



Charity is Big Business

You are Treated as Well as You are Paid

Marketing your Business

Learning SEO can make a big impact

IRS Form 8300

File or Face Fines

Midwest Auctioneers

Roundup

St. Ignace, MI
August 2-4, 2021

Championship Features

\$3,500 Grand Prize!*

Becomes one of the premier
championships in the country

*See Rules for details and requirements

Midwest Auctioneers Roundup Featured Speakers



Lance Parrish
1984 World Series
Champion & 8x MLB
All-Star



Scott Miedema
MAA Hall of Fame &
Auctioneer Champion



Nellie Beland
WAA Hall of Fame



Wayne Yoder
WAA Champion
Auctioneer

Midwest Auctioneers Roundup * St. Ignace, Michigan

Viewing Instructions: If you find that some sections are too small to read easily... Go up into your VIEW menu at the top of your screen and scroll down to zoom, or even turn on the "View at Full Screen" option. These are just a few of the simpler options available. Plus, don't forget you can also print the document.

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

Midwest AUCTIONEERS Roundup

St. Ignace, Michigan
August 2-4, 2021



Hotel Info...

Kewadin St. Ignace Hotel & Casino
3015 Mackinac Trail, St Ignace MI 49781
Ph: 906-643-7071 * www.kewadin.com

Reservations...

For Reservations, Call Kewadin at 906-643-7071. **Rooms are LIMITED - Call Early!** Room Rates: \$135 Single/Double, \$145 Triple, \$155 Quad. Rates are Per Night, plus taxes. ***Prices do not include state & local taxes. Please contact hotel for policies.*

For Online Reservations, go to MidwestAuctioneersRoundup.com and visit the hotel page for the link and online reservation info.

Group Name: Michigan Auctioneers Association or Block Code: 19396.

Room Block Cutoff: Hotel Reservations must be made before July 19.

Kewadin Casino St. Ignace offers a variety of Vegas-style gaming including Blackjack, Roulette, Craps, and over 700 slots to choose from.

On-site amenities include a newly renovated hotel on Lake Huron, shuttle service to and from area motels, valet parking, free parking, the Northern Rewards Players Club, Eagle Feather gift shop, Whitetail Sports Bar and the Northern Pines Lounge. Plus, our Horseshoe Bay Restaurant overlooks the beautiful shoreline for spectacular dining with an equally spectacular view.

St. Ignace is the gateway to the Upper Peninsula with Mackinac Island and the Mackinac Bridge in reach!

Located on the scenic shores of Lake Huron, this 81-room hotel offers delightful amenities including deluxe suites with jetted bathtubs. All guests have access to the hotel's indoor swimming pool, fitness room, and arcade.

Whether traveling on business or pleasure, we have what you are looking for. Kewadin Casinos hotel provide high-class service and amenities to customers that stay with us. Make your reservations online or by phone.

Roundup Schedule

August 2, 2021

Mackinac Island Excursion!

August 3, 2021

9:00 AM	Golf Outing
10:00 AM	Clay Shoot
5:00 PM	Welcome Party!
6:00 PM	GoToAuction.com Midwest Auctioneer Championship
8:00 PM	Kids Auction
9:00 PM	Bean Bag Tournament

August 4, 2021

8:00 AM	Registration & Exhibits Open
8:30 AM	Scott Miedema "How to make more money in the Auction Business"
10:00 AM	Lance Parrish "Dugout Chat with Lance Parrish, World Series Champ"
11:30 AM	Exhibitor/Sponsor Luncheon
1:00 PM	Nellie Beland "Booking the Big Ones"
2:30 PM	Wayne Yoder "Line your Auction up for Success"
4:00 PM	MAA Board Meeting

**All Schedules are Subject to Change*



You can register online, or mail in the registration forms on the following pages or right from **MidwestAuctioneersRoundup.com**. This event is co-sponsored by the Michigan, Indiana and Ohio Auctioneers Associations. It is managed by the Michigan Auctioneers Association. **Questions? Call the MAA at (616) 785-8288.**

Get More Info & Register at www.MidwestAuctioneersRoundup.com

GoToAuction.com Midwest Auctioneer Championship

No Holds Barred Bid Calling Championship

August 3, 2021 * Approx 6:30 PM

Featuring a \$3500 GRAND PRIZE!



