



FOURTH QUARTER • 2023

The Illinois Auctioneer

ISAA CONFERENCE

Trade Show

BLOOMINGTON

FEBRUARY
8 - 11, 2024

ILLINOIS



From The President

Hello to all, I hope this article finds everyone to be healthy and in good spirits. Let's hone in on prayers for families that lost loved ones this year.

Megan and I hope you had a blessed holiday and don't forget your Sweetheart on Valentine's Day.

I must mention a little about a place I ventured into while on the road the past couple of months visiting regional meetings all over the state. This was the "Sangamo" Restaurant located at 109 East Mulberry St. Chatham, Illinois, and talk about an auctioneer's dream of Beer Memorabilia signs and the history of beer companies in Illinois. I highly suggest this place on one of your road trips, great spirits and good food as well.

Speaking of a deep meaning of friendship, the last couple months of traveling to different ISAA meetings, I definitely can say the camaraderie is that we all stand on common ground, nothing but hard working people with tons of knowledge. Doing the traveling gig and being a member of the ISAA, I can honestly say that I would never have met as many auction mentors; the education you learn is definitely well worth it.

So, I strongly recommend attending the 76th ISAA Conference & Trade Show in February, because it makes it well worth your time during and after the seminars at the conference. Introduce yourself and shake a hand or two, expand your knowledge, feel free to talk other auctioneers and discuss your issues and hopefully they can help, if not - try another. "Winners aren't quitters" Personally, I've developed long lasting friendships with this family of auctioneers.

My advice is get involved, be a leader and... speak of leaders, "How about this board of ISAA directors?"! This year has been outstanding, and they have done it with a positive teamwork attitude. They're not done yet, as there are more improvements for the future planning for this association.

I was very proud of how other auctioneers pitched in setting up and taking down at the Illinois State Fair for the Illinois State Auctioneer Championship, now that's what it's all about. Thank you!

This year's assigned chairmen have put together a great list of activities for your annual conference:

- NEW auction contest
- NEW CE class
- Excellent speakers



Hall of Fame will surprise the well-deserved inductee(s) and hats off to last year as one of the largest attendance of Hall Of Fame members that I've seen in a long time. We hope to see it again this year!

On Saturday night, we look forward to our Dinner Awards Banquet to include scholarship recipient(s), marketing awards and....we're bringing back the country western band, Modern Cowboyz.

We're looking forward to including more exhibitors, a NEW Marketing / Advertising contest and selling / auctioning ISAA apparel.

Surprise giveaways in between seminars, and let's don't forget the FUN AUCTION - Bring an auction item for some fun and good ole belly laughs!

I look forward to speaking and reaching out to shake your hand.

Something new for the ladies is, my Megan is putting together a "Ladies 4 hour Tour" of the Historical David Davis Mansion (it's Abe Lincoln's Birthday theme) followed by a tour of the Destihl Brewery, then you're on your own for lunch and drinks. **Megan needs 10 ladies to make it happen. Please let me know before February 1st 2024 (cost is \$25.00) - (prochnowauctions@gmail.com OR (309) 261-4537)**

I'm honored and looking forward to seeing you at the "Great ISAA Convention Again"! And remember, it's laughter, I'm after!

Sincerely,
Jeff Prochnow, President of ISAA



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

Hachmeister
Scholarship Funded by
10% Buyer's Premium
@ ISAA auctions

TECHNOLOGY THURSDAY, February 8, 2024

3:00 PM

REGISTRATION Begins

3:30 PM – 5:30 PM

Direct Offer Technology - DO AudioTours™ is an audio marketing solution that lets Auctioneers record detailed narration about the sale. It's a unique way to add extensive detail to property images and helps demonstrate an effort to go above and beyond traditional marketing tactics.

AuctionLook Marketing Center Session - Customized Marketing to help grow your auction business - GEO Targeting | Templates - Print & Mail

Shipping Saint - Shipping Saint helps automate your customer communications, payments, inventory management, shipping quotes, labor & material tracking, shipping insurance and more.

5:45 PM

MEET & GREET

6:30 PM - 8:30 PM

Round Table Sessions

Matt Bullock - Multi-platforms for auction

IRMA - Benefits available to ISAA Members

FRIDAY, February 9, 2024

7:00 AM

**1ST TIME ATTE DEES BREAKFAST
MEET MEMBERS OF THE ISAA BOARD**

8:00 AM

REGISTRATION

8:30 AM

Welcome to the 2024 Conference w/ Wayne Mollett & Jeff Prochnow

9:00 AM – 10:30 AM

Auction Listing Contract and Others! w/ Sherman Hostetter
An auctioneers view of protecting your ass-ets.

10:40 AM – 12:15 PM

Ethics and Legal Issues for Auctioneers w/George Michak
The role of the law in establishing "Rules." Contracts and their legal and ethical implications in establishing "Rules" specific to your auction, establishing the rights and obligations of the parties, allocating risk and more. Contractual and ethical issues regarding the seller, including the scope of agency. Contractual and ethical issues regarding Bidders along with examples and much more information.

