



MAA Conference

*Record Setting Attendance
Anticipated For Annual MAA
Convention*

Can I Stop an Absolute Auction?

The Top 5 Legal Questions Analyzed

Auctions Work! Promotions

*Why you should be using
this Free Promo Tool*

Business Reporters are Disappearing

How to still get coverage

Legends Trading Cards

Get them before they're gone!

Negotiating: How to Say NO!

Tips from a top negotiator

Approachable Service

Don't Say You Don't Know

*Cover photo provided by Noah Smith, Art Smith Auctioneers

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Michigan Auctioneers Conference

January 31-February 2, 2018 * Frankenmuth, Michigan



Register @ www.FindMichiganAuctions.com

Wednesday, January 31

Real Estate Continuing Education for 2018

Auction Industry Panel Discussion

Welcome Reception & Exhibitor Party!

Thursday, February 1

Trade Show!

Joseph Mast & Peter Gehres "Auction Hero: 5 Steps to Success"

Sara Rose Bytnar "From Invisible to Invincible: Marketing with Data-Driven Techniques"

Joseph Mast & Peter Gehres "Auction Superpowers: Auctioneering that Moves the Market"

MAA Annual Meeting & Elections

Michigan Auctioneer Championship

Michigan Ringman Championship

MAA Benefit Auction

Friday, February 2

George Michak "Contract Essentials for Auctioneers"

Tim Bos "Antiques from A to Z"

George Michak "Advanced Contract Issues and the UCC"

Don Rush & Wes Smith "Print Drives Business"

Joseph Saine "Toys in the Attic: Understanding & Selling Vintage Toys"

George Michak "Legal Issues, Ethics, Best Practices & Risk Management for Professional Auctioneers"

Trade Show!

Presidents Ball & Awards

Saturday, February 3

Auction Flex Training Course

For Complete Schedule,
visit FindMichiganAuctions.com



Hotel Reservations & Location Information: Bavarian Inn Lodge, 1 Covered Bridge Ln, Frankenmuth, Michigan 48734, (855) 652-7200 * www.bavarianinn.com. Single or Double Hotel Rooms 104.00, \$114 per Premium Double or King Room and \$164 per suite. All rooms are plus applicable taxes. More than 4 guests in a guest room will be charged an additional \$15 per person per night. Rollaway beds are \$15 per night and cribs are \$5 per night. For Reservations, Call (855) 652-7200 and identify yourself with the Michigan Auctioneers Association. **Group Number:** 12G4YQ **Room Block Cutoff:** January 8, 2018, **Parking:** Complimentary Outdoor Self Parking, **Nearest Airport:** Bishop International Airport, Flint, MI (FNT).

Welcome to the Michigan Auctioneers Conference!



Dear MAA members, exhibitors, supporters & guests,

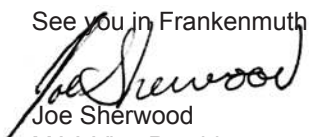
It seems like just last month that we were at the Midwest Auctioneers Roundup. Now with Thanksgiving past us and Christmas just around the corner, it's time to think about our upcoming 2018 Annual Conference. Tricia, The Board of Directors and I have some great speakers lined up and we are going back to a great venue that we haven't been to in a while. Join us in Frankenmuth! This year we will be meeting at the Bavarian Inn Frankenmuth from Wednesday, January 31 through Friday, February 2.

Our conference will begin on Wednesday with Real Estate Continuing Education classes. Wednesday evening we will host an Auction Industry Panel Discussion. This discussion features many experts from various specialties within the industry who will be sharing their knowledge, experiences and recent trends. On Thursday, we will have the highly acclaimed Champion Auctioneers, Joseph Mast & Peter Gehres to offer their expertise and Sara Rose - the current International Auctioneer Champion, with her expertise on marketing. On Friday morning, we will have George Michak, Auction Attorney to share more than one session. We will also feature Tim Bos, antique specialist with his 12 step program on spotting fakes, and Joseph Saine to share his expertise on toys. The conference will conclude with our President's Banquet, award ceremony, scholarships, and inductions into the Hall of Fame. Those who would like more auction software training are also able to sign up for a course with Kris Kennedy from AuctionFlex, who will be joining us on Saturday for a full day of training.

