

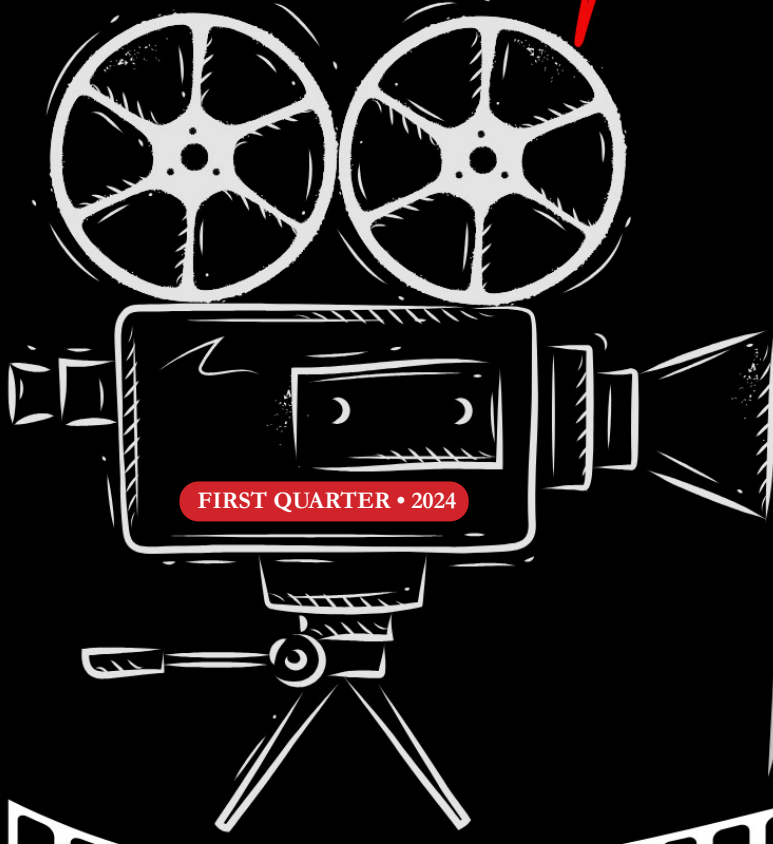
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Newsletter

FIRST QUARTER • 2024



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From The President



WOW! Another fantastic convention. Record breaking attendance. Record breaking first time attendees. Record breaking contestants for auction contests. Record breaking ISAA apparel sold. Just a Record breaking year!

Special thanks to everyone who made this possible. Special thanks to Cissy and her helper,

Stephanie, for being so professional, so many positive comments. *"Thank you to my board for working hard with communicating and keeping this on track and thank you for donating gift cards as giveaways at each seminar.... over \$650.00 was given away!"*

Technology Thursday and the **Meet and Greet** afterwards, was successful with lots of pizza, homemade sloppy joes from VP Wayne Mollet and adult refreshments. The **First Timers Breakfast** on Friday morning breakfast was a huge turn out and look forward to having this social time of networking continue to grow. *"Thank you to everyone for making them feel welcomed."*

A very nice response from our vendors showing off their product, services and information skills. We even had some NAA memberships sponsored, so here's another way to expand your networking.

What about those speakers, expanding more knowledge and real scenarios of the auction business? So many said they were great and it was worth their time to be here, which gave us an idea of what you want for next year. Yes! We are planning next year already, we will have more details coming soon.

Friday night we celebrated with the **ISAA Hall of Fame Banquet** in which ISAA inducted 2 new members into the ISAA Hall of Fame. ***Congratulations to Joe Orwig and Bill Houchens!*** These two have put in endless hours for our association. I personally, *"thank you for leading myself and others with the auction business."* Other contests were awarded to some champions that night.

After that, another record breaking was set, I think it was at the hotel bar,

where everyone was having a great time socializing and prospecting business ideas.

Saturday it was more great seminars, and my Megan's ladies took a 4-hour tour of the David Davis Mansion where a live "Honest Abe" talked history of Bloomington-Normal, then off to the Dishil Brewery for a tour and sampling and lunch. It was definitely a positive result. The ladies became close friends and they sure were giggling when they got back to the hotel.

Saturday night dinner, more awards and another record was set at the Fun Auction raising money for our Lobbyist fund, Shriners Hospital, and our General fund as well. *Thank you all that donated, this is our annual fundraising efforts to support the ISAA and believe me, "it makes a difference."* Saturday night was closing down by dancing to the country western band the *Modern Cowboyz* till closing time and the dance floor was busy!

Sunday was CE classes and I think everyone passed. (I need to check on a few of you.) I know I left out a few things, but as you can tell this was a "HUGE SUCCESS" and Thank You Everyone!

From our hearts,
President Jeff Prochnow and First Lady Megan

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2024 ISAA Conference & Trade Show Recap

Artificial Intelligence, Multi-platforms, Technology, Contracts & Legal Risks along with Small Estate and Online Auctions were many of the sessions provided along with the gathering of old friends, making new friends, meeting new auctioneers and networking occurred by the attendees of the 2024 ISAA Conference & Trade Show that was held at the DoubleTree in Bloomington, IL last month.

Prior to the set-up of the 2024 ISAA Conference & Trade Show, we had record-setting registrations for attendance with additional attendees for CE Class sessions only. Not only that, this year we were blessed to bring in new vendors / sponsors and had the largest sponsorship raised in support of the ISAA since I've been with the ISAA for the past 5 1/2 years! (A Big Shout-out Of "Thank you" to Heath Spracklen, Price-Spracklen & Cory Craig for their sponsorships and in reaching out to others when asked!)