Contestant Name _____

Street Address _____

City/State/Zip _____

Daytime Phone () _____

Email Address _____

This entry form and appropriate entry fee must accompany your conference registration to enter.

I agree that the above is true and correct and I agree to abide by all rules and regulations of the Midwest Auctioneer Championship set forth by the committee, Board of Directors & Officers of the Michigan Auctioneers Association. I also understand that if I win over the IRS minimum, I will be required to provide information required for IRS Form 1099.

Signature _____



Midwest Auctioneer Champions

Ashley Peters, 2019
Billy Peyton, 2018

BID CALLING ALL AUCTIONEERS!

The GoToAuction.com Midwest Auctioneer Championship has become the purest and one of the most popular contests in the nation! Professional auctioneers across the country appreciate the unique format of this contest because contestants are not burdened with an arsenal of cumbersome rules. Contestants are judged on just one thing - their chant.

The auctioneer crowned the 2021 GoToAuction.com Midwest Auctioneer Champion will receive a Grand Prize of \$3,500* and an impressive trophy! *Even those that don't claim the championship will receive a cash payout if they are a Top 5 Finalist.*

The 'rules' are simple. You can leave your suit and tie behind and slip into your pair of your most comfortable Wranglers and boots because there isn't a dress code - other than, you need to wear a hat. You have two minutes to sell as many items as you brought - if you run past the two-minute timer, the distinctive sound of the copper-based alloy gong will be smacked with a mallet indicating you just lost 10 points from your score. Interview questions? There aren't any interview questions, just straight-up auctioneering.

You'll never have more fun participating in an auctioneer championship than the GoToAuction.com Midwest Auctioneer Championship! **The contest is limited to a maximum of 40 contestants so don't drag your boots and get registered right now.**

Contestants registered as MAA Members AND GoToAuction Yearly Platinum members will be eligible for an additional \$1000 payout to the champion (\$3500 Total)!!!

CONTEST GUIDELINES:

1. Entries close on Tuesday, August 3, 2021 at 5:30pm
2. Contestants must pay for full registration to the Midwest Auctioneers Roundup along with contest entry fees. Members of sponsoring states (IN, MI, OH) may register at Member Rates.
3. \$50 early entry fee, \$60 after July 20.
4. There is a cap of 40 contestants - *Register EARLY or you may not be able to compete!*
5. You have TWO minutes to sell what you bring for your preliminary items, point deduction for exceeding time limit.
6. Ringmen are allowed and encouraged, but you must bring your own.
7. Contestant briefing at 6:00pm to draw for selling order and review procedures.
8. Contestants cannot sell in the Fun Auction until contest concludes or they have been eliminated.
9. By registering, contestant agrees to be photographed and/or video taped and understands that the contest may be broadcasted via the internet. Contestant also agrees that the MAA may use your name, voice and/or image for informational, educational, advertising or promotional purposes relating to the MAA, the Competition and the Industry.
10. Top 5 preliminary scores advance to the finals. Items will be provided for the finalists. No finals interview.
11. Champion will be announced based upon highest total of combined score.
12. Tie scores will be settled based upon high score of individual score sheet criteria.
13. *The Champion will receive the Title, trophy and \$2500 prize. If the Champion is a Michigan Auctioneers Association Member AND a YEARLY PLATINUM Member of GoToAuction.com, they will receive \$3500 (\$2500 + \$1000 Bonus detailed above)!
14. Cash prizes for all finalists!!!

www.MidwestAuctioneersRoundup.com

The Meaning of SEO in Marketing Your Business

by Jake Link

Have you heard the term SEO but wondered what it stands for? Maybe you know it stands for “search engine optimization,” but do you know the actual value of SEO in marketing your business?

Imagine you need something — a product or service. What do you do? You Google it, right? Then, Google spits out a page of search results related to what you’re looking for so you can make a choice and proceed with your purchase.