12:15 PM - 1:30 PM

LUNCH On Your Own

1:30 PM - 2:15 PM

VENDOR Shark Tank Session - Vendor Presentation of Services Offered

2:25 PM - 3:55 PM

Artificial Intelligence w/ Katie Lappe
Explore artificial intelligence (AI) and how it is changing the industry, evaluate how it can assist you & your company and if it is right for you

2:25 PM - 3:55 PM	Growing the Next Generation <i>w/ Sherman Hostetter</i> A transparent view of working with your parents and siblings.... and then your children in the auction business
3:55 PM - 4:15 PM	VISIT w/ VENDORS @ Tradeshow
4:15 PM - 5:45 PM	How to Still Make Money w/ Small Estate Auctions <i>w/ David Whitley</i> An interactive discussion about how to make money and conduct auctions for estate and downsizings that will gross under \$10,000. We will discuss ways to use guarantees, fees and commissions to make these auctions profitable as well as the use of internet-only auctions to sell the items in place. Discuss everything from listing to final settlement including best practices, vendors and things to avoid.
6:00 PM	HALL OF FAME DINNER
7:15 PM	ISAA Novice Auctioneer Championship ISAA Ringman Championship ISAA Auction Team Championship ISAA Champion of Champions Contest

SATURDAY, February 10, 2024

9:00 AM – 10:30 AM	Practical, Legal Consideration for Auctioneers Panel Discussion <i>w/ George Michak and David Whitley</i>
10:30 AM – 10:45 AM	VISIT w/ VENDORS @ Tradeshow
10:45 AM – 12:15 PM	Auction Company Management and Growth <i>w/ Sherman Hostetter</i>
12:30 PM – 2:00 PM	LUNCH & ISAA Lobbyist Update <i>w/ Rob Karr</i> NAA Update <i>w/ Sherman Hostetter, NAA Chairman of the Board</i>
2:00 PM – 3:30 PM	Online Only Auctions 201 <i>w/ David Whitley</i> David will lead an interactive discussion on taking your online auctions to the next level. Topics covered will include setup and merchandising, taking photos that sell, writing descriptions that tell the story, choosing a sale order that maximizes bids and bidder participation and more. Artificial Intelligence <i>w/ Katie Lappe</i> Explore artificial intelligence (AI) and how it is changing the industry, evaluate how it can assist you & your company and if it is right for you
3:30 PM - 5:00 PM	VISIT w/ VENDORS @ Tradeshow
4:00 PM – 5:00 PM	Panel Discussion with ISAA Hall of Fame Members and Past Presidents <i>w/ David Whitley, Moderator</i>
5:15 PM - 6:00 PM	ANNUAL MEETING OF THE MEMBERSHIP
6:05 PM	DINNER & MARKETING AWARDS BANQUET

7:00 PM

FUN Auction

Country Western Band Entertainment w/ Modern Cowboyz

SUNDAY, February 11, 2024

8:00 AM – 11:00 AM

NEW CE Class (Mandatory) – Legal Issues, Best Practices & Risk Management w/ *George Michak*

11:00 AM - 12:15 PM

LUNCH On Your Own

12:15 PM – 3:15 PM

CE Class (Mandatory) – Better Business Practices & Sexual Harassment Prevention w/ *Cissy Tabor*

Bonus Benefit: **Review Your Contract(s) w/ George Michak**

Does your auction contract entail too much? Not enough? Are you covered or could you be liable?

George has dedicated auction law practice, regularly representing auctioneers and auction companies on all legal aspects affecting the auction industry...

Bring your contract(s) to the conference and have a Review Session

Annual Meeting of
the Membership

FEBRUARY 2024

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		



Calling ALL Illinois State Champion Auctioneers . . .



COMING BACK IN 2024...

Champion of Champions

BID CALLING COMPETITION



Contestants shall be current, Active Members of the Illinois State Auctioneers Association, as of the contest date AND a titled, Illinois State Champion Auctioneer.

Have You UPDATED Your ISAA Profile on the ISAA website?

Photo Coming Soon

Powered by **AUCTIONLOOK**

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

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

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

Need to update your ISAA Membership Profile?

Ask us how....

We're here to help!

auctionlook@gmail.com





proxibid

GET MORE ACTION WITH TIMED AUCTIONS.

Timed Auctions Bring More Active Bidders & Increase Auction Action.

Timed auctions are online-only events where bidders can easily place bids within a specified time frame, giving them the ability to track multiple lots in a single sale. On average, timed auctions receive **20% more active bidders** per auction, one of many reasons why it continues to grow in popularity. In the last 12 months, Proxibid auction houses ran **14% more assets** through timed auctions than live.

BENEFITS OF TIMED AUCTIONS



Multiple Item Locations in One Auction

Timed auctions allow you to sell items from multiple locations, avoiding the burden of transportation and storage fees. Sell machinery from a warehouse in Kentucky and equipment from a yard in California in the same auction, without physically moving inventory.



Save Time & Money

Live, in-person auctions have high costs from the security, ringmen, clerk, auctioneer, labor on the day of the auction, licensing/insurance, shipping to the auction site, renting the event space, and so much more. Save yourself time and money with timed, online auctions.



