



Summer 2018



Midwest Auctioneers Roundup

Ann Arbor, MI
August 7-8, 2018

Championship Features

\$3,500 Grand Prize!*

Becomes one of the premier
championships in the country

*See Rules for details and requirements

Building your Brand

4 Underused Hot Spots you can apply today!

Generate More Money!

How to use a Wish Tree at your Charity Event

Does your System Tell Bidders They "MAY have Won?"

The Dangers your Online Software
May be getting you into

Adjusting your Focus

Negotiating the Deal

Midwest Auctioneers Roundup * Ann Arbor, Michigan

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A Digital Publication of the Michigan Auctioneers Association. www.FindMichiganAuctions.com, Email: info@msaa.org

Midwest AUCTIONEERS Roundup

*Kensington Hotel
Ann Arbor, Michigan*

August 7-8, 2018

Hotel Info...

Kensington Hotel

3500 S State Street, Ann Arbor, MI 48108-1632
www.kcourtaa.com * 734-761-7800

Single/Double Room Rates:

Monday or Tuesday Night: \$139

***Prices do not include state & local taxes. Please contact hotel for policies.*

Reservations...

For Reservations, Call Kensington Hotel at (734)761-7800 or (800)344-7829. Rooms are LIMITED!

Group Name: Midwest Auctioneers Roundup

Room Block Cutoff: Hotel Reservations must be made before July 20.

Discover unmatched service and unsurpassed ambiance at the Kensington Hotel on State Street. While the larger, chain-style hotels wait until you make a request, the friendly staff at our independently owned hotel prides itself on anticipating your needs before you even ask. From complimentary Wi-Fi, top-notch local cuisine at Relish, our onsite restaurant, to professional event planning and catering, we go on the clock the second you check in.

Start each morning with our complimentary Viennese Coffee Bar. Enjoy an invigorating swim in our heated indoor pool, grab a workout in our fully equipped fitness center or head to the hot tub to soak away travel stress. In the evening, unwind over cocktails and enticing cuisine at Relish or meet for drinks in the Lounge.

For the comfort and convenience of our guests, the hotel features the following amenities and services:

- Indoor Pool Pavilion, Garden and Gazebo: open 5:30am to 11:00 p.m. daily.
- Dry Sauna, Whirlpool and Fitness center: open 5:30 a.m. to 11:00 p.m. daily.
- Complimentary guest parking
- Complimentary Viennese Coffee bar daily 6:00am – 10:00am in the Lobby
- Relish: Authentic Ann Arbor for breakfast, lunch, and dinner
- Union Lobby Bar
- Dash-In sundry shop
- Meeting & Banquet Event space
- Fax, copy, and mail services
- Business Center Complete with Complimentary Internet Service and Detroit Metro Airport Departure Times

Roundup Schedule

August 7, 2018

- | | |
|----------|---|
| 8:00 AM | Golf Outing |
| 10:00 AM | Clay Shoot |
| 3:00 PM | Education Starts!
Dustin Rogers
"Unleashing Your Inner Champion" |
| 5:30 PM | Welcome Party! |
| 6:30 PM | GoToAuction.com Midwest Auctioneer Championship |
| 8:00 PM | Kids Auction |
| 9:00 PM | Bean Bag Tournament |

August 8, 2018

- | | |
|----------|--|
| 8:00 AM | Registration & Exhibits Open |
| 8:30 AM | Dustin Rogers
"Inside the World of Equipment Auctions" |
| 10:30 AM | David C. Brunell
"Self-Defense Legal Time Bombs! Are You Prepared For Self-Defense Legal Survival?" |

Noon: Exhibitor/Sponsor Luncheon

- | | |
|---------|---|
| 1:00 PM | Grant Cole & Brad Stoecker
"Simulcast Auctions: What you need to know" |
| 3:30 PM | MAA Board Meeting |

**All Schedules are Subject to Change*



Get More Info & Register at www.MidwestAuctioneersRoundup.com



Dustin Rogers, CAI, CAS
International Auctioneer Champion 2017
Mount Airy, North Carolina
Tuesday, August 7 * 3:00PM - 5:00PM

