

TEXAS AUCTIONEER



The Official Publication of the Texas Auctioneers Association, Inc. 2nd Quarter • 2020

Tips From A Champion

By: Morgan Hopson, CAI, UCMA, 2019 Texas and International Auctioneer Champion

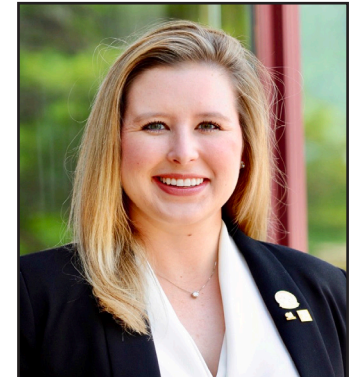
I hope you'll all make plans to join us in San Marcos, August 13-16. This convention is going to be one for the books! We will be holding five contests including the State Champion, Senior, Rookie, Ringman, and Team contests. If you haven't competed in the past, don't hesitate to enter. You'll have tons of support and there's so much to gain from competing. The competitions are an opportunity to grow both personally and professionally and you'll be surprised how many friendships you will gain. Here are a few tips I've learned along the way.

Be prepared. There are things you can't control like what contestant number you will draw, what time you'll walk across the stage, how the room is set-up, etc. However, as you prepare for the contest, there are things you can control that will help calm your nerves. Before the week of the contest,

think about what you're going to wear, how you are going to introduce yourself (name, where you're from, contestant number), and what items you're going to sell and how you will describe them. By doing these simple things, you'll have less to worry about on the day of the contest. *Replace the fear of the unknown with confidence!*

Breathe. Your breath is a direct link between your mind and body. Before competing, try taking a deep breath in and releasing that breath slowly to help yourself relax. As you release your breath, it will decrease your blood pressure and slow your heart rate, helping you gain composure before you step on stage.

Stay true to yourself and have fun! It's easy to be in a room full of your peers and want to start making



changes to your chant, intro, etc. as you're listening to other competitors. Be comfortable in your own skin and trust your preparation. The judges will notice your authenticity. Enjoy the moment! Win or lose, the experience of competing will be fulfilling.

If you have any questions about any of the contests, I encourage you to reach out to me or any other past champions. We are excited for you to continue your journey as a competitor and for some of you to begin your journey. We're here for you and look forward to seeing you in August!

New Date!



See the Annual Convention Insert For More New Details!

Complete Convention Schedule & Registration Forms can be found online at www.texasauctioneers.org.

PRESIDENT UPDATE

Joel Lemley, CES, CAGA

TAA 2019-2020 President

What a weird world we now live in. Maybe the word weird is not appropriate, but with all of the changes we have made in our daily lives and sacrifices we have made, it seems to me a pretty appropriate description. Practicing safety for our families is our responsibility, so putting safety first in our businesses is also a critical responsibility we make for our association. By now you have heard that we re-scheduled our 2020 TAA Convention to August 13-16 in San Marcos, TX at the Embassy Suites Hotel and Convention Center. Making this decision was made difficult not knowing what our safety protocols were and when we could once again make our plans. At this time the re-scheduled convention is now ready for your registrations and your reservations. I want to take this opportunity to thank your Board of Directors for working hard this past year putting the convention together and then being asked to re-schedule and make the changes to re-fit the new time frame. We also put together a Convention task force to assist in making the convention fit into its new schedule. This task force along with the TAA staff and the board put a lot of work into making this happen in a very short period of time. I hope everyone makes their plans to attend and support the convention this summer. Your support to the TAA is so important to the task of representing our industry throughout Texas and the United States.

I also want to take this time to thank our Legislative Task Force in working for you during this period of Sunset Commission evaluations. The Task Force has submitted to the Commission our goals for professional representation via our license and requirements from TDLR.



We should be seeing the results of the Commissions decisions, hopefully, very soon. Thank you to Jim Swigert for heading up this group and keeping everyone informed and updated.

Lastly, I want to thank Krista Richter and her staff for all the hard work they put in on behalf of your association. Their dedicated work and direction have been such a value to me, the Board of Directors and the TAA. When you see these folks at convention please take the time to personally thank them for the job they do for all of us.

Have fun this summer. Please stay safe, and I look forward to seeing everyone in San Marcos in August.

New Date!



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WELCOME 1ST TIMERS

By: Montie Davis, PRI, TAA Secretary/Treasurer and Hall of Fame Recipient

The TAA convention is one of the highlights of my year, because not only do I get to see many friends, I also get to meet each one of our convention First Timers.

The TAA has several activities just for our First Timers. The First Timer's Breakfast is a fun event in which you can connect with our Hall of Fame members, Past Presidents, and our current Board of Directors. Not only will you have an amazing breakfast, you will also have two opportunities to win a free registration to the next year's convention. The Hall of Fame will conduct a drawing among all of the First Timers at the breakfast for a free 2021 convention registration. Also, details will be given regarding the First Timer's Scavenger Hunt. This is a fun way to get involved and meet many different members. After you complete the scavenger hunt, a drawing will be held for another registration to the 2021 convention. You definitely don't want to miss the breakfast!

I highly recommend participating in the mentorship program. We will pair you with a Hall of Famer, Past President, past champion, or auction industry leader to be your personal contact during this year's convention. They are there for you, whether it's just helping you navigate your way around the convention, giving you more information about competing in the contests, or to discuss the auction

industry with you. With the current state of our nation, the auction industry is changing. This will be a great way to network with other auctioneers and discuss new and creative ideas so don't forget to bring your business cards.



Let me encourage you to get involved in some of our other activities. This year's Cowboy Luau in conjunction with our Fun Auction will be highly entertaining. Be sure to bring an item to sell! It's an excellent way to get experience selling in front of an audience. Consider entering one or more of the competitions. It's more than just a rewarding experience, it will help you fine tune your skills as an auctioneer or ringman. Think about attending the Texas Certified Auction Professional (TCAP) program offered by the TAA. This three year program is designed to take you to the next level.