Technology Thursday kicked off the conference weekend with sessions in regard to online multi-platforms along with long-term sponsor Shipping Saint showcasing their program and AuctionLook sharing their AI app for DO AudioTours targeting the real estate industry. Technology Thursday was sponsored by the ISAA. This afternoon provided valuable to many and kicked off the attendees time to learn more about software and an opportunity to ask more in-depth questions from these companies. In 2024, we brought back the Meet & Greet with delicious, homemade sloppy joes provided by VP Wayne Mollett, Beef Stick & Crackers by Cody Hanold and some local pizza and refreshments.

There was no shortage of learning from George Michak, attorney, in regard to Ethics and Legal issues along with a Practical, Legal Panel discussion with attendees for open discussion of issues that members and the auction industry face in business today.

In addition, Past President of the NAA, Sherman Hostetter kept attendees engaged with sessions about Auction Listing Contracts, Growing Your Next Generation in regard to multi-generational auction company's and Auction Company Management and Growth.

Former NAA Director & Colorado Board Director,

David Whitley shared his wisdom with attendees in addition to the legal panel discussion, leading our Hall of Fame and Past Presidents panel discussion to showcase these members, their accomplishments, wisdom and advice. David's witty humor came forth when he talked about How To Still Make Money w/ Small Estate Auctions... Charge More! Session ended. LOL! He shared his experience & knowledge breaking down the process and how one can do so & why, in addition, he talked about Online Auctions past the point of starting out and in growth.

Friday evening's Hall of Fame Banquet was heartfelt with two newly inducted members; Bill Houchens and Joe Orwig. Both attendees were quite speechless and extremely surprised by all of their family and friends that joined us for their induction. Both inductees stated, "You got me." Their families kept the secret from them very well. Just as endearing, is in the presentation of each inductee when their comrades wiped an "invisible tear" from their eye as they shared the inductees accomplishments, hiding who they are until almost the end of their speeches.

Saturday brought us more engaging information in regard to a legislative report by Alec Laird of IRMA during our lunch, updating attendees on what has transpired since the ISAA hired them earlier this year and what they are being a watchdog on behalf of the ISAA. In addition, the Annual Meeting of the Membership was diversified with reports from the directors, including a report from the CPA that was hired earlier this year for a full, 5-year audit on the accounting and financials of the ISAA. According to Chris, the ISAA is in good hands and the financial audit resulted in a very positive outlook of the accounting. Attendees voted to hold the annual conference at the DoubleTree in Bloomington for the next 3 years at this time.

By Sunday, conference was completed with a new legal CE Class session by George Michak, overwhelming attendees with knowledge "to think" and rounded off by the always fun & anticipated Better Business Practices and Sexual Harassment prevention class.

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This is the second year of the General Assembly and an election year. Historically, the second year of a General Assembly is less active as to avoid any controversial issues that may harm a legislator within his/her district. That being said, historical norms have been upended recently and the number of controversial bills filed has only increased this year. It is clear the Senate does not have an appetite for controversy, it is unclear if the House will follow suit.

DATA PRIVACY

Data Privacy—SB 3517 (Sen. Sue Rezin, R) creates the Privacy Rights Act and sets forth duties and obligations of businesses that collected consumers' personal information and sensitive personal information to keep such information private.

It sets forth consumer rights in relation to the collected personal information and sensitive personal information, including the right to:

- delete personal information;
- correct inaccurate personal information;
- know what personal information is sold or shared and to whom; opt out of the sale or sharing of personal information; limit use and disclosure of sensitive personal information; and
- no retaliation for exercising any rights.

Data Broker Registry—SB 3516 (Sen. Sue Rezin, R) requires a data broker to register with the Attorney General and provide the following information:

- the name of the data broker and its primary physical, email, and Internet website addresses;
- whether the data broker collects the personal information of minors;
- whether the data broker collects consumers' precise geolocation;
- whether the data broker collects consumers' reproductive health care data;
- a link to a page on the data broker's Internet website that does not make use of any dark patterns.

"Data broker" means a business that knowingly collects and sells to third parties the personal information of a consumer with whom the business does not have a direct relationship. "

AI Disclosure—HB 4869 (Rep. Hoan Huynh, D) provides that any person who, for any commercial purpose, makes, publishes, disseminates, airs, circulates,

or places an advertisement for goods or services before the public or causes, directly or indirectly, an advertisement for goods or services to be made, published, disseminated, aired, circulated, or placed before the public, that the person knows or should have known contains synthetic media, shall disclose in the advertisement that the advertisement contains synthetic media.

ENVIRONMENT

Employer Air Quality Standards—HB 4740 (Rep. Laura Faver Dias, D) requires the Director of the Illinois Department of Labor (IDOL) to adopt rules to establish a procedure to protect the health and safety of employees of this State or employees of employers who contract with this State who are exposed to unhealthy or hazardous amounts of particulate matter air pollution.

The procedures shall, at a minimum:

(1) require an employer of an employee exposed to air with an AQI of 101 through 250 to:

- assess and monitor air quality at each work location where employees are exposed;
- provide and document employee training;
- implement a 2-way communication system; and
- provide NIOSH-approved filtering facepiece respirators for voluntary use; and

(2) require an employer of an employee exposed to air with an AQI of 250 or above, in addition to the procedures described in paragraph (1), provide NIOSH-approved filtering facepiece respirators for mandatory use and provide employees training in the proper wear, storage, and disposal of the respirator, including how to check the respirator's seal.

LABOR

Immigration Retaliation—HB 5071 (Rep. Lilian Jimenez, D) would retroactively apply a workplace immigration retaliation clause to 19 employment statutes--16 already contain employee retaliation clauses



~ Legislative Update continued....

that apply to all workers regardless of immigration status. Additionally, it would apply to any future "Act concerning employment rights."

Finally, it would retroactively apply to any "applicable employment law or local ordinance.

Pay Stubs —SB 3208 (Sen. Karina Villa, D) requires each pay stub to include an itemized statement or statements reflecting an employee's hours worked, rate of pay, overtime pay and overtime hours worked, gross wages earned, deductions made from the employee's wages, total of wages and deductions year to date, and the unused balance of any benefit or paid time off that is available to the employee.