Reach a New Audience

With timed auctions, you have a chance to reach a new audience who are accustomed to buying online. These bidders will appreciate having a familiar format to purchase items, resulting in a higher likelihood of them becoming repeat customers.

Drastically reduce overhead and get more active bidders with timed auctions.

Contact us today to get started: sales@proxibid.com



Browse. Bid. Win.
proxibid.com



CRS consigns retail return truckloads.



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NAA Member #101385



Membership Year shall be from January through December

Renewal Can Be Done w/ 2024 ISAA Conference Registration.

Annual Membership invoicing will be sent out in January 2024.

FEBRUARY 8 - 11, 2024

REGISTER TODAY

DON'T FORGET TO MAKE YOUR
HOTEL RESERVATIONS

HOT BREAKFAST IS INCLUDED

\$119.00 PER NIGHT



Staff Registration Discount at 2024 ISAA Conference:

1 FREE Registration of a non-licensed individual per an ISAA Member conference attendance; Meals Not Included. Additional non-licensed staff registration per ISAA Member will be \$100 per person; Meals Not Included. **Meals Can Be Purchased.** *(Please see Staff Convention Registration Form in the back of this newsletter.)*

Text your buyers an invoice for quicker payments

Do more for your customers. **AND** your business.
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Competitions



ILLINOIS NOVICE BID CALLING COMPETITION

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

NO *Registration Fee*

Contest Registration Fee has been **WAIVED** for 2024



ILLINOIS RINGMAN COMPETITION

Ringman Contestants shall be current, active members of the Illinois State Auctioneers Association.

NO *Interview*

Auctioneer: Bill Burke, 2023 Illinois State Champion Auctioneer

NEW Competition Coming To The 2024 ISAA Conference on Friday, February 9, 2024!

The ISAA Board has added a new competition to our annual conference - Illinois AUCTION TEAM Championship.

This competition is geared to observe / judge not only the auctioneer, and the ringman, but more importantly on how they work together as a team, communication with one another; verbal and non-verbal, engaging with the attendees of an auction, encourage bidding and in obtaining the best market value for their items being sold.



Coming Your Way

2024 ISAA Conference

AUCTION
TEAM

Competition

Auctioneer & Ringman Competition

MORE DETAILS TO COME...

Contest Rules.... Scorecards..... Contest Judging.... Oh My!

Make sure you check out the Contest Rules for each competition. Find out the Registration Fee(s) and what you need to provide as a contestant.

Want to know what the judges will be observing in each contest and scoring? Scorecard Sheets are available online for you to check it out so you're prepared.

RULES & SCORECARDS will be discussed at Contestant Meeting(s) prior to the Contestant Draw.
<https://illinoisauctioneers.org/event/2024-isaa-conference-trade-show/>

ALL 2024 ISAA Conference & Trade Show information is available on the ISAA website under EVENTS.

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ATTENDANCE**



**BOOST YOUR
WEBSITE TRAFFIC**



**WE CREATE THE
AUCTION LISTING**



**TARGETED
MARKETING**



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OPTIMIZATION**



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85,000

Facebook Followers



On Average
1.25 Million
Impressions Per Month



Over
7,000
Auctioneer Profiles



On Average
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Clicks Per Month

We want to be your **trusted online advertising partner** by getting more buyers to **BOTH** your online and in-person auctions. We succeed when you succeed. We look forward to **helping your business grow**.



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Sioux Falls, SD 57108

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& National Auction Association



Advertising Items Are Popular and In Demand

By David Krieg, Advertising, Toy and Antique Auctioneer



Farm, Food, Oil and Car advertising items are in good demand. Do Not throw away items!

I've seen a *I.H. Thermometer* and a *Deans* clock pulled out of a dumpster and sold on auction for over \$100.00 for each.

Local advertising, in the local area, will sell good with old phone numbers on them and if they're out of business.

Metal and Porcelain signs are good, especially if they are double-sided, they are worth more. Signs are going up in prices. Some wood signs are okay. Farm Implement Co., Seed, Feed and Livestock Chemicals Advertising is popular.

Pencils and Pens, Mechanical Pencils, Signs, License Plate Holders, Calendars, Tractor and Implement Sales Literature, Yard Sticks and sometimes the square sticks are worth more. Years ago they were used for measuring fuel tanks on tractors. They also manufacture sticks for use in measuring tanks.

Toys, Clocks and Thermostats, if they have glass-fronts, are worth more. Advertising mirrors, rain gauges, felt and straw hats are all items that have sold well at auction. Popular brands you can sell one-by-one, instead of in groups.

Mechanical pencils and ball point pens with floaters are top items. Dekalb Seed has corn or little chicken in them. Oliver Tractor will have a tractor floating. I've seen Oil Co with a little oil-can floating and some ballpoint and mechanical pencils will have a ear corn or livestock and other objects on top of the pen or pencil. Also, bullet pencils are popular. It looks like a bullet. You can pull out the silver pointed end; it's a pencil and the other end has an eraser with the advertising in the middle.

