



SECOND QUARTER • 2023

The Illinois Auctioneer

The Quarterly Newsletter of the Illinois State Auctioneers Association

MEMBERSHIP MATTERS





"Back in the Game" I think everyone can relate to this phrase. As an association we need to strengthen our position in "The Game" and again, the phrase also applies to membership. Everyone needs to either "Stay in the Game" or "Get Back in Game" by reaching out to others and inviting them to join us in the work, fun, and most of all, the fellowship of our amazing association.

We also need to be sure we are being as active as possible. Our future depends on our commitment and dedication to our game, which means getting our brand name and ISAA logo out in front of the public. We are Professional Auctioneers, so let the public know.

Be on the lookout for the new ISAA trailer supporting our name/logo; it will be appearing at the Shriners All Star Football Game, several 4th of July Parades, the Bob Hardy Memorial at Fairbury Speedway and Josh Carroll is sponsoring an "Auctioneers Night" at his race track at *Brownstown Speedway*. We're planning on some social golf outings in September, one in the southern area and another in the northern area. We will be having more social events, so please check our event schedule on the Facebook page.

Sooo, with that being said, I personally want to wish all the contestants the "Best of Luck" at the Illinois State Auctioneer Championship on Wednesday, August 16th, 2023, once again on the Lincoln Stage at the Illinois State Fair. We have some great news on the contest as our committee chairmen has made some changes and an increase in the PRIZE MONEY. (so get registered)

The board has been communicating hard trying to get this train back on track. Some good news, the association has hired an accounting firm in Illinois to do an audit on our books which hasn't been done for many years. We also have hired a lobbyist, Rob Karr with IRMA, they work directly with legislators to help them understand how their actions affect the auction industry. Other benefits available to ISAA Members with IRMA are 401K programs, Credit Card Processing, Group Health, Energy Program, and much more. With this lobbyist team, they will be our look out of what could be

From The President

coming at us ahead of time. We don't need another train wreck like the sales tax. As we all know, shit happens quickly in this state without notice.

I'm asking for help to recruit more vendors for our 2024 Conference being held February 7 - 12, 2024 in Bloomington. Don't be afraid to ask them for a sponsorship, they're not afraid to ask us for money. Lol

We are working on more improvements to make the conference better than ever. So "Stay in the Game" or "Get Back In The Game." This is your association, *"We win with people!"* Every single one of you is valued, needed, and very important. Only with the effort with your commitment, so I say - - - *"BID IT ON"*

Thank you,
Jeff Prochnow, President of ISAA

Did you know you can read and share
The Illinois Auctioneer newsletter online?

Check us out on

www.illinoisstateauctioneers.org

Apply Anytime For The Hachmeister Scholarship



Scholarship Application:

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

DETERMINING WHAT KIND OF ASSOCIATION MEMBER YOU ARE MAY DETERMINE YOUR FATE IN THE AUCTION BUSINESS

By: Kenny Lindsay, CAI, BAS



The last auction statistic reported that industry grew by 7.1% with over \$257 billion dollars in goods and services sold. No question about it, the auction industry is growing by leaps and bounds but the big question is, are you?

One of the top components of becoming or continuing to be a successful auctioneer involves taking an honest assessment of your business model, yourself and surprisingly enough, what kind of association member you are.

I have defined five different types of association members. Take a few moments and identify where you stand in terms of your association membership.

Support Level Member: This level is exclusive to veteran auctioneers who make or have made a living (retired) in the auction industry. These are loyal auctioneers who support their state and national associations with their yearly dues, generally do not attend association events but may attend the annual convention to connect with old friends.

Windfall Member: This level is exclusive to the auctioneer, or aspiring auctioneer, who joins a state or national association and is very limited in their actual participation. They have an unrealistic expectation that once they become an association member that someone other than themselves will generate a windfall of business for them. When the windfall does not happen, they begin to question the value of their membership. These members often blame the association for their lack of success in the auction business -or- hold the association accountable for not recruiting them business.

Armchair Quarterback Member: This level is exclusive to experienced auctioneers who pay their association dues and feel that they are contributing by constantly voicing their displeasure in association operations. These are the members that have all the suggestions but have no interest in taking hands on approach to provide a solution. These members do not attend any association events, have never or rarely participated in continuing education opportunities, seminars or do anything outside paying their membership. They sit back. Watch & criticize and rarely offer any compliments to the elected officials of the association.

Sponge Member: This level is exclusive to the

auctioneer who lives and breathes the auction industry. They have a legitimate and ongoing interest in learning from their peers and absorb as much information as they possibly can. They read industry publications, visit auction related websites, contribute and/or regularly read discussion board topics, attend national and state association events, sponsor or contribute to association events.

Hit for the Cycle Member: This level is exclusive to the auctioneer that maximizes their membership. Similar to the 'Sponge Auctioneer' they are regular CONTRIBUTORS to the auction industry who are actively involved in the business on all levels. They network with fellow auctioneers on a regular basis, stay abreast of state and national auction happenings, host or sponsor association events and are willing to assist a fellow auctioneer. These auctioneers are very dedicated to the profession. These auctioneers find great value in their state and national associations despite the fact they realize that they don't always agree with the direction of such entities and offer constructive criticism. These auctioneers have made or will make the commitment to become more involved in the profession by volunteering to assist in auction committee work and/or run for an elected position with their state and/or national auction association.

So where do you fit? If you are a practicing auctioneer who isn't completely satisfied with your successes in the auction industry and you do not fall into the category of a "Sponge" or "Hit for the Cycle" auctioneer, then you have some work to do to get to that level.

Being a dues paying member to your state and national trade association can be one of the most valuable tools available to you. However, if you are not unlocking your association toolbox and becoming more involved as an "active" association member, you are breaking the professional auctioneer's number one golden rule. Leaving money on the table.

Traditionally, the auction business slows for most auctioneers at this time of year due to the holiday season. With a brand-new year upon us, it's time for you to reflect on what you can do better to enhance your auction business.