It provides that an employer shall maintain a copy of an employee's pay stub for a period of not less than 3 years after the date of payment, whether the pay stub is provided electronically or in paper form, and the employer shall furnish the pay stub to the employee or former employee upon the employee or former employee's request.

It also provides that an employer who furnishes electronic pay stubs in a manner that is restricted to the employer's current employees must, upon an employee's separation from employment, furnish the employee or former employee with a paper or emailed electronic record of all of the employee's or former employee's pay stubs for up to 3 years prior to the date of separation, in the method specified by the employee or former employee.

ODRISA —HB 4602 (Rep. Marcus Evans, D) amends the One Day Rest In Seven Act in the following manner:

1. It would not count "on call" as a day of rest in determining the required rest period under the One Day Rest in Seven Act i.e., it is considered a work day in determining when the employee gets one day of rest in seven days.
2. Every employer shall permit its employees who are scheduled or expected to work for 7 1/2 continuous hours at least 20 minutes for a meal period beginning no later than 5 hours after the start of the work period.
3. An employee who works in excess of 7 1/2 continuous hours shall be entitled to an additional 20-minute meal period for every additional 4 1/2 continuous hours the employee is scheduled or expected to be worked.

4. Requires the work schedule to be posted at the physical location and provided electronically to all employees.

5. Includes a retaliatory provision.

6. Removes a requirement that IDOL shall provide permits authorizing exemptions due to business necessity and economic viability and replaces it with IDOL may provide single day or long term permits based on business necessity or economic viability and if the employee is paid overtime.

Return to Work —HB 4598 (Rep. Barbara Hernandez, D) provides that an employee that resigns from a position due to a return to office policy shall be paid any severance pay that the employee would have been entitled to if he or she had been terminated from the position by the employer.

HB 4598 also makes an employee eligible for unemployment insurance if an employee voluntarily quits as a result of a return to work policy.

LIQUOR

Alcohol Price Limit —HB 5348 (Rep. Joe Sosnowski, R) prohibits a retail licensee from selling alcoholic liquor for off-premises consumption at a price that exceeds 125% of the manufacturer's suggested retail price.

It also creates the Health Care Availability and Access Stakeholder Council to provide stakeholder input to assist the Board in making decisions as required by the Act. Finally it requires the Board to adopt the federal Medicare Maximum Fair Price as the upper payment limit for a prescription drug product intended for use by individuals in the State.

Opioid Signs —HB 4411 (Rep. Dave Vella, D) requires that a pharmacist ensure that a sign warning of the dangers associated with opioids is conspicuously displayed in the pharmacy. The Department of Public Health shall develop the form and content of the sign.

Food Allergen Training —HB 5111 (Rep. Dan Didech, D) provides that all food handlers employed by a restaurant, retail food establishment, nursing home, school, or day care center and certified food service sanitation managers employed by a restaurant, retail food establishment, nursing home, school, or day care



center (instead of all certified food service sanitation managers employed by a restaurant) must receive or obtain training in basic allergen awareness principles within 30 days after employment and every 3 years thereafter.

Retail food establishment is defined as any business that sells food directly to consumers, including, but not limited to, restaurants, bakeries, grocery stores, and food trucks.

TAXES AND FEES

Fees —SB 3259 (Sen. Patrick Joyce, D) only allows a credit card surcharge fee to be added to a transaction.

This means that any other fee such as a delivery fee, service fee, cleaning fee, utility fee, or any other fee would be prohibited.

Retail Pricing —HB 4629 (Rep. Stephanie Kifowit, D) makes it is an unlawful practice for a person to advertise, display, or offer a price for goods or services that does not include all mandatory fees and charges other than: (1) taxes or fees imposed by a unit of government on the transaction; and (2) postage or carriage charges that will be reasonably and actually incurred to ship the physical goods to the consumer.

Price Display —SB 3331 (Sen. Omar Aquino, D) makes it an unfair or deceptive act or practice to:

1. advertise, display, or offer a price for goods or services that does not include all mandatory fees or charges other than taxes imposed by a government entity; or
2. engage in any fraudulent or deceptive conduct that creates a likelihood of confusion or of misunderstanding concerning the complete price of goods or services offered, displayed, or advertised.

The GA passed a comprehensive pricing bill two years ago. Also this does not take into accounts coupons, loyalty reward programs, or swipe fees that are applied at the point of sale.

I've been around auctions my whole life and I really believe it has shaped me into the person I am today and even my family.

I've learned so many life skills that are very important; learning

how to talk to adults, being organized, handling money and paper, and it's taught me how to write a check, which a lot of kids my age can't do.

It's a blessing to work side by side with my family. It has allowed us to create a special bond that some families don't have. We may argue sometimes, but I think sometimes, arguments are what brings us closer together as well as the good times.

I've always have had my families support and now I am grateful to have ISAA support as well, as I take my next big step with my education.

In the fall I will be attending Carl Sandburg College to get my associates degree and continue my athletic career on the golf team. Next, I plan to transfer to the University of Illinois to study speech pathology and later get my Masters Degree.

I wouldn't be able to accomplish these goals without my family and friends support and I'll try not to take that for granted.

I am also thankful for this organization, for you have always supported my family through the good and the bad, and I think I speak for all of us when I say, "Thank you."

~ *Olivia Orwig*





2024 ISAA Marketing Contest Recap

Marketing and advertising are as important for an auction company as having a good microphone or computer. The ISAA Marketing Contest highlights marketing each year, and the 2024 contest was no exception.

The committee narrowed the categories this year to Printed Material, Digital Media, Promotional Items, Vehicles & More, and the Featured Category: Show Me Your Sign.

We saw an increase in entries this year and had some eye-catching material to look over. Our judges, Rita Adams with All Auction Sales, and conference speaker Mr. David Whitley, had a difficult time choosing just one winner from each category.