As always, our conference will attract many auctioneers from Michigan as well as many other states to see who will be the Michigan Auctioneer Champion. We currently have many vendors already registered (the list is growing everyday) who are looking to share their new ideas and new ways to help our businesses grow. We will also have our marketing contest with many categories competing for 2017 Marketing Awards. I would encourage all Auction Companies to submit at least 2 entries for the marketing competition. Let's make this the biggest competition we have ever had! Our annual meeting will be on Thursday afternoon. If you've ever considered being a part of the Michigan Auctioneers Association Board of Directors, this is your opportunity. We are looking for professionals that will help grow our association. I can truly say that the last few years on the Board of Directors has been one of the best experiences for me. I would strongly encourage anyone who has even entertained the thought to fill out the nomination form.

This is an event you can bring your whole family to. The Bavarian Inn is family friendly with lots of kid friendly activities including a water park, arcade, mini-golf, and more! Plus, Frankenmuth is a great Michigan destination! There are a great number of things for you and your family to do in Frankenmuth. With festivities year round, the town welcomes visitors with Bavarian hospitality regardless of the season. Whether it's a day trip for the family or a weekend retreat with friends, Frankenmuth is the perfect destination to recharge, renew and refresh. From fantastic festivals, eclectic shopping and wonderful indoor water parks, to rich historical beauty and culture, it's the ideal departure from the ordinary every day. Whether you're coming for a trip to the World's Largest Christmas Store, or to take in a German town experience, Frankenmuth is a wonderful destination. Plus, the Zehnder's Snowfest is earlier in the week, so you can stroll around town to check out all of the snow sculptures and beautifully detailed ice carvings! Make sure to register early and save the dates on your calendar. We look forward to seeing you! This will be a conference and show that you will not want to miss!

See you in Frankenmuth!


Joe Sherwood
MAA Vice President
MAA Conference Chairman

[www.Facebook.com/
MichiganAuctioneers](http://www.Facebook.com/MichiganAuctioneers)



AntiqueWeek
THE AUCTION EXCHANGE
And **COLLECTORS NEWS®**



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publications above – please call 800.876.5133**

The Top 5 Questions I Tend to Get

by Mike Brandly, The Ohio Auction School



I've been analyzing and writing about the auction industry in earnest since November, 2009. Not long thereafter, I started to get questions from auctioneers around the country — emails, text messages and telephone calls mostly.

While we've received 100's of questions, there are five we tend to get most often. Here we answer those top five with basic information and invite you to use the search box at the top-right of our blog for more detailed information.

1. "Can I (or when can I) stop an absolute auction?"

An auctioneer and/or seller can stop an absolute auction on any particular property anytime before it is 'put up' for bid. Thereafter, that particular property can be withdrawn if no bid is received within a reasonable time of being put up for bid. Generally, if you've put something up for bid and received a bid, that lot (property) cannot be withdrawn.

2. "What if I ... ?" when it comes to selling firearms.

Per federal law an auctioneer without a Federal Firearms License (FFL) may sell Class 1 firearms at an occasional single-seller onsite auction where the seller maintains possession and control of the firearms, and no sales are made out-of-state unless directly to an FFL. Note: some states have additional laws which may further restrict firearms sales. Otherwise ... you need to be licensed as a Federal Firearms Licensee to sell firearms.

3. "Can the seller bid on his/her own items?"

First, the seller may bid at any "forced sale" auction (foreclosure, bankruptcy, court-ordered, and the like;)

then otherwise, it depends on the type of auction. There are two types: With reserve and without reserve. In a with reserve auction, the seller may bid if that right is disclosed to the other bidders. In a without reserve auction, the seller may not bid. Lastly, it's important to know who exactly the seller is, and is not.

4. "Is it okay to have a minimal starting price in an absolute auction?"

The law would dictate that an absolute auction cannot have any sort of minimum bid. The practical side of this question is — particularly in an online auction — is there some sort of trivial starting bid that can be required — \$1.00? \$0.01? It would seem possibly a \$0.005 bid would constitute the least amount that could be offered but certainly anything over \$1.00 would likely be considered contrary to absolute constraints.

5. "What do I do when there is a 'tie bid'?"

There are no tie bids (except possibly in Kentucky, where state law suggests there are.) However, even if you believe there are such things as "tie bids," it's always a good idea to not reopen the bidding and rather leave the declared high bidder as the winning bidder. Relatedly, auctioneers are permitted to reopen the bidding if a higher bid comes in "while the hammer is falling in acceptance of a prior bid" (not a tie bid situation) but here again it's best to not reopen the bid.

