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Fundraising Galas

Looking ahead to 2021

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January 28-29, 2021 * FindMichiganAuctions.com



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Michigan Auctioneers Conference

January 28-29, 2021 * Virtual!



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Welcome to the Michigan Auctioneers Conference!



2020 has been quite the year, the MAA Board has had numerous meetings, and it seemed like each one had a change of plans with each Executive Order and restriction update. Each member has been working hard to meet the goals we set in place at the beginning of this year to make the conference a success. We are disappointed that we will not see everyone in person and network like we are accustomed to, but we are excited that there are still networking and educational opportunities that will be held through a virtual conference via zoom. The dates for this year's conference are January 28-29, 2021. If you need your real estate continuing education, Gwyn Besner will host it the week before on January 20. You will be able to attend and participate in the classes and interact with vendors through video or a phone number provided so you can listen. We will be counting on each of you to participate and help make the most of this virtual conference. I look forward to seeing each of you and hoping you can participate and take something from this year's conference.

This year's conference schedule has a great line up of speakers and classes. I hope you can find something that will help you and your business grow. This year's conference highlights include: Machinery Pete Auction Market Update and New Marketing Tools by Greg Peterson, The Last Cowboys- Is this the final drive for the American Bid Caller? by Peter Gehres, Tim Bos on Product Knowledge from the Antique Mall, Auction Law during Covid with attorney George Michak, tons of great info from Marketing Specialists John & Billie Jo Schultz, and Auction Logistics by Jack Christy Jr. There will also be virtual tours of Auction Facilities, happy hours, and a few more sessions of classes being added shortly.

You'll be excited to hear about a new opportunity available to many MAA Members with the newly approved Certified Michigan Auctioneer Program. Certification is in increasing demand in the asset liquidation industry. More and more clients are looking at accreditation to assess whether an individual possesses the experience and expansion of knowledge and skills to be best suited. Attorneys to financial institution loss mitigation departments are looking to hire the best-qualified professionals that have a combination of expertise, longevity, and professional credibility in their respected field.



Another key opportunity is that we hope that some of our members who typically wouldn't attend the live conference can join us online and share their experience. It opens up an opportunity to invite non-members and auctioneers from other states to join us for a quality conference. Because of the less expensive virtual component, we were able to significantly reduce the event's cost, making it even more affordable for all to attend. We've also extended those same rates to non-members, employees, and guests so everyone will have the chance to participate. This was done in hopes that those who haven't been able to afford to come may participate and hopefully become part of the association.

Be sure to register for the classes and check-in as we update the speaker schedule and courses in the following weeks as some details and courses will be added and updated. We are excited for the online fun auction this year, so make sure to check that out and bid on the great items that will up for auction. We look forward to seeing all of your smiling faces on the computer screens!


Jordan Miedema
MAA Vice President

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Fundraising Gala Season: Looking Ahead to 2021

by Jason Lamoreaux



Let's look back prior to jumping ahead, because it is hard to ignore the incredible roller-coaster ride of the past year. We began 2020 anticipating another traditional year of furthering missions, fundraising, social interaction, and celebrations. Then suddenly, in early March, everything changed. A fundraising schedule once packed with coast-to-coast events, multi-city trips, red-eye flights, and multi-event nights came to an abrupt halt. And while we hoped— and expected - the situation would pass and normalcy would return in short order, soon it became abundantly clear that COVID-19 was not going away. We learned quickly that special events would be drastically impacted. Clients considered cancelling, postponing, or moving toward virtual events. They grappled with mixed emotions, struggling with a sense of confusion and anxiety, along with responsibility to their mission, recipients, and donors.

Mindful of the ever-changing climate, our collaborative philosophy remained consistent: share our opinions, support by experience and facts, and let the client make an informed decision regarding how to best proceed. Did we agree with our clients all the time? No, but we supported each of them to the best of our ability.

The Good, the Bad, the Ugly of Virtual Events

After the initial shock of the new reality of fundraising events settled in, there was a rush by clients to do something, anything. Many wondered, “We had our event planned, now what?” How would they capture night-of fundraising success that is dependent on human connection, interaction, energy, excitement, and a sense of solidarity? Although traditional live fundraisers incorporated technology for things like silent auctions, registration and check out, a completely virtual event was largely uncharted territory.