SEO is how you make sure your business website shows up on that search results page. And it’s absolutely key to making sure that potential customers can find you.

There are entire businesses dedicated to SEO, and the process can sometimes be complicated and costly, but don’t fret! There are several DIY ways to make your website rank higher in search results.

Read on to find out the true meaning of SEO and how to use it in marketing your business.

What does SEO stand for?

SEO stands for “search engine optimization,” but to fully answer your question, the simple meaning of SEO in marketing your business is the process of improving your website so that search engines like Google are more likely to show your business in users’ search results.

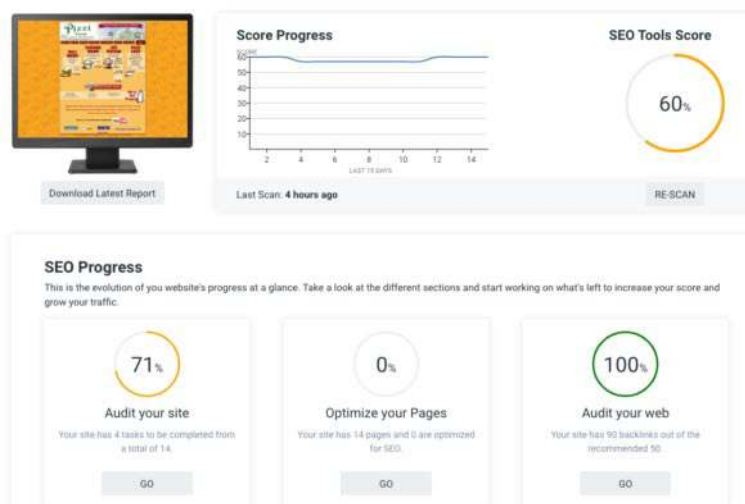
Website SEO involves technical optimization, as well as researching keywords, implementing those keywords into your site, and continuously improving your content to make it easier for people to find. If that still sounds complicated, that’s okay. There’s an easier way to manage your own business SEO efforts.

Introducing our SEO tool for small businesses

We think SEO should be a priority for your business, and we want to help. That’s why we’re expanding our online marketing platform to include SEO tools that provide personalized recommendations to help you rank higher in search results and generate more traffic to your website.

If you’re a Constant Contact customer, take a look at how to get started with our SEO tool and improve your search rankings today! In just a couple of steps, we’ll scan and analyze your website and provide clear, step-by-step instructions that you can follow to make sure more customers find you online.

How to improve search engine optimization



Constant Contact’s SEO tool makes it easy to see how your website is doing in terms of SEO.

It also suggests easy step-by-step instructions to improve your search rankings.

**MAA Members qualify for discounted rates to use Constant Contact’s program.*

Let’s take a look at a few steps you can take to drastically improve your website’s SEO.

1. Audit your website

It’s essential to know how your website is doing in terms of SEO before you can understand how to improve it.

You should scan your site periodically with an SEO tool

to track your progress over time and keep your website ranking highly in search results. Some of the most important things you’ll want to look at are:

- **Speed.** Does your site load fast or do visitors have to wait while content creeps down the screen slowly?
- **Mobile-friendliness.** Does your website look and function well on mobile devices? Most people use mobile devices to browse the internet.

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

- **Error pages and broken links.** Don't you find it frustrating when you click a link and hit that infamous "404 error" page? So do your customers and so do search engines.
- **Security.** Is your site secure? Do you have a valid SSL certificate from your domain provider?
- **Page titles.** Does every webpage have a clear and concise title? Are there any duplicate titles that could be "competing" with each other in search results?
- **Keyword optimization.** Keywords are the words you want to rank for when someone types them into a search engine. It's crucial to build your content around these words. They should be present throughout your site, but most importantly featured in:
 - Page titles
 - Meta descriptions and alt tags (image descriptions)
 - Headings

This list is by no means exhaustive, but it does include some of the most critical factors you'll want to consider when auditing your site's SEO.