Never underestimate the importance that your state and national association will have for you professionally. The fact is, there are many benefits to being an ACTIVE



DETERMINING WHAT KIND OF ASSOCIATION MEMBER YOU ARE...

~ continued from Page 3

Member of your trade association. For starters, knowledge is power and when you become fully engaged as a member, you will become aware of the latest industry advances and trends. However, most importantly, you will have the opportunity to promote yourself among your peers and learn more about your competition.

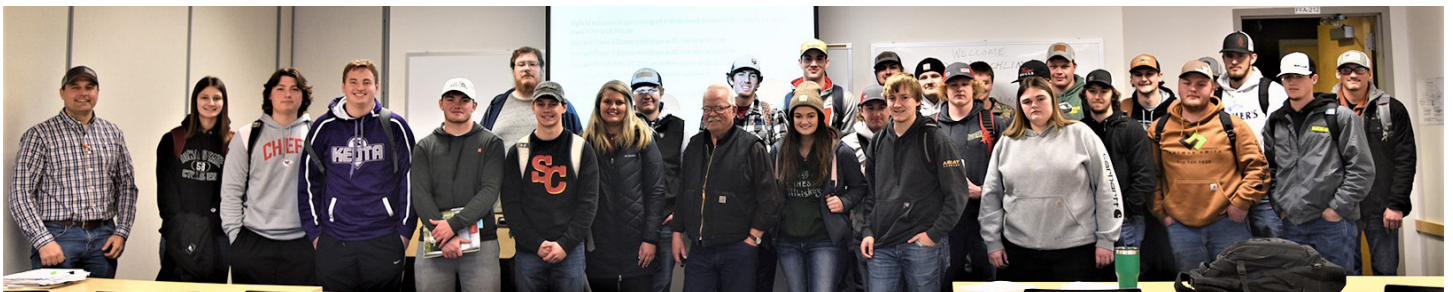
Outside of your auctioneer association websites, start getting personally involved by attending state and national conventions, seminars and roundtable discussions. Perhaps you have some special knowledge that you would like to share in your field of expertise. If so, propose the idea to volunteer to be a guest speaker at the next association event.

Pick up the phone and contact a fellow association member. Talk about the weather, talk about new advances in the auction industry, talk about whatever, but whatever you do, get yourself noticed.

One thing is certain. You will never truly unlock your fullest potential in the auction industry until you start cultivating your state and national auctioneer association's by becoming fully engaged in the auction industry.

Once you have worked yourself up to the "Sponge" or "Hit for the Cycle" auctioneer status, you are now better positioned to uncover a world of opportunities and you will soon see the world of potential available to you in the auction business. It is then, and only then, when you will start seeing the 'windfall' of opportunities that many successful auctioneers enjoy because they maximized the power of association.

First, Graduating Class of Walnut Creek Auction College held at the Des Moines Area Community College



ISAA Member Dave Aeschliman, owner of Walnut Creek Auction College, teamed up with Des Moines Area Community College to offer students an alternative learning environment for auctioneering.

Students download about 30 hours of video in 6 modules with various titles including 3 group Zoom meetings with Dave Aeschliman for 2 hours each and in addition to private, Zoom meetings with him. In addition to online learning via Zoom meetings, students participate in 3 days of live classes focused on setting up profitable businesses; marketing; contracts; costs/income; the auction cry; staffing; resources they'll need; bid increments; handling cut bids and jump bids; competition; various methods of selling such as online, live or hybrid sales; ethics and law.

We then cover various business set-ups such as Limited Liability Companies or Corporations or S Corporations including the advantages of each and how to keep records inside the law for each state.

Dave is looking forward to growing the Walnut Creek Auction College and for the opportunities to offer the education to other junior colleges in the area.



WALNUT CREEK
AUCTION COLLEGE, LLC
MORE EDUCATION AT LESS COST



As President & CEO of the Illinois Retail Merchants Association (IRMA), Rob brings 25 years of experience to the Association.

Rob joined the IRMA staff in 1994, coordinating IRMA's government relations efforts. In that capacity,

he also served as the legislative coordinator for the Illinois Food Retailers Association and the Midwest Hardware Association. Additionally, he had the responsibility for IRMA's membership development efforts.

In 2012, Rob was named Executive Vice President and assumed the position of President & CEO on Jan. 1, 2014.

As President & CEO, Karr serves as the main point of communication between the board of directors and corporate operations. He manages the overall operations of the organization including oversees the Association's Administration, Legal, Government Relations, Communications, Member Services (including Energy Services) and Membership divisions.

Rob currently serves on the Employment Security Advisory Board to the Illinois Department of Employment Security, the Illinois Workers' Compensation Advisory Board to the Illinois Workers' Compensation Commission, the Illinois Attorney General's Franchise Advisory Board, the Illinois Department of Public Health's Food Safety Advisory Committee and the Illinois Department of Commerce and Economic Opportunity's Low-Income Energy Assistance Program Policy Advisory Council. In 2009, Rob was appointed by then-Governor Pat Quinn to serve on the temporary Pension Systems Modernization Task Force.

Prior to joining IRMA, Rob was Associate Director of Government Affairs for the Illinois Manufacturers Association and a campaign aide in statewide and congressional races. He is a graduate of Illinois State University.

Dear Members

As Vice President and Legislative Committee Chairman, I am pleased to announce that the Board has retained the services of Rob Karr, President and CEO of the Illinois Retailers and Merchants Association. He will serve as our "Legislative Advocacy Watchdog" in Springfield.

Rob brings many years of experience in Springfield, with a proven track record with getting bills approved and defeated, working with both sides of the aisle. He and his associates were the #1 reason behind the sales tax issue in 2021 that amended the law to not include auctioneers as marketplace facilitators.

Rob has been assigned to a 2 year contract with the ISAA as our representative in Springfield. We look forward with working with him and his team. If you, as members of the ISAA, see or hear of anything that may need attention from our representative, please send it to me at wayne@mollettauctions.com.