Traditional event management software tools and technologies were not intended for live in-ballroom fundraising, much less classified as effective donor engagement tools. To fill the void, online silent auction platforms and Zoom chat boxes became “strange bedfellows” utilized for the live auction experience. Many times, “text-to-give” instructions exhausted too much airtime, leaving little room for the actual mission story and messaging. Many of the early virtual events (and still some today) were painful to watch. While well intentioned, poor execution or fatigue of cookie-cutter virtual events created a disservice to the mission of the host organization.

The good news is that much has been learned! Although virtual and live events are different, the strategic approach should be the same: Engage your audience early and often with a sense of enthusiasm for mission; involve the best team; and make your event stand out by incorporating your “organizational flavor.”

Organizations have begun to develop clever ways to capture the sense of community a virtual event requires. Things like take-out, catered in-home meals and watch parties have been inserted to build a sense of collective, shared experience. In addition, upgrades to traditional event software platforms have been made, allowing event broadcasts and fundraising to be viewed and conducted via one portal. This is a vital improvement because it allows donors of all tech levels to easily participate.

Remember, event organizers must concentrate on what viewers are seeing and hearing, and this underscores the power of, not only great a team, but also the value of incorporating professionals.

These trusted and proven partners include:

- **Production company** to produce video, manage the show and handle technology
- **Professional Fundraiser/Auctioneer** to engage the online audience successfully and conduct the live auction and/or fund a need with an energetic professionalism
- **Host/Emcee** to manage the event and provide the welcome, sponsor recognition, and transitions between various show segments

Over time, virtual events have matured, and the quality has vastly improved. We have learned that with the right strategy, a team of professionals and the correct donor demographics, a virtual event has the capacity to surpass live event fundraising totals, with less expense.

Focus on the Future

There is much hope on the horizon! The release of multiple vaccines in record time has allowed us to think about the possibilities of 2021. Yes, distribution will take patience, but this is an extraordinary development.

Geography, local regulations, and scheduling in 2021 will play a major role when evaluating the event options: live, virtual or hybrid. Remember, a hybrid event combines a live event with an audience, possibly smaller due to local regulations, and a virtual component that provides those unable to attend with the option to view and participate in real time.

Live events in 2021 should incorporate some type of virtual broadcast that offers remote participation in fundraising. Therefore, for the purposes of outlining options, the following illustrates a reasonable approach to planning an event for 2021, based on location.

		Quarter			
		1	2	3	4
City Tiers	1	V	V	V/H	V/H
	2	V	V/H	V/H	V/H
	3	V/H	V/H	V/H	V/H

(V) stands for Virtual event and (H) for Hybrid event
Tier I City: e.g. New York, Los Angeles, Chicago (population 750,000+)
Tier II City: e.g. Nashville, Detroit, Atlanta (population 250,000 - 750,000)
Tier III City: e.g. Richmond, Des Moines, Grand Rapids, Spokane (population 250,000 or less)

Moving Forward

While 2020 has proven enormously challenging, 2021 looks promising. Thankfully, the introduction of a vaccine should allow our country to return to some sort of appreciated normalcy. While flexibility will be required, your fundraising event has an incredible opportunity to engage the public in myriad ways and share your unwavering dedication to the organization's mission. Done correctly, your upcoming event can yield amazing fundraising returns that will positively impact lives for generations.

The great work of NPOs and charitable organizations is needed now more than ever. Together, let us make the upcoming year a celebration of mission and community while continuing to communicate appreciation to each and everyone of our donors, volunteers, and staff members.

So, let's get started, let's get excited, and let's be ready to make this coming year amazing in every way.

Cheers to 2021!

Jason Lamoreaux is the founder of Lamoreaux & Associates, a professional event fundraising organization. With over twenty-five years of experience, Jason leads a team of fundraising professionals working with non-profit and charitable organizations of all sizes throughout North America, maximizing special event impact and fundraising.

For more info or to find a Benefit Auctioneer, go to www.FindMichiganAuctions.com.



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Auctioneers and signs

by Mike Brandly, The Ohio Auction School



Auctioneers use a variety of marketing platforms — techniques — to advertise and promote property. Today, auctioneers use newspapers, magazines, periodicals, postcards, fliers, letters, email, websites, social media, radio, television and signs to advertise auctions.

Many auctioneers find that signs actually are one of the most important (if not the most important) advertising mediums. A recent survey I saw indicated the sign in the yard, particularly for real estate auctions, attributed upwards of 50% of the auction day traffic.

