

# MAA Annual Conference

January 29-31, 2025 \* Mt. Pleasant, Michigan  
"Unlocking Opportunities, Mastering the Craft"

Joins us for great education including:

- \*Making your life easier with AI for Auctioneers
- \*Faith, Family & Finance
- \*Behind the scenes with World Champion Auctioneers
- \*Planning for the Future & Retirement
- \*Marketing Strategies for Growth
- \*Lessons Learned from the Veterans
- \*Roundtables!



## Michigan Auctioneer & Ringman Championship

Friday, January 31, 2025!

### Auctioneers & Specific Performance

How does the 13th Amendment affect you?

### Picture Perfect!

Look at the inside guide to learn how to take compelling auction photos.

Image credit: iStock.com/adventtr

The Michigan Auctioneers Association Annual Conference will provide you with exclusive content to help you unlock your fullest potential to succeed in the auction business. You cannot afford not to make a wise business decision.



## GET REGISTERED RIGHT NOW!

### MAA Annual Conference

January 29-31, 2025 \* 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](http://www.FindMichiganAuctions.com), Email: [info@msaa.org](mailto:info@msaa.org)



# Michigan Auctioneers Conference

January 29-31, 2025 \* Mt Pleasant, MI



*Unlocking Opportunities, Mastering the Craft*



## Michigan Auctioneer Championship

## Presidents Gala & Awards

Trade Show

Michigan Ringman Championship

MAA Benefit Auction

*For Seminar Info & Complete Schedule, visit [FindMichiganAuctions.com](http://FindMichiganAuctions.com)*



## First Class Education, Networking Opportunities & More!

Attention all auctioneers, industry professionals, and enthusiasts! The Michigan Auctioneers Conference is back and better than ever! Join us for an unforgettable event where you'll have the chance to connect with peers, learn from top auctioneering experts, and elevate your skills to new heights. This conference is your go-to destination for everything you need to stay ahead in the fast-paced world of auctions.

With a packed agenda featuring hands-on workshops, industry insights, and inspiring keynote speakers, you'll gain valuable knowledge on everything from bid calling techniques to the latest industry trends. Whether you're looking to fine-tune your auctioneering skills or expand your network, this conference has something for everyone. Plus, the chance to meet Michigan's top auctioneers and learn from their experience will leave you inspired and ready to take on your next big auction.

Don't miss your chance to be part of this premier Michigan event. Register now and get ready to take your auction career to the next level at the Michigan Auctioneers Conference 2025!

# 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](http://www.mtpcomfortinn.com). **Guest Room Rates:** Single or Double Hotel Rooms \$112.00. All rooms are *plus applicable taxes. Rollaway beds are extra per night.* For Reservations, Call (989) 772-4000 and identify yourself with the Michigan Auctioneers Association. **Room Block Cutoff:** January 10, 2025, **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!

## The Auction Event of the Year!



MAA Members and Staff,

We look forward to seeing everyone in Mt. Pleasant at the Comfort Inn again this year for the 2025 MAA Conference. I asked Tricia about what speakers or topics I should look for? Her reply was, "This is your wish list. Who would you like to hear speak and what would you like to hear them speak about?" After a lot of thought, I kept coming back to the same answer: Family, Finances and Future in the Auction Industry. Each topic is important and something we can always work on in our lives.

We're excited to have a great list of guest speakers on these important topics; from taking time for family, financial planning, listening to old war stories from a past IAC champion & auction veteran, and round table discussions. We think you'll enjoy this year's lineup and what you'll take away from this year's conference.

We look forward to seeing you in Mt. Pleasant and hope all who attend have an educational and enjoyable experience. For more information about our event and registration please review the following pages. If you have any questions, please

contact Tricia at 616-785-8288 or [info@msaa.org](mailto:info@msaa.org).

Please mark your calendars for January 29-31 and we look forward to seeing all of you!

Jason H. Clark  
MAA Vice President

## Trade Show!

AuctionTime.com  
E.R. Munro and Company  
Michigan Auctioneers Association  
Mid Country Media Inc  
Shipping Saint

*Want to be an Exhibitor or Sponsor  
at the MAA Annual Conference?  
Contact the MAA TODAY!  
[www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)*

## Conference Sponsors!

### Platinum Sponsors:

Mid Country Media Inc  
Miedema Asset Management Group

### Diamond Sponsors:

AuctionTime.com  
Bob & Sheila Howe  
Sykora Auction Service, Inc.