Now that you know how your site is doing, let's take a look at how to improve your SEO and rank higher in search results!

2. Optimize your webpages

Once you've completed your audit, it's time to get to work improving your search rankings on your most important webpages. This is the part of SEO where those keywords come into play. You'll want to make sure they are included in several important areas of your site, as mentioned above.

If you're using our SEO tool, we'll automatically suggest some actions you can take to optimize your site quickly.

What do you need to improve to rank better?

- ⊗ Include the keyword in the title of the page
- ⊗ Include the keyword in the *meta-description* tag
- ⊗ Make sure that you include the keyword at the beginning of the page's content
- ⊗ Include the keyword in the main heading
- ⊗ Include the keyword in the secondary headings
- ⊗ Make sure your linked images have alt text
- ⊗ Make sure you include a title tag on every page

Constant Contact's SEO tool will give you a list of high priority actions to improve each of your webpages' search rankings. Optimization isn't just about tagging, cleaning, and organizing your website's content. A big part of your SEO strategy should be content creation. When you regularly update your website with fresh, quality content — blog posts, videos, customer testimonials, etc. — you're more likely to rank well in search results.

3. Increase your popularity with backlinks

What are backlinks and why do they matter?

Simply put, a backlink is a link on another website that points back to your site. Google and other search engines like to see a lot of backlinks to your website because it's one way to see that your content is valuable and reputable. The more reputable sites that point back to yours, the higher you're likely to rank in search results.



| Over 35 years of Auctioneer Experience

| Be the Voice of the Auctioneers

I want to put my experience to work to help continue to provide better resources to assist in growth as both auctioneers and an association.

| As an association, we are responsible for providing value for our membership.

This includes providing affordable resources for new auctioneers and in-depth resources for auctioneers ready to further their careers in the industry.

vote for
JEFF MARTIN
NAA Board of Directors

Experience
The Difference

votejeffmartinformaa.com 844.450.6200

Our SEO tool will show you exactly how many backlinks point to your site and will monitor your progress as you further improve your SEO.



How do I get more backlinks?

The best way to generate a large number of backlinks is to create quality content that people want to share or reference from their websites.

A more straightforward and timely way to get backlinks is guest-posting on a respected blog. In exchange for a well-thought-out blog post, the owner of the blog will likely provide you with a backlink or two from their site.

Here are some other ways to quickly increase your number of backlinks:

- Link your personal sites to your company website
- Ensure that your business is listed with accurate information on various listing and review sites, like Yelp and Google My Business
- Ask for press coverage about your business to link back to your website
- Make sure you're sharing your website and content on social media and encouraging others to do so

Staying on top of SEO

Search engine optimization isn't a "one and done" task. It's something you'll want to monitor and continuously improve over time. Consider doing so with a quality tool to ensure that you're making the best use of your time and money.

You can find the new SEO tools in your Constant Contact account by clicking into the "Website" tab, then clicking "SEO." Here are some additional actions I recommend taking ASAP within the SEO section of your Constant Contact account to monitor and improve your SEO:

SEO Quickstart Action Plan

1. Open the SEO tool in your Constant Contact account
2. Add your most important SEO keywords to track your rankings
3. Add your SEO competitors so you can track them as well and make sure your search results are competitive with theirs
4. Sign up for a monthly email update on your website's SEO
5. Connect your account with Google Analytics to see detailed visitor information from your SEO dashboard

*Jake Link is a Senior Content Manager at Constant Contact. I like empowering small business owners and nonprofit professionals to reach their audiences with stories that motivate action. Originally sourced from: <https://blogs.constantcontact.com/increase-website-traffic-website-seo/> *Reprinted with permission from Constant Contact*



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of Secondary Market Products
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410.242.6573
www.crsrecyclingservices.com
NAA Member #101385

Auctioneers & IRS Form 8300 reporting

by Mike Brandy, The Ohio Auction School



The law requires that trades and businesses (such as auctioneers) report cash payments of more than \$10,000 to the federal government by filing IRS/FinCEN Form 8300, Report of Cash Payments Over \$10,000 Received in a Trade or Business.