As your newly elected Vice President and Legislative Committee Chairman, I look forward to working with you and for you, I welcome your ideas, comments and suggestions as well.

Respectfully,
Wayne A Mollett
618-920-6694

EMPOWER YOUR BUSINESS

The Illinois Retail Merchants Association is the only statewide organization exclusively representing retailers in Illinois.



Illinois
Retail Merchants
Association

Government Affairs ADVOCACY

No one knows Illinois retail law better than IRMA and no one knows the needs of Illinois retailers better than Illinois retailers. When these two groups come together, the retail environment is empowered and improved. Our government affairs team works directly with legislators to help them understand how their actions affect Illinois retailers of all sizes.

As your advocate, we make your voice heard as vital decisions are made; from COVID response, sales tax, organized retail crime, workers compensation, liquor laws, pharmacy, EPR and more - IRMA advocacy efforts represent a significant return on investment for our members.

Your IRMA Membership gives you:

- ✓ Full-time Advocacy Team
- ✓ Strength in Numbers
- ✓ Ongoing Legislative Alerts
- ✓ Networking Opportunities

IRMA MONITORS AN AVERAGE OF

10,765 BILL INTRODUCTIONS & AMENDMENTS EACH YEAR.

THIS MONITORING EMPOWERS YOU TO:



FOCUS ON
YOUR
BUSINESS
WHILE WE
FOCUS ON
LEGISLATION



KNOW WHAT TO
EXPECT FROM
FUTURE LAWS,
SO YOU CAN
MAKE MORE
INFORMED
DECISIONS



BE AN INFORMED
EMPLOYER BY
UNDERSTANDING
LABOR LAWS,
PRODUCT
REGULATIONS, &
MORE

Money Saving Membership SERVICES



ENERGY SERVICES

Helping members navigate the energy markets and explore electricity and/ or natural gas supply options that can result in lowering costs and increasing cashflow, helping to ensure your businesses survive and thrive.



INSURANCE SERVICES

IRMA has partnered with VITI Companies to provide comprehensive insurance solutions and options including: **Group Health, Property & Casualty, Worker's Compensation, Voluntary Benefits and Medicare & Disability.**



401K PROGRAM

Our partner plans allow you to offer your employees a retirement savings program without the administrative burden, liability, or restrictions within the Illinois State mandate.

And you can utilize the IRMA 401k offering through your current financial representative.



MUNICO REPORTS

MuniCo is a digital alert system that directly emails subscribers alerts about proposed ordinances for their designated municipalities. MuniCo gives organizations that operate many facilities in several counties and states the ability to track local governmental decisions.



AND MORE

Other money saving services IRMA members have access to include:

Waste Management

Coupon Redemption

Credit Card Processing

Scholarship Program

Instant Pay

Background Checks

Drug Testing

Food & Alcohol Training

IRMA Membership doesn't COST - it PAYS.

For more information on becoming a member of IRMA, please contact us: 312-726-4600 / info@irma.org

www.irma.org



LEGISLATIVE UPDATE

Welcome to the Illinois State Auctioneers Association legislative report! We aim to keep you informed about the latest developments, laws, and regulations impacting the auctioneer industry in Chicago, Cook County, and across Illinois. In this edition, we will discuss recent legislative actions and their potential effects on the industry.

As a recap, the General Assembly was scheduled to adjourn on Friday, May 19th this year. While the majority of substantive bills were passed before the arbitrary deadline, the Assembly missed its self-imposed deadline as it was still working out the details of the budget. The only substantive date for adjournment is May 31st. And then the only repercussion is that the vote total goes from a simple majority to a 3/5th majority. This is not much of a deterrent as the Democrats hold solid super-majorities in both chambers. Nonetheless, the majority party reached an agreement on the budget and passed it a week after the scheduled adjournment.

During this session there were a few bills of interest to the auction industry and its professionals. These bills include but are not limited to the following issues:

Auction License Fund Transfer — Senate Bill 1866 (Sen. Javier Cervantes, D/Rep. Marty Moylan, D) transfers the remaining balance of funds collected under the Auction License Act from the General Professions Dedicated Fund to the Division of Real Estate General Fund.

The legislation passed both chambers and now awaits the Governor's signature.

Appraisal Discrimination Prohibition — House Bill 1020 (Rep. Mary Flowers, D/Sen. Adriane Johnson, D) prohibits an appraiser from discriminating when preparing an appraisal of residential or commercial real estate. An appraiser discriminates when the appraiser considers the actual or perceived race, color, religion, sex, national origin, ancestry, age, order of protection status, marital status, physical or mental disability, military status, sexual orientation, pregnancy, unfavorable discharge from military service, familial status, source of income, or arrest record of the owner of the real estate or the residents of the geographic area in which the real estate is located when determining the market value of the real estate. The legislation provides that an appraiser may be subject to license suspension and revocation and potential civil rights penalties.

The legislation passed the House unanimously but was held in the Senate.

School Property Appraisals — Senate Bill 990 (Sen. John Curran, R/Rep. Kelly Burke, D) requires three separate appraisals for any school property that is planned to be sold. It also requires the school board to offer the municipality, township, and park district in which the property is located the option to purchase the property being sold at the property's median appraised

value from the required 3 appraisals before the property is otherwise offered for sale.

The legislation passed the Senate unanimously but stalled in the Senate.

IDFPR Modernization — House Bill 2207 (Rep. Marty Moylan, D/Sen. Javier Cervantes, D) amends several different Acts with the overall goal to modernize the Illinois Department of Financial and Professional Regulations ("IDFPR") and the laws under its purview. HB 2207 includes measures to better protect consumers in the real estate market, simplify the renewal process for returning military service members who are real estate professionals, welcome people from all around the world to join Illinois' real estate industry, and establish alternative experience requirements as an associate real estate trainee. Specifically, HB 2207, waives Continuing Education for Returning Service Members; Prohibiting Predatory Listing Agreements; Supporting New Americans; Protecting Consumers from Real Estate Fraud, and expanding investigations of the actions and qualifications of a person or entity licensed under the Act.