### Gold Sponsors:

GoToAuction.com  
Holiday Auctions  
Mantle Auctioneering  
Michigan REALTORS®  
Sheridan Realty & Auction Co

### Silver Sponsors:

Acme Institute, Inc.  
Amonette Auction Service  
Continental Auction School  
The Ohio Auction School

**Back by Popular Demand!**  
**Sponsor a New Member to attend Conference!**

*Want more details? Contact the MAA at 616-785-8288.*

**Register Online at**  
**[www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)**



# Michigan Auctioneers Conference

## January 29-31, 2025 \* Mt Pleasant, Michigan

### Conference Registration (Registration info does not change your member record)

Member # \_\_\_\_\_ Not a Member  Spouse/Significant Other \_\_\_\_\_  
(if attending)

Name \_\_\_\_\_ Non-auctioneer employees of an MAA Member  
(As you wish it to appear on your name badge) (registration discount below - MUST Register with an MAA Member to receive discount)

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**First MAA Annual Conference?** If Yes, Check  Yes  
If you are taking Real Estate Con Ed, please provide your license number:

Michigan Real Estate License #: \_\_\_\_\_  
If you need IN Con Ed, please provide your license number:

### How to Register

1. Copy these forms or download extra forms from [www.msaa.org](http://www.msaa.org).
2. FAX completed registration forms with credit card info to 616.773.1375  
**OR**
3. MAIL completed forms with check, money order or credit card info to:  
**MAA Conference**  
 4529 Gibbs NW  
 Grand Rapids, MI 49544  
**OR**
4. Register ONLINE with your credit card online at [www.msaa.org](http://www.msaa.org)

### Questions?

Call (616) 785-8288

**Did you make your hotel reservation?**  
 Room Block Cutoff Date (1/10/2025). **Single or Double Hotel Rooms \$112.00.** 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. Get your room early before the block is SOLD OUT!*

All Refunds are subject to a \$25.00 processing fee. There will be no refunds after 1/10/2025

### CONFERENCE FULL PACKS

\*Includes Badge, Education, Thursday's/Friday's Lunch & Thursday Night Banquet (January 29-31, 2025)  
 Does NOT include Special Events or Con Ed (below). \*\*\* 2025 Membership must be paid to qualify for member rates.

Quantity	On or Before January 10, 2025	After January 10, 2025	
_____ MAA Member	\$225	\$250	\$ _____
_____ Spouse/Significant other of MAA Member	\$175	\$200	\$ _____
_____ Non-Auctioneer/Employee of MAA Member	\$225	\$250	\$ _____
_____ Non Member	\$275	\$300	\$ _____

\*Must register for the conference with a MAA Member/Employer to qualify for this option.

### SPECIAL EVENTS & ADDITIONAL MEALS

_____ Real Estate Con Ed (Wednesday)	\$ 55	\$ 75	\$ _____
<small>*Real Estate Course ONLY. I'll Attend: _____ LIVE _____ Online</small>			
_____ Extra Banquet Tickets (Thursday PM)	\$ 50	\$ 60	\$ _____
_____ Christian Breakfast Tickets (Thursday AM)	\$ 25	\$ 30	\$ _____

Kids Meals (12 and Under) Kids Eat Free! \_\_\_\_\_ Thurs Lunch \_\_\_\_\_ Fri Lunch \_\_\_\_\_ Thurs Dinner  
\*Enter Quantity needed for each meal - Limit: 2 Kids meals per registered parent \*\*Must be with a registered parent and pre-register

_____ Auctioneer Championship Entry Fee	\$100	\$120	\$ _____
<small>*Signed Entry Form must be attached or Entry will NOT be processed.</small>			
_____ Ringman Championship Entry Fee	\$ 25	\$ 35	\$ _____
<small>*Signed Entry Form must be attached or Entry will NOT be processed.</small>			
_____ Marketing Contest Entry Fee (per item)	\$ 5	\$ 5	\$ _____

\*You may prepay for your marketing contest entries or pay at the conference. (Website/Social Media entries must be prepaid)

### MAA MEMBERSHIP & ITEMS FOR PURCHASE

_____ Membership Renewal 2025	\$120	\$120	\$ _____
<small>*Attach Membership Investment Renewal Form</small>			
_____ 3 Yr Membership Renewal Special! (2025-2027)	\$300	\$300	\$ _____
<small>*Attach Membership Investment Renewal Form</small>			
_____ Membership 2025 (New Members Only)	\$ 75	\$ 75	\$ _____
<small>*Attach Membership Application</small>			
_____ MAA Legends Trading Cards Set (Includes Series 1&2)		\$21.20	\$ _____
_____ MAA Membership Pin		\$10.60	\$ _____
_____ Auctions Work! Pennant		\$10.60	\$ _____

\*Sales Tax is figured into prices on appropriate items. Your items will be available for pickup with your conference packet at the conference registration desk.