Other advertising items to look out for as well:

- Belt buckles
- Memo books
- Chicago Stockyards
- Tractor jewelry
- Watch FOBS
- Watches
- Tie Clips
- Badges
- Tools

- Match Books
- Rulers
- Oil Cans
- Playing cards
- Kitchen utensils, Glassware and Salt & Pepper Shakers
- Cast Iron tractor and implement seats
- Cloth advertising
- Seed & Feed bags
- DeLaval Products are in demand - Tin cows, Paper cows, Wood match holders and Calendars
- Car and Oil items - Pencils, Yardsticks, Signs, Oil cans, Tins, Promo cars, Car & Oil literature, Toys
- Food - Signs, Tins, Pencils, Bottles, Beer and Pop / Soda items
- Dairy items are getting popular -
- Milk bottles
- Milk bottles w/ cream top which has the larger opening at top to be able to use a cream spoon in the bottle and scoop out the cream
- Baby-face bottles
- Local dairies are popular
- Milk cans
- Wood, Milk cases
- Cartons and Boxes

Have Fun selling advertising items in your auction.

A lot of these items were given FREE and were used for promotional reasons.

David Krieg began his educational journey of specializing in farm toys, toy trucks, toy cars, construction toys and toy trains. He is now considered a Collector toys specialist in Illinois. David works with historians, toy collector groups and tractor clubs instead of just midwestern toy manufacturers. He also specializes in farm advertising, antiques in addition to the collector toys. David provides consultation and appraisal services for collectors, historians, tractor clubs, toy clubs, and individual entities. Contact David today for his expertise!



DO AudioTours™ by Direct Offer creates vocal content to help Auctioneers market auction listings.

Found at: DoAudioTours.com
Ideal for: Auctioneers, Teams and Marketing Managers

Top selling points:

- Off-camera audio marketing
- Add verbal detail to listing photos
- Capitalizes on podcast popularity
- Audio content landing pages
- Translates into 20 languages
- Ideal for ADA compliance

What you should know:

DO AudioTours™ is an audio marketing solution that lets Auctioneers record detailed narration about the sale. It's a unique way to add extensive detail to property images and helps demonstrate an effort to go above and beyond traditional marketing tactics.

At the risk of sounding obvious, the software gives users an audio recording interface to add narration on top of listing photos. Users select an image, tap record, and speak. It's that simple. You can delete and start over if needed, and choose to add audio to only a few images, likely a smarter marketing move than inundating your audience with excessive narration.

Once the Audio Tour is complete Auctioneer can share on Social Media and other Marketing Channels. Tours come with property specific QR codes for signs and flyers. They can also find their Tours on the DirectOffer mobile app.

Buyers don't often read so this aids in the potential buyer in understanding the details of the sale. Buyers that speak other languages can now understand the terms and conditions of your sale.

All packaged in a beautiful media player that customers can share or contact you directly by email or phone.

Did you know that there are more podcast subscriptions in the US than Netflix Subscriptions? Buyers love audio. Auctioneers love their chant.... So let's make the best of both worlds.

~ Coming to 2024 ISAA Conference & Trade Show on Technology Thursday, February 8, 2024, w/ Katie Lappe

AGENTS CAN NOW SPEAK 20 LANGUAGES

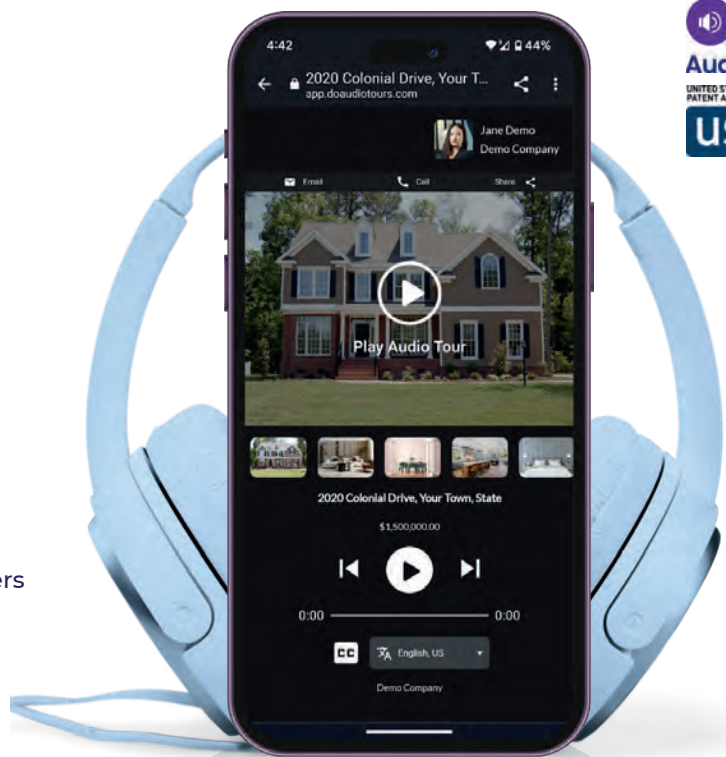
- A.I. automatically converts your listings into an audio presentation for buyers to listen to.
- Translates up to 20 different languages with closed captioning
- Share through automated email notifications or dashboard
- Connect all leads to your CRM through your email
- QR Code for brochures, handouts, sign magnets or riders
- Manual upload is great for Off Market Listings, Commercial, or Rentals
- Your listing / Your lead / No referral fees



**Scan This QR Code to
Sign-up Price of \$9.99**



**Click on "Title Company of
Choice" in the Agent Profile
Area**



**Demo
Listing
Scan QR
Code**



**US &
Global**

I hope everyone is busy with auctions and that everyone is enjoying the beautiful fall weather! Technology is a great tool for auctioneers. Here is a little info about one tool that we have found to be very helpful.