Dustin is a third-generation auctioneer from Mount Airy, NC. He is graduate of Mendenhall School of Auctioneering where he was named Best All Around. In 2006, Dustin was named Rookie Bid Calling Champion by the AANC. In 2007, Dustin was Second Runner-Up in the inaugural International Junior Auctioneer Championship. In 2008, Dustin won Grand Champion Auctioneer in the AANC State Bid Calling Contest. Dustin has been a finalist in the International Auctioneer Championship every year since 2010, placing 2nd in 2011, 2013, 2015 and 2016, and well as placing 3rd in 2012 and 2014 before winning the contest in 2017. Dustin specializes in selling machinery and equipment along with

fundraising, real estate, automobiles and livestock auctions. He has worked as a contract auctioneer for some of the world's largest auctioneers of equipment, conducting auctions across the United States as well as six foreign countries in English and Spanish. Dustin is lead auctioneer for CAT Auction Services, and an auctioneer for Ritchie Bros Auctioneers. Dustin is married and he and wife Britini have two children, Kenedi Blaire and Hudson.

Tuesday, August 7 * 3:00PM - 5:00PM ***"Unleashing Your Inner Champion"***: If you're like me, being a champion auctioneer is something that was a dream before I ever took the mic. This course will help you unleash your inner champion on stage and in life. ****NOTE: This Course is on TUESDAY!***

Wednesday, August 8 * 8:30AM - 10:00 AM ***"Inside the World of Equipment Auctions"***: If you're selling one piece of equipment at auction per year or if you're doing multi-million dollar equipment auctions, this course gives insights and resources for conducting successful auctions in a global marketplace.



David C. Brunell
The Proactive Attorney
Livonia, Michigan
Wednesday, August 8 * 10:30 AM - Noon

As a life-long student of self-defense, I have gained focused experience in all areas of firearms law and the law of self-defense. My experience representing clients and my passion for the legal aspects of our fundamental right to protect ourselves has helped me create a series of legal-life workshops for civilian gun carriers. One of my workshops has been turned into an App called "Aftermath!" This is a mini-course on the 13 steps every civilian gun-carrier should know before they carry a firearm in public. This knowledge could help determine their future freedom, if ever called upon to defend a life. Almost all civilian gun carriers have a hole in their legal firearms training that could cost them their freedom. I am proud to serve this community with proactive legal training, not offered anywhere else. I have

committed my law practice to helping prepare civilian gun carriers.

"Gun Ownership for Auctioneers: Self-Defense Legal Time Bombs! Are You Prepared For Self-Defense Legal Survival?"

Over 100 million individuals have purchased a firearm. Some gun owners will go to the gun range and shoot their firearm a few times a year. Fewer individuals regularly train to effectively use their weapon. Even fewer individuals take a class to obtain a carry license. Of those civilian gun carriers, a small number of carriers actually train to survive a gunfight. Almost no one trains to survive the legal fight. The reality is you must train to survive both fights. The gun law academy was created to provide legal-life self-defense training to civilian gun carriers. This is a scenario-based workshop intended to make civilian gun carriers more aware of their legal obligations. This workshop is not taught anywhere else.



Simulcast Auctions 101
Wednesday, August 8 * 1:00 PM - 3:00 PM

Brad & Rachel Stoecker and Grant & Megan Cole have worked several simulcast auctions together over the past 6 years. They work 2 major auctions each spring and fall that last 3 days and average 2 million dollars in sales and consist of 2,000 lots per auction. They are experienced with Live Auctioneers, Proxibid, Invaluable, Auctionzip Live, and Hibid. They have valuable industry knowledge that will offer great insight to running smooth and highly efficient simulcast auctions. Grant will share his points of view as the auctioneer and Brad, Rachel & Megan will share their views as the online bidding operators.

"Simulcast Auctions 101: Simulcast Auctions, What You Need To Know" This class will focus on how to operate a successful simulcast auction. They will talk about the different online bidding platforms that are used in the auction industry today and how to select the one that will serve your auction needs. The pros and cons of each bidding platform will be discussed as it relates to the auctioneer, online bidding operator and the buyer. Also, the communication between the auctioneer and the online bidding operator that is necessary for a smooth and efficient auction, the importance of the online bidding increments and how it relates to the online bidding operators, and how to create a proper catalog all be discussed. They will also talk about industry tips and tricks. The class will end with a mock auction.

**All Times/Events are subject to change.*

4 UNDERUSED HOT SPOTS FOR YOUR PERSONAL BRANDING IRON

by Scott Ginsberg



I'll never forget what my mentor told me: 'Don't communicate in any way to any person without the stamp of your personal brand.'

Everyone has a personal brand, whether they know it or not. And everyone has a personal brand, whether they like it or not. But only those who actively and consistently

create, maintain and imprint their personal brands on the people with whom they interact will sizzle!