\*MAA Hats and stickers will also be available for purchase at the conference registration desk.

Credit/Debit (See below)  Check Enclosed (Ck# \_\_\_\_\_)  
(U.S. Dollars drawn on U.S. Bank payable to the Michigan Auctioneers Association)

### REGISTRATION TOTAL

### We Need Lots of Volunteers !!

I would like to help with one or more of the following:

- |   |  |
|---|--|
| <input type="checkbox"/> Auction Item Check In  | <input type="checkbox"/> Voter Registration        |
| <input type="checkbox"/> Bid Calling Contest    | <input type="checkbox"/> Exhibits                  |
| <input type="checkbox"/> Office & Registration  | <input type="checkbox"/> Powerpoint (for Auctions) |
| <input type="checkbox"/> Airport Transportation | <input type="checkbox"/> Evening Event Setup       |
| <input type="checkbox"/> Technology Setup       | <input type="checkbox"/> General Onsite Volunteer  |
| <input type="checkbox"/> Classroom Moderators   | <input type="checkbox"/> Welcome Committee         |

### Credit Card Payment Info. (Please fill in ALL Info)

For Credit Card Verification, please give the billing address for this card.

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_

Credit/Debit Card:  MC  VISA  Discover  Amex

Card Number |\_\_\_\_\_| |\_\_\_\_\_| |\_\_\_\_\_| |\_\_\_\_\_| |\_\_\_\_\_| |\_\_\_\_\_| |\_\_\_\_\_| |\_\_\_\_\_|

Exp. Date (Required) \_\_\_\_\_ 3 digit code on back \_\_\_\_\_

Authorized Signature \_\_\_\_\_



# Michigan Auctioneers Conference

January 29-31, 2025 \* Mt Pleasant, Michigan

## Conference Sponsor Form

Be a Conference Sponsor! Promotional Opportunities!

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Product/Service: \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ My 1st, 2nd & 3rd choices are: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
Check # \_\_\_\_\_ 3. \_\_\_\_\_  MAA Can pick!

I would also like to sponsor a new MAA Member's first conference. Please add \$225 to my total.

*There are multiple sponsorships available for event sponsorships.*

*If you would like to check the availability of any particular category, call the MAA or log on to [www.msaa.org](http://www.msaa.org).*

### Sponsorship Opportunities:

- |  |          |
|--|----------|
| 1. Drink/Snack Breaks                          | \$ 50.00 |
| 2. Marketing Awards                            | \$100.00 |
| 3. Conference Program Printing                 | \$100.00 |
| 4. Christian Breakfast                         | \$200.00 |
| 5. Opening Night Welcome Reception             | \$300.00 |
| 6. Breakfast with the Exhibitors (Continental) | \$200.00 |
| 7. Networking Luncheon                         | \$300.00 |
| 8. Vendor/Sponsor Recognition Luncheon         | \$300.00 |
| 9. Fun Auction/Championships                   | \$500.00 |
| 10. Presidents Banquet                         | \$500.00 |
| 11. Hall of Fame Family Meal Sponsorship       | \$250.00 |
| 12. Speaker Sponsorships                       | \$300.00 |

*\*Each event has multiple sponsorship opportunities available.*

**Sponsorships are appreciated at any level!**

**Diamond and Platinum level sponsorships come with PERKS! If you'd like more information about sponsoring on a higher level, call the MAA.**

### BE A PREMIER SPONSOR!

This conference has some of the best, most highly sought after, and highest rated speakers available! ALL Sponsorships are needed and appreciated, but if you able to sponsor a higher level this year, you will be highlighted as a Premier Partner for the association! **There are also PERKS involved in being a DIAMOND or PLATINUM Sponsor...interested?** **Call the MAA at (616)785-8288 Today!**

*Just sign up for the type of event you would like to sponsor, or choose the MAA Pick option above!*

**New this year! Sponsor a New MAA Member's first conference!**  
*Limited quantities available.*

**Just check the box above to add this to your sponsorship.**

### Sponsorship Levels:

- |                     |                 |
|---------------------|-----------------|
| * Silver Sponsors   | Up to \$299     |
| * Gold Sponsors     | \$300 - \$999   |
| * Diamond Sponsors  | \$1000 - \$2499 |
| * Platinum Sponsors | \$2500 & Up     |

**Other Sponsorships available including:** Official Conference Program Printing, Name Tag Lanyards, Overall Conference Sponsor, and more! Call the MAA for details.