So get ready to be inspired and have a memorable time.

I look forward to seeing you at the 2020 TAA Convention in San Marcos!

Have you seen the new TCAP Course and Convention Video Series?!

Learn about TCAP instructors and their topics. Hosted by Jackie Lemons-Shillingburg. Watch for monthly clips from TCAP national speakers on their topics for the August Convention. Meet them up close and personal!

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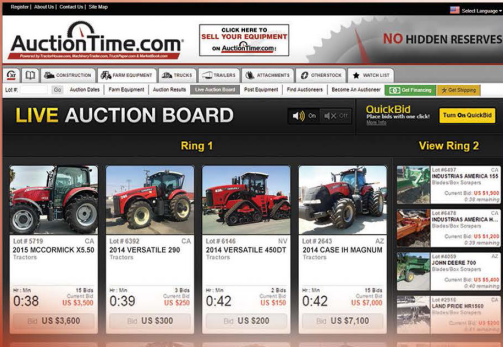
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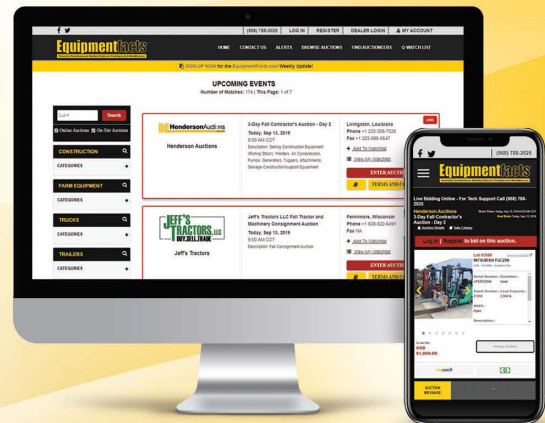
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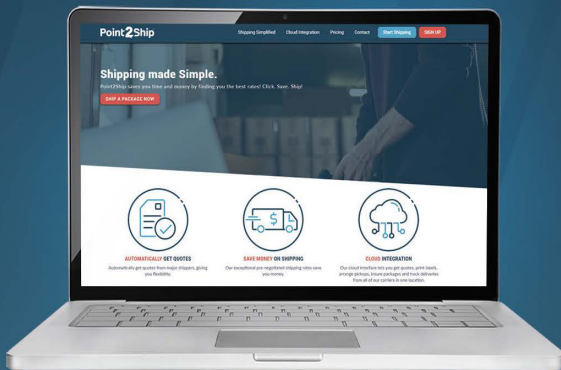
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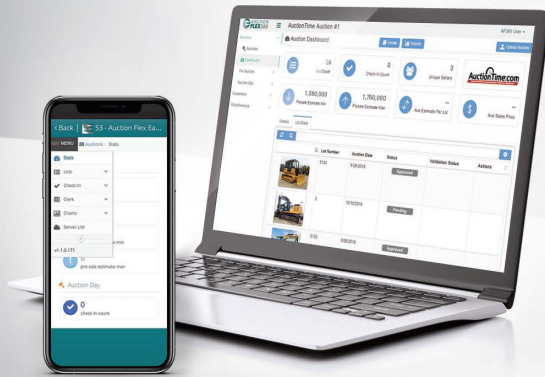


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Main Clerking Grid | Passouts/Choice

[LAMP TO GO](#) | [ITEMS TO GO](#) | Items In Grid 25

Add Auction Item Here

Item #	Seller	Title	Price	Buyer	Quantity	Type	Fee	Taxable?	Main Category	Combine
291					1	ONLINE	YES	NO CATEGORY	Enter Item #	COPY EDIT DELETE

Last Item Added/Edited/Deleted

Item #	Seller	Title	Price	Buyer	Quantity	Type	Fee	Revised	Taxable?	Main Category	Combine
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Edit Existing Item

Item #	Quantity	Price	Buyer	Quantity	Type	Fee	Seller	Taxable?	Main Category	Combine
1	1	25.00	1008	1	ONLINE	8	2488	YES	ELECTRONICS	COPY EDIT DELETE
2	5.00	10.00	1008	1	ONLINE	9	1276	YES	TOOLS	COPY EDIT DELETE
3	5.00	10.00	1008	1	ONLINE	8	3489	YES	TOOLS/MACHINERY	COPY EDIT DELETE
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CHAPLAIN'S MESSAGE: PRAY FOR OUR HEROES

Alvin Kaddatz

Coronavirus has changed not only our nation, but also the world. Nursing homes and hospitals are on lockdown.

One of our employees and his wife spent a week at the hospital while having a baby. They had to be tested before they went to the hospital and again before they could leave. Praise God the mother and baby are doing fine.

We extend to our front-line workers our sincere appreciation. Doctors, nurses, and hospital personnel going in each day to help the sick. Law enforcement, Firemen, and first responders continuing to go out each day to assist those in their communities. Farmers and ranchers working every day to feed our nation. There are so many others that reported to work each day to stock grocery stores, work at check out, drive trucks, and others who serve their communities.

Auctions have changed as well. Online auctions have become particularly important in order to keep large crowds from gathering. We had a very successful auction on 4-25-20.

On Good Friday and Easter Sunday, our Church had drive in Church. Our Pastor broadcast the service over an FM radio channel.

We have a praise report covering two survivors of the virus. Rose McConn of Louisiana (the wife of Louisiana Chaplain Jeff McConn) has recovered. One of our family members who lives in St Louis, MO survived and has recovered.

As we all deal with this virus, remember these passages:
 "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future."

Jeremiah 29:11

"Fear not, for I am with you; be not dismayed, for I am your God; I will strengthen you, I will help you, I will uphold you with my righteous right hand."