Google Lens is a powerful visual search tool developed by Google that uses artificial intelligence and computer vision technologies to understand and interact with the world through images and camera input. Here's a simplified explanation of how Google Lens works:

- **Image Capture:** Google Lens starts with the capture of an image or a live camera feed. You can use your smartphone's camera to take a picture of an object, text, or scene, or you can activate Google Lens within certain Google apps.
- **Image Analysis:** Once an image is captured, Google Lens analyzes it using computer vision algorithms. These algorithms identify objects, text, landmarks, and other visual elements within the image.
- **Object Recognition:** Google Lens can recognize a wide range of objects, including common items like plants, animals, products, and more. It can also identify landmarks, artworks, and famous buildings.
- **Text Extraction:** One of the key features of Google Lens is its ability to extract and understand text within images. It can recognize printed and handwritten text in various languages, allowing you to copy and paste text, translate it, or search for related information.
- **Information Retrieval:** Once Google Lens identifies an object or text, it retrieves relevant information from the web. This can include product details, historical information about landmarks, definitions of words, or search results related to the recognized object.
- **Integration with Other Apps:** Google Lens is integrated into various Google apps and services, such as Google Photos and Google Assistant. This allows users to access Lens's capabilities seamlessly from within these apps. For example, you can use Google Lens to identify objects or text within photos stored in your Google Photos library.
- **Real-Time Interaction:** In addition to analyzing static images, Google Lens can



also provide real-time information and interaction. For example, you can point your camera at a restaurant sign to see reviews, point it at a business card to save contact information, or scan a barcode to get product details

- **Augmented Reality (AR) Overlays:** Google Lens can overlay information on the camera viewfinder in real time. For instance, it can recognize a plant and display its name, or it can identify constellations in the night sky and provide information about them as you point your camera at them.

Language Translation: Google Lens can translate text from one language to another in real time. This is particularly useful when traveling and encountering signs or documents in foreign languages.

In summary, Google Lens leverages computer vision, AI, and deep learning technologies to recognize and understand objects, text, and scenes in images or live camera feeds. It then provides relevant information, offers real-time interaction, and supports various tasks such as text extraction, language translation, and augmented reality overlays. Google Lens makes it easier for users to explore and interact with the world around them using visual input.

We use Google Lens and it's pretty amazing. Speaking of new technology, we are in the age of AI. It used to be the stuff in sci-fi movies, but it's here now. For the better or worse, that's another discussion. BTW, I used AI to write this letter. It can be very useful, especially for writing newsletters at the last minute, but I also think there's going to be many negatives to it.

- Mark Musser,
Wyoming Auctioneers Association Director



Have you heard about Artificial Intelligence? What about ChatGPT? We, auctioneers, need to keep up with current technologies to best serve our clients and customers. Technology can make our lives easier once we learn it. Some auctioneers are currently using artificial intelligence to write item descriptions and marketing pieces. Think it will not work? It will.

David Whitley, who is one of our incoming speakers for the 2024 ISAA Conference & Trade Show showcased this with another association and the results were very intriguing. Therefore, I signed up and did so for Illinois.

I went to <https://chat.openai.com/> and typed in this request. *"Write five paragraphs on why you should hire a member of the Illinois State Auctioneers Association to conduct your auction."* In less than ten seconds, it gave me this exact response:

"Choosing a member of the Illinois State Auctioneers Association (ISAA) to conduct your auction offers a multitude of benefits, rooted in the association's commitment to professionalism, expertise, and ethical conduct.

1. ISAA members undergo extensive training and education, equipping them with the skills necessary to excel in the field of auctioneering. This ensures that when you hire an ISAA member, you are engaging an individual with a solid foundation of knowledge, capable of navigating the intricacies of the auction process with finesse.

2. A notable advantage of hiring an ISAA member is the association's stringent code of ethics that governs its members. When you opt for an ISAA auctioneer, you are choosing someone dedicated to upholding the highest standards of integrity, transparency, and fair practice. This commitment not only instills confidence in participants but also contributes to the positive reputation of your auction and organization. The ISAA's emphasis on ethical conduct sets a strong foundation for trust and credibility, essential elements in the success of any auction event.

3. The Illinois State Auctioneers Association provides a valuable network and community for its members. This network extends across the state, fostering collaboration, knowledge-sharing, and a sense of camaraderie among auction professionals. By hiring an ISAA member, you tap into this vast network, gaining access to a wealth of industry insights, resources, and potential partnerships. This collaborative environment ensures that your auction benefits from a diverse range of perspectives and experiences, enhancing its overall success.

