing, continuing education and Illinois auction law.

The Illinois State Auctioneers Association is accepting nominations for Officers and 2-year Term Directors for

2022 – 2023 / 2024 term:

Call Joe Orwig (309) 361-0397 or
Executive Director, Cissy Tabor (312) 702-2117
and let either know you're ready to serve!

Elections will take place during the Annual Meeting of the Membership, February 12, 2022, @ 4:30 PM at DoubleTree by Hilton, Bloomington, IL.

2022 ISAA Conference Feb 11 - 13, 2022

TECHNOLOGY

Online Auction Best Practices

By Emily Kroul

In this course we will go through every step of an online auction process and outline the do's and don't's of selling online.

We will talk about everything from qualifying your seller to how to market your online auction, to pickup and shipping. Pickup a few tidbits to implement into your current online auction process, or if you're new, you can take home some fundamentals on how to get started!

CONTINUING EDUCATION SESSIONS

PROFESSIONAL

Hanging Out Expanding Your Mind as an Auctioneer by Advancing Your Relationships to Grow Successful Career and Life Skills

Elective - 3 Credit Hours

By John Weaver

This course is not your run-of-the mill, education course. Instead of a lecture, this course is an interactive and engaging workshop that blends creative formulas, client counseling tools, and innovative transaction & commission structures. Learn many other new tools designed to enhance your creative auction book of business.

BUSINESS

Better Business Practices and Sexual Harassment Prevention

Mandatory - 3 Credit Hours

By Renee Jones / Cissy Tabor

How to improve your business and professional self by examining and re-evaluating what we do in our office, at our auction events, and within our community - both real world and online.

Discuss marketing, how to work smarter not harder, increase the bottom line, and insure an ethical fully transparent image to the general public.

Discuss why we are in class, how to identify sexual harassment and how to stop it..

CONTRACTS

Real Estate Contracts

Mandatory - 3 Credit Hours

By Michael Fine

This course is not your run-of-the mill, education course. Instead of a lecture, this course is an interactive and engaging workshop that blends creative formulas, client counseling tools, and innovative transaction & commission structures.

Learn many other new tools designed to enhance your creative auction book of business.

Auction Contracts

Mandatory - 3 Credit Hours

By Dave Aeschliman

This course entails not only the Illinois legal requirements, but adds a number of considerations buyers use to make decisions such as how your money is handled after the auction, when you get paid, services provided pre, during and post-auction, all costs outlined and how they will not exceed these numbers, dates, locations, facilities, ownership of goods to be sold, what happens to unsold merchandise, what happens if merchandise is removed by the seller prior to the auction and other considerations few auctioneers address to bring comfort to the seller that this firm is extremely professional.

EVERY DAY IS AN ADVERTISING CONTEST

This is the time every year, when I prepare my clients' entries for the auction industry's annual advertising contest. The preparation work, as always, is fueled by hope. 2017 could be the seventeenth straight year (<http://www.ryangeorge.net/award-winning-work/>) that I've won at least two national awards for my auctioneers.

Every year, I'm surprised by what wins and loses in the competition. I've won with stuff I'd be embarrassed to show my friends and lost with the best work of that previous year—if not my career. That fickleness is true of most awards shows, as art is subjective. So, we contestants do what we always do: (1) enter as much as we can and (2) cross our fingers.

The reality is that judges really can't determine which is the most effective advertising.

If they tried, everything would be

measured by sales figures, auction registrations, web site traffic, or efficiency scores. Because assets vary in value and campaigns vary in scope, success is relative to each sale. A results competition would be more daunting than comparing apples and oranges. It'd be judging the entire produce department—at Whole Foods.

That's why the contest comes back to aesthetics. Audio and visual elements are not created equal. Commercial art can be evaluated, even if subjectively. The challenge comes in uniting under the same determining factors.

Recently, a state association official gave me something I've never seen in the auction industry: the scoring rubric for his state's advertising contest. He asked me what I would change. "Tear it up," he invited. So, I did. I crossed out every criteria and wrote a measurement that should replace it.

If I wrote the criteria for any state or national advertising contest, I'd use the following questions to rate



EVERY DAY IS AN ADVERTISING CONTEST

the entries.

Would this piece stand out in its native environment?

Since our advertising competes with media from every other industry on a constant basis, would this advertisement draw attention to itself in the mailbox, newspaper, bulletin board, social media, broadcast medium, etc.? Is it intriguing, unique, or beautiful?

Are the images compelling?

Do these photos look like they were professionally taken or at least intentionally snapped with marketing in mind? Do they look like the images major retailers use for similar assets? Are the pictures given room to breathe? Is the lighting and composition good? (These same criteria would apply to video capture.)

Is the text succinct and easy to read?

If everything is bolded, nothing is. So, is there hierarchy of font size, boldness, etc.? Is there good contrast between the type and the background? Does the advertiser refrain from visual redundancy by avoiding headlines like “real estate” or “farm equipment” with pictures that already indicate that? Do they use a benefit-based headline instead of the word “auction”? Does the auctioneer say only enough to get the audience to the next desired action?