It also provides that after July 1, 2023, at the direction of the Department of Financial and Professional Regulation, the Comptroller shall direct and the Treasurer shall transfer the remaining balance of funds collected under the Auction License Act from the General Professions Dedicated Fund to the Division of Real Estate General Fund.

The legislation passed the House but was stalled in the Senate. While the legislation did not pass the Senate the transfer of funds from the Auction License Act to the Division of Real Estate General Fund was included in SB 1866.

Outside of the legislation noted above that specifically relates to the auction industry, there were some labor related issues that could impact auctioneers and their companies.

GENERAL EMPLOYER ISSUES

The following are general employer issues that passed both chambers and are expected to be signed by the Governor.

Wrongful Death Punitive Damages — HB 219 HFA#1 (Rep. Jay Hoffman, D/Sen. Don Harmon, D) adds punitive damages to all wrongful death cases under the Wrongful Death Act.

For over 170 years, Illinois law has consistently held that, absent specific statutory authority or very strong equitable reasons, punitive damages are not permitted under Illinois law. HB 219 upends the current standard and greatly expands the liability of companies in wrongful death cases.



The proponents argue that punitive damages will be used to deter future bad acts and should apply to everyone equally. While they profess that is the intent of the legislation, the legislation exempts certain entities from punitive damages. The punitive damages and the so called deterrence for future bad acts do not apply to the following entities:

1. Hospitals;
2. Doctors;
3. Municipalities;
4. State Agencies; and
5. the State.

For instance, families who lost loved ones at the state run LaSalle Veterans Homes during COVID-19 due to negligent care are prohibited from getting punitive damages for the actions of the State. But a private nursing home would be liable for punitive damages for the death of loved ones due to negligent care.

Despite stated concerns from the business community, the legislation passed both the House and the Senate and will be signed into law by the Governor.

Salary Posting Mandate — House Bill 3129 (Rep. Mary Beth Canty, D/Sen. Cristina Pacione-Zayas, D) requires employers with 15 or more employees to include a pay scale in any job posting. "Pay Scale" is defined as the salary or hourly wage range that the employer reasonably expects to pay for the position.

Specifically the legislation includes the following:

- **Internal Links:** The legislation allows for the job posting to include a link that would redirect the applicant to another page to view the salary and benefits.
- **Notice and Cure:** For the first offense a 14 day cure period is allowed before a potential \$500 violation is assessed. For the second offense a 7 day cure period is allowed before a potential fine of \$2,500. A third or subsequent offense would lead to a \$10,000 fine without a cure period.
- **"Aggrieved Parties":** As originally introduced the legislation allowed anyone to file a complaint. As passed, it only allows those individuals that claim to be aggrieved by a violation to file a complaint.
- **Effective Date:** January 1, 2025.

This bill awaits the Governor's signature.

Child Bereavement Leave — Senate Bill 2034 (Sen. Karina Villa, D/Rep. Maurice West, D) creates the Zachary's Parent Protection Act and requires a company with more than 250 full time employees to provide 12 weeks of unpaid leave to an employee who experiences the loss of a child by suicide or homicide. A company that employs between 50 and 250 full-time employees must provide 6 weeks of unpaid leave. The bill does not apply to businesses with fewer than 50 employees.

This bill awaits the Governor's signature.

Organ Donation Leave — House Bill 3516 (Rep. Nabeela Syed, D/Sen. Ram Villivalam, D) allows an employee to use up to 10 days of leave in any 12-month period to serve as an organ donor.

This bill awaits the Governor's signature.

Crime of Violence Leave — HB 2493 (Rep. Aaron Ortiz, D/Sen. Robert Peters, D) allows an employee to take up to two weeks of unpaid leave from work for reasons related to a family or household member who is killed in a crime of violence.

This bill awaits the Governor's signature.

LEGISLATIVE SCHEDULE

The General Assembly has already scheduled the fall veto session. Veto session will take place October 24th through the 26th and November 7th through the 9th.

LOOKING AHEAD

As ISAA President Wayne Mollet explained in his article, IRMA will now be advocating on behalf of the ISAA. As such, the ISAA will have a constant presence and voice at the Capitol. The ISAA Legislative Committee will receive notices of bills, amendments and regulations that are introduced. They will then compile responses for IRMA to share, as necessary, with policymakers. Additionally, IRMA will be available for questions ISAA members may have as it relates to regulations and laws. However, please note, IRMA cannot provide legal advice. Finally, IRMA will be providing legislation, regulatory, and political updates for members via the ISAA newsletter. We look forward to working with you all!



THE DIVISION OF REAL ESTATE REVIEW IDFPR

Quarterly Newsletter

Illinois Department of Financial and Professional Regulation

AUCTIONEERS: “DOES IDFPR REGULATE ESTATE SALES?”

The Auction License Act [225 ILCS 407] was created to evaluate the competency of persons engaged in the auction business and regulate this business for the protection of the public. Its stated purpose is to license and regulate auctioneers. An auction is the sale of property, “by means of exchanges between an auctioneer and prospective purchasers.” Those exchanges are, “a series of invitations for offers made by the auctioneer and offers by prospective purchasers or lessees for the purpose of obtaining an acceptable offer for the sale or lease of the property.” This can occur in person, via mail, telecommunications, or the internet. [Illinois Auction License Act, 225 ILCS 407/5-10]

The Auction License Act does not regulate any sales that are not in an auction format. This would include tag sales, garage sales, estate sales, consignment shops, and other retail sales. An estate sale is a colloquial term for the sale of personal property usually due to the death of the owner or a need for the owner to downsize their property to facilitate a move into a smaller home. The sale is traditionally held in the house of the owner or former owner. Similar to a garage sale or yard sale, the locality where the sale occurs may require some sort of license or permit to conduct the sale as well as a local business license. Additionally, the seller may need a Certificate of Registration from the Department of Revenue if the sale is of taxable goods. Since an estate sale is not an auction, it is not regulated by the Illinois Department of Financial and Professional Regulation under the Auction License Act.