Isaiah 41:10

We had another praise report. One of our customers from Mexico came to pick up a tractor. He drove the tractor on the semi-trailer while it was raining. The tractor slid off the semi-trailer and turned over. Everyone was safe and the tractor had few dents on it.



We praise God for Lori Lemons- Campbell having a safe trip to Israel. Pictured with Lori is her sister in law Tana Anderson and her mother in law, Patsy Campbell.



Congratulation to Vigil Warren who has been an Auctioneer for 56 years.

Congratulation to Doc Breen Auctioneers wear a lot of hats, and for Patrick Breen, BAS, CAS, philanthropist, and veterinarian are two of them. In November, Breen was awarded the 2019 Professional Association of Therapeutic Horsemanship, International, Veterinarian of the Year award for his philanthropic work in the therapeutic horsemanship industry.

FCAI members can post their auctions with GoTo Auctions and have them on the FCAI website at no charge.

It is with great sadness that we inform you of the passing of Rene Bates, a true legendary Auctioneer.

He began his career by auctioneering livestock in the mid-60's, and officially established Rene Bates Auctioneers in 1966. Rene Bates Auctioneers was an early adopter of internet sales, and in 1997 became the country's first municipal online auction company. Rene was involved in TAA activities and was in the Texas Auctioneers Hall of Fame. Survivors include wife Sheryl Bates of McKinney, Texas; daughter Michelle Renee Bates and Donovan Arwood of Dallas, Texas.

Thank you notes

Thank you for the items you sent me and the inspirational card. I so appreciate it .

Thanks, *Myra Vaught*

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BUILD A BETTER BUSINESS, *Be a Better You*

By: Doug Bradford, CAI, TAA Director

As auctioneers, many of us have seen our businesses be greatly reduced or completely shut down for at least the time being due to the Coronavirus pandemic. If you're conducting online auctions, you may be doing better than others. Many auctioneers are finding themselves with a little more time on their hands. So what do you do with that extra time? You pivot! You have an awesome opportunity to reshape your business for the future!

Now is the time to take advantage of some of the free time you may have on your hands! Use it to sharpen the skills you already exceed at or to strengthen and improve the areas you are weak in. Practice that chant. Maybe you're not able to do traditional live auctions, but at some point we will be able to and your chant needs to be ready. Here are some things you can do to improve yourself and your business in preparation for when things start to return the way they were.

Build relationships

People like to do business with people they know and like. Reach out to your existing clients and those that you would like to do business with. Call them or write them to check on them. Find out how they're coping with shut downs or stay at home initiatives, and what they need. Ask how you can help them. Be a resource for them, not just about auctions, but about things going on in the community or in their areas of interest. Apply this same thought process to auctioneers you currently work with or would like to work with. The more you work on your communication skills, both oral and written, the better communicator you become. That leads to being better business owners. Continue to network with other businesses, educational institutions, places of worship, nonprofits, and government entities in your community so that people know who you are and what you do. Find out how you might be able to help them succeed in achieving their goals.

Educate yourself

Have you been thinking about getting a certification or license in another field? Do it now! So many courses, designations, certificates, and licenses are available online that you can take them at your convenience. Pursue the real estate license you keep talking about, but never act on. Maybe you're curious about the various Google products, but not sure how to use them or what they're all about. Check out Google Skillshop to learn about them and you might even be able to obtain certifications in products like Google Ads, Google My Business, and Google Marketing Platform. LinkedIn Learning has many courses on business, design, web development, software development, and photography with different learning paths if you are trying to achieve a certain specialization. They offer a free month

to explore the site, take courses, and have unlimited access to all of the courses available. You may find that you have an interest in an area you never thought about. Web searches and YouTube searches will also provide a lot of valuable content on almost anything you can think of. And it's free.



Listen, Watch, and Learn

As I work from home, I have spent a significantly greater amount of time watching webinars and listening to podcasts and audiobooks. Most of it has been auction and business related, but some personal development too. I have enhanced my knowledge about a variety of things that I believe I can implement in my personal and business life to bring me greater success. Entrepreneur magazine has weekly webinars on a variety of business topics. Many of those webinars are recorded and available for viewing later in their library on their website. Inc. magazine has a good variety of videos and webinars out there to help you start, develop, or reboot your business. The Small Business Administration website has a lot of great resources to help start, grow, and develop your business. Some of the online auction companies and other auction service providers are providing webinars and training videos about their products and trends in the industry. If you are part of another trade association or subscribe to industry specific trade magazines or e-newsletters, you are probably seeing above average material in your mailbox. Take advantage of it. There is usually something there that you can use to help yourself, your business, or your clients.

Up Your Tech Game

Technology is scary for many people, but those same people are usually very curious about it and want to learn more. If you have been considering doing online auctions, but still haven't taken the leap yet, use this time to check out the various online auction platforms out there. As mentioned earlier, many of these providers are providing webinars or additional free information to help you learn about online auctions. Learn what each has to offer. Make a list of what you like don't like about each provider. Is it easy for you to use and understand? What type of support do they provide you? What's the cost? Get to know the companies and the representatives. Even if you're not ready to do online auctions now, build the relationships and have them in place when you are ready. If you can't

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Chaplain's Message

continued from page 7

Thank you so much for the devotional and other items you sent. It means a lot. Thank you, *Becky Thuerauf*

We received this from Ben Royston:

"Our son Blake received his sergeant stripes in September of last year and he finished his time as a active Marine in January. He is making his home in Las Cruces with his wife and son. Thank you so much for the prayers during his term overseas. God Bless, Ben."