Does the layout draw attention to the asset instead of itself?

The primary purpose for advertising is to sell stuff (or promote a cause)—not the ad agency. When I look at the piece,

the first thing I see shouldn't be a color or font or pattern. Distracting elements in the era of short attention spans are disqualifiers. Everything must draw the audience to the asset.

These are the questions I would ask in an aesthetic competition, because these are the questions I use to guide my design and social media work—when possible with the content I'm provided. These are questions we all should be asking ourselves every day about our advertising.

Advertising awards affirm our actions and can even be a competitive advantage. Their importance, though, pales in comparison to the impressions that the marketplace has of our brand and its iterations. We don't compete just against other auctioneers. We compete every day against the entire marketplace—all the different ways and places that people can buy what we're trying to sell. Whether we like it or not, that marketplace is asking these questions. Are you?

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.

By Ryan George



CLASSIFIED'S



2022 Illinois State Ringman Championship

Contest Entry Form & Rules

Saturday, February 12, 2022 @ 7:15 PM

Name _____

Address _____

City/State/Zip _____

Phone # _____ Email _____

- Contestants shall be current, active members of the Illinois State Auctioneers Association at the time of the entry deadline. Past Champions may not enter the contest.
- Contestant must have paid the \$100.00 Entry Fee by 3:00 PM on February 12, 2022. No contest entries will be accepted after the deadline date and time.
- Contestant will be required to provide three (3) items with a minimum value of \$50.00 each.
- All contestants must attend the Contestant Roll Call and Orientation Meeting at 6:15 PM the night of the contest. In the event a contestant is not present during the initial roll call, his / her name will be called 2 additional times in 5 minute intervals. In the event the contestant is not present when his / her name is called, the third and final time, he / she is disqualified from the contest, without return of entry fee.
- Judges will score contestants in each category on a range of 1 – 10 points; Introduction, Body language, Communication, Salesmanship and Overall
- **Each of the 3 items provided by the contestant must have** the contestant's business card or name firmly attached to the item, and if he / she wishes to specify the order of selling those items, each should be clearly indicated as #1, #2 or #3.
- Competing order will be determined, prior to the event, by a drawing conducted by the Ringman Contest Chairman.
- Contestants shall be introduced in both the Preliminaries and Finals. If the contestant is not present when called to the stage, he or she will be disqualified.
- Contestants will sell three (3) items consecutively, in both the Preliminaries and the Finals. In the Preliminaries, each contestant will sell items he or she provides for the contest. In the Finals, each contestant will sell items provided by the *Illinois State Auctioneers Association*.
- **There will NOT be an interview portion in the competition.**
- The scores from the Preliminaries determine who qualifies for the Finals.
- The scores from the Preliminary Round will be used as the tiebreaker in the Finals.
- Finalists will be announced after the conclusion and scoring of the Preliminary Competition.
- Contestants will not be given the exact order of finish. The scorecards of all contestants will be available after the evening's auction events have concluded.
- There shall be three – five judges and will be the sole responsibility of the contest chairman to determine the qualification of the judges. It is the Chairman's responsibility to find non-discriminating judges. If available, at least one judge will be a representative of the NAA. If there are 4 or fewer judges, all scores will be tallied. If there are 5 judges, the lowest score for each contestant shall be eliminated.
- **The Champion and Reserve Champion will be announced after the end of the contest. The Champion will receive a FREE Convention Registration to the 2023 ISAA Conference and a custom, championship belt buckle. The Reserve Champion will receive a plaque.**

CLASSIFIED'S



2022 NOVICE BID CALLING CONTEST

Contest will be held Saturday, February 12, 2022

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____ EMAIL _____

AUCTION SCHOOL ATTENDED _____

DATE ATTENDED AUCTION SCHOOL _____

Novice Contestants Eligibility to compete MUST be licensed in Illinois for 3 years or less.

Rules for participation in the Illinois State Auctioneers Association Novice Bid Calling Contest:

- Contestants shall be current, active members of the Illinois State Auctioneers Association.
- Contestants must have registered and attended the ISAA Conference to qualify to compete.
- Each contestant should dress appropriately for a professional presentation.
- Each contestant must pay \$100.00 Entry Fee by 3:00 PM the day of the contest (February 12, 2022).
- Each contestant must provide two (2) items with a minimum value of \$50.00 each by 3:00 pm on the day of the sale.
- All contestants must attend the Contestant Roll Call and Orientation Meeting at 6:15 PM, the night of the contest. In the event a contestant is not present during the initial roll call, his / her name will be called 2 additional times in 5 minute intervals. In the event the contestant is not present when his / her name is called, the third and final time, he / she is disqualified from the contest, without return of entry fee.
- Competing order will be determined prior to the event by drawing conducted by the Contest Chairperson.
- There will be only one (1) round of bid calling in the Novice Bid Calling Contest.
- **There will NOT be an interview portion in the competition.**
- The bid calling contest will be held in the designated room at the competition site.
- There will be at least three judges. **All of the judges scores will be tallied for the final score.**
- On the scorecard used for the bid-calling segments, the total possible points in each category will be as follows: Presentation—20 points; Chant/Voice— 45 points; Effective Auctioneering—35 points
- If a tie score occurs, the contestant with the highest score in the Chant/Voice category will be selected.
- Contestants will not be given the exact order of finish. Scorecards will be available following the competition and can be picked up from the Contest Chairperson.
- The Champion and Reserve will be announced.
- **The Champion will receive: a FREE Convention Registration to the 2022 ISAA Conference, a plaque and an ISAA logo package (shirt, hat and sticker)**