Interestingly, of our advertising mediums mentioned earlier, the sign is practically the only one which is highly regulated.

Cities, towns, townships, communities, and other political subdivisions all over the United States regulate sign usage. No sign over “3 feet square,” no sign “in the yard,” no sign “over 5 feet high,” and many instances of no “signs at all,” for example.

Yet, can a political subdivision prohibit an auction sign altogether? It appears not.

In the Supreme Court of the United States case *Linmark Associates, Inc., v. Township of Willingboro*, 431 U.S. 85 (1977) the Court ruled that a real estate sign (and like signs) constitute protected commercial speech. In other words, they can't be prohibited.

But just because the Supreme Court of the United States says something is law, it doesn't mean states or local jurisdictions follow that law; similarly deed restrictions in violation of the Federal Fair Housing Act are still being written every day ...

What is an auctioneer to do? If a local ordinance, deed restriction or other covenant or condition prohibits an auction sign, the auctioneer is faced with being denied the protected right of commercial speech. Certainly the local governing body could be noticed that their regulation is in conflict with the Supreme Court of the United States?

With the importance of signs, maybe the cost of a fine or penalty is outweighed by the benefit? Auctions are fairly time efficient events — maybe the sign would be up and back down before any material action could be taken?

Lastly, laws or rulings such as this can be further regulated so long as those additional rules don't create an “undue burden” to the rights the original law provides. For instance, the 2nd Amendment is said to allow anyone to “keep and bear arms,” but the government can require in some cases a background check approval or restrict otherwise so long as those laws do not create an undue burden to the right to keep and bear.

Have an auction coming up? Want to put a sign up to advertise? With possibly some restrictions on size or placement, chances are in the United States, you have the right to place a sign as dictated by the Supreme Court of the United States.

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, Keller Williams Auctions and Goodwill Columbus Car Auction. He serves as Adjunct Faculty at Hondros College of Business, Executive Director of The Ohio Auction School and Faculty at the Certified Auctioneers Institute held at Indiana University.

MAA Online Benefit Auction!

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How Remote Sales Taxes are Affecting the Places you Shop Online

by National Auctioneers Association



Since 2018, states have been proposing and enacting sales tax guidelines for retailers who sell remotely.

How remote sales taxes affect the places you shop online is probably not top of mind for most people. In the United States, there is no national sales tax. Instead, states have the authority to impose their own sales tax. In many states, local jurisdictions (e.g., cities, counties and districts) impose a sales tax. Most people don't know that this sales tax is part of a broader "sales and use tax" on tangible personal property and (some) services.

For most things we buy, the tax is paid when you purchase it, so we all say sales tax. However, the states designed the tax regulations without regard to which side of the transaction pays the tax to the

state, the seller or the buyer. The seller is the traditional way that the tax is collected and remitted. However, the user is the final destination of the product and thus gains the most benefit from it.

Technically, if you purchase an item in another state, you should notify the state the item ends up in and pay applicable "sales and use tax." Generally, we experience this if we buy a car in another state and then license it in our state of residence (and pay sales tax on the transaction). Still, we don't think about it when we buy a computer or a fridge in another state and bring it home.

There is no national standard rate for sales and use taxes. Sales or use tax rates vary by state, ranging from 2.9 to 7.25 percent at the state level, with additional taxes imposed on certain items. Five states have no statewide taxes: Alaska, Delaware, Montana, New Hampshire, and Oregon. Some of these states do have local taxes.

For most people in the U.S., how taxes were collected and determined was based on "physical presence" for most of our lives. A company had to have a physical presence in a state (location) for them to need to collect the sales and use tax. So pre-internet, if you bought a shirt from a mail-order catalog company that did not have offices or a warehouse in your state, there was no sales tax.

That all changed in 2018 with the U.S. Supreme Court decision "South Dakota v. Wayfair." That decision transformed how states could enforce sales and use tax. The "physical presence" rule is no longer the only way states can determine who needed to collect sales tax. Now states are using metrics like the number of sales and dollar value of sales that come into a state. They are also creating laws that have creative ways of determining who is "operating" in each state. Most of this is due to an increase in sales into states via the internet.