### Your contribution will be highlighted in the following ways:

- Published in the *Michigan Auction Gavel*.
- Published in the official Conference Program for those contributions received by **January 10, 2025**.
- Company Contact info published on the Conference Sponsor Page on MAA's website. In addition, if you have a website MAA will provide a link from our Conference Sponsor Page to your site.
- Recognition at the MAA Conference.
- Each sponsor and cosponsor will receive an attractive Certificate of Appreciation. Diamond & Platinum Sponsors also receive extra promotion! Contact the MAA for more info.

**Please return this form by  
January 10, 2025 to:**

Michigan Auctioneers Association  
4529 Gibbs NW  
Grand Rapids, MI 49544

Ph: 616.785.8288

Fax: 616.773.1375

E-mail: [info@msaa.org](mailto:info@msaa.org)

**Log on today at [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)**

# Michigan Auctioneers Conference

January 29-31, 2025 \* Mt Pleasant, Michigan

**Goal:**  
**\$20,000**

**MAA Benefit Auction 2025**  
Friday, January 31, 2025 \* 6:30 PM

*Please Copy this Form as Needed for Multiple Items ~  
Please Use only one form per item.*

We are looking for donations from *all MAA Members* for this year's Fundraiser Auction!  
This Event isn't just *Fun* - proceeds from your generous donation will help the MAA provide such great programs and services. Please complete this form as soon as you can determine what you would like to donate to represent your Company.

Donations of *All Sizes* are welcome *and Needed!*

Fax or email this form in to the MAA early to help promote your item on the MAA Website!  
*(Please include a photo of the item for promotion)*

**Need Item Ideas?**

*Tickets to a Great Event!*

*Advertising!*

*Items you've seen sell  
with Enthusiasm!*

*Something You'd Like to Buy!*

*A valuable service by you  
or your company.*

*Hunting/Fishing Trips or  
Vacations!*

Donor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Donation (Please Include Description & estimated value of item)**

Item: \_\_\_\_\_

Value (\$50 or more): \_\_\_\_\_

Please Check one:

- I Will Sell this as an Michigan Auctioneer Championship Contestant  
*(2 items required for preliminaries)*
- This is one of my items for the Michigan Ringman Championship
- The MAA Benefit Auction Committee may sell
- Non-Contestant - I will be ready and would like to sell

I will be unable to attend please accept my cash donation of: \_\_\_\_\_

I will be unable to attend please contact me by January 1 to pickup my donation!

**\* Please Check in your Auction Items by 11AM, January 31, 2025 \***

*The Committee will determine where all donations are placed throughout the event to  
maximize funds raised through your important donations.*

*Items brought in late will be at the end of the auction so get your item in EARLY!*

**Thank You for Your Support!**

# Show off your Skills! Enter the Marketing Competition!

Entry Forms are available online at [FindMichiganAuctions.com](http://FindMichiganAuctions.com)



# FindMichiganAuctions.com

**Michigan Auctioneer Championship**  
**Friday, January 31, 2025 \* 6:30PM**  
*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 2025 Michigan Auctioneer Champion will be announced!

For more info go to [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)

# How to Photograph Auction Items

by AuctioneerSoftware.com

In the world of auctions, the power of a compelling image cannot be overstated. A well-crafted photograph has the remarkable ability to transform a valuable item into a high-priority auction, captivating potential buyers and collectors alike. It's through the lens that the true essence and allure of these items are unveiled, offering a window into their craftsmanship, history, and significance.

In this guide, we delve into the intricate craft of auction photography, revealing the secrets and techniques that elevate a simple image into a work of art in itself. From mastering composition to choosing the perfect lighting, each element plays a vital role in presenting valuables in the most alluring light. Join us as we explore the steps to maintain consistency across an entire catalog, setting standardized parameters that ensure each item receives the attention it deserves.

Join us on a journey through the nuances of capturing valuable items, from the delicate dance of light to the meticulous attention to detail. Together, we'll uncover the artistry behind each click of the shutter, revealing how a well-photographed item can transcend its physical form and become an object of desire for discerning buyers.