This "Over \$10,000" can be one cash payment in excess of \$10,000 or a series of cash payments from the same buyer over a year exceeding \$10,000.

"Cash" in this regard is considered coins and currency of the United States and a foreign country. Cash may also include cashier's checks, bank drafts, traveler's checks, and money orders with a face value of \$10,000 or less.

"Cash" does not include personal checks drawn on the account of the writer nor a cashier's check, bank draft, traveler's check or money order with a face value of more than \$10,000.

One transaction is generally deemed any "cash" received within a 24-hour period. Related transactions can take place over a year following the first cash payment.

Generally, a business must file Form 8300 within 15 days after they receive over \$10,000 in cash. If the 15th day falls on a Saturday, Sunday, or holiday the business must file the report on the next business day. *Businesses may be subject to civil and criminal penalties for noncompliance with the law.* Businesses can file Form 8300 electronically using the Bank Secrecy Act (BSA) Electronic Filing (E-Filing) System. E-filing is free, and is a quick and secure way for individuals to file their Form 8300s. Businesses can also mail the Form 8300.



The IRS has developed this comprehensive guide concerning the IRS Form 8300: <https://www.irs.gov/businesses/small-businesses-self-employed/irs-form-8300-reference-guide>. There's even a summary and quiz covering the major topics here.

Mike Brandy, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandy, 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.

Join us for the [GOTOAUCTION.COM](https://www.midwestauctioneersroundup.com) MIDWEST AUCTIONEER CHAMPIONSHIP!

August 3, 2021 * St. Ignace, Michigan

**Featuring \$3500* grand prize to the winner!
Top 5 finalists receive cash payouts**

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 2021!!

Register Online at www.MidwestAuctioneersRoundup.com

**See website for rules and more info*



CHARITY IS BIG BUSINESS!

By: Kenny Lindsay, CAI



Are you charging a fee to conduct charity auctions?

To charge or not to charge?

This is the question that typically triggers controversy and debate when discussing whether an auctioneer should charge for his professional services for a benefit or charity auction event.

The short answer is "Yes!" And the supporting reasons are numerous.

First we must ask the question, "Why?" Why is it that so many non profit organizations expect an auctioneer to donate their professional services but the same organizations will not hesitate to compensate entertainers, caterers, disc jockeys and motivational speakers at their fundraising events?

I believe that the answer lies from many decades ago, when fundraising organizations consisted of nothing more than a raffle ticket, a dinner, a dance and the keynote speaker was a guy named Wally from the local bowling alley. For the most part, these were one size fits all events that lacked in creativity. Until one day; someone had an ingenious idea to incorporate an auction into their annual fundraising event.

With nothing more than a gut feeling to go on, I suspect that the first auctioneer to appear at a fundraising event was – you guessed it, Wally from the local bowling alley, the volunteer auctioneer.

The precedence was set. Anyone can be an auctioneer including the local weatherman and of course, auctioneers work for free.

Evolution

Several decades later, there are more than 1.5 billion non profit organizations in the United States alone! Furthermore, according to a study by Morpace, there was 170,000 benefit auctions conducted in the United States bringing in an estimated 15 billion dollars to their respected cause.

The result? The non profit organizations have evolved with time whereas numerous auctioneers have not.

It's Bad Business

Some auctioneers that donate their professional services to non profit organizations believe the exposure will reap other auction opportunities in the future. This is true, but be careful for what you wish for because you just might get it.

After you secure the reputation that you do not charge to conduct charity auctions, you'll begin to receive a few extra calls each year from other charities looking to utilize your services – free of charge of course. Since you have set the precedence, you have established the reputation as the 'free auctioneer' which is virtually impossible to overturn without criticism.

For the record, from the dozens of charity events that I have conducted over the past few years, not once did they lead to an auction outside a fundraising auction. However, every paid fundraising auction I conduct has led to other charity auctions from organizations that recognize the value of a professional auctioneer and they are eager to pay for a job well done.

