



Michigan Auctioneer & Ringman Championship

Friday, February 3, 2023!

From Man-of-the-Year to The Hitman

The Art & Science of the Auction Ringman

The Real Deal!

World Champion & History
Channel Great Comes to Town

Live And In Person!

Michigan Auctioneers Association Annual Conference
February 1-3, 2023 * Mt. Pleasant, Michigan

Is E&O Insurance Enough?
It's not.



Join us LIVE!
MAA Annual Conference
February 1-3, 2023 * Mt. Pleasant, MI



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



Michigan Auctioneers Conference

February 1-3, 2023 * Mt Pleasant, Michigan



Register @ www.FindMichiganAuctions.com



Michigan Auctioneer Championship

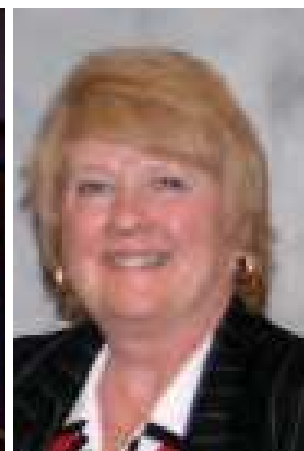
Presidents Gala & Awards

Trade Show

Michigan Ringman Championship

MAA Benefit Auction

For Complete Schedule, visit FindMichiganAuctions.com



First Class Education, Networking Opportunities & More!

- | | |
|--|---|
| <ul style="list-style-type: none">• Mike Brandly "Auction Verdicts"• Gwyn Besner, "So, You Want to Sell Real Estate at Auction in Michigan?"• Gene Klingaman "My Thoughts in the Auction Industry"• Kelly O'Connor "A Legal Perspective: Who's Actually your Client?"• Bryan Knox "Real Estate and Overcoming Obstacles" | <ul style="list-style-type: none">• Mike Fisher "Partnering For Profit: Working with agents and other auctioneers to increase your revenues"• Sam Grasso "The Art & Science of Working the Auction Ring"• Mike Fisher "A Fair Deal is a State of Mind"• Bryan Knox "Bid Calling Tune up & Auctioneer Ethics" |
|--|---|

FindMichiganAuctions.com

Hotel Reservations & Location Information: Mt Pleasant Comfort Inn & Suites, 2424 South Mission, Mt. Pleasant, Michigan 48858, Phone: (989)772-4000 * www.mtpcomfortinn.com. **Guest Room Rates:** Single or Double Hotel Rooms \$107.00. All rooms are *plus applicable taxes*. Rollaway beds are \$25 per night. For Reservations, Call (989) 772-4000 and identify yourself with the Michigan Auctioneers Association. **Room Block Cutoff:** January 9, 2023, **Parking:** Complimentary Outdoor Self Parking. *Please make your reservations early! **Airports:** MBS International Airport (MBS), Saginaw (45 Miles), Capital City Region International Airport (LAN), Lansing, (60 Miles), Bishop International Airport, (FNT) Flint (Approx 1 1/2 hours), Detroit Metropolitan Wayne County Airport (DTW), Detroit (Approx 2 hours).

Welcome to the Michigan Auctioneers Conference!



Dear MAA family,

We are happy to be in Mount Pleasant again this year for the 2023 MAA Conference. Over the last year, we have been working hard for our members to create an event worthy of your time and money. We are confident you will not be disappointed with our effort.

There are many topics with leaders from all over the country. We are delighted that auction legend Gene Klingaman with Schrader Real Estate and Auction Company, LLC, will be with us. Mr. Klingaman has nearly 50 years of experience in the auction industry and is credited with founding the multi-par system of selling real estate.

Coming from the great state of Alabama, one of the most beloved, talented, and accomplished auctioneers in the country, IAC Champion Bryan Knox, will be presenting some fantastic material on Bid Calling, Overcoming Obstacles, and Ethics in the auction business.

Arguably the most famous professional ringman in the world, Sam 'The Hitman' Grasso, will be in attendance to provide education on the art and science of being a professional ringman. You may be surprised to learn that there is a significant difference between a professional ringman and a bid spotter.

Our very own Attorney-at-Law, Kelly O'Connor, will help protect you from costly litigation by avoiding potential legal issues. Followed with Mike Brandly, owner of The Ohio Auction School, will host an updated 2-hour and eye-opening Auction Verdicts presentation. And, of course, one of the most resourceful auction professionals in the country, Mike Fisher, will provide you with the roadmap to becoming more profitable in the auction business by working with others.

I assure you with all the valuable information you will receive from this conference along with making new connections will better equip you to be more successful in the auction business. Please do not procrastinate and take the opportunity right now and get yourself registered. You will not be disappointed.