We have written about all these and many other topics numerous times — from various angles — and again suggest the search box at the top-right be used for further research. Search at <https://mikebrandlyauctioneer.wordpress.com/>. We welcome your call or text to (614)461-9229 if after all that your question remains unanswered.

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

Why Belong to the Michigan Auctioneers Association?



- State Championships
- Local Support
- Local Conferences & Conference Exhibits
- Family Activities & Social Events
- Member Benefit Programs Geared to the local auctioneer
- Easy access to Education
- Professional Staff
- Affordable
- Networking with other members in a private forum

- Cooperative Marketing: Auction & Auctioneer Promotion in your state
- Legislative Support
- Access to Local Suppliers
- Access to Auction Support Staff through networking
- Knowledge about your local market/economy
- Input on Decisions that Impact your Livelihood
- Community!



Contact the MAA to Join Today!
(616) 785-8288 * www.FindMichiganAuctions.com

#AuctionsWork! Promotional Campaign

The MAA Public Promotions committee has taken the auction world by storm with its all new 'AUCTIONS WORK!' social media campaign. These campaigns are targeted to promote the power of auctions to the general public with these high impact marketing banners. These banners are available for Members of the MAA to use and even customize for your website, social media page and printed marketing materials. MAA Members, Log into your MAA account at www.FindMichiganAuctions.com and view the library of Auctions Work! banners. Not a Member? Contact the MAA at (616) 785-8288 to take advantage of this great Auction Promotion Benefit!

2008 New Holland Tractor. Local dealer offered the Estate \$13,000. Sold at Auction in Davison Michigan for \$19,800. #AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

This 2001 Chevy 1500 had a high Blue Book Retail value of \$10,200.
It SOLD at Live Auction for \$13,200!



Auctions Work!
FindMichiganAuctions.com

Painted by a local unknown Saugatuck artist, this piece was appraised by an art appraiser at \$1,700. It SOLD at Live Auction for \$5,500!



Auctions Work!
FindMichiganAuctions.com

These signs and others were purchased from a salvage yard and sold at AUCTION for thousands!



Auctions Work!
FindMichiganAuctions.com

This Civil War Era 10" Giant Haskell minnow was found in an old fishing tackle collection.
It SOLD at auction for \$100,000 setting an all-time world record for fishing lures. #AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

The owner was hoping to get \$15,000 for this 1917 Case Steam Engine. It Sold at Auction for \$25,900! #AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

Tractors and vehicles sold well for the La Porte County Highway. The highlight was the scrap pile. Sold for a record \$37,000.00 !



Auctions Work!
FindMichiganAuctions.com

This rare 1961 Arctic Kitten surprised the crowd & the seller when the auction produced a \$5,000.00 selling price.



Auctions Work!
FindMichiganAuctions.com

The Seller was hoping for \$13,000 for this 1980 Chevy Corvette 350 V8 Automatic. It SOLD at LIVE Auction for \$17,100!



Auctions Work!
FindMichiganAuctions.com

See More about this Campaign at AuctionsWork.org

Business reporters are disappearing. Here's what that means to you. *by Carl Carter, APR*



When you're seeking publicity for an upcoming auction, there's one thing you should know: You're probably going to be communicating with a reporter who knows little about business and nothing about auctions. She may not know the difference between revenues and income, let alone any of the jargon we use in the auction industry.

That's because of a change that happened virtually overnight in local newsrooms. The last few rounds of staff cuts took out many of the remaining veterans, who tended to be the reporters covering such beats as business, real estate, city government and other topics.

Here's why it worked out that way. In the pecking order of newsrooms (whether print or electronic), the younger reporters tend to be designated as "general assignment," meaning they might be covering a plane crash one day and a social soiree the next. Once they prove their mettle and get a few years of experience, the good ones are rewarded with a beat, which allows them to specialize in one area of the news.

In the heyday of newspapers, you'd have journalists who became experts in their topics. You didn't have to explain much to them, and if you tried feeding them a line, they'd nail you.

As recently as five or six years ago, it was common to have one reporter covering commercial real estate, another covering residential, and a third covering technology.

But when the publisher is looking to cut costs, the ax tends to fall on the more experienced reporters like business editors, because those make the most money. Now, in many cases, all of those are gone, and you're left with a part-time clerical person doing a few briefs for a weekly column.