Championship Buckle, Plaque, 2024 ISAA Membership & Conference Registration and Reimbursed for 2024 International Auctioneer Championship Entry Fee if he / she represents Illinois

Question brought forth to ISAA to inquire from IDFPR:

Can an auctioneer call a real-estate auction with a licensed realtor, in which the broker handles all aspects of the sale / paperwork except for the bid-calling to auction the real estate property?

Yes, this would be permitted as long as the Broker handles all aspects of the real estate auction that falls under the definition of a “broker” in the Real Estate License Act of 2000 (attached for your reference RELA 5.27.2022) including advertising the real estate for auction. Those auctioneers that meet the requirements in Section 5-20 (13) of the Real Estate License Act of 2000 may also auction real estate and are exempt from holding a broker license for purposes of auctioning real estate.

AuctionTime®

 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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Online Auctions Every Wednesday

TRUCKS & TRAILERS • FARM • CONSTRUCTION

AuctionTime.com

**No
Hidden
Reserves**

Manage Auctions More Efficiently

- Build, organize, and reference auctions quickly
- Automated cataloging, accounting, cashing, and clerking
- Integrated with HiBid and AuctionTime
- Full control over invoicing
- Multi-parcel sales, inventory management, organizing bidders, and much more

Auction FLEX™



AuctionFlex.com

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

— Chris Riley
CBM Auctions, Kearney, MO



To see the video, check out www.shippingsaint.com/users
When you're ready to find out what Shipping Saint can do for you, call (812) 233-3949 for a free demo!



The Facebook Tool That's Changing How I Write Emails

By Ryan George of Biplane Productions



Back when I taught classes for the Certified Auctioneers Institute, I looked forward to the day that its staff emailed the instructor evaluation results. Those reports held the aggregate ratings from the designation candidates along with all of their anonymously-submitted comments. I wanted to know what people really thought.

Back in February of this year, I lost 18 years' worth of emails and can no longer access those report emails, but I don't need them. I vividly remember both the overall affirmation and the unifying thread of critique: "Ryan's content and delivery are great, but he's arrogant."



I haven't taught an auctioneer seminar in almost five years, but I remember that assessment every week while writing emails to clients or blog posts for the auction industry. That compound sentence has led to a LOT of backspacing. I don't delete enough, though, and wouldn't be surprised to learn someday that my snark has cost my business hundreds of thousands of dollars from disgruntled clients. I journal about the times I mess up and deconstruct them later with a licensed professional counselor. I confess them to my wife and friends. I pray about them on my dawn hikes in the woods before I head to my desk in the morning.

Surprisingly, one of the things that has helped move me closer to humility is Facebook advertising. Facebook's dynamic content tool, in particular, has removed much of the incentive to be the smartest person in the room. And I'm okay with that almost-daily reminder.

For my first 15 years in auction advertising, my client or I had to guess right on every piece of direct mail, every sign, every proposal, and every newspaper ad I created. We had to figure out what order information should be in, what was the most important image to showcase, and what was the primary appeal of what we

were selling. Then whatever we created together would get printed, emailed, or posted online. How it was was how it would be. It was like an appliance from an old Ronco infomercial: "Just set it, and forget it."

Over time, I developed theories about what worked. I taught them around the country while winning auctioneers hundreds of advertising awards. I used those podiums, those awards, and the sheer quantity of campaigns I'd created to tell clients I knew better.

Maybe I did. Maybe I didn't.

That all changed when Facebook introduced dynamic advertising. I can now upload up to ten images, up to five sets of sales copy, up to five headlines, and up to five subheads for each ad. That's right: up to 1,250 variations. I usually average between 50 and 150 per ad. Anyway, we can now try what my client wants, what I suggest, and other experimental content. After the options are all in place, I can hit the blue "Publish" button and let millions of people decide what's best.

Facebook's algorithm serves the various combinations to each audience and then adjusts the distribution of the options for each audience's ad to the content that's getting the most efficient and effective response. Our targeted prospects decide with their clicks what our advertising becomes, and they're the best arbiters of that decision.

At the end of the campaign, I'm not offended by what content worked best. I care mostly about whether or not we got efficient traffic to my client's website and/or great sale prices in the auction. Audience-decided content takes the pressure off of me. I don't have to be a guru or maintain a know-it-all persona. I don't have to guess right the first time—at least in terms of content. That's a relief, especially on projects of high consequence.

I've gotten far more comfortable saying, "I don't know" and "We can't know that in advance." I've grown more curious, more willing to say, "Well, let's find out." It's humbling but freeing at the same time to be shown up by faceless code.

I'm not sure if I'll ever teach a seminar for auctioneers again. If I do, though, I'll be able to thank Facebook for what hopefully won't be in the instructor evaluations.

Get Paid for Continuing Education Classes

* Get Paid for CE Classes Submitted and Approved by IDFPR

* Get Paid as Instructor for teaching an approved CE Course

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



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

MANDATORY COURSES

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

ELECTIVE COURSES

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



AllAuctionSales.com

A BETTER WAY TO FIND AUCTIONS

AllAuctionSales.com is an auction listing company headquartered in the Heartland.
While we are based in South Dakota we have a nationwide reach.

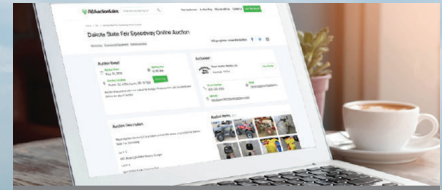
Our goal is to get more **BUYERS** to **YOUR** auctions. We make it easy by creating your auction listing for you.
We are not auctioneers and we don't compete with you. We also don't charge sales commissions.



**INCREASED AUCTION
ATTENDANCE**



**BOOST YOUR
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WHY DO WE COMPETE AS *Auctioneers & Ringmen?*

By Scotty D. Gibbs, BAS, PRI, TCAP

Championship Contest is coming and this article highlights a few of the reasons we compete as Auctioneers and Ringmen and what we gain in the process on our journey to a championship!