4. Local expertise is a significant advantage when conducting an auction, and ISAA members possess an in-depth understanding of the specific regulations and market nuances in Illinois. This familiarity is invaluable for navigating legal requirements, obtaining necessary permits, and ensuring compliance with state laws. Hiring an ISAA member means entrusting your auction to someone with a comprehensive understanding of the local landscape, minimizing potential challenges and ensuring a seamless, legally compliant event.

5. The commitment to ongoing education within the ISAA ensures that its members stay abreast of the latest industry trends, technologies, and best practices. By selecting an ISAA auctioneer, you are choosing someone dedicated to continuous improvement and adaptation. This commitment to professional development translates into a dynamic and forward-thinking approach to auctioneering, providing you with the assurance that your auction will leverage the latest advancements in the field.

In summary, hiring a member of the Illinois State Auctioneers Association is a strategic choice that combines expertise, ethical conduct, local knowledge, a supportive community, and a commitment to staying at the forefront of the auction industry."

Is this a perfect response? Maybe not. Can it be quickly tweaked to work well? I think so. Go check out <https://chat.openai.com/> and see how you can implement it in your business to make you more efficient.

- Cissy Tabor


 Thursday
 February 8, 2024
 2024 ISAA Conference & Trade Show

Join Us


 @ 3:30 PM

TECHNOLOGY THURSDAY


AudioTours™
 Powered By DirectOffer

Thursday
 February 8, 2024
 2024 ISAA Conference & Trade Show

Join Us


 @ 3:30 PM

TECHNOLOGY THURSDAY


 Thursday
 February 8, 2024
 2024 ISAA Conference & Trade Show

Join Us


 @ 3:30 PM

TECHNOLOGY THURSDAY

Meet & Greet FEB 8th THURSDAY



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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 8 - 11, 2024	AMOUNT
Convention Registration: <i>(Includes ALL Provided Meals & CE Classes)</i>	after 1/21/2024 \$250.00 / each _____
Discounted Registration received by 1/20/2024	\$225.00 / each _____
Hall of Fame Attendee Convention Registration - 2024 * Provided meals include Saturday Dinner and Sunday Lunch & Dinner	\$150.00 / each _____
Daily Rate: (Includes ALL Provided Meals*) <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	\$150.00 / each _____
Additional Meal Tickets: <input type="checkbox"/> Friday Dinner <input type="checkbox"/> Saturday Lunch <input type="checkbox"/> Saturday Dinner	\$50.00 / each _____
Championship Contests — See Schedule (include Contest Registration Form)	
<input type="checkbox"/> Ringman <input type="checkbox"/> Auction Team (Fee per registration)	\$100.00 / each _____
<input type="checkbox"/> Novice Bid Calling Competition (Auctioneer 1 - 3 years) - FEE WAIVED	
2024 Auctioneer Membership Dues which include posting auctions on ISAA website	\$150.00 _____
2024 Auction Company Membership Dues which include posting auctions on ISAA website	\$150.00 _____
2024 Associate Membership Dues	\$75.00 _____
Legislation Donation: \$ _____ Scholarship Donation: \$ _____	\$ _____
CE Classes ONLY - Better Business Practices & Sexual Harassment Prevention AND Legal Issues, Best Practices and Risk Management (Mandatory Classes)	\$40.00 / each _____
TOTAL	\$ _____

PAYMENT METHOD	A 5% Processing Fee will be added to all credit card transactions
Amount \$ _____ Check # _____ Credit Card: _____ MC _____ VISA _____ Discover _____ AMEX _____	
Credit Card # _____ Exp Date (mm/yyyy) _____ CSV _____	
Cardholder Name (please print) _____	
Card Billing Address: (include zip code) _____	
Billing address is same as registration address _____ YES _____ NO	

ADDITIONAL INFORMATION

Technology Thursday Sessions Kicks Off the 76th Annual Conference on Thursday, February 8, 2024

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 conference functions and Do NOT include hotel accommodations.

Hotel Reservations: Doubletree by Hilton ~ 10 Brickyard Drive, Bloomington, IL 61701 ~ (**Deadline: January 24, 2024**)

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



STAFF CONVENTION REGISTRATION FORM

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

REGISTRATION FEES - **FEBRUARY 8 - 11, 2024**

AMOUNT

Staff Convention Attendance:

1st Attendee - FREE \$ 0.00 .

(Meals NOT Included)

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

Staff Registration at 202 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 2024ISAA Association Membership*

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

Championship Contests — See Schedule (include Contest Registration Form)

☐ Ringman ☐ Auction Team (Fee per contestant each registration) \$100.00 / each _____

☐ Novice Bid Calling Competition (Auctioneer 1 - 3 years) - **FEE WAIVED** \$ FEE WAIVED .