In the world of declining local media, that leaves the newbies. To make sure everybody stays busy, the newspapers have simply been declaring the reporters all as "general assignment." They may not even be assigned to your local newspaper or TV station.

This new reality calls for an entirely different approach to pitching stories about your upcoming auction. Remnants of the old rules may remain intact in some places. That business editor you've cultivated for five years may still be in place. If so, by all means, use that relationship as long as it lasts. Just don't get too attached. (And don't be surprised if he asks for a job.)

With all that cold water, here's my best advice for what you need to do differently in today's world.

- 1. Throw out your third-party databases of media staffs.** Some of these are free (and you get what you pay for), and others cost thousands of dollars per year. For local media, they're equally useless, because none of them can keep up with the pace of change. Even in my "high-end" database service, I've seen newspapers reported as dailies years after they'd cut back to three days a week, and contact information listed for reporters who were long since gone. It may make you feel better to have a "personal" email address, but if it's out of date, you're just sending your press release into a black hole.
- 2. Use forms on the website to submit releases.** This is time consuming and frustrating, but it's often the only way to be sure anybody sees your release. Keep in mind that many publishers have combined multiple newspapers and TV stations into a single assignment desk, so you may be depending on a faceless, nameless editor in another state to route your release to a reporter who'll actually write a story.
- 3. Make the reporter's job easy and quick.** This has always been a good rule, but now it's more important than ever. If your release gets assigned to a reporter, assume they'll need to get it done in 15 minutes or less. There's no time to talk, no time to ride out to look at a property.
- 4. Keep your release short (300 words is about the maximum).** Put the basics at the top, and assume it will be cut from the bottom. Nobody will read your essay that builds up to a grand conclusion, so don't even try. Your first sentence should include the basic "who, what, when, where, why and how" information. It may not feed your creative urge, but it's your best shot for getting your auction mentioned.

For more than three decades, Carl Carter has been a close observer of the evolution of print and electronic media. After spending 10 years in newsrooms as a reporter and editor, he moved into the public relations field and now works with reporters throughout the United States. This provides a unique perspective on today's media upheavals. Through his blog on the media industry, www.overcoffeemedia.com, Carl tracks and analyzes the forces that are reshaping the ways we communicate today, including the decline of print, the challenges of developing new media business models, the rise of social media and other trends. Carl is also president of NewMediaRules Communications, a new type of public relations agency that serves clients throughout the United States, specializing in strategic communications planning, media relations, media resource allocation, social media and customer communications.



Michigan Auctioneer Championship Thursday, February 1, 2018 Frankenmuth, Michigan

Join us for the most exciting part of the MAA's Annual Conference! The Michigan Auctioneer Championship is the biggest and best competition in Michigan where Auctioneers gather to show off their bid calling skills and compete in a friendly competition with their peers. Contestants will compete in the preliminary round by auctioning two items. The top competitors who proceed to the finals will not only auction more specialty items, but they will go through an interview portion. At the end of the evening, the 2018 Michigan Auctioneer Champion will be announced!

For more info go to www.FindMichiganAuctions.com

MAA Legends Trading Cards!