## Composition Secrets: Framing Valuables for Maximum Impact

When it comes to auction photography, mastering composition is key to capturing the essence and allure of valuable items. The way you frame your subject can make a world of difference in how it's perceived by potential buyers.

Start by considering the rule of thirds. Divide your frame into a grid of nine equal parts with two equally-spaced horizontal and vertical lines. Position the focal point of your item along these lines or at their intersections. This technique creates balance and visual interest, drawing the viewer's eye to the most important features.

Additionally, be mindful of negative space. Allow ample breathing room around the item to give it room to breathe, preventing a cluttered or overwhelming appearance. This allows the viewer to appreciate the details and craftsmanship of the piece without distraction.

Experiment with different angles and perspectives. Don't limit yourself to just shooting head-on. Try overhead shots for flat items like paintings or rugs, or capture items from a low angle to highlight their stature and presence. These unique perspectives can add a fresh dimension to your photographs.

Lastly, consider the placement of supporting elements. If the item is part of a collection, arrange them thoughtfully, ensuring they complement each other and contribute to a cohesive visual narrative. This creates a sense of context and showcases the item in its best possible light. Remember, composition is your canvas – use it to tell a compelling story about the valuable at hand.

## Setting the Scene: Backgrounds and Props in Auction Photography

Opt for neutral backgrounds that don't compete with the item for attention. A clean, unobtrusive backdrop like a solid color or seamless paper works wonders. This simplicity allows the viewer to focus solely on the valuable, without any distracting elements.

However, for certain items, a contextual background can provide valuable information and elevate the item's appeal. For instance, an antique piece may benefit from being placed in a setting reminiscent of its era. Just ensure that the background complements rather than overwhelms the item.



**Introducing APRO.BID**  
*Your Ultimate Auction Experience!*

### Why Choose APro.bid?

- Versatility
- No Contracts
- Cutting-Edge Technology
- Global Reach
- User-Friendly Interface
- Secure Transactions



**SCHEDULE  
YOUR DEMO  
TODAY AT  
APRO.FYI!**





Props can be used judiciously to add depth and narrative to your composition. They should never overshadow the main subject, but rather, support its story. Consider using items that relate to the valuable in some way – for example, placing a vintage book beside an antique desk. This creates a visual connection and adds layers of interest.

Remember to pay attention to color harmony. The colors of your background and props should harmonize with the item, creating a balanced and visually pleasing composition. Avoid clashing or overly busy elements that could detract from the focal point. Ultimately, the goal is to strike a harmonious balance between the valuable item and its surroundings. The background and props should complement and enhance, allowing the viewer to appreciate the item in a carefully curated environment.

### Highlighting Details and Textures in Auction Images

Capturing the intricate details and textures of valuable items is a crucial aspect of successful auction photography. It's these nuances that often make an item truly special and unique.

### Lighting

To bring out these details, lighting is paramount. Employ soft, diffused lighting to minimize harsh shadows and reveal fine textures. This can be achieved through natural light or controlled studio lighting setups. Pay attention to the angles of light to emphasize specific features and textures, creating a three-dimensional quality in your images.

### Close Ups, Details, Imperfections

Close-up shots are invaluable in showcasing details. Utilize macro lenses or zoom in to capture the finer aspects of the item. Ensure that your camera's focus is precise, highlighting the intricacies that might be missed by the naked eye.

Moreover, it's essential to be transparent about any imperfections or flaws. Honesty in representing the item is crucial in building trust with potential buyers. Include images that clearly depict any scratches, wear, or other blemishes. Providing a comprehensive view of the item, both in its glory and imperfections, allows potential buyers to make informed decisions. When photographing imperfections, be sure to do so in a way that doesn't diminish the overall appeal of the item. Use lighting and composition to present them in a neutral and factual manner, avoiding exaggeration or dramatization.

In essence, highlighting details and textures involves a delicate balance between skillful lighting, close-up photography techniques, and an honest portrayal of the item's condition. This approach not only showcases the true essence of the value but also builds trust and credibility with potential buyers.

### Maintaining Consistency Across a Catalog

- **Creating a Cohesive Look** Ensure that all images in the catalog have a consistent visual style, such as background choice, lighting, and overall mood. This helps establish a unified and professional appearance.
- **Setting Standardized Parameters** Establish clear guidelines for framing, lighting, and angles. This ensures that each item is presented in the best possible manner, allowing for fair and accurate comparisons between listings.
- **Utilizing Editing for Color Correction** Post-processing tools can be invaluable for adjusting colors to accurately represent the items. This includes correcting white balance, adjusting saturation, and fine-tuning hues to present the most faithful representation.
- **Cropping for Improved Composition** Crop images to enhance composition and remove any distracting elements. This allows the valuable item to take center stage, ensuring that potential buyers focus on its unique attributes.