Prayer Requests

- Allen Huegatter's Mom - Bowie, TX
- Ashley D Harbour - Mt. Pleasant, TX
- Bob Mitchell - Terrell, TX
- Brenda Kaddatz - Hillsboro, TX
- Cindy Kaplan - Plano, TX
- Pam Hall (*Dana Burgess' Mom*) - Graham, TX
- Joshua Rush - Waller, TX
- Kyle Mitchell - Terrell, TX
- Pat and Henry Storey - Early, TX
- Deborah Mayer - Lincoln, TX
- Yvonne Jones - Gainesville, TX
- Mike Jones - Dallas, TX
- Allen Huegatter - Bowie, TX

Soldiers

- Melissa Cloughly
- David. R Taylor

People who have passed or lost loved ones who have gone to be with the Lord

- Rene Bates - McKinney, TX 2-27-20
- Ollie Wharton (*Brenda Kaddatz' Mom*) 3-28-20
- Duane Thuerauf - Abbott, Tx 2-3-20
- Myra Vaught's Mom 2-20-20

Praise Reports

- FCAI- Motion passed that the business meeting will be open with a prayer at NAA Conference and show.
- America's Auction Academy supports FCAI at each auction school.
- A special Thank You to Mike and Lori Jones, and the students. The next Auction school will be May 29, – June 5, 2020.

TDLR

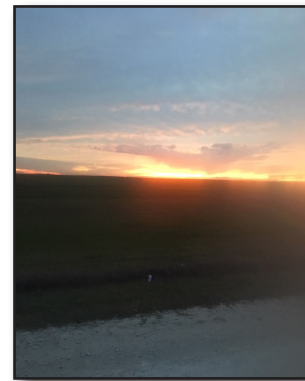
I recently had to deal with a complaint at TDLR. The complaint was resolved. Todd Kercheval assisted me.

If you need assistance with a matter at TDLR, you can contact Todd or me.

Please renew your FCAI membership if you have not renewed.

Support Our Veterans

Let us know if you have any deployed troops. We send packages to them.



But thanks be to God, which giveth us the victory through our Lord Jesus Christ. – *1 Corinthians 15:57*

Be strong and courageous, do not be terrified, do not be discouraged, for the Lord you God will be with you wherever you go. – *Joshua 1:19*

If you would like to be on the FCAI e-mail list, send your e-mail address. Check our website or Facebook for praise reports, prayer requests, thank you notes, and obituaries. You can send contributions to FCAI, visit our website, or call 254-582-3000 with a credit card. Our address is: 535 HCR 4223, Hillsboro, TX 76645 For online donations please visit www.fcai.org. All donations are tax deductible.

May God Bless You,
Alvin Kaddatz

COVID-19, *Uncharted Waters*

By: Wes Pool, TAA Director

Much like the explorers that found the Americas, we too have been in uncharted waters. As many of you may know I keep several irons in several fires. I am in my 11th year of being an Auctioneer, but during that 11 years I have also continued to run a real estate business, and work a corporate job as well. About a month and a half ago I made a career change after spending 20 years in the telecom sector as a consultant. I was presented with an opportunity to jump into a new career in healthcare and accepted a position in the Biomedical Engineering department at one of the major hospitals in Dallas. Little did I know that I was jumping head first into healthcare right in the middle of a major pandemic. COVID-19 has definitely taken us into uncharted waters.

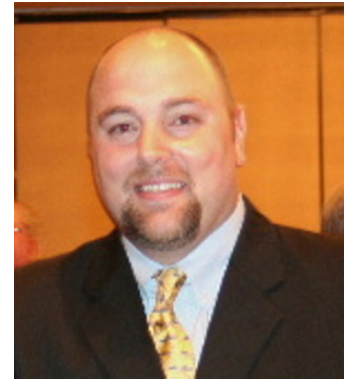
In the beginning I was not sure exactly what to believe. As you all know our media is terribly bias these days, so like most of you, I was not sure what to believe and what

not to believe and how serious to take this situation. In the early weeks of March I began to realize that this may have been way more serious than I suspected. As I went to work each day I watched our administration preparing for COVID-19. This was taken very seriously and I watched as the administration set up mock scenarios, ways to increase patient capacity, and how to address just about every hypothetical situation you could imagine. The seriousness with which the hospital treated this situation was enough for me to realize this was potentially much worse than the common cold or flu. After all, there is no MD or PHD or Epidemiologist anywhere in my name or title so I could only base the severity on what I was seeing each day.

Unfortunately, this virus has wreaked literal havoc on our

economy and especially for many of my friends and colleagues in the auction industry. Seemingly overnight, many of us had our calendars completely cleared due to restrictions put in place by state and local governments, which will hopefully protect or at least reduce our chances of contracting COVID-19. I have called upon several of our members over the last few weeks to check in and see how things are going for them. Through those discussions I have found that there are varied levels of impact. Some have had a reduction in the number of auctions they are working while others (including myself) have had every single auction they had scheduled be cancelled or postponed for an undetermined amount of time. This virus has undoubtedly created hard times for many!

If there is any silver lining in this I guess it would be that many of us have taken the down time to reconnect with family, complete projects and tasks we otherwise did not have time to complete and maybe even got some much needed rest. I do not know what our coming weeks will bring, but I know that as an association we are here for our members! As things get back to normal, I urge you to reach out to your fellow TAA members, even if it's just a phone call to say hello. If you have the opportunity to hire an auction professional in the coming weeks and months, I urge you to extend those offers to our members. We are in this together and we will overcome the adversity. This virus has brought us together!



REMINDER! TAA Members can email FREE classified ads to post on web and in monthly e-news that runs on the 15th of each month. Email to: info@texasauctioneers.org.

COVID-19 RESOURCES:

- Center for Disease Control: www.cdc.gov/coronavirus.
- General questions concerning Covid-19 can be sent to: coronavirus@dshs.texas.gov.
- Texas Workforce Commission: www.twc.texas.gov.
- Governors Office: www.gov.texas.gov/coronavirus.
- Check with local schools and counties for current regulations and enforcement.