Because we grow through what we go through, we optimistically enter competitions year-after-year to continue to develop our skills and hone our craft as we mature as Auctioneers and Ringmen on our journey to a championship! Much like a priceless diamond developed from pure carbon in the mantle of the earth that has been exposed to extreme temperature and pressure, the competition process provides us with an encouraging amount of temperature and pressure to help us become the best we can be! Every time we step on stage in a competition, it gives us an opportunity to develop our stage presence, crowd interaction, voice control, breathing, introduction, sales skills, closing, etcetera, and ultimately helps us become better Auctioneers and Ringmen!

Competing as an Auctioneer and Ringman teaches us much about ourselves. Each of those lessons, both big and small, increase our insightfulness and help us grow. Each contest has only one (1) winner and the other contestants fall short of victory, but the upside is that failure leads to success. When we fall short, it provides us with the motivation and opportunity to try again.

The competitions where we learn and grow the most are not the ones where we make the finals, but the ones where we don't. Those are the ones that will cause us to spend a little extra time analyzing our competition video, and taking ownership and responsibility for our results that lead us to implementing steps we need to take to improve for the next competition. In addition, it motivates us to watch the competition videos of other contestants, learn from the greats in every aspect of their performance from introduction to closing, benchmark our performance in relation to theirs, and make notes of improvement that will make us better tomorrow than we are today! We compete "with" each other while we compete "against" ourselves to create our personal-best performance ever!

The auction industry is a relationship-based business, and the competition process provides us with the opportunity to develop priceless relationships. **Proverbs 27:17 proclaims:** *"As iron sharpens another."* In order to make ourselves better, there is a mutual benefit in

making others better through celebrating and showcasing the live auction method of marketing as we compete together in Auctioneer and Ringman contests. As we compete with each other, we become great friends who serve as mentors to each other, we encourage and praise each other, we want others to win because of the deep respect and care we have for each other, and we become treasured partners who depend upon each other to work auctions together throughout the year. When we reflect upon the lifelong relationships we have developed with other Auctioneers and Ringmen and the memories we have made during the competition process, we realize those relationships and experiences are the greatest gift and reward of all!

As Auctioneers and Ringmen, we are ambassadors for the auction industry, the live auction method of marketing, and our national and state associations. Every time we compete, it provides us with the opportunity to celebrate the live auction method of marketing, showcase the tremendous talent we have in the auction industry, and create a frenzy with the public that gets them excited about auctions and the live auction method of marketing! Just as we help each other to grow as Auctioneers and Ringmen, we help the auction industry grow with every auction conducted and every competition held across the United States!

Lastly, competing as Auctioneers and Ringmen provides us with the opportunity to market and showcase our skills that can lead to employment opportunities! Every time we conduct an auction or compete, we are marketing ourselves to our next client in the audience.

Do we have to win the competition to lead to an employment opportunity? Absolutely not! Just like judges, everyone in the audience has an opinion regarding state presence, crowd interaction, voice control, breathing, introduction, sales skills, closing, etcetera that impresses them. Our performance can resonate with someone in the audience that will be inspired to work with us or give us a referral!

So, the next time you ask yourself, *"Should I compete in this upcoming contest?"*

The answer is a resounding "YES!" 🏆

What is “sufficient marketing” for an auction?

By Mike Brandly, Auctioneer, CAI, CAS, AARE



Auctions should be advertised (or marketed) sufficiently. As well, auctions should not be advertised insufficiently. So, what’s sufficiently? What’s insufficiently? Most auctioneers would likely conclude that an auction was advertised sufficiently if the subject property demanded market value. However, if the subject property doesn’t demand market value, does that mean it was advertised insufficiently?

We could ask, “What’s a sufficient amount of suntan lotion on a hot sunny day?” or “What’s a sufficient amount of money in order to retire comfortably?” or “What’s a sufficient number of logs on the fire to keep it burning through the night?” In these questions — and countless others — past experience helps people answer such queries every day.

Auctioneers (should) use the same methodology.

An auctioneer advertises an auction in the local newspaper and puts a sign in the yard, and doesn’t secure a good crowd. Maybe that’s insufficient marketing? Next auction he places a larger newspaper ad, orders a larger sign, and also sends out postcards to the local market, and still doesn’t feel he had enough registered bidders. So, next auction he does all he did for the second auction, plus runs a Facebook ad and does get (in his opinion) enough bidders, and the property sells for [what he believes] is market value.

It would appear here this auctioneer tried various marketing methods, augmenting prior efforts each time until he found what he would consider “sufficient marketing.” “Sufficient” for that matter means adequate, enough, ample ... and further he then might have noticed that his final marketing budget ended up being about 2% of the property value, potentially using this as a guide for future auctions.

Some auctioneers somewhat short-cut this entire process by checking with other, more experienced auctioneers, to see what they use (consider) as “sufficient marketing.” In other words, if another auctioneer in a similar market places newspaper ads, signs, and runs Facebook marketing with good results, then this less experienced auctioneer might replicate that plan.

If you are an auctioneer who doesn’t know what “sufficient marketing” is for any particular project, then maybe you aren’t “sufficiently” experienced to market such property — and should refer that project or partner with someone who does have such expertise. Insufficient marketing injures sellers and hurts the

entire auction industry with less than optimum results.

We’ve testified in more than one auction litigation engagement involving auctioneers not advertising/marketing sufficiently. For example, if you’re selling \$100 Million in equipment with a worldwide market, is a 3-week regional newspaper advertisement in the legal section sufficient? It’s not, as judged by both the low final selling price as well as how other auctioneers (would) market like-property.

We have also analyzed and written several times about the number of bidders needed to secure “alpha” and “beta” (the highest bidder and the second-highest bidder.) For one lot, auctioneers only need 6 bidders to have a 50% chance of alpha and beta present (8 bidders for 60%, 12 bidders for 70%, 18 bidders for 80%, 38 bidders for 90%, etc.) <https://mikebrandlyauctioneer.wordpress.com/2019/04/22/auctions-and-the-chances-of-alpha-and-beta-etc/>.