But what is a personal brand? Peter Montoya, author of *The Brand Called You*, defines it as 'a personal identity that stimulates precise, meaningful perceptions in its audience about the values and qualities that person stands for.' But your personal brand is only as strong as the moments in which it is manifested.

Now, because YOU are the product, because YOU are what people want, and because YOU need to make an UNFORGETTABLE first impression; everything must be stamped with your personal brand. And I'm not just talking about the obvious hot spots like your website, business cards, marketing materials and promotional items. I'm talking about those underused and overlooked places that could benefit from a little more of you.

The 'From' Line

Recently, my friend Paul told me to change my 'from line' on my outgoing mail. It used to simply have my email address, but then I changed it to say HELLO, my name is Scott, my personal brand, which also happens to be my website URL and the title of one of my books. And as soon as I made the change, Paul said it stood out amidst all the other emails and enticed him to read my message first!

The 'from' line is a perfect, yet underused hot spot to stamp your personal brand. Let's say you're known as 'The Tax Law Queen.' Great. Put that instead of

your email! It will stand out among the hundreds of emails in your recipients' inboxes.

Try this quick exercise – it's deliciously fun. Go to your inbox right now, start at the top, and slowly scroll down through ALL of your emails. Then look at the 'from' lines. Which ones stand out?

Here are some of the 'from' lines in my inbox:

- J-RITZ (Rapper/Producer in Portland, OR)
- Paul & The Ripples Project (The President of a non-profit)
- Warp Speed Errands (Personal Concierge Business)
- Dan Poynter & Para Publishing (Author/Publisher/ Seminar Leader)
- EZ Way Web Connections (Website Designer)
- DON the IDEA GUY (Writer/Creative Consultant)
- NOTE: My inbox has 511 emails, and these were the only 6 that stood out. That's exactly 1.1%. What does that tell you?!

Signatures

Email signatures are wonderful. Use them. But don't put TOO much information. Whatever program you use for email – Outlook, Eudora, Yahoo, Hotmail – find out how to customize your signature. There's nothing more frustrating than receiving an email from someone who wants to talk further, get together or have you send her something, that doesn't have any personal information in the email. At the end of every email you send, cross reference the following information:

- *Name
- *Title
- *Company/Organization
- *Mailing address
- *Phone numbers
- *Email address
- *Website
- *A few sentences about yourself, your company or your job

Think how many emails you send out each day: what if each one reinforced your personal brand?

Want to learn how to really Network? Sign up now @ www.MidwestAuctioneersRoundup.com

Answering the Phone

I once read an article about a seedy bar in North Carolina called 'He's Not Here.' The name originated from an owner who was accused of attracting customers of the, shall we say, unfaithful nature. And because of the fear of jealous wives rampaging for their husbands, the bartender always answered the phone by saying, 'He's not here!'

Now, although the personal brand of that business isn't exactly proper, you've got to admit – that's a damn clever way to answer the phone. And consistent. And memorable. And funny.

Sadly, only a small percentage of people do this; either because they're too lazy, they'd rather just utter the canned 'This is Jim...' or they can't think of anything creative to say.

A few years ago I was invited to be a guest on a local morning show to talk about my first book, HELLO, my name is Scott. But I knew the DJ's would give me a hard time. So, when they dialed my number (on the air) and waited for me to pick up, I answered with, 'HELLO, my name is Scott...?'

The three DJ's started laughing so hard, I had to hold the phone away from my ear! They were dying! They even complimented my creative approach to answering the phone. And so, ever since then, I've never answered the phone another way – and people still laugh almost every time.

Voicemail

Among all the mediums through which we communicate, voicemail always gets treated like the redheaded stepchild:

'Hi this is Randy. Leave your name and number and I'll get back to you.'

This is an example of a typical outgoing message that makes callers feel like they really are talking to a machine. Now, we all hear this cookie cutter message about a dozen times daily. And it doesn't necessarily make a voicemail message bad; but it does mean the voicemail is not being fully leveraged.

My friend Gina owns a company called It's Your Stuff. She is a Professional Home Stylist who creates a designer look in people's homes with their existing furnishings, art and accessories. I called her the other day, and although I missed her, here's what her voicemail said:

'Hi you've reached Gina of It's Your Stuff. Sorry I missed your call, but I'm out making someone's home beautiful! Please leave a message.'

Perfect.