By adhering to these practices, you'll not only provide a visually appealing catalog but also instill confidence in potential buyers, as they can trust that each item is presented accurately and professionally. This consistency reflects positively on your credibility as an auctioneer or curator.

<https://www.auctioneersoftware.com/the-art-of-auction-photography-showcasing-valuables-through-the-lens/>

## MAA LIVE Benefit Auction!

### Friday, January 31, 2025 \* Mt. Pleasant, Michigan



Hunting & Fishing Packages \* Vacation Package on the Beach \* Unique Creations \* Experience Packages \*  
Collectibles \* Sporting Goods \* Advertising \* Other Great Items & Adventures

Get more info at [www.FindMichiganAuctions.com](http://www.FindMichiganAuctions.com)

# Auctioneers and the 13th Amendment

by Mike Brandy, The Ohio Auction School



The 13th Amendment to the United States Constitution (Section 1) prohibits slavery and “*involuntary servitude*.” As such, nobody can be forced to work for anyone else, including auctioneers. Specifically:

## *AMENDMENT XIII*

### *Section 1.*

*Neither slavery nor involuntary servitude, except as a punishment for crime whereof the party shall have been duly convicted, shall exist within the United States, or any place subject to their jurisdiction.*

### *Section 2.*

*Congress shall have power to enforce this article by appropriate legislation.*

For instance, an auctioneer books a sizeable benefit auction but cannot conduct it so she notifies the organization that she will send another auctioneer in her place. The organization finds this out and seeks to sue the auctioneer they hired for “*specific performance*.”

The argument is that the first auctioneer has breached the contract and should be required to perform as agreed, yet the 13th Amendment prohibits such remedy. However, the organization could sue if the replacement auctioneer’s performance causes discernable damage.

For instance, the replacement auctioneer does a terrible job, selling items too quickly, missing bids, and making comments inappropriate for the event. The organizers guess this performance would have been enhanced by their original auctioneer by \$25,000, so they could potentially seek this \$25,000 from their original contractor.

I have heard for decades that auctioneers think they can make bidders bid, make buyers close, and make the most egregious terms and conditions binding — *and now I’m guessing at least a few are equally happy to learn nobody can make them work for anyone else.*

Lastly, however, what if an auctioneer hired a specific person knowledgeable about fine tuning automobiles in the auction, but this person didn’t show up, instead sending an assistant? While the auctioneer can’t order the specialist to “*specifically perform*,” if the assistant caused damages, the specialist may be liable.

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.

# AntiqueWeek

THE AUCTION EXCHANGE  
And COLLECTORS NEWS®




For information about, or a **FREE** trial of, any of the publications above – please call 800.876.5133

# #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](http://www.AuctionsWork.org). MAA Members, Log into your MAA account at [www.FindMichiganAuctions.com](http://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!

**This Stained Glass Good Shepherd Window SOLD for \$2,250 at Auction!**



**Auctions Work!**  
FindMichiganAuctions.com

**One of the most recognizable memorabilia in American film history, Judy Garland's ruby red slippers worn in the 1939 movie, *The Wizard of Oz*.**

**Sold at auction for 32.5 MILLION dollars!**



**Auctions Work!**  
FindMichiganAuctions.com

**1989 JD 8760 with 6464 hours sold for record price at a farm estate auction in Owosso, MI. It SOLD at Public Auction for \$75,000!**



**Auctions Work!**  
FindMichiganAuctions.com


**This banana that was duct taped to a wall sold for \$6.2 MILLION DOLLARS at auction.**

**And Nobody Really Knows Why.**  
#AuctionsWork!



**Auctions Work!**  
FindMichiganAuctions.com


**The Beatles, George Harrison's Futurama electric guitar SMASHES pre-auction estimate and sells for a staggering \$1.27 MILLION at Auction.**



(Image credit: Julien's)

**Auctions Work!**  
FindMichiganAuctions.com

**This Arthur Bauman Kinetic Sculpture SOLD for \$2,250 at Auction!**



**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](http://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 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](http://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](http://www.FindMichiganAuctions.com)  
(616) 785-8288