Thank you for your continued support of the Michigan Auctioneers Association and we'll see you on February 1st in Mt. Pleasant.

With a handshake in thought.

A handwritten signature of Noah Smith in black ink.

Noah Smith
MAA Vice President

Trade Show!

1-800-The-Sign
AuctionTime.com/AuctionFlex.com
AuctioneerInsurance.com
Auctioneer Software
Community Papers of Michigan
CRS Recycling Services
E.R. Munro and Company
Michigan Auctioneers Association
MidCountry Media Inc
O'Connor & Bennett Law Firm, PLC
Shipping Saint
TractorZoom

Conference Sponsors!

Platinum Sponsors:

MidCountry Media Inc
Miedema Asset Management Group

Diamond Sponsors:

AuctionTime.com/AuctionFlex.com
Epic Auctions & Estate Sales
The Montgomery Group

Gold Sponsors:

Auctioneer Software
Holiday Auctions
Mantle Auctioneering
Martins Auctions
Michael Auction & Realty Inc.
Michigan REALTORS®
Narhi Auctions
Sheridan Realty & Auction Co
Sherwood Auction Service

Silver Sponsors:

Art Smith Auctioneers
Burns Auction Service
D&J Auction & Appraisal Services
Furlo Auction Service
Price Brothers Auction Co
White Star Auction Inc.

Register Online at
www.FindMichiganAuctions.com

***Want to be an Exhibitor or Sponsor
at the MAA Annual Conference?
Contact the MAA TODAY!
www.FindMichiganAuctions.com***

How to Give Your Facebook Business Page a Holiday Makeover

By Danielle Cormier, Constant Contact

The leaves on trees may have only just started to change color, but now is the ideal time to start thinking about your holiday marketing plan. A simple and affordable way to embrace this festive time of year is to coordinate your small business's social media channels to reflect the holidays this season. Decking the halls isn't just for your home or storefront anymore! Have some fun on your social media channels too.

Facebook Cover Photo

When a Facebook user visits your Facebook Business Page, the cover photo is the first and most prominent thing they'll see. Design a cover photo or multiple cover photos and update your page to coordinate with any of the upcoming big shopping days, the next holiday, a holiday promotion you are running or simply to reflect the season. It's important that your cover photo represents your business, but also feels specific to the current time of year. Around the holidays, I recommend using fall or winter colors and incorporating traditional items such as pumpkins or snowflakes.

When creating a holiday cover photo, remember that the image you use will be stretched to fit across the top of your page (851 x 315 pixels). PicMonkey is a great photo-editing tool that lets you crop images to create perfectly-sized cover photos and cover photo collages too.

Facebook Profile Photo

Many businesses upload their logo as their Facebook Profile Photo when they create their business page, and never think to change it again. These businesses are missing out on a key asset that can be customized to reflect the mood of your page during the holiday season. As a best practice, you should always stick to an image that helps people identify your small business, but you can have some fun with it too. A simple way to give your profile picture a seasonal feel is to overlay your logo on an image.

Social media content

There is nothing more disappointing than a bad gift wrapped in pretty packaging. Make sure you alter the content you share to also harmonize with the season. Remember what has worked for your business on social media throughout the year, and simply add a holiday twist to it.

And you don't have to be a graphic designer to make your Facebook Business Page look outstanding. Online photo editing and design services like PicMonkey and Canva have tons of terrific seasonal templates, graphic overlays, filters, and fun fonts.

Try incorporating a few (or all) of these holiday social content ideas:

- **'Tis the season to think outside the gift box.** Remember, a deal doesn't have to be a steep discount. It can be relevant content your customers care about, free wrapping, or a matching gift donation.
- **Make it easy for your customers to shop.** Let them know if your shop is burning its candles late into the night with extended holiday hours in order to give them more time to shop.
- **Highlight your company's holly jolly culture.** Share pictures of your business's holiday parties, your staff's holiday spirit, or your participation in charitable events.
- **Holiday shopping doesn't jingle everyone's bells.** Help struggling shoppers by sharing suggestions for "last-minute gifts" or "gifts for that hard-to-buy-for person."
- **Instead of guessing, ask.** Ask your fans and followers what they'd love to receive this year and tailor a deal that makes their wish come true.
- **Remind your fans and followers of your shared values.** If your business is supporting a particular cause this season, warm their hearts by sharing your story.
- **Be a resource, not just a sales pitch.** If your customers value your content for more than just discounts, they'll be singing carols to the tune of your business all year long.
- **You don't have to go overboard.** Just because it's the holiday season doesn't mean you need to create an elaborate or cheesy marketing campaign. Share a personal holiday experience you think your customers will enjoy to humanize your brand and show your customers it's not all about the promotion.