These examples should stimulate some great ideas to find ways to incorporate more of you in all that you do. Remember: your personal brand underscores all that you do and say. But don't forget to make it manifest in all the media through which you do and say it.

LET ME ASK YA THIS...

Who's got the best voicemail you've ever heard? Is yours that good?

Scott Ginsberg is the World Record Holder of Wearing Nametags. He's the author of twelve books, a professional speaker, award-winning blogger and the creator of NametagTV.com. His publishing and consulting company specializes in approachability, identity and execution. For more info about books, speaking engagements, customized online training programs or to Rent Scott's Brain for a one-on-one session, email scott@hellomynameisscott.com.

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(260) 927-1234 * ReppertSchool.com

A Wish Tree – The Perfect Way to Generate Extra Funds at Your Charity Auction Event *by Christie King, CAI, AMM, BAS, C King Benefit Auctions*



There are a lot of different ways to raise money at fundraising events. One of the simplest has been around for a long while. If you've heard of a Wish Tree before, this is a reminder that it's a good way to generate extra revenue at your next event. If you've not heard of a Wish Tree, here's how it works.

You'll purchase or create a prop in the shape of a tree. Cut out paper "leaves" and using various price points, print or write a price point on one side of each leaf and a particular need your nonprofit has that this price point will fund on the other side.

I've seen these amounts range from \$5 up to \$2,500. Some examples would be a book for the school library for \$15 or a piece of playground equipment for \$2,500.

During the silent auction and/or cocktail time, guests will choose a leaf from the tree with the item they want to "buy" for the nonprofit. Depending on your collection system, volunteers can process payment on the spot or add the purchase to the guests' bid number for processing at checkout.

Presentation is important with a Wish Tree so you'll want an eye-catching display with colorful leaves and lights...lots of lights! Use your imagination! Don't forget to celebrate the purchases your nonprofit is able to make from the sale of these Wish Tree leaves. Your professional fundraising auctioneer or a member of your team can let the audience know what their generosity has provided to your organization with an announcement during the event. Everyone loves to feel like they are a part of something successful.



A Wish Tree is a perfect addition to your fundraising auction event but can also be used in other settings to raise money for your mission.

Make every minute a revenue generating minute!



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Are you listing your Auctions on the MAA Website?

The MAA is the #1 most viewed Michigan auction website on the Internet. MAA Members, Post your auctions for FREE on the MAA website and it will automatically post to several other auction related sites on the Internet, including GoToAuction.com and more! Don't have your login? Go to www.msaa.org, click on Member Login, and use the "forgot password" link to obtain your password. Use the email you have in your MAA membership record. Not a Member? Join Today at www.FindMichiganAuctions.com!

Auction bidders are told they “may have won?”

by Mike Brandly, The Ohio Auction School



You *may* have won your dream home? You *may* have won the lottery? You *may* be pregnant? I would suggest *uncertainty* is something most people aren't generally looking for ...

In fact, we proposed some time ago that “may” *may* be the worst word to use in the auction industry: <https://mikebrandlyauctioneer.wordpress.com/2016/12/05/what-may-be-auctioneers-terms-conditions-worst-word-choice/>

Yet, there appears to be auction software (online) which notifies bidders they “may have won.” Which means as I read it, that these same bidders “may have *not* won?” Does this message indicate bidding is complete? Does this message indicate something else has to happen to then see if I've won or not? If so, what is that ...?

I have noted that a few auctioneers have in their terms — essentially — “You *may have* won ... means you *have* won.” If that's the case, why does the software say “may have ...?” Further, if this message means the bidding is not quite complete, then can I bid again if necessary? Can anyone still bid against me? If that's the case, why does the software say anything?

Rather, during an auction until the high bidder is deemed the winner, he is always in a position of *maybe* winning — that is if nobody else bids. For those unfamiliar with bid calling contracts, here is our treatise concerning: <https://mikebrandlyauctioneer.wordpress.com/2014/08/11/bid-calling-is-just-numbers/>

It could be that this “feature” (*using that term lightly*) is beneficial in a simulcast auction? As such, the auctioneer would be the person to close the bidding by use of “the fall of the hammer or in [some] other customary manner (per UCC 2-328 (2): state law?” The software would only be indicating that they essentially see the *light at the end of the tunnel* ...?