As a reminder, some of the rules state that the ISAA logo must be present on the marketing materials.

| | |
|---|----------------------|
| Printed Material | Hanold Auctioneering |
| Digital Media | Ben Ladage Auctions |
| Promotional Items | Hanold Auctioneering |
| Vehicles & More | United Country Burke |
| Featured Category: Show Me Your Sign | Hanold Auctioneering |

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* Get Paid \$250.00 for CE Classes Submitted to ISAA and Approved by IDFPR

* Get Paid \$200.00 per class for teaching.

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

Want to teach? Please send YOUR Bio, including your designations if applicable, to Cissy so she can submit it can be submitted to IDFPR for teaching qualification.

Classes taught by the ISAA:

- Better Business Practices and Sexual Harrasment Prevention
- Conducting Benefit Auctions
- Ethics
- Federal Laws Pertaining to To Auctions
- Illinois Auction Law Rules & Regulations
- On-Site Auctions
- Real Estate Auction Contracts
- Residential Real Estate At Auction
- Setting Up Your Sound Equipment To Save Your Voice
- Social Media
- Strong Candidate Hire In The Auction Business
- What is a Professional Ringman?
- Writing Business Friendly Auction Contracts

- 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)

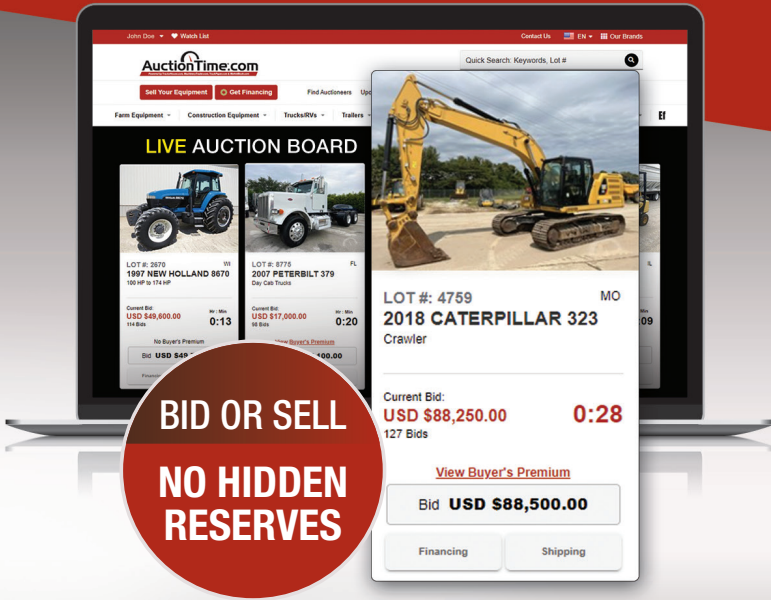
ELECTIVE COURSES

- 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

Online Auctions Every Wednesday

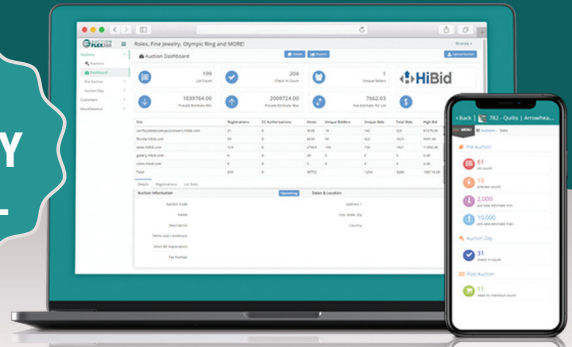
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2024 ISAA CONFERENCE *Trade Show*





Sorry! “Sold!” Isn’t Enough For Sellers

By: Ryan George, Biplane Productions

Six years ago tomorrow, my wife and I moved into our current home. Since moving here, we’ve witnessed something uncanny or at least new to us. Real estate agents regularly ask us to sell our house. Once or twice, they’ve done it in person on my doorstep. One of my neighbors actually sold his brand new home—that wasn’t on the market—to a stranger who knocked on his front door and asked him to sell it.

A few months ago, I received one of these solicitations by way of a postcard. It didn’t convince me to sell, because my wife hates moving and says we have to live in our house at least a decade. It did intrigue me, though, because I rarely see auction companies pursue sellers so well. The graphic design wasn’t impressive. The photos weren’t groundbreaking. It’s copywriting wasn’t clever, but its message was something I can rarely convince auctioneers to use.

Without that message, I am uncomfortable wasting auctioneer’s money on advertising to sellers. Every winter, a line of auctioneers call or email me about getting more sellers. This winter was no different. The consultation unfortunately doesn’t continue long after I ask them the following questions:

- What makes your auction service uniquely better than a seller’s other options?
- What do they get with you that they won’t get anywhere else?
- What is your typical seller’s pain point?
- How do you solve that problem?
- What supporting evidence do you have to prove that you consistently solve that problem?

No matter what the seller problem is, it typically comes down to one or more of the following:

- They want (or need) money in a hurry.
- They want (or need) more money than what other sale methods might net them.
- They want easier money—fewer negotiation exchanges and/or no contingencies.

Instead of telling sellers we can get them more money, faster money, and/or easier money, we in the auction community tend to push something ambiguous like a transparent process or true market value. Sellers don’t want true market value. They want the most money possible.

Most of the auctioneers I’ve consulted this winter want me to tell potential sellers that they can get properties

or estates or equipment sold. The problem is that those sellers don’t doubt auctions sell stuff. They want to know prices realized relative to the market. Like you and me, they’ve seen real estate and personal property sell for pennies on the dollar in auctions; and they’ve seen news stories about art and jewelry that sell for record-breaking figures. Most of the sellers we’re pursuing aren’t in the Sotheby’s/Christie’s asset categories; and they want reliable information to assure them they won’t lose their shirts.