Pull out all the trimmings this year to help your business embrace this festive time of year.

<https://www.constantcontact.com/blog/facebook-business-page/>



Michigan Auctioneer Championship Friday, February 3, 2023 Mt. Pleasant, 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 2023 Michigan Auctioneer Champion will be announced!

For more info go to www.FindMichiganAuctions.com

You haven't thanked anyone in a week

by Scott Ginsberg



Skepticism can be a slippery slope.

It's a popular and powerful mind set in the startup world, specifically when it comes to tech companies. Founders pride themselves on never putting up with any bull.

That gives team members, customers, investors and other partners the impression that they're worldly and savvy and challenging the status quo on the way to greatness.

Now, when it comes to keeping people accountable and getting results, this disbelief system is highly effective. I've seen it work at multiple organizations that employed me.

But there does come a point of diminishing returns. The question startups need to ask themselves is:

When we allow skepticism to become our leading narrative, at what point do we lose the plot on the bigger picture?

Because too much skepticism can quickly and easily lead to paranoia and paralysis.

If you've ever had a meeting with a product manager to review a new design, you know what I'm talking about. Hyper skeptical people have a tendency to micro optimize themselves, their teams and their projects into oblivion.

Oh, were you thinking of pushing that amazing new app feature this week? Sorry, but we're going to pump the brakes and do another round of changes that will take the development team four more weeks of work, plus another week of design iterations, so you can just go ahead and adjust our entire product roadmap for the first quarter of next year to accommodate for that. What's for lunch?

It can drive a person mad. Especially somebody like myself, who appreciates and practices as much curiosity and wonder as possible, but errs on the side of speed, which typically gets tempered by skepticism to a ridiculous degree.

Blech.

Another danger of a culture with a fanatical disbelief system is, acknowledgment takes a backseat to achievement. Skepticism trumps celebration.

Leaders get so focused on looking for problems, fixing them, getting top results, and moving onto the next issue, that they forget to take a step back and acknowledge just how far the team has come.

Reflektive is one of the platforms our startup uses for people management. It guides us through everything from performance management to employee analytics to company wide surveys, but my favorite feature is the dashboard reminders.

Every time you login, there's a box that says the following:

You haven't thanked anyone in a week.

All you have to do is pick somebody from your team, type a few words, and let them know you appreciate the great work they've been doing. No skepticism needed. Simply celebration.

How many people have you thanked this week? Are you overly focused on scoring points that you've forgotten to high five your teammates?

It's never too late. Find a way to acknowledge their whole person at work, not just their role, and watch what happens.

LET ME ASK YA THIS...

Does your team need to contend with a skeptic who attacks their ideas at every turn, or celebrate with a cheerleader who roots them on?

© All Rights Reserved, HELLO, my name is Scott, LLC.

Scott Ginsberg is the World Record Holder of Wearing Nametags. He's the author of thirteen 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 emailscott@hellomynameisscott.com.

Auctions Aren't News...And Other Reasons the Media Isn't Interested

by Trisha Brauer, CAI, BAS, MBA



I am going to make a controversial statement for our industry: Auctions aren't news. They are events but events are not automatically newsworthy.

As marketing experts, we know that writing press releases are an important component of our marketing plans.

Here are tips to get your story picked up (this is code for "do these")

1. **Think like a reader:** You don't want to read lists of facts; you want news!
2. **Give a hook:** One strong sentence can make or break your release. Provide a strong/interesting/intriguing sentence in the first paragraph to make readers want to continue.
3. **Solve a problem:** People love to have their problems solved. Explain how you can save someone time, make them more money or make their lives safer.
4. **Include a call to action:** Remember that people need to be told the next step.
5. **Focus on news, not entertainment:** Do not overuse adjectives, adverbs and fluff. Find the balance between facts and storytelling.

Top 5 Media Mistakes (this is code for "don't do these")

1. **Pitching yourself/business/auction instead of a story:** Find a unique fact, point of history or human interest piece to be the center of focus for writing a release about an auction.
2. **Being long-winded:** I am often guilty as charged here. Press releases should be 300-ish words.
3. **Making the pitch an advertisement:** Make the story around your auction interesting enough that people will want to come. This tactic allows you to not make the release feel like it is just another advertisement for your auction.
4. **Not being helpful:** Write in a media friendly manner which includes using bullets, quotes and putting the copy directly into an email (Attachments are like the adult version of free candy when you were a kid).
5. **Forgetting contact information:** Make sure to include ONE of the following: phone number, email and website.

In conclusion, the bad news here is that it is up to the discretion of a media outlet whether to run a press release or not and we have little control over if the release makes it to the public. The good news is these tips will increase your odds of publishing your release.