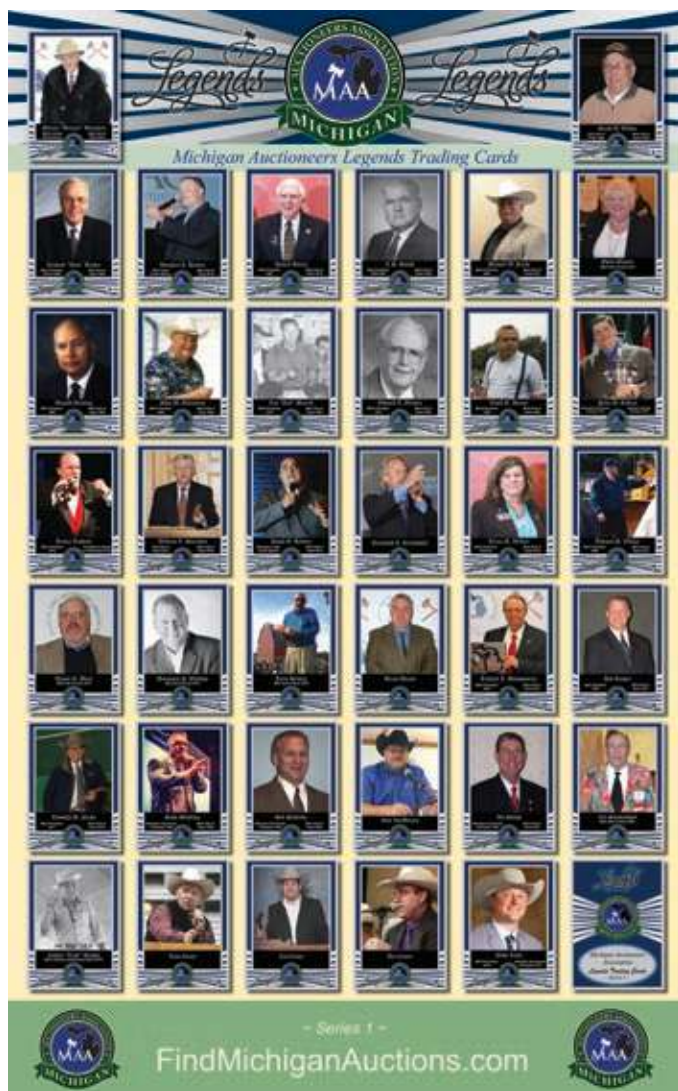
The Michigan Auctioneers Association unveiled a series of trading cards, similar to those involving baseball and other sports, depicting a 74-card set of 'Legends' trading cards which honors select both past and present auctioneers that have not only excelled in the auction profession but those that have been pivotal to the success of the Michigan Auctioneers Association.

Those include but not limited to; past Presidents of the MAA, MAA Auctioneer and Professional Ringmen Champions, Hall of Fame inductees along with those that were deemed as instrumental to the Michigan auction industry by committee.

The auction industry, which dates back thousands of years, remains the first and one of the remaining examples of the free enterprise system where products, prices and services are determined by the market. The professional auctioneer is a facilitator of this process which makes them an important pillar in their community.

"These trading cards are one way to illustrate the importance that the auctioneer is to the community. It also pays tribute to those that have made a considerable impact with the Michigan Auctioneers Association," said Michigan Auctioneers Association's Executive Director, Tricia Wiltjer.

Michigan Auctioneers Association's President, Chuck Ranney said, "When the trading cards were initially unveiled at the National Auctioneers Association convention in Grand Rapids, Michigan they sold out within minutes. When the general public learned of these cards, the demand for them was pretty overwhelming. We decided at that point to put them into a final production to help satisfy the demand." The limited print Michigan Auctioneers Association 'The Legends' trading cards can be purchased as a set of two series for \$26.50 postage paid by contacting the Michigan Auctioneers Association at (616) 785-8288 or email: info@msaa.org.



Negotiating Boundary Setting: How to Say “No”

by John Hamilton



Negotiators are conflicted because they often want to send two messages at the same time with opposite meanings. More specifically, they want to be firm in rejecting an unworthy proposal but they don't want that rejection to be offensive or even insulting. Good negotiators know the value of 'relationship negotiating' whereby they strive to establish a cordial and even warm relationship with their opponent. Everyone knows that you can get more concessions from a friend than from an enemy.

So how do you say “NO” without being offensive?

If I were to ask you to share two or three ways you could say “No” to an offer or a proposal, could you do it? More importantly, would those you could name come across in a professional and cordial manner? If not, permit me to share a few ways to accomplish this task.

1. “I’m afraid that’s unacceptable” The ‘unacceptable’ word choice is a great one. It’s firm. It demands a better proposal. It doesn’t comment on the motives behind that unacceptable proposal. It conveys a firm rejection, politely. Adding the softening introduction, specifically “I’m afraid..”, further conveys your concern that a verbalized rejection might be taken as an offensive remark.

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

2. “I can’t see how that could work for me.” As in a tennis match, this phrase puts the ‘ball back in their court’. It softly, yet firmly communicates a “No”, but does so by presenting a problem. The problem is that we can’t see a way that the current proposal, price or position can work (or be accepted). The beauty of this “No” response is that it almost forces one’s opponent to help justify why we should accept the proposal, list the benefits to us of accepting it. If they can’t justify it for us a concession on their part is more likely.

3. “Is that the best you can do?” Saying “No” by using these seven magic words is simply applying the crunch technique. It’s another ‘ball in your court’ technique, but this time demanding a concession from your opponent. If you’re noticing that we’re trying to avoid the actual word “No”, you are correct. It’s a potentially harsh word when used improperly in a negotiation. Consider this, almost any reply that does not include a “Yes” or “I agree” can be construed as a “No”.

