Inside this issue..
MSAA Annual Conference Registration
MSAA Members Raise over $27,000 for St. Jude’s
President’s Report

My final letter to the membership as president is quite easy to write. Believe it or not, I’m ready to hand the gavel off to Doug Heuker. My tenure as president has been a busy one to say the least, but more importantly it has also been a real learning experience. I don’t know of any other way to meet so many nice, professional and dedicated people in such a short amount of time.

The convention in Lansing last year was probably the highlight of my career with the MSAA. Having the largest convention ever in the history of the MSAA was surely a feather in the cap of everyone that was involved with that function. Many of the committee heads were in a new position on the board and were thrown into a more difficult position as heads of many of the committees.

As always my ole buddy Tricia came through and helped guide all of us lost souls in the right direction as we got our functions off the ground and brought to a successful close. I think we were very privileged to have the President of the NAA at our convention along with so many other distinguished guests. The roster of big names from the auction business was very long and impressive. It deserves noting at this time that many of the presenters were some of our own members that graciously shared some of their expertise and intuitiveness with fellow competitors. I think that’s what makes this association so very special.

I have spent several years as chairman of the legislative committee even while serving as president but, now I think I will be handing that title off to a new person by the time of the convention. I will be interviewing several candidates in the near future and hopefully have a new chairman to announce at the convention. The legislative committee is ready for some new blood that will oversee the upcoming registration and ready the membership for the next step in that process, full licensure. After all that is what we want isn’t it?

Being able to compete in the bid calling championship, and winning it, was a real special time in my career as a member of the association. I urge everyone to sign-up and compete in the competition. You have to remember that its not just the best bid caller that wins the competition. The individual must put together the whole program and present himself or herself as a professional in many phases of the auction business. In closing, I would be remiss if I didn’t mention all of the help and support that my wife Linda has shown to me in the past 25 years and especially when she was picking up the slack when I was doing business for the association.

Please show your support to Doug Heuker in for the upcoming convention and ask if you can be of any help to any of the committees. I wish Doug all of the luck in the world in his presidency and the Convention in Bay City in 2008.

Michael H. Bliss, GPPA
MSAA President

“I don’t know of any other way to meet so many nice, professional and dedicated people in such a short amount of time.”
Michigan State Auctioneers Association 2007 Board of Directors

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M. Jerry Glassman, PO Box 315, Eau Claire, MI 49111, (269)461-6271, Fax (269)461-6293, clayhill1234@aol.com.
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Lee Smittendorf, 16943 East Y Ave, Fulton, MI 49052, (269) 729-4660, F: (269) 729-9779, leesmitt@sbcglobal.net.

Terms Expiring Jan. 31, 2009
Joseph A. Merkel, PO Box 459, Chelsea, MI 48118. (734) 320-9828. pazziman@aol.com.
Douglas Sheridan, 740 S. Cedar St, Mason, MI 48854. (517) 676-9800, Fax: (517) 676-4440, doug@sheridanauctionservice.com.

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Kenny A. Lindsay, CPPA, CREA, PA 14323 Bainbridge, Livonia, MI 48154. (248) 473-1547, productionline@msn.com.
Michael L. Vinecki, 514 Camp Ten Road, Gaylord, MI 49735. (989) 732-4996. michael@vineckiauctions.com.
Garth W. Wilber, 236 Dandy Drive, Bronson, MI 49028, (517) 369-5455, garthwilber@hotmail.com

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(810) 266-6474

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M. Jerry Glassman, PO Box 315, Eau Claire, MI 49111, (269)461-6271, Fax (269)461-6293, clayhill1234@aol.com.
Frank C. Leist, 05823 Church Rd, Boyne City, MI 49712, (231) 347-1179, Fax (231) 347-436, jlleist@freeway.net.
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2007 NAA Marketing Competition Award Winner, Best State Association Website Home Page, Best State Association News Release & Best State Association Two Color Magazine! 2006 APEX Award Winner ~ MSAA Website!

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2007 NAA Marketing Competition Award Winner, Best State Association Website Home Page, Best State Association News Release & Best State Association Two Color Magazine! 2006 APEX Award Winner ~ MSAA Website!
Saline, Michigan – Auctioneers and Auction Goers gathered on October 2nd at the Washtenaw County Fairgrounds to raise money for St Jude’s Kids! The 2nd Annual MSAA All Star Auction raised nearly $4,000, putting the total raised for the $25,000 2006-2007 pledge to over $27,000!

Members of the Michigan State Auctioneers Association sponsored a complimentary meal for the public and showcased some of Michigan’s Best Auctioneers in the featured Parade of Champions! Some of the highlights included one-of-a-kind blankets that were made by the kids at St. Jude’s Children’s Research Hospital. The items were sold by members of the Michigan State Auctioneers Association, including members of the Board of Directors, MSAA Bid Calling Champions and MSAA Hall of Famers