Photo credit: Dieterich 01 & Hausmann/Adobe Stock



Build A Better Business

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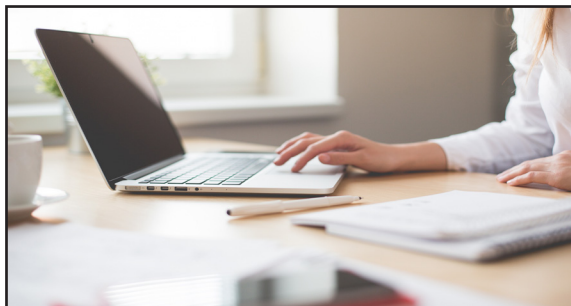
hold live auctions for a little while, having the ability to conduct an online auction gives you another tool in your tool belt. It may help you stand out from another auctioneer. People will still need to buy and sell items and you can help satisfy that need. If you conduct online auctions and have your buyers and sellers come to your physical location for pickup and drop off, you may be trying to figure the best way for everyone to social distance. Consider using SignUpGenius to help facilitate specific pickup and drop off times, helping to spread out when and how many people are at your location. If you conduct benefit auctions, you most likely had your spring benefits canceled or, if you were lucky, postponed. The new trend that has emerged is the virtual gala. While still a constantly developing work in progress, an increasing

number of nonprofits are taking the leap and having good success. Whether it's via Facebook Live, YouTube Live, Zoom, or some other platform, nonprofits and

auctioneers have to adapt and still raise money. Talk with the online service providers who work specifically in the nonprofit sector. Find out how they can help you and your clients conduct a virtual gala. If you are a member of any of the Facebook fundraising and benefit pages, read those regularly. You will learn what is working for other auctioneers and you can sometimes see the virtual galas they have conducted. Get comfortable with the video conferencing platforms like Zoom, Microsoft Teams, YouTube Live, WebEx, GoToWebinar, and others. This will not only help you in the virtual gala arena, but also as you conduct consultations with clients, or create content. As you become knowledgeable with some of these products, you make yourself more marketable to clients who may not have the knowledge you do.

Create Content

How do you stay relevant when your auction business has come to a complete stop or is barely moving? You probably hear a lot of talk about creating content. More precisely, creating organic content or content that you don't pay to advertise or promote. It might be a webinar, podcast, or blog. It might be a Frequently Asked Questions section on your website. It is information you provide for free to educate, inform, and enlighten your audience. The content should be intentional, focused on a particular subject or topic, and be helpful or answer a



question for the audience. It doesn't have to be perfect or lengthy. It can be a tip, a trend in the industry, news that might affect your clients, or sharing an experience you had. Create content that reflects what you want to be known for. You can use your phone to create simple, informal videos. Do you struggle with public speaking or giving presentations? Sit down in front of your cell phone or computer and record yourself. Focus on looking directly into the camera as you speak. Picture the person or audience you want to engage with and speak directly to them. Try not to look away. Once you look away, you lose the audience. Multiple free and low cost video and audio editing software packages are available. You will just need to search and experiment to find the best fit for you. Utilize your Facebook, Instagram, Twitter, Twitch, and other social media platforms to share your content. Check out Simplecast and StreamYard for podcasting and streaming services that are affordable and

relatively easy to use. You can spend some money to upgrade your microphone and webcam or video camera. You might consider adding some lighting or even going as far as to purchase a green screen if you plan on doing video. Thinking of creating a newsletter? Explore Canva, an online service that has both free and paid templates you can use to create newsletters, flyers, business cards, and more. It's pretty easy to use and you can use your own photos in some of the templates. The benefits of creating content is you are providing a service, becoming a resource for your existing clients and potential clients, and you are being recognized as the expert in your field. When you create organic, relevant content and link it to your website, it can drive additional traffic to your website, hopefully translating into more business for you!

Diversify

The Coronavirus has forced many businesses to rethink their business model and how they do business. It's also hit home the importance of having a continuity plan in place and an adequate emergency fund if something like this ever happens again. Having the right tools in your toolbox allows you to serve your clients and protect your business somewhat from unexpected shifts in the market. I will reference the virtual gala example again. Maybe you transition from being a live auctioneer to more of an emcee or facilitator of the event. If you've sharpened your video editing skills, maybe you can help put together the video presentation of the virtual gala. Maybe you've gotten certified in Google Analytics, so now you can show clients what is working and not working to drive more traffic to the nonprofit's website. Or because of the great video blogs you've been doing they ask you to do some for them. Maybe you find a niche doing some voiceover work for other auctioneers. As you develop your skills inside and outside of your auction business you

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Build A Better Business

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become more valuable to clients and you generate more income. Winner winner chicken dinner!

I don't know that any of us could have predicted the Coronavirus, how our communities would have shut down, and the impact it would have on our lives. Maybe it has shown us that we can do without a lot of things we thought we needed. Hopefully it has brought you closer with some of your family and friends. Perhaps it has

encouraged you to start becoming more financially prepared for similar situations in the future. I hope the information in this article helps you think about your business differently and the importance of always striving to improve, grow, and be the best version of you that you can be. Be a better you for yourself, your family, your clients, and for your community. When one door closes, another door usually opens. Don't be afraid to walk through it!

TIP FROM *An Old Auctioneer*

By: Lori Lemons-Campbell, CAI, GPPA, TAA Past President & Hall of Fame Recipient

DO'S & DON'TS LOCATING A VEHICLE IDENTIFICATION NUMBER ON A LIGHTWEIGHT VEHICLE

I was recently discussing with Jackie Shillingburg, President Elect, ongoing issues concerning locating Vehicle Identification #'s on lightweight vehicles. When a Seller contracts an Auctioneer to sell vehicles, they are hiring us for our knowledge and expertise. I have listed some Do's & Don'ts from my own experience and hope they will help you locate vehicle ID #s before your next auction.