**“Sold!” isn’t enough.
“Sold at auction!” isn’t, either.**

As an industry and as individual companies, we’re up against objective headlines like the one on this postcard:



**SOLD IN ONLY 3 DAYS
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To be sure, not all real estate markets are like the one in my school district. And this probably isn’t the result of all of Acree Brothers Realty’s listings even here. Every hit isn’t a home run. It doesn’t have to be. Unlike a listing, almost every auction we conduct should result in at least one of the three headlines—more money, faster money, or easier money. All we need to do is consistently tout that. For \$35, you can tell sellers about that auction’s more/faster/easier result for a week in your market on Facebook. If you don’t think your potential sellers are part of the 70%+ of U.S. adults with a Facebook account or the 50% of U.S. adults who check Facebook daily, you can mail a postcard showcasing a group of your results to your top prospects every couple months for about a dollar a piece (not counting design).

This One's for the Girls!

By: Skylar Janssen, Janssen Auctioneers



In the words of Ms. Shania Twain, “*This One’s for the Girls!*” For the first time, this year during the 2024 Illinois State Auctioneers Association Conference, a ladies outing was organized for the wives and other ladies that were at the convention, but were not necessarily partaking in all of the classes and sessions throughout the weekend. On Saturday Morning, 6 Auctioneer Wives with water, coffee, and warm chocolate chip cookies (Thanks Double-Tree Hotel) in hand, loaded up into the hotel van and headed to our first stop of the day.

After a short drive, we arrived at the David Davis Mansion. We would spend the next two hours or so, taking a tour of the mansion while learning the history of the mansion and the family that resided there, as well as take in the beauty and charm that the mansion had to offer. While we were visiting the Davis’ Home, we had the privilege of meeting and speaking with President Abraham Lincoln, as he was celebrating his 215th birthday and was in the area and decided to stop by the home of his campaign manager and friend, David Davis.



Once we had completed our tour of the mansion, we made our way back to the van and headed to the Destihl Brewery and Beer Hall. Once we arrived, we went into our private tour of the facility and were able to see the process of how they craft their beer from the very beginning, to the point of consumption. Destihl has a beautiful facility, and it is very interesting to listen to their plans for the future to continue to expand. To end our tour, we got to enjoy a tasting consisting of 5 of their best selling craft beers. It is very safe to say that we all learned each other’s drink preferences by the end



of the tasting, and it is also safe to say that only two of us would drink some of those flavors again!

To round out our afternoon, we enjoyed lunch and beer flights at the brewery, where if you would have been a bystander you would’ve heard laughter the entire time, as well as us already discussing ideas for next year’s outing. Once finishing lunch, we made our way back to the van and headed back to the hotel to rest up a bit before attending all of the activities with everyone at the conference that evening.

“We would like to extend a huge thank you to Jeff Prochnow and Megan, as well as the ISAA Board for thinking of the ladies and coming up with an amazing idea for an outing during the conference such as this for us. We are all already looking forward to the chance to do this again next year, as well as continue it into the years to come!”

I may have been the youngest wife within the 6 of us by a few or so years, but I truly can say that I laughed until I cried and we had fun for all ages! We hope that we are able to add more and more ladies to the group every year, and cannot wait to see where we will explore around the Bloomington area in the years to come!





Nurturing Wellness For Auctioneers

By: Stephanie McGuire

Auctioneering isn't just a job; it's often a lifestyle and a business.

Like any entrepreneur, auctioneers face the challenges of managing finances, maintaining a client base, and navigating the market's uncertainties. This can lead to high levels of stress and anxiety, which, if left unchecked, can take a toll on both mental and physical health.

In the fast-paced world of auctions, where adrenaline surges and the pressure to perform is ever-present, it's essential for auctioneers to prioritize their mental wellness. Auctioneering isn't just about rapid-fire speech and quick thinking; it's also about maintaining a healthy balance in every aspect of life, from managing anxiety levels to ensuring adequate sleep patterns. Today, we're exploring the crucial role of mental wellness for auctioneers.

Maintaining mental wellness in the fast-paced auctioneering world is a multifaceted endeavor that requires a holistic approach. But, what is holistic health? Holistic health is an approach to life that considers multidimensional aspects of wellness. It encourages individuals to recognize the whole person: physical, mental, emotional, social, intellectual, and spiritual.

So, why would an auctioneer want to consider this approach for your life? It involves managing stress and anxiety, fostering resilience, promoting self-care, and seeking support when needed. Strategies such as mindfulness, exercise, and therapy can all play a role in supporting mental health. Here's why:

1. Auctioneers juggle numerous tasks simultaneously, from managing bids and engaging with participants to maintaining clarity of thought and ensuring smooth proceedings. A holistic approach to mental wellness acknowledges the intricate demands of the role and addresses various aspects of well-being to support optimal performance.
2. Auctioneers encounter a wide range of situations, from rapid bidding wars to slower-paced moments requiring patience. A holistic approach to mental wellness fosters resilience

and adaptability, equipping auctioneers with the tools to navigate fluctuating circumstances with composure and grace.

3. The demanding nature of auctioneering can affect physical and mental health. A holistic approach recognizes the interconnectedness of mind and body, prioritizing strategies that promote overall well-being and enhance performance.

Now, let's explore some strategies to support mental wellness in the context of auctioneering:

1. Incorporating brief moments of mindfulness and simple breathing exercises between bids can help auctioneers stay grounded and focused amidst the hustle and bustle. Techniques like deep breathing and conscious awareness of the present moment can promote calmness and mental clarity.
2. While auctioneering may not involve traditional forms of exercise like yoga or meditation, incorporating brief stretches or movement breaks throughout the day can help alleviate physical tension and boost mental alertness. Even a short walk or gentle stretching can invigorate the body and mind.
3. Essential oils can be added in your career / lifestyle to offer a natural and versatile way to support mental and physical well-being in the auctioneer's unique environment. Here are a few oils that may be particularly beneficial:

Peppermint: Known for its refreshing aroma and ability to promote mental clarity, peppermint oil can help auctioneers stay alert and focused during fast-paced bidding. Not only that, peppermint oil is a great source for headaches / migraines by simply applying across your forehead.