Auction advertising/marketing is always changing. What worked in the 1950s and 1960s was likely insufficient in the 1970s and 1980s — which was likely insufficient in the 1990s and so forth. Today, what was sufficient six months ago might (or might not) be sufficient now given the speed of technology changes. Auctioneers should continually evaluate their own results and those of other auctioneers, and make any needed adjustments.

Lastly, auctioneers should discuss advertising/marketing with their sellers or consignees in order to come to an agreement on what specific marketing will be performed and by whom. Generally, auctioneers should market enough (sufficiently) but not necessarily market or advertise more than sufficiently. Any additional monies used to market that don’t produce more in value than they cost are wasteful. For that matter, any advertising budget “severable components” not producing should be avoided.

Mike Brandly, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company’s auctions are located at: Mike Brandly, Auctioneer, RES Auction Services, and Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College, Executive Director of The Ohio Auction School, and an Instructor at the National Auctioneers Association’s Designation Academy and Western College of Auctioneering. He is faculty at the Certified Auctioneers Institute held at Indiana University and is approved by The Supreme Court of Ohio for attorney education.

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John Hamilton's Negotiating Tips

Negotiators are conflicted because they often want to send two messages at the same time with opposite meanings. More specifically, they want to be firm in rejecting an unworthy proposal but they don't want that rejection to be offensive or even insulting.

Good negotiators know the value of "relationship negotiating" whereby they strive to establish a cordial and even warm relationship with their opponent. Everyone knows that you can get more concessions from a friend than from an enemy. This is especially so when they will have to deal with this party again.

So how do you say "NO" without being offensive?

If I were to ask you to **share two or three ways you could say "No" to an offer or a proposal**, could you do it? More importantly, would those you could name come across in a professional and cordial manner?

If not, permit me to share a few ways to accomplish this task.

1. "I'm afraid that's unacceptable." The 'unacceptable' word choice is a great one. It's firm. It demands a better proposal. It doesn't comment on the motives behind that unacceptable proposal. It conveys a firm rejection, politely.

Adding the softening introduction, specifically "I'm afraid..", further conveys your concern that a verbalized rejection might be taken as an offensive remark.

Good negotiators can also communicate their concern when using this phrase by giving a flinch, typically a pained look or grimace. With or without the flinch, this is a great way to say "No".

2. "I can't see how that could work for me." As in a tennis match, this phrase puts the 'ball back in their court'. It softly, yet firmly communicates a "No", but does so by presenting a problem. The problem is that we can't see a way that the current proposal, price or position can work (or be accepted).

The beauty of this "No" response is that it almost forces one's opponent to help justify why we should accept the proposal, list the benefits to us of accepting it. If they can't justify it for us a concession on their part is more likely.

3. "Is that the best you can do?" Saying "No" by using these seven magic words is simply applying

the crunch technique. It's another 'ball in your court' technique, but this time demanding a concession from your opponent.

If you're noticing that we're trying to avoid the actual word "No", you are correct. It's a potentially harsh word when used improperly in a negotiation.

Consider this, almost any reply that does not include a "Yes" or "I agree" can be construed as a "No".

4. "No way." You may have noticed that this reply is more direct, more assertive and more confrontational. Aren't there times with certain opponents where they are slow to pick up on the message? If you are in such a situation, being abrupt might be in order.

These two words, "No way" are rarely misunderstood by one's opponent. It conveys that you've reached your limit or downside position and a concession from your opponent is the only thing that will keep negotiations moving forward.

There is nothing wrong with softening this effective reply by adding a few words in advance of the "No way". For example, "I hope you can appreciate that there is no way I could accept that price (proposal, position)". Trust me, the "No way" will resonate out of that longer reply and achieve the desired result.

So again I ask, how many ways can you say "No"? I am certain that there are others beyond the few included here. Find two or three that work for you and match the situations where they are needed.

Want some great practice? Try these "Say No" techniques at home, on your family, especially your kids. You'll be surprised how they can become game changers and level the negotiating playing field.

Remember, good negotiators are adept at saying "No" and they even have multiple ways of saying it.

Keep Negotiating!

John Hamilton



It was a Great Honor to be Inducted into the ISAA Hall of Fame this year and to be surprised by having my family and friends in attendance. *"Thank You to the members and committee for making this possible."*

My journey started in 1973, after leaving the Marine Corps in which I was able to work with Glen Nordwall, Bernie Bree, R.D. Whilhoite, Danny Schrock, and many other auctioneers.

Just working along until 1984, when there were really no jobs here, so traveled to Texas where the construction industry was booming there so I could provide for my family.

Returning to Peoria Il in 1989, when I bought the family Masonry business, worked hard and held some auctions and community auctions.

I happened to go to an auction in El Paso, Illinois, one Saturday morning and met an auctioneer named Terry Wilkey, where we became real good friends and worked together for many years. I learned alot from Terry throughout the years. We went to designation courses Accredited Auctioneer of Real Estate (AARE) and the Certified Auctioneers Institute (CAI) together.

Side Note: *You haven't lived until you ride to Bloomington, Indiana, with Monte Lowderman driving through a snow storm holding a spit cup in one hand, talking on the phone with the other, and steering with his knee.... What a ride!*

I had the pleasure along the way working for other auctioneers in addition to Terry, such as Len Freeman, Joe Orwig, Jon Bloomberg, Bill Houchens, Lyle Lee, Kenny Freeman and many others.

Terry had been an ISAA District 4 Governor for a number of years and wanted to take a break. He asked me to run for governor in which I chose to do so and serve our association. I was elected, served two (2) terms as a District Governor, then elected for the officer position of President-Elect and then elected as an ISAA President to serve our members.

Even after serving as the President, I have served once again on our board as a District Governor and then a

Regional Director per our bylaw changes in 2019. During my board service, I have worked with a diverse group of individuals serving including the transistion of the ISAA Executive Director from Maxine, to the Firm, then onto our current Executive Director, Cissy.