ISAA HALL OF FAME

2018 Joe Ollis	2005 Homer Henke, CAI*	1995 Edtmmd Kueker; Norm Roth*
2017 Alva McDowell	2004 Nelson Aumann, CAI, AARE	1994 Bill Gaule, CAI; Ted Stumpf*
2016 George Malsam, Maxine O'Brien	2003 Carmen Potter*	1993 Henry Hachmeister, CAI*; Warren Martin*
2015 David Canning CAI, Ron Sanert	2002 John Kasten*	1992 Wayne Heir*
2014 James N. Roth	2001 Les Placher*	1991 Tom Sapp*
2013 Cory Craig, Wayne Voss	2000 Ray "Pete" Bradley*; Gail Cowser, CAI	1990 J.C. Komburst, Leonard Stonier*
2011 Jim Folger	1999 Ray Doerr; Art Feller*	1989 Hugh Martin*
2009 Terry Wilkey, CAI, AARE*	1998 Floyd "Freddie" Immke	1988 C.P. "Terry" Dunning, CAI, MPPA
2008 Vern Mariman	1997 Rondel L. Boyd; Dwight Knollenburg*	1987 Roy Lawson*
2007 Bill Beck	1996 Doyne Lenhart, CAI	1986 Elwood Stagen*
		1985 Al Dunning* <i>*Deceased</i>

Call for Nominations

Name of Nominee _____
 Business Address _____ City _____ State _____ Zip _____

Business Information

Name of firm _____ Position in firm _____
 No. of associates/partners _____ How long in the auction business? _____ Does nominee specialize in auction field? ____ Yes ____ No
 If yes, explain _____

ISAA Information

Years nominee has been a member of ISAA? _____ Offices held, current and past _____
 Other contributions of time and talent to ISAA and the auction profession _____

Family and Community Information

Family _____
 Community service, church, civic work, etc. _____

Contacts

Individuals who may be contacted as to the nominee's worthiness of this award:

Name	Address	Phone
_____	_____	_____
_____	_____	_____
_____	_____	_____

Observations

Your personal assessment of the nominee with respect to honesty, ethics, willingness to share with others, community standing, etc.

Submitted by _____ Address _____
 City _____ State _____ Zip _____ - _____

Send completed form to ISAA Hall Of Fame Committee * PO Box 1541 * Rifle, CO 81650 or isaadirector@gmail.com

DEADLINE SUBMISSION DATE: January 31, 2022

CLASSIFIED'S

2022 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 2021 – January 2022.

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 12, 2022 at 11:00 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 |

2022 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) | |



STAFF CONVENTION REGISTRATION FORM

NAME _____
 (Non-Licensed)
 ISAA MEMBER ACCOMPANIED _____
 MAILING ADDRESS _____
 CITY _____ STATE _____ ZIP _____ EMAIL _____
 PHONE (home/work) _____ (cell) _____

REGISTRATION FEES - FEBRUARY 11 - 13 2022

AMOUNT

Staff Convention Attendance: 1st Attendee - FREE \$ 0.00
(Meals NOT Included) Additional Staff Registration(s) \$100.00 / each
Staff Registration at 2022 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 \$100 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 2022 ISAA Association Membership*

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

Championship Contests — 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 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) **TOTAL \$** _____

Auction Contracts (Mandatory)

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 & Trade Show 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



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	<i>A 5% Processing Fee will be added to all credit card transactions</i>
----------------	--------------------------------------------------------------------------

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



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

Pick-up your
Office Depot / Office Max
discount card at the upcoming
ISAA Conference on ***Feb 11 - 13th.***

Store Purchasing Card

80131391836

ISAA AUCTIONEERS ASSOCIATION
ISAA AUCTIONEERS ASSOCIATION

**Office
DEPOT.**

*Mark your
calendar*



February 2022

ISAA Conference & Trade Show

February 11 - 13, 2022

DoubleTree by Hilton

Bloomington, IL

Digital Marketing Summit (NAA)

February 21 - 22, 2022

Ft. Worth, TX

March 2022

Certified Auctioneers Institute (CAI)

March 20 - 21, 2022

Bloomington, IN

July 2022

NAA Conference & Show

July 26 - 30, 2022

San Diego, CA