Lemon: With its uplifting scent, lemon oil can provide a refreshing boost of energy and help combat fatigue, making it ideal for long auction days. One of the easiest ways to incorporate lemon oil into your daily life is by adding a couple of drops to your water.

~ continued on Page 19



Successful sales—whether auctions, buyouts, or listings—are your best seller acquisition tool.

If you're not having more/faster/easier auctions, then you need to chase people who don't care about how fast a transaction takes, how much they'll make, or how difficult the process will be. Those folks comprise a niche for another discussion. Everyone else—farmers, retirees, debtors, collectors, consignors, loan officers, mansion owners, middle managers, estate executors, and special commissioners—they're all looking for more money, faster money, and/or easier money.

Successful advertising happens when a company connects their solution with a consumer's need, want, or aspiration. If our advertising doesn't start there, it won't usually get there. That must be our lead, our focus, our headline. Customers won't care about our services until we prove we care about their situations. The auctioneers who do that best and most often get to be the ones with the best and most frequent commission checks.



This postcard arrived in the mail two days after I wrote this post after a door hanger solicitation the previous day.

Ryan George, of Biplane, helps auction companies look like marketing experts to their sellers by clarifying their message, communicating that message with attractive media, and measuring that media with state-of-the-art tools. (<http://biplaneproductions@gmail.com>)
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~ *Nurturing Wellness...continued from Page 18*

Lavender: Renowned for its calming properties, lavender oil can help auctioneers unwind after a busy day and promote restful sleep for optimal recovery.

Deep Blue: This soothing blend can relieve physical discomfort and muscle fatigue, offering support for auctioneers during intense auction days and set-up activities. This is a great product to add to the tired, sore muscles throughout the day to help protect against muscle fatigue and discomfort while you work long hours.

By incorporating these holistic strategies and leveraging the power of essential oils, auctioneers can prioritize their mental wellness, enhance their performance, and thrive in their demanding profession.

Remember, taking care of yourself is not a luxury; it's a necessity. Taking care of mental health is beneficial and essential for sustained success and fulfillment. Wishing you all a balanced and fulfilling path ahead.

Stephanie McGuire was a great asset to Cissy & the ISAA and in serving us at the 2024 ISAA Conference & Trade Show.

She is a wife, mother of two, early childhood educator, marriage and family counselor, dancer, professional mentor, health and wellness coach and entrepreneur. Stephanie, and her husband, Mike, are Diamond Leaders in doTerra and focus on five healing levels; physical, emotional, spiritual, social and financial. She has an unwavering commitment to natural health and well-being and specializes in integrating doTerra essential oils into daily routines to unlock a harmonious balance between mind, body, and spirit. She provides training programs on health and business in English, Spanish and German





Your Roadmap To Success

By: Shawn Terrel

Any successful business needs a good business plan roadmap.

That roadmap is essentially a written description of your goals and the steps you will take to reach those goals.

Shawn Terrel, CAI, AARE, recommends developing a five-year plan with measurable elements each year. Terrel is President of United Country Auction Services, where he oversees the management and operations of the largest integrated real estate and auction company in the United States. He is also Lead Auctioneer and a Broker for United Country in Kansas City, Missouri.

“A good business plan will answer two questions,” Terrel said. “Where do you want to go? And how do you want to get there?”

Developing a plan need not be time-consuming or cumbersome. Even a hand-written plan on a piece of legal paper will suffice, Terrel said. *“You just need something to hold you accountable,”* he added.

Business plan: Creation process

To create the plan, business owners should develop a mission statement, or a summary of the organization’s purpose, values, and goals. Ask yourself: *“How would the world or my community differ if my company did not exist?”*

“Define your purpose and your vision. Be true to your guiding principles,” Terrel said. *“Look into your heart and think about why you got into the auction business.”*

Next, a vision statement should provide strategic direction and outline what you want to achieve in the next five years.

Remember, to be flexible because change is inevitable. In the past 10 years, technology has changed. Client expectations have changed. The real estate market has changed. To reach your goals, you might have to change.

“Your business cannot stay sedentary because clients are more demanding than they ever have been,” Terrel said. *“Change is difficult for a lot of people. When you start to change or modify your business, it can make*



people very uncomfortable.”

Changing tactics is relatively simple, according to Terrel. A change of strategy, however, should be taken more seriously. A strategy involves what products or services you offer, and what markets you offer those products and services change.

“Every company has its own DNA. It is typically not a good idea to follow others’ strategies just because something they are doing looks good.”

To outline your goals, Terrel recommends using a two-by-two grid with the personal and professional goals on one side, and financial and non-financial goals on the other.

Examples of personal, non-financial goals are to spend more time with family or become involved in a cause that is important to you. A personal financial goal could be to get out of debt or purchase a home.

A professional, non-financial goal could be to build a proprietary technology, transition the company to a paperless system or become known as a subject matter expert. A professional financial goal could include purchasing more franchises or owning rather than renting a storefront.

Once you have written goals, Terrel said, *“Develop ways to measure them each year.”*

“Business planning starts with the endgame. Look down the road five years,” he said. *“Then reel it back and look at each year.”*

Next, create a priority grid with five business elements:



Roadmap To Success

Continued....

marketing, sales, operations, technology and training. Prioritizing strategic and tactical initiatives will help you reach your goals.

When developing the plan, it is important to remember to be honest about where you are and where you want to be.

“A good business plan will draw emotions out of you. You are thinking about what you have accomplished so far in life and what you want to do with the balance of your life,” Terrel said. “I want to be here in five years. This is how I am going to get here. Be very open and honest.”