Do: Compare the vehicle title ID# next to the vehicle ID# located on the vehicle. I recommend making a copy of the title when available instead of standing outside in the elements with a hand full of titles. On a windy or rainy day this could be devastating.

Do: First, utilize the Vehicle ID# located on the dashboard of the vehicle just below the registration sticker on the driver's side. Secondly, you may utilize the Vehicle ID # located on the door jamb of the vehicle if available.

Don't: Do not use the vehicle ID # on the edge of the driver's side door UNLESS you actually are informed that this is the original door of the vehicle.

Experience: There are instances when a Seller may remove the original door on a vehicle and replace it with a different door from another vehicle that they have in their possession. Now the door has the Vehicle ID# from another vehicle and you have utilized that vehicle ID#, utilized that title, and sold the vehicle by auction.

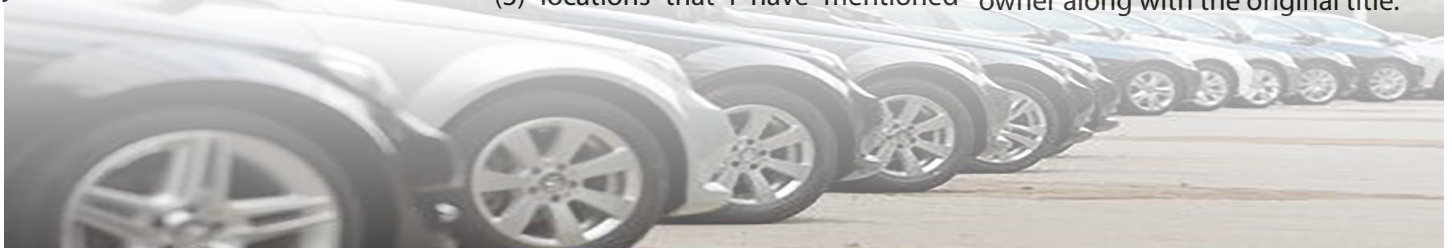
Do: My last and final location when trying to locate the vehicle ID # on older vehicles is to look inside the glove compartment of the vehicle. I utilize this location when I am unable to locate the vin # on the dashboard, door jamb, or confirmed original door.

Experience: If you are unable to locate a vehicle Identification # in the three (3) locations that I have mentioned



then do not auction this vehicle until the issue is resolved.

Resolution: Have the Owner/Seller call their local motor vehicle department to confirm who handles issuing replacement VINs in their area. The Owner/Seller will take the vehicle to the vehicle assigned inspection location for vehicle ID# verification. Make sure they take an original copy of the title with them for proof of the vehicle ID#. Upon inspection and approval, the Owner/Seller will receive a replacement vehicle ID# tag to be attached to the vehicle for future vehicle ID# confirmation. Once the auctioneer has received confirmed payment for the vehicle then the auctioneer will supply the inspection document to the new owner along with the original title.



ONLINE AUCTION RESOURCES

Below is a listing of a few online resources for those in need of a new program, different technology or consulting. If you have never used an online auction program before, now's the time to try it out!

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Contact:

andrea.mercado@liveauctioneers.com

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Meet your 2020 TCAP & Convention Speakers



MIKE BRANDLY

National Speaker, NAA Faculty, Auctioneer since 1979, Real Estate Appraiser, and approved Continuing Legal Education instructor for attorneys by Ohio Supreme Court and serves as Adjunct Faculty for Hondros College of Business. Mike maintains offices in Groveport, Ohio. He holds year-round auctions (every Wednesday) plus twice-monthly car auctions in addition to special event auctions around the United States and periodic contract auctioneer work in the Midwest.

TCAP COURSE INSTRUCTOR AND CONVENTION SPEAKER



CALEB HOLT

Caleb Holt moved to College Station to attend Texas A&M University in 2005 and made the city his permanent home. Since then, his work has focused on technological advancements for the safety of his community and beyond. Holt is from Smyer, TX, and he started his educational journey at a junior college in Oklahoma before transferring to A&M on a livestock judging scholarship. He graduated with a degree in animal science in 2007 and then earned a master's degree in agribusiness in 2009. In 2019, Holt left TEEEX to start the nonprofit Make Safe Tech Inc. and the for-profit Axle Box.

TCAP COURSE INSTRUCTOR



AARON TRAFFAS, CAI, ATS, CES

Aaron is an auctioneer from Medicine Lodge, KS. He currently generates content at HeavyWorth and, before that, spent 18 years with Purple Wave in Manhattan, Kansas. Aaron served as president of the Kansas Auctioneers Association in 2017 and on the National Auctioneers Association Education Institute Board of Trustees from 2009 through 2013. He is a past instructor at CAI and co-wrote the AMM designation course from NAA.

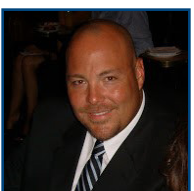
TCAP COURSE INSTRUCTOR



BRENT GRAVES

Brent is from Stephenville, TX and the owner of Alliance Auctioneers. He specializes in real estate and liquidations, as well as experience with all facets of auction method sales. Texas State Champion 2004 and ranked in the top 25 auctioneers internationally in 2005. He has served as a leader and speaker in the industry and believes in exceeding expectations of sellers and buyers!

TCAP COURSE INSTRUCTOR



HANS HAMMOND

Hans Hammond has been a leader in the advertising business for more than 25 years. Hans is the President of Branding Iron Management, a full service advertising agency that operates in 9 States & 28 Markets in the US managing over 12 million in annual advertising revenue for small to medium businesses.

TCAP COURSE INSTRUCTOR



BETH ROSE, CAI, AMM, AARE

Beth Rose Real Estate and Auctions exists to accelerate the sales process for real estate through innovative technology and world-class marketing. The company is owned by it's founder and second-generation auctioneer, Beth Rose. The company is headquartered in Maumee, OH with offices in Birmingham, MI and Naples, FL. She is the recipient of numerous awards and serves as a National Auctioneers Association Education Institute Trustee, she will be the new upcoming Vice President for the National Auctioneers Association and she is an instructor at the Ohio Auction School and Reppert Auction Schools.