4. “No way.” You may have noticed that this reply is more direct, more assertive and more confrontational. Aren’t there times with certain opponents where they are slow to pick up on the message? If you are in such a situation, being abrupt might be in order. These two words, “No way” are rarely misunderstood by one’s opponent. It conveys that you’ve reached your limit or downside position and a concession from your opponent is the only thing that will keep negotiations moving forward. There is nothing wrong with softening this effective reply by adding a few words in advance of the “No way”. For example, “I hope you can appreciate that there is no way I could accept that price (proposal, position)”. Trust me, the “No way” will resonate out of that longer reply and achieve the desired result.

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

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

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



THE MAA WANTS TO HEAR FROM YOU!



Send us cool auction stories and/or photos. They can be funny, inspirational or just plain heroic.
Send your Auction Stories to info@msaa.org!

Approachable Service: Don't Say You Don't Know *by Scott Ginsberg*



These three words are DEADLY.

As a front line employee, you are the face and the voice of your company. As such, you must project an aura of competence, confidence and resourcefulness. That's what approachable service is all about!

So, even if you really DON'T know the answer to a customer question, never let 'em see you sweat.

Here's what you say instead:

'Great question! I'm not exactly sure, so let me ask someone who DOES know.'

This is the Phrases that Pays for several reasons:

IT REFRAMES. The customer is upset. Frustrated. Looking for answers. So, by immediately countering with a positive, even complimentary response, you reframe the context of the dialogue. They start to feel reassured right away! You've laid a foundation of positivity and approachability.

IT LOOSENS THE BLOW. By stating that you're 'not exactly' sure, you come off as more competent and confident. Much better than, 'I have no idea!'

After all, your credibility is on the line. The front line!

IT VOCALIZES COMMITMENT. It's OK not to know everything. But it's also OK to tell someone that their question is important enough that you will go out of your way to find the answer for them. See, without this display of commitment, you're toast. Because customers only give you (and your company) credit for that which they SEE and HEAR you do consistently. And consistency is far better than rare moments of greatness.

Ultimately, your job as a customer service provider; call center operator or PDX rep is not only to provide approachable service, but to CHANGE PEOPLE'S MINDS.

About their problem.
About your company.
About your level of service.
About YOU as an individual!

So, next time you get stumped by a tricky customer question, just remember: customers want answers. Solutions. First call resolutions! And even if you're not exactly sure what those are, that doesn't mean you can't respond in a confident, competent and approachable manner.

The MAA has many Member Benefits & Great Discount programs!

Office Depot Office Max

Save big money with this new MAA Discount Program!

Community Papers of Michigan

CPM is pleased to offer a discount to MAA Members.

Auto & RV Publications

Auto & RV Publications is pleased to offer up to a 20% discount to MAA Members.

TSYS Merchant Solutions

MAA Discounted Payment Processing Program

Free Auction Listings on the MAA Website

The MAA has recently partnered with GoToAuction.com to provide MAA Members a New and Improved Website, including FREE Auction Listings!

EstateSale.com

MAA Members now are eligible for FREE a 3 Month Featured Membership with Estatesale.com! \$104.85 Value!

Constant Contact Email Marketing

The MAA has secured extra discounts for MAA Members over many "other" programs out there!

Send Out Cards

MAA Members get access to this great contact management program with Send Out Cards.

Discounted Faxing

MAA Members can take advantage of online faxing and save \$3 off published rates with this program.

Michigan Auctioneer Municipal License Guide

MAA Members have access to over 800 pages of local regulation and licensure in Michigan pertaining to the Auction Industry.

Members Only Discussion Forum

MAA Members are able to share ideas, fill staffing needs and network with other MAA Members on the MAA Members Only Discussion Forum on Facebook.

Join the MAA Today to Take Advantage of the Great Programs Available!

**www.FindMichiganAuctions.com
(616) 785-8288**

Michigan Auctioneer Municipal License Guide!

The MAA has gone to great effort to provide you with a comprehensive guide for local auction regulations in Michigan. This is a huge document detailing nearly 800 pages of local regulation and licensure in Michigan pertaining to the Auction Industry! This Guide is **ONLY** Available to Members of the Michigan Auctioneers Association! To get the most recent copy, go to the MAA Website at FindMichiganAuctions.com, log into members only, and download the guide from the Legislative section. Not a Member? Join Today!