Or this “*may have*” is maybe the default setting and is purposely vague? Can the auctioneer change this message? It appears many don't actually change the setting, but rather post messages that indicate “may have won” and “won” are synonymous. I wonder when eBay, Amazon, Walmart and others will begin regularly using (saying) ... “may have won” when items are *maybe* purchased?

Here's my recommendation: If software companies want to service the auction business, they need to understand the auction business, and make the software commensurate with state and federal laws, considerable contract law precedent and work with auctioneers in a collaborative fashion. Too, everyone in the auction business needs to realize consumers have choices — and the more difficult, confusing and ambiguous buying at auction gets, the less these consumers will choose to participate.

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

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**Featuring \$3500* grand prize to the winner!
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**New finals round to bring back the top 5
for an exciting SHOOT OUT!**

Any auctioneer with a hat can enter, doesn't matter what contests you have won or how fancy your suit is or how many birthdays you've had. Two minute time limit to sell as many items as you brought. If you go over the time limit, the GONG will sound to indicate a loss of 10 points. *Limited to 40 Contestants!*

No interview questions, just straight up bid calling.

BRING YOUR “A” GAME!!

**THIS IS SURE TO BE ONE OF THE HOTTEST CONTESTS IN THE
COUNTRY FOR 2018!!**

Register Online at www.MidwestAuctioneersRoundup.com

*See website for rules and more info

Adjust Your Focus *by John Hamilton*



We have all experienced situations where we couldn't see the forest for the trees. In other words, what we try to see the clearest is often concealed by lack of proper focus.

Fred goes into a negotiation convinced that the prospective buyer will attempt to beat him down on price just like the last guy. His defenses are up as are his sensitivities. He comes across somewhat hostile and verbally contentious. Such a posture will certainly doom the negotiations to failure.

Fred would be wise to adjust his focus.

That could be accomplished by remembering three key concepts.

First, don't let painful memories of the last negotiation taint the possibilities of our next encounter. Carrying bad baggage will be communicated by attitude, tone and word choice. Think positively. Maintain high aspirations. Study after study confirms that one's aspirations going into a negotiation dramatically impact our performance and our results.

Second, filter your positions and proposals through the perspectives of your opponent. Sell value first and continuously. Keep the focus on how much they will be getting (and benefiting) rather than on what they will be paying. Make no apology for price. Everyone knows that they get what they pay for.

Third, add some creativity to tip the balance in your favor. What's the one little extra item that can often sway the negotiations in your favor?

If you're selling something, consider providing a full no questions asked money-back guarantee or a free trial usage.

Many good negotiators, at the last moment, throw in a 'gift card' type certificate. This item provides spendable dollars toward a future purchase of advice, support or ancillary services or products. Most people file away the gift card and never use it. If they do use the card they may use only part of it or purchase more products or services than the gift card provides. Either way, it's a great concept.

If you say, "My negotiations aren't conducive to a gift card bonus." you're probably not thinking outside the box or looking at the situation as to what your opponent values or desires.

Good negotiators can see opportunities and employ techniques that others tend to miss. Remember to adjust your focus as you KEEP Negotiating.



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!

#AuctionsWork!

The Michigan Auctioneers Association's Auctions Work Campaign is promoting Auctions Worldwide!

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

Realtor recommended the seller list the house for \$180,000. Seller decided to go with an Auctioneer and have an auction. House sold for \$207,000 and the seller didn't have to pay a commission. #AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

This Sterling Vector Truck drew a lot of interest, drawing over 120 Bids, it SOLD at Auction for \$119,100!



Auctions Work!
FindMichiganAuctions.com

The Michigan Realtors® had professional auctioneers conduct a benefit auction, hoping to raise \$1,000 for a 'Musical Duo' act to play at the high bidders choice of venue. It SOLD at auction for \$6,000! Auctions Work!



Auctions Work!
FindMichiganAuctions.com

Leonardo da Vinci's painting, "Saviour of the World," sold for \$450,312,500 at Christie's Auction House in November.



The price, which includes a buyer's premium, makes it "the most expensive painting ever sold at auction."

#AuctionsWork!

Auctions Work!
FindMichiganAuctions.com

Seller hoped to get \$25-\$30k for the old school house. It SOLD at Auction for \$55,000. #AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

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Michigan Auctioneer Municipal License Guide

MAA members have access to a comprehensive guide of nearly 800 pages of local regulations and licensure in Michigan pertaining to the Auction Industry.

Auto & RV Publications

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

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Save big money with this new MAA Discount Program!

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

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

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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.

Contact the MAA for more info about these programs!

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