TCAP COURSE INSTRUCTOR AND CONVENTION SPEAKER



GAYLE STALLINGS, CAI, BAS

Fundraising begins with FUN. As the founder and principal auctioneer of FUNauctions, LLC based in Austin, TX, Gayle Stallings has worked exclusively with non-profit organizations since 2005. She shows organizations how to maximize their gala revenue for a seamless event so there's more fun and less stress. Gayle has earned the prestigious industry designations of Certified Auctioneers Institute (CAI) and Benefit Auction Specialist (BAS) from the National Auctioneers Association.

TCAP COURSE INSTRUCTOR

Meet your 2020 TCAP & Convention Speakers



JACK CHRISTY, JR., CAI, ATS, BAS, GPPA

Jack became a commercial aircraft mechanic after attending the ATA Training Academy. After seven years in the airline business, Jack decided to change his career and enter the auction industry. Jack is a graduate of Professional Ringman's Institute, Benefit Auction Specialist, Auction Technology Specialist, Certified Auctioneer Institute and Personal Property Appraisal. In 2006, Jack earned his auctioneering license after graduating Reppert Auction School. His specialization is in automobiles, tooling and electronics and currently assists in the instruction at Reppert Auction School.

TCAP COURSE INSTRUCTOR



HEATH GROVES

Heath is an insurance account executive for Program Insurance Group and a brand manager for EZ CERT Management. In 2010, he graduated from Texas A&M with a degree in Marketing. His degree led him to Austin to work in sales at a local TV station for 3 years. Heath owned and operated a local restaurant franchise for a number of years. With that experience, Heath gained the knowledge of the franchise industry and the ability to connect with other franchise owners regarding their insurance needs. Heath is actively involved in the local community, regularly attends ribbon cuttings for local businesses, is a former board member of the Young Professionals of Aggieland, and the Brazos Valley Restaurant Association.

TCAP COURSE INSTRUCTOR



JOSEPH MAST, CAI

Joseph Mast grew up as a 7th generation dairy farmer, and began his auction career in Amish Country of rural Holmes County, Ohio. Since that time he has become a champion auctioneer, industry icon and recognized authority on leadership. Today, Joseph Mast and Mast Auctioneers provide preeminent auction talent serving the world's finest auction markets. As a 15-year veteran, Joseph has become a sought-after speaker and thought leader on general business leadership and auctioneering.

CONVENTION SPEAKER



WADE FISHER

Wade started out on a small ranch where cattle grow on limestone rock and goat weed. He went to Texas A&M University to pursue a career in Meat Science. A very long story later, he found his niche in the video productions and auction broadcast sector.

CONVENTION SPEAKER



MORGAN HOPSON, CAI

Morgan is an auction professional, licensed in both Texas and Oklahoma. She is a real estate associate with United Country Buford Resources Real Estate & Auction specializing in selling farm and ranch land, hunting properties and luxury real estate at auction. Hopson also specializes in consulting with nonprofits and associations to help them meet their fundraising goals through live auction and special appeals. She is the 2019 Texas State Auctioneer Champion and the 2019 International Auctioneer Champion.

CONVENTION SPEAKER



JOHN SCHULTZ, AMM

As a 20-year marketing veteran, John has experienced first hand the impact of changing consumer trends. John leverages this experience daily as the Chief Marketing and Technology Officer for Grafe Auction. In this role, he specializes in maximizing prices using data-driven, predictive marketing campaigns that appeal to a wide range of consumers. He is a lead instructor for the NAA of the AMM designation. John's service to the auction industry includes serving as a current Director of the NAA, Past President of the Minnesota State Auctioneers Association, and Past President of the Minnesota State Auctioneers Foundation. He is also a recipient of the Golden Gavel Award for outstanding service to the auction industry in Minnesota.

CONVENTION SPEAKER

SPONSOR and EXHIBITOR OPPS AT CONVENTION

By: Doug Bradford, CAI, TAA Director

What is a great way to reach Texas auctioneers, promote your business or product, and help support the Texas Auctioneers Association? Become a sponsor or exhibitor at the 2020 Annual Convention and State Champion Contest August 13-16 in San Marcos!

Sponsorship levels start as little as \$200. Consider being a break sponsor, lunch sponsor, lecture room sponsor, Cowboy Luau sponsor, Rising Star sponsor, or one of our other levels. Depending on the level of participation, sponsor benefits may include signage at the specific event entry, listing in the convention program, advertising on the TAA website and post-convention newsletter, TAA attendee list, recognition on the champion auctioneer banner, and listing on the live streaming video of the Saturday night contest. Please see the sponsor and exhibitor form for complete pricing and benefits for each level.

The TAA convention is one of the most well attended state auctioneer conventions in the country, recognized by auction service and product providers as one of the

"must" attend conventions each year. Texas has a reputation for some of the best auctioneers in the world and for the great hospitality we show our sponsors and exhibitors. Sponsors and exhibitors understand the vast business potential Texas auctioneers represent. Most importantly, they believe in supporting the auction industry in Texas.

Your participation as a sponsor or exhibitor supports the Texas Auctioneer Association and the Texas



the public about auctions in Texas, the quality auctioneers we have in Texas, the important role Texas auctioneers have as business owners and employers, and the significant economic contribution auctions and auctioneers have every day in Texas. It helps us provide our membership with valuable trends, updates, and changes in the auction industry in Texas and around the country.