2024 Associate Membership Dues \$75.00 _____

CE Clases ONLY - Better Business Practices & Sexual Harassment Prevention \$40.00 / each _____

(Mandatory) AND Legal Issues, Best Practices and Risk Management (Mandatory) **TOTAL \$** _____

PAYMENT METHOD

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

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

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

Cardholder Name (please print) _____

Card Billing Address: (include zip code) _____

Billing address is same as registration address ☐ YES ☐ NO

ADDITIONAL INFORMATION

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

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



2024 ISAA MARKETING CONTEST ENTRY FORM

(SUBMIT A SEPARATE FORM FOR EACH ENTRY)

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

IF A DIGITAL SUBMISSION, INCLUDE A DIRECT LINK:

(Please send your digital submissions to Ben Ladage, auctions@benladage.com, by February 2, 2024)

http:// _____

CONTEST GROUPS AND CATEGORIES

Please select the appropriate group and category for your entry:

_____ **PRINTED MATERIAL** – To Include: Individual auction marketing, auction company marketing, Newspaper Ads, Bid cards, Brochures, Flyers, Sale Bills *(Must include ISAA logo or Member of Illinois State Auctioneer Association)*

_____ **DIGITAL MEDIA** – To include: Digital Flyers, Videos, Emails, Website, Online promotions, social media accounts *(Must include ISAA logo or Member of Illinois State Auctioneer Association)*

_____ **PROMOTIONAL** – To include: Apparel, Promotional give-a-ways, business cards *(ISAA logo not required)*

_____ **VEHICLES & MORE** – To include: Auction Topper, Clerking Trailer, Golf Cart, Side by side, Enclosed Trailer, Wrapped Vehicle Advertising on wheels *(Must include ISAA logo or Member of Illinois State Auctioneer Association)*

_____ **2024 FEATURED CATEGORY: SHOW ME YOUR SIGN** – To include: Yard Signs, Auction Signs, Business Signs *(ISAA logo not required)*

CONTEST RULES

- All current ISAA Members may submit an entry, regardless of past wins. More than one (1) entry per category is allowed. There is NO FEE for entry.
- Submissions for PRINT & PROMOTIONAL Categories Must Be Present at ISAA Conference.
- Submissions for DIGITAL MEDIA, VEHICLES & MORE, and SHOW ME YOUR SIGN Categories can be sent via email to Ben Ladage, auctions@benladage.com by February 2, 2024.

DEADLINE For PRINT & PROMOTIONAL Entries IS 12PM ON FRIDAY, FEBRUARY 9, 2024, and FEBRUARY 2, 2024 for DIGITAL MEDIA, VEHICLES & MORE and SHOW ME YOUR SIGN.



2024 ILLINOIS STATE AUCTIONEER / RINGMAN TEAM CHAMPIONSHIP CONTEST ENTRY FORM

February 9, 2024

Name _____

Address _____

City/State/Zip _____

Phone # _____ Email _____

Rules for participation in the Illinois State Auctioneers Association Team Championship Contest:

- Each contestant should dress appropriately for a professional presentation.
- Contestants shall be current, active (paid) members of *Illinois State Auctioneers Association* at the time of the entry deadline and registered for the convention
- **Each Contestant must pay the \$100.00 entry fee by 3:00 PM on DATE.** Contestants will be responsible for choosing their own teams.
- Persons CAN enter the contest multiple times with different Auctioneers / Ringmen. Teams must consist of at least one member 18+ years of age.
- Contestant Teams must provide three (3) items that should sell for \$50 or more each by 3:00 PM on the day of the sale.
- Each of the three items provided by the contestant MUST have the Teams Entry # and Names firmly attached to the item and 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 drawing conducted by the Contest Chairperson during the Mandatory Contestant Roll Call and Orientation Meeting.
- **ALL CONTESTANTS MUST attend the Contestant Roll Call and Orientation Meeting at 4:00 PM, Friday.** Roll Call will be taken at the start of the meeting promptly at 4:00 PM. In the event a contestant is not present during the initial roll call, his / her name will be called 2 additional times at 10-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.
- The *Illinois State Team Auction Team Championship* Contest will be held in the designated room at the conference site. The sound systems will be preset and will not be adjusted during the contest. All contestants will have the opportunity to test the sound system prior to the start of the competition.
- 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.
- Contestants shall be introduced in both the Preliminaries and Finals. If a contestant is not present when called to the stage, he or she will be disqualified.
- Each team sells three items consecutively in both the Preliminaries and in the Finals. In the Preliminaries, each team will sell items he / she provides for the contest. In the Finals, each team will sell items provided by the ISAA with a value equal to other contestants' items.
- **Tie will be separated by the "Would you hire this team" category on the score sheet..**
- The scores from the Preliminaries determine who qualifies for the Finals. The Preliminary scores will be thrown out. And the scores will start anew for the Finals.
- Finalist Teams will be announced after the conclusion and scoring of the Preliminary Competition and will advance to the FINALS.
- The following prizes will be awarded: Champion Team — \$300 Team Cash Prize, Belt Buckle (per contestant) and Plaque; Reserve Champion Team — Plaque
- Contestants will NOT be given the exact order of finish. Scorecards will be available after the evening's auction events have concluded and can be picked up from the Contest Chairperson.
- All winners will be used in press releases, media referrals and videos for promotion of auctioneering and the Illinois State Auctioneers Association.