**Please Join Us,
Wednesday, August 14th
@ Illinois State Fair
for the 2024 Illinois
State Auctioneer Championship**

When I sit back and think about being a hall of famer it seems kind of surreal to me. Anyone who is a part of something bigger than they are, wants to be an important part of it, and that is what pushed me to be involved and engaged in the ISAA.

When I was sitting at the Hall of Fame dinner this year, waiting to see who was going to be inducted, I was hoping But I realized that this association has many deserving individuals so I wasn't going to get my hopes up too high.

When your name is called and you see your family and friends and peers who are genuinely happy for you, *“It is a great feeling that I will never forget.”* To be able to join the likes of Jim Folger, Terry Wilkey, Vern Mariman, and many of the others, who had an impact on my career, is *“a standard I hope to be able to carry on.”*

The future of the ISAA is bright and there are some very deserving candidates who will soon be able to join the ISAA Hall of Fame and do it with pride and professionalism. I will always be grateful for all the ISAA has done for me and my family.

Joe Orwig

August 12 & 13, 2024
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10 Tips to Drive Attendance for Virtual Events

By: Swaim Strategies (www.swaimstrategies.com)

You've made the decision to take your event virtual, but how are you going to get your guests to go virtual with you? We have some ideas! Here are 10 tips to drive attendance for your virtual fundraising event.

MAKE IT FREE TO ATTEND!

One of the benefits to the virtual event model is the ability to remove barriers to participation. You're no longer limited by ballroom capacity and geographic boundaries. Virtual events give you the opportunity to be inclusive of all possible attendees, so consider removing your ticket price and focus on powerful storytelling and driving giving during the event.

Without these restrictions, you can now think about your possible audience in a very different way—including beyond your physical location. We're seeing attendance for virtual events from donors all across the country, even internationally.

Engage your community, clients, staff, volunteers, partners, donors, board members, families and friends—and encourage them to invite their networks. There's no limit to your possible virtual audience.

PROMOTE, PROMOTE, PROMOTE

Virtual events—like all events—need a robust communications plan to build interest. You should still aim to have your possible guests hear about the event at least 7 times to give your organization the best chance to develop the largest audience.

You should first start with communications that announce your event is going virtual. Create custom communications for your staff, board, committee members and sponsors, tailored to the different ways they can support you. Make them feel like they are a part of the event from the top.

Then, move to promotional communications meant to drive attendance through powerful storytelling and highlight key event components. Perhaps you have a mission-centric performance or the opportunity for guests to hear from a person who's been directly impacted by your work. Let guests know

what they have to look forward to and how this event is special. A printed invitation is a great way to pull your message up out of the noise, as well.

Finally, make sure you have a strategy for the week of the event, reminding your guests how to tune in and when.

ACTIVATE VIRTUAL HOSTS

Many events have a history of table hosts or captains who purchase tables and invite their friends. They should be activated to do the same thing in the virtual setting—just without the physical table.

Some ideas are virtually hosting their guests by setting up a Zoom call to socialize before the virtual event (ending about 10 minutes before the program so everyone has time to log in). They can use meeting invitations to their guests to make sure it's on their calendars.

As a reward or benefit, you could also consider purchasing or facilitating catering for them and their guests. Many catering companies can deliver and are open to adding new features to their catering beyond just food, like flowers and party favors.

PHONE A FRIEND

Competing for the attention of your possible guests in this environment can be challenging. Making the personal connection before your event is now more important than ever. Set up a phone bank for the week before the event to make sure that the guests you most want engaged are planning to attend. And remember to be thoughtful of who the messenger is—the person with the relationship should be making the call.

STREAM ON SOCIAL MEDIA

Events being livestreamed on platforms such as Vimeo



or YouTube are great candidates for simulcasting across social media platforms such as Facebook Live. Work with your AV partners to see if it's possible for your livestream to be simulcast to bring in additional audience members. It will require a Facebook administrator to facilitate the stream during the event and you'll want to identify a volunteer to moderate the chat function.

CROWDSOURCE CONTENT

People are more likely to show up for the event if there's a chance they might see themselves or loved ones featured during the program. Consider incorporating some kind of slideshow or compilation of videos that feature familiar faces—those of staff, members, donors, etc.

They could record a simple power statement, a simple toast or simply send in a meaningful photo. This can also be used to lift your storytelling, show the power of your community and connect this virtual event to previous in-person iterations.

You could also consider creating a hashtag campaign to gather people's contributions.

INCENTIVIZE PARTICIPATION

Find something simple that you can offer to potential guests to get them to RSVP before the event. This could be something small that every person receives, or it could be one larger package of general interest that registrants get entered into a drawing to win. You can also provide drawings during the program for people viewing the event live. This way people have an incentive to engage and stay logged in. Don't spend too much time on procuring this type of package—it should be something simple and at your fingertips.

Virtual events require you to think differently about what your audience can look like. Lean into the opportunity and consider adding some of these elements to your virtual event plan, and you'll empower your event to build the strongest possible attendance.

SEND A CALENDAR INVITE

We are living in a Zoom world, which means we all rely on our digital calendars to find links for easy log in. The same should be considered for your event. Add an "Add to calendar" widget to your email communications and RSVP confirmations so attendees can easily add the details of the event to someone's calendar with all of the information needed to tune in.