I'm sure by then, people were tired of hearing what I had to say and my opinions on things. I believe the board members I had and the ones I served with were the best and did a great job, leaving the new board with a surplus of \$185,000 and the best Executive Director the association has had.

I definitely did not get to the Hall Of Fame by myself and *"Give thanks to all the members for supporting me through this journey."* I gave a little sermon in church a few years back titled, *"Only A Fool Would Go To Hell."* It is about realizing the blessings that God Almighty gave you and you being able to see them. It took me a while to see that myself.

I ask all of you to *"just take a moment to think of who and what is around you that has been helping you along the way, and what you can give to others to help them along. Stop every now and again to reflect on what you have, not what you don't have and how you can help others."* It is rewarding in itself.

If you ever need prayers for anything, my church and myself, are here for you call me anytime you need to.

Again, *"Thank You to all the wonderful people I have had the pleasure to meet in this great association. May God Bless you all. It has been my pleasure to serve you, I did my best and maybe it showed."*

Thank You
Dave Brooks



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Rules for participation in the Illinois State Auctioneer Championship Contest:

- The contest shall be limited to the first 20 entries received. If the limit is not reached, additional contestants may be at the call of the committee. Each contestant should dress appropriately for a professional presentation. Past ISAA Champions are not eligible to compete in future Illinois State Auctioneer Championships.
- Contestants shall be 18 years of age or older, current, paid members of the Illinois State Auctioneers Association Inc. and hold a current auctioneer license in the State of Illinois. There shall be one division combined for men and women.
- Contestants must pay the \$100 non-refundable entry fee, by 9:00 PM on Tuesday, August 15, 2023. All entries will be date "stamped" when received. In case of cancellations, substitutions will be at the call of the committee. An auction market, auction company, private company or business person, association, newspaper, etc. may sponsor a contestant.
- Contestants must provide (3) items that should sell for \$50 or more each that he/she shall sell consecutively in the Preliminaries Round. **Each item 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.
- The sound system shall be preset. Contestants will be allowed to test it in advance but cannot adjust it during the contest.
- In the Finals each contestant will sell items provided by ISAA with a value equal to other contestant's items. All proceeds from the sale of items will be used at the discretion of the ISAA.
- Competing order will be determined prior to the event by a draw, conducted by the Championship Committee Chairman during the Mandatory Roll Call and Orientation Meeting.
- ALL Contestants MUST attend the Contestant Roll Call and Orientation Meeting at 9:30 AM, Wednesday. Roll Call will be taken at the start of the meeting promptly at 9:30 AM. In the event a contestant is not present during the initial roll call, his/her name will be called 2 additional times at 5-minute intervals. In the event a contestant is not present when his / her name is called the third and final time, he / she will be disqualified from the contest, without return of entry fee.
- Contestants may request a copy of these rules and sample score sheets.
- The score system used for the International Auctioneer Championship Contest will be used.
- A panel of at least three judges will be selected by the committee. The judges may be either auctioneers or members of the community.
- Scores from the Preliminaries will determine who advances to the Finals round. The number of finalists shall be based on the following sliding scale: 10 or fewer contestants – Five Finalists; 11 to 20 contestants – Six Finalists.
- If a tie score occurs in the Preliminaries, scores will be recalculated and the lowest score for each contestant shall be eliminated. In the event there is still a tie, the highest score in the Chant / Voice category will be used as the tie-breaker.
- Finalists will be announced after the conclusion and the scoring of the Preliminary Competition. Each Finalist will be asked to report to an isolated room for instruction on the interview portion of the competition. A separate drawing will determine the order in which the Finalists participate. Finalists will sell items provided by ISAA.
- During the Interview Portion of the contest, Finalists shall be isolated in a room until it is his / her turn to be interviewed. Cell phones / cell phone usage is NOT allowed by Finalist while in isolation. The Interview Portion is the only part of the contest with isolation restrictions.
- Finalists will be asked two questions by the emcee developed by the contest committee. A time limit of two minutes per question will apply after the question has been read. The contestant may ask to have the question repeated only once.
- Final scores are determined by combining the interview score with the bid-calling finals score. If a tie occurs, scores from the preliminaries will be used as the tie-breaker in the Finals.
- The following prizes will be awarded: **CHAMPION** - \$1,000 Check, Championship Buckle & Plaque. Following year ISAA Membership Dues & ISAA Conference Registration, Reimbursed Entry Fee for the following International Auctioneer Championship Contest if he/she represents Illinois. **FIRST RUNNER-UP** – \$250 Cash, Plaque and Following year ISAA Membership Dues & ISAA Conference Registration. **SECOND RUNNER-UP** – \$150 Cash, Plaque and Following year ISAA Membership Dues
- Contestants shall not be given the exact order of finish. Score sheets will be provided after the contest.
- The winner shall be referred to as "(Year) Illinois State Champion Auctioneer."
- The champion shall make promotional appearances on behalf of Illinois State Auctioneers Association, including but not limited to the auction at Governor's Sale at the Illinois State Fair upon championship year, the International Auctioneer Championship Contest and will be the Emcee for the following year championship contest. The Illinois State Champion Auctioneer shall wear shirt with the ISAA logo when representing ISAA.
- The Committee Chairman or his / her designee shall address, as needed, any additions, errors or omissions regarding rules and regulations of the contest. The decision of the committee shall be final and binding at the time a decision is made and shall apply to all contestants. Ringmen will be selected by the Committee Chairman.



Resource Guide

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2023 - 2024 *Industry Calendar*

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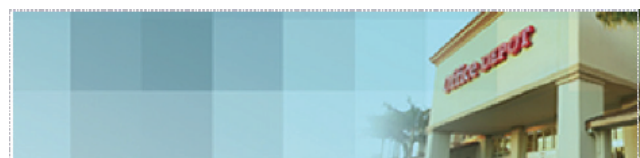
NAA Benefit Auction Summit
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