2024 Illinois State Ringman Championship

Contest Entry Form & Rules

Friday, February 9, 2024 @ 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 9, 2024. 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 5:50 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 2025 ISAA Conference and a custom, championship belt buckle. The Reserve Champion will receive a plaque.**



2024 NOVICE BID CALLING CONTEST

Contest will be held Friday, February 9, 2024

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 Be Registered by 3:00 PM the day of the contest (February 9, 2024).
- **Contestant Entry Fee Is WAIVED for the 2024 Novice Bid Calling Contest.**
- 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 5:50 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 2025 ISAA Conference, a plaque and an ISAA logo package (shirt, hat and sticker)**



2024 Illinois State Auctioneers Champion of Champions Contest

Bid-Calling Contest Entry Form and Rules

Contest is Friday, February 9, 2024 7:15 P.M.

Name_____

Company Name_____

Address_____

City/State/Zip_____

- Contestants shall be current, active members of the Illinois State Auctioneers Association, as of the contest date and a titled, Illinois State Champion Auctioneer.
- This contest is designed to showcase our Fantastic and Professional Auctioneers and to be fun.
- 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 9, 2024).
- Each contestant must provide three (3) items that will sell for \$50.00 or more each by 3:00 pm on the day of the sale.
- All contestants must attend the Contestant Roll Call and Orientation Meeting at 3:30 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.
- **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 contest chairperson.
- The Bid Calling contest will be held in the designated room at the competition site. The sound system will be preset and will not be adjusted during the contest.
- There shall be at least 3 judges or more. The judges may be either Auctioneers or members of the community. The judges may or may not be current members of the *Illinois State Auctioneers Association*.
- If there are 4 or fewer judges, all scores will be tallied. If there are 5 or more judges, the lowest score for each contestant shall be eliminated.
- 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.
- Each contestant sells three (3) items consecutively, in both the Preliminaries and in 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. Contestants with the Top Five (5) scores will enter the Finals Round.
- If a tie score occurs in the Preliminary portion of the competition, the contestant with the highest score in the Chant / Voice Category will be selected.
- The scores from the Preliminary Round will be used as the tie-breaker in the Finals.
- Finalists will be announced after the conclusion and scoring of the Preliminary Competition.
- On the scorecard used for bid-calling segments, the total possible points in each category will be: Presentation - 20 points; Chant / Voice - 45 points; Effective Auctioneering - 35 points
- The Champion and First Runner-up will be announced. The First Runner-up will be verbally recognized only.
- **The Champion will receive a FREE Convention Registration to the 2025 ISAA Conference & Trade Show and a custom, *Champion of Champions* belt buckle.**
- Contestants will not be given the exact order of finish. The scorecards of all contestants will be available after the contest is concluded.



2024 Membership Renewal Form

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

Name: _____ Date of Birth: _____

Auctioneer License #: _____

Physical Address: _____

Mailing Address (if different): _____

City: _____ County: _____

State: _____ Zip: _____ Phone: _____

Fax: _____ Email (required): _____

Website: _____

Company or Trade Name (if applicable): _____

Company License (if applicable): _____

Years you have been an auctioneer: _____

Other Designations

☐ AMM ☐ CAI ☐ GPPA / MPPA

☐ AARE ☐ CAS ☐ Other: _____

☐ BAS ☐ CES ☐ NAA Member

ISAA DONATIONS:

☐ Legislation: \$ _____

☐ Scholarship: \$ _____

In what areas would you like to be involved: Districts (ISAA is divided into 10 Districts;

ISAA Regional
Directors

- ☐ Officer: (2 year term)
☐ Director: (3 or 4 year term)
☐ Committee Interest

3 Regions - North, Central & South)

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

Signed: _____ Date: _____

Type of Membership

☐ Auctioneer / Auction Company \$150

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

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

☐ Associate Member \$75

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

☐ Trade Member (Vendor) \$250

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

Credit Card Authorization

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

Name as it appears on credit card: _____

Signature: _____

Billing Address: _____

Credit Card: _____ Card Number: _____

Expiration Date: _____ Security Code: _____



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

2024 *Industry Calendar*

January 2024

2024 Mile High Auctioneer Championship

January 20, 2024
Denver, CO

2024 Texas LoneStar Open

January 28, 2024
Ft Worth, TX

February 2024

2024 ISAA Conference & Trade Show

February 8 - 11, 2024
Bloomington, IL

Digital Marketing Summit

February 19 - 20, 2024
Albuquerque, NM

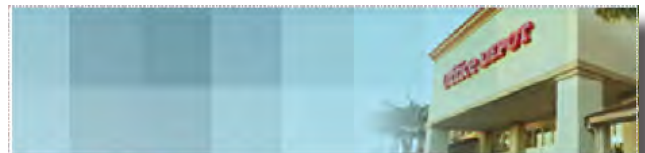
March 2024

Certified Auctioneers Institute (CAI)

March 24 - 29, 2024
Bloomington, IN

April 2024

National Auctioneers Week
April 29 - May 4, 2024



Store Purchasing Card

80131391836

ISAA AUCTIONEERS ASSOCIATION
ISAA AUCTIONEERS ASSOCIATION

**Office
DEPOT.**



Look for Illinois State Auctioneers Association
Email Blasts

isaadirector@gmail.com

MailChimp



ISAA Communications

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