About the author: Trisha Brauer, CAI, BAS, holds a Master's degree in Business Administration with an emphasis in Marketing and Sales. She is a graduate of World Wide College of Auctioneering and is a member of the National Auctioneers Association (NAA), as well as the state associations for Iowa, Kansas, Colorado, and Missouri. Trisha has served on the Board of Directors for the state of Kansas and for the National Auctioneers Association. She is an active member of each association and speaks at conferences across the United States.



CRS consigns retail return truckloads.

We have the in-depth experience to source and supply a high volume of various products to numerous businesses and resale channels. If you're interested in our program for your auction business, we'd love to hear from you. Call or email us and let us know if you would like more information about how to get started.



3741 Commerce Drive, Suite 301, Baltimore, MD 21227
410.242.6573 / crssupport@crsrecycling.com / www.crsrecycling.com



Is E&O insurance enough? It's not

by Mike Brandly, The Ohio Auction School



Every auctioneer today needs enough insurance. Every auctioneer also needs to be operating in a proper business structure to help protect themselves. Proper business structures in the current environment include either a corporation or an LLC: <https://mikebrandlyauctioneer.wordpress.com/2015/09/10/auctioneer-business-structures/>.

Errors and omissions (E&O) insurance is a form of liability insurance, which covers, generally, "errors and omissions." It doesn't cover any intentional illegal or purposeful misrepresentation or discriminatory acts. Further, E&O doesn't cover bodily injury or other physical acts.

E&O policies typically have a policy limit as well as a "per incident" limit — in other words, you could be covered for up to \$500,000 per incident and no more than \$1,000,000 for the life of the policy. Your own coverage should be determined in concert with the magnitude of the property you are "selling" as well as the risk involved.

As we suggested, E&O wouldn't cover any intentional acts. So, what if your auction terms and conditions literally say you are reserving the right to commit unethical or illegal acts — which would be prima facie evidence of your intent — E&O would be no help. In fact, there may be no insurance that will ultimately help you.

For instance, we were consulted on the following auction terms and conditions several years ago involving a very material item: *"On absolute (without reserve) lots, the seller or auction house reserves the right to open the bid and place bids after a reasonable time of inactivity has elapsed on the auction block subject to the terms and conditions of the bidder agreement and consignment agreement."*

Let's just say you the auctioneer bid \$1.00 on a lot after a "reasonable time of activity" and then this same property sells to another bidder for \$1,000,000. Could this buyer argue the \$1.00 bid (or more) was in bad faith? Could this buyer void the sale or take the property for the last good-faith bid — whatever that is?

Nevertheless, the seller sues the auctioneer for \$999,999+ in damages in this example, and your E&O insurance doesn't cover you — as you reserved the right to intentionally commit an illegal act; this is hardly an error or omission. Don't spend too much time seeking insurance to cover your intentional illegal acts ...

This is when your business structure becomes more important — are you operating as a sole proprietor or as a corporation or LLC? Could a lawsuit involve not only your "business" but your home, car, and other personal assets? Any cost/benefit analysis makes forming (and operating as) a business entity an easy decision.

Lastly, of course, a plaintiff would have to prove you intentionally committed an illegal act, but that evidence is not hard to find if it's in your auction terms and conditions. This may be a good time to check your own auction terms and conditions, as well as how much insurance you have ... or don't have.

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.

MAA LIVE Benefit Auction!

Friday, February 3, 2023 * Mt. Pleasant, Michigan



Hunting & Fishing Packages * Auction Day Labor by Midwest and MAA Champions * Unique Creations * Experience Packages * Collectibles * Sporting Goods * Advertising * Other Great Items & Adventures

Get more info at 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. 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!

The Babe Hits Another Home Run! This past week, a glove worn by the great Babe Ruth sold at auction for \$1.53 million, shattering the record paid for a baseball glove.
#AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

Cold, Windy, Snowy Days are Great Days for Auctions! 23° in a Winter Storm in Northern Michigan Drew a BIG Crowd to a Farm Auction! #AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

A rare vintage farm tractor sold for \$420,000 at multimillion-dollar auction!

#AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

Seller paid \$6,000 for his brand new WoodMizer LX55 Portable Sawmill in 2019 and after much usage sold at Auction in 2022 for \$1,000 more than what he paid for it!
#AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

Race Cars are Fast!
Auctions are Fast, Fun and Transparent!
Auctioneers Promoting Auctions in Unique Ways!
#AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

This 40-year barn stored 1969 Ford Mustang Shelby GT500 Fastback surprised more than just the seller bringing a record price of \$132,000!
#AuctionsWork!



Auctions Work!
FindMichiganAuctions.com

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!

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

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.

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

www.FindMichiganAuctions.com

(616) 785-8288