There is also a large misconception among some auctioneers that your act of goodwill may result in media publicity. More times than not, this wishful thinking is just that – wishful thinking. Former MAA President, David Helmer shared the story that his small town newspaper prohibits mentioning businesses in their human interest stories.

Don't bank on free publicity in the non profit auction sector because the odds are, you'll be overlooked.

On the NAA Discussion Forum, this topic was discussed and auctioneer, John Prigge from Elgin, Illinois brought up an interesting point; ***"You are treated as well as you get paid."*** Based on auctioneer testimonials, you tend to lose an element of respect when you give away your services when you would think it would be the other way around. Perhaps it's human nature but when you are a paid professional there is a degree of admiration, command and respect as you are viewed as an expert.

More than frequently, I am also asked for donations of merchandise from large charitable organizations and anyone and everyone that knows a hardship case. Years ago, I was overly compassionate and every sad story I heard, I tried to rise to the occasion to make a donation which led to more phone calls, more demands and before I knew it I had donated nearly \$100,000 in merchandise over a five year period. I restructured my donation policy where I support two of my favorite major children's charities and on occasion I will make a substantial donation to an isolated local fundraiser or charity. I will admit, it's tough to

say "no" to anyone that has encountered tough times and it's easy to make the exception. I remind myself that I have an enormous investment with the merchandise that I stock and everything came with a price tag. Business is business.

The message here is to understand you cannot support every cause. Limit yourself and learn to "just say no."

Non Profit is BIG business!

It's important to understand that executives that preside over the nations most respected and successful non profit organizations receive handsome salaries, bonuses and benefit packages.

Before you are quick to donate your professional auction services, you might want to consider the following.

Out of 3,929 charities reviewed in Charity Navigator's 2013 CEO Compensation Study, a whopping 78 of the CEOs mentioned reportedly earned salaries between \$500,000 and \$1 million. The study revealed many donors simply assume these leaders work for free or minimal pay.

It's easy to forget that these large charities are multi-million dollar operations. John Seffrin, CEO of American Cancer Society, earns \$2.1 million. Roxanne Spillett, President of Boys & Girls Clubs of America, earns \$1.8 million at an organization with expenses exceeding \$130 million (CNN Money). Michael Kaiser, President of the JFK Center for Performing Arts in Washington D.C., earns \$1.348 million. Brian A. Gallagher, President and CEO of United Way Worldwide, earns \$1.2 million. John Miller, President and CEO of Goodwill Industries of Southeastern Wisconsin earns \$3,206,088 annually. Harry Johns, CEO of the Alzheimer's Association earns \$2,731,016

Such organizations have an obligation to pay salaries high enough to recruit and retain talented executives who will help an organization operate its programs effectively. Such executives should not be frowned upon as they are providing a professional service which enables these non profit organizations to better serve and expand their focus group.

Pro Bono

For as long as you are an auctioneer, you will always be approached to donate your services. Needless to say, donating your services is a personal decision and there are circumstances that may justify that personal need. For example, I have made it my own unwritten rule to conduct one free fundraising auction a year as a way to 'give back to the community' as some may say. I reserve this complimentary service to a local, one time hardship case where members of the community have joined together to raise money for someone that suffered a major illness or other isolated catastrophe.

Sell your Service!

Realize that in many cases, it's a committee of volunteers with regular day jobs requesting you to work for free. When such a scenario presents itself, it is your job to educate such committee members that justifies reasonable compensation.

If you do an adequate job of selling your service, no charity is going to begrudge you on a price that is reasonable and relative to the perceived value of the service. After all, a true benefit auctioneer will not cost the organization money, they will make the organization money.

Do not lose sight that this is a business on both sides of the fence. Remember, if you're not charging for your services, there is a good chance that you are the only outsider working without a paycheck.

Then again, it was good chicken.

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.

Batteries Plus Bulbs

MAA Members have access to discounts on Batteries and supplies you need in your business!

APS Payments

MAA Discounted Payment Processing Program

360 Photography

360 Photography will donate \$25 to the MAA for every member who uses the service.

L&P Custom Design

MAA Members get a 5% Discount off Custom Embroidery!

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!

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.

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