If you would like to be a sponsor or exhibitor, you can register online or download the form, complete it, and return it via regular mail, email, or fax. If you know of someone you think would be interested in being a sponsor or exhibitor, have them contact TAA, go to the website, or provide us their information and we can reach out to them! We look forward to seeing you in San Marcos in August at the convention!



auction industry. It allows us to continue to work for and represent our members. It helps us to educate

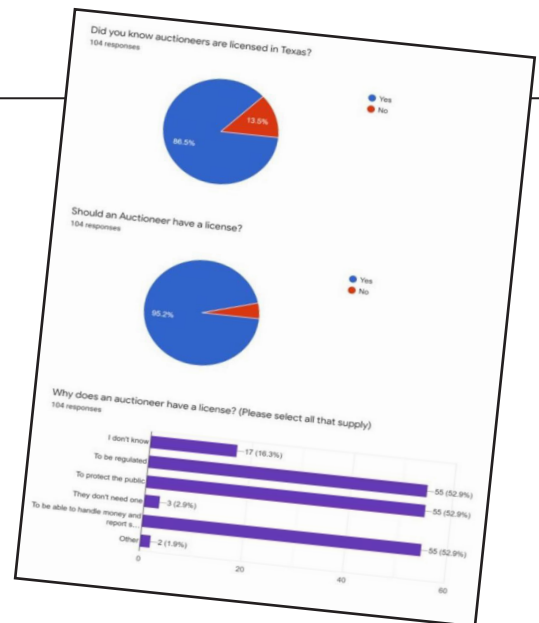
ThinkAuctionFirstTX.com

By: TAA Marketing Committee

Don't forget to share the TAA website, www.ThinkAuctionFirstTX.com with everyone! Help spread the word about the auction method of marketing. The website includes a video on the auction method.

Did you know that as a member of TAA, you can request the TAA display banner pull ups that highlight the AUCTION METHOD for local events? Contact the TAA office to reserve: info@texasauctioneers.org.

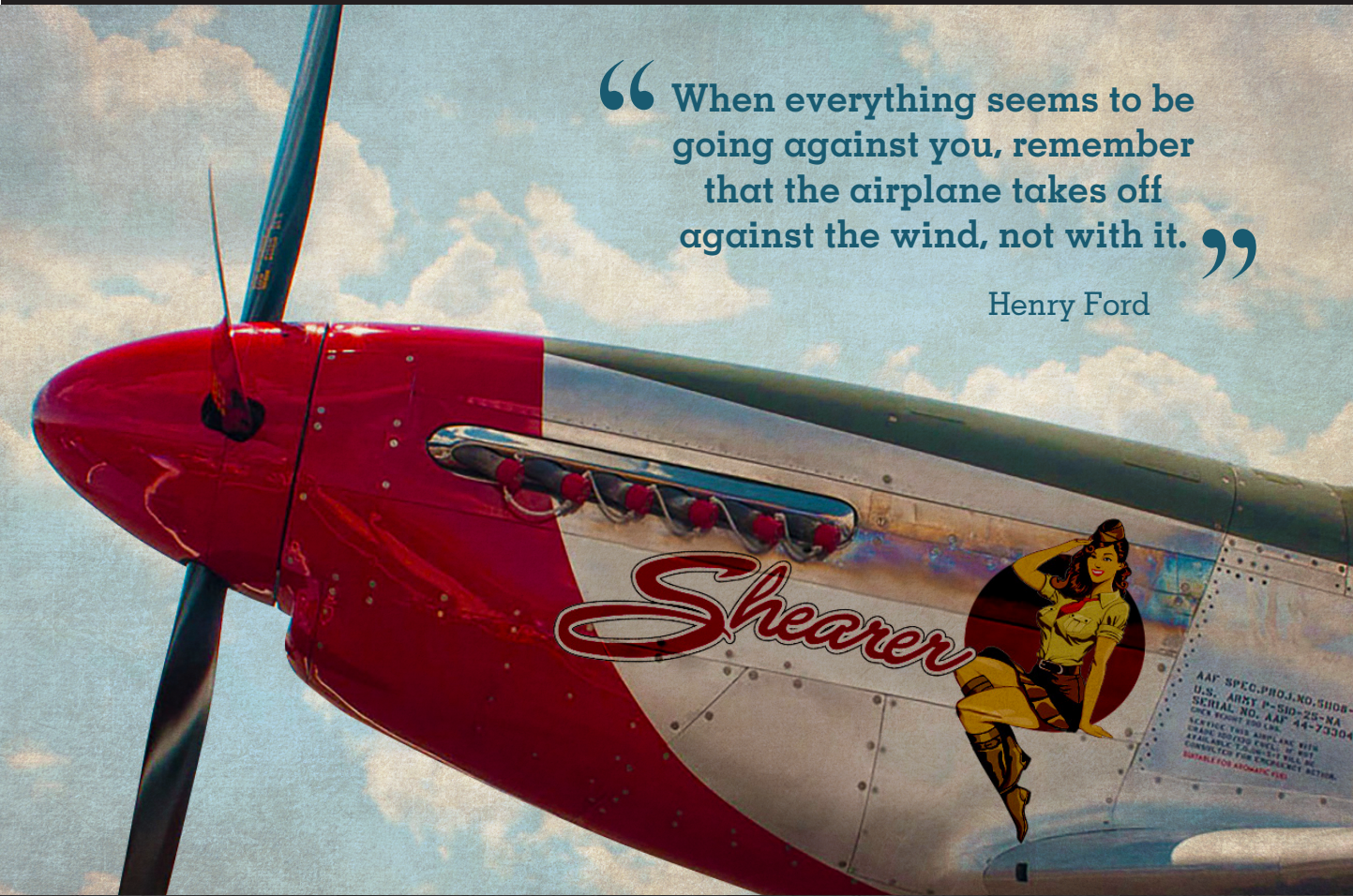
Pictured to the right are the survey results from the public survey the marketing committee conducted. Check it out!



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Inserts: 2020 Convention & Champion Contest
NEW! Registration Brochure



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Congratulations

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