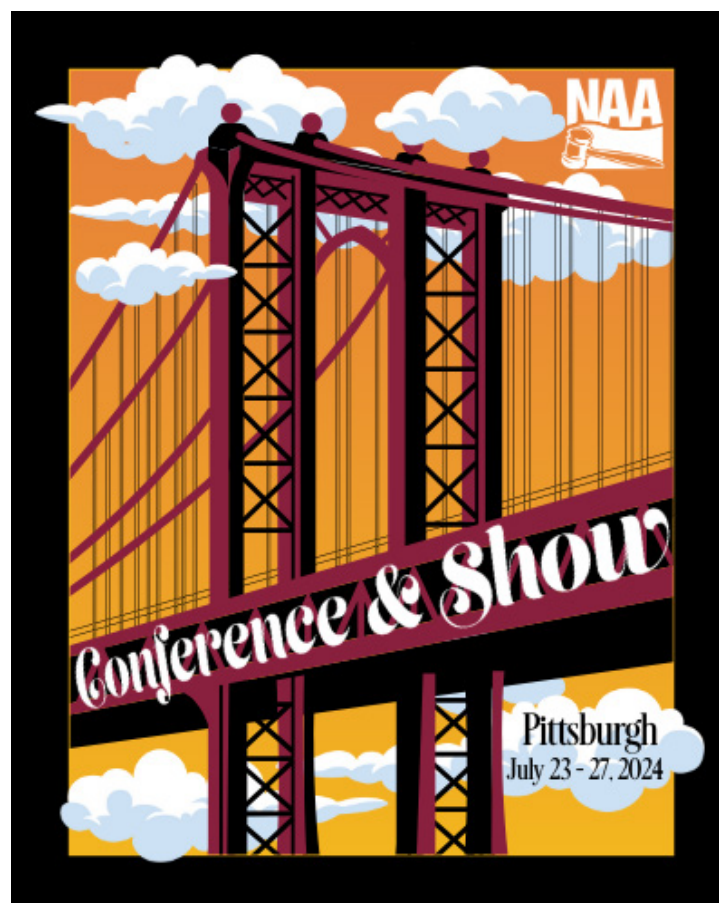
AT-HOME PARTY PACKETS

Delivering party packets to your donors before the event can be a sure-fire way to ensure that they tune in online. You might consider a note that says, "We look forward to seeing you tonight," plus some fun activities to incorporate into the event. Perhaps there is a coloring activity for the kids, a cocktail recipe for the adults and maybe even a sponsor swag item, like a box of chocolates from your presenting sponsor.

ACTIVATE YOUR NETWORKS

Take the work out of the invite by crafting an email for your board, staff, volunteers and supporters to share out. Encourage all staff and board members to use their own social media channels and connections to invite people to tune in. Ultimately, the first rule of fundraising is that people give to people. And that certainly applies here! People will tune in and give when personally invited.

There are many ways to get creative about this new event model. The key is to make it authentic to your work and your audience. Virtual events are proving to be successful in bringing people together to support a great cause—and they're even out-performing in-person events in a lot of ways.

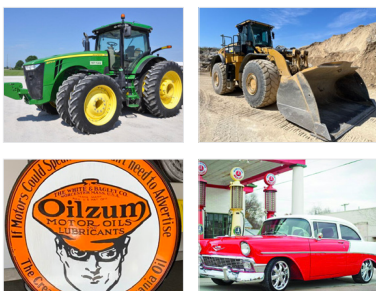


Made for Auctioneers, Trusted by Bidders

Don't forget to join us at 1:30 p.m. on Friday during the Vendor Shark Tank session for even more details on ATG products!

proxibid

Proxibid is North America's largest online auction marketplace connecting more than 1,000 active auctioneers to 19.4M annual users with unique assets from 16 diverse categories including Heavy Construction, Agriculture, Commercial Trucks, Estate Sales, and much more.



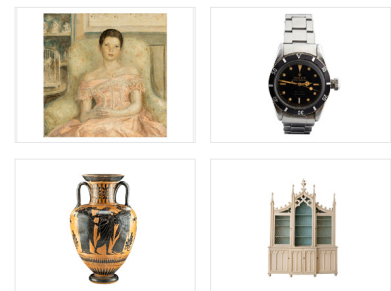
BidSpotter

As a world leader in machinery and industrial auctions, BidSpotter is the preferred marketplace for auctions spanning Metalworking, Woodworking, Lab & Pharma, Heavy Construction, Food & Bev, Manufacturing, and Automotive industries, amongst others.



liveauctioneers

LiveAuctioneers is one of the most popular marketplaces in North America for buying fine and decorative art, antiques, vintage collectibles, and luxury goods at auction, bringing in over 31 million pageviews for auction house partners each month.



Experience why Proxibid, BidSpotter, and LiveAuctioneers have been trusted by auction houses and bidders for years by visiting our booth and chatting with a rep today.

2024 ILLINOIS STATE AUCTIONEER CHAMPIONSHIP

Wednesday, August 14, 2024



NAME _____

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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 13, 2024. 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 9:15 AM, Wednesday. Roll Call will be taken at the start of the meeting promptly at 9:15 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. 2025 ISAA Membership Dues & ISAA Conference Registration, Reimbursed Entry Fee for the 2025 International Auctioneer Championship Contest, if he/she represents Illinois. **FIRST RUNNER-UP** – \$250 Check & Plaque. 2025 ISAA Membership Dues & ISAA Conference Registration. **SECOND RUNNER-UP** – \$150 Check, Plaque and 2025 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 "2024 Illinois State Champion Auctioneer."
- The champion shall make promotional appearances on behalf of Illinois State Auctioneers Association, including but not limited to, the Governor's Sale of Champions auction 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 a shirt with the ISAA logo when representing ISAA.
- The Committee Chairmen or his / her designee(s) 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 Chairmen.



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PO Box 1541
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(312) 702-2117
www.illinoisauctioneers.com

2023 - 2024 *Industry Calendar*

July 2024

NAA Conference & Show
July 23 - 27, 2024
Pittsburgh, PA

August 2024

Illinois State Auctioneers Championship
August 14, 2024
Illinois State Fair in Springfield, IL

NAA Benefit Auction Summit
August 25 - 27, 2024
Coral Gables, FL

December 2025

NAA Designation Academy
December 4 - 8, 2023
Las Vegas, NV

February 2025

2025 ISAA Conference & Trade Show
February 6 - 9, 2025
Bloomington, IL



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