Due to the Supreme Court case and states looking for more income to help with their growing budgets, more and more people see sales tax on their invoices and bills from online vendors. Some sellers are choosing not to sell "into" certain states with lower taxable thresholds, or are not shipping items, rather requiring pickup onsite from designated locations. That is why when you go to check out of some online stores, they may not offer to ship. If traveling out of state, shops may not offer to ship items for you.

Although it may seem like a business could easily comply with the laws, it isn't obvious to determine what is taxable and what is not. It is estimated that there are more than 10,000 taxing jurisdictions in the U.S., and how a simple thing like yarn may or may not be taxed is not as straightforward as it may seem.

Taxes on remote sales are still developing and ever-updating. If you shop online, or if you have a small online business, you should be checking to see if this decision may impact you.

To learn more about individual state rulings and the South Dakota v. Wayfair case, visit: <https://howauctionswork.com/2020/11/30/how-remote-sales-taxes-are-affecting-the-places-you-shop-online/>

Forced to Justify

by John Hamilton



If you've spent any time with me discussing the negotiating topic, you'd know I'm a disciple of the axiom, "If you don't sell value first, you will always be defending the price." Selling value should be the core of every negotiator's strategy. But selling value is typically lacking in situations whereby our opponent makes those unreasonable and unsupported demands.

It's at times like this that good negotiators force their opponent to justify their position. Good negotiators anticipate such situations and craft their response and word choice in advance so it comes across smoothly and quickly.

It might sound like this. "Mr. Thomas, as I consider your price (position/proposal) it seems obvious that this would be an extremely good deal for you. That said, I can find virtually no benefit for me to accept your terms. What am I missing?" (Or close by, "Am I missing something?")

Such a response, with the final challenging question, simply asks one's opponent to 'sell the value' of their proposal to us. It's such an effective way to employ that 'put yourself in my place' technique and tactfully requests that they view things from our perspective.

Say no more and await their verbal response. If none is forthcoming, walking away is probably the best course of action. If they begin a justification, be ready to reinforce the perspective of 'how is this a good deal for me'. Most will struggle in this effort which opens the door to a counter proposal. Counters are always more effective after our opponent struggles to justify their position and understands what our perspective might be.

A win-win result mandates that there must be benefits for BOTH sides in the negotiations. Parties making unreasonable demands know what their benefits will be but they have to be challenged to justify their position from the perspective of their opponent.

Asking one's opponent to justify their proposal is always a winning technique as we KEEP Negotiating.

Promoting to the public #AuctionsWork!

This Shaker 'Meeting House Bench' was originally priced at a tag sale for \$1,100. After days of no interest, the price was discounted to \$500.00 and still didn't sell. Later, this bench was consigned to an auction house and sold for \$1,375.00. AuctionsWork!



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A Wicked Snow Storm in Sub Zero Temps Didn't Keep 600 enthusiastic bidders home.



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This 1930's Shell sign had an estimated value between \$400 and \$700. The seller hoped to be able to get \$500 for it. It sold at auction for \$2300!



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A drum kit that Ringo Starr used to record some of the Beatles' early hits, sold for \$2.2 million at Auction!



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This 1926 Winnie the Pooh Book sold for \$3,245 at auction!




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A Minnesota man traveled 800 miles to Fremont, Michigan to bid on this 1968 John Deere Model 140 with 'Sweeper'. Sold at auction for a jaw dropping \$12,500.00!



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This 1960's Detroit Red Wings hockey jersey worn by Mr. Hockey, Gordie Howe sold at auction for \$41,700.



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This Kongsilde Stone Bear rock picker, pull type, PTO driven SOLD AT LIVE AUCTION for \$46,000.00!



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#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. Want to see more Auctions Work! Campaigns? Go to www.AuctionsWork.org. 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!

Kreighoff Trap Gun. Family was offered between \$5000-\$7000 from local gun shops. Sold at auction for \$9500!



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This 1959 Chevy Impala Convertible sold to an out of state buyer at a live on site public auction for \$75,500.00. The owner was hoping to get \$57,750.



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Mobilgas Pegasus White Star Porcelain Double Sided Shield Sign. Owner bought this sign at one of our auctions several years ago for \$1,000. He was hoping for \$1,500 and sold for \$4,600 at Live Auction!



Auctions Work!
FindMichiganAuctions.com

The family hoped to get \$500 for this Colt Single Action Army revolver.

It SOLD at (simulcast) auction for \$3,600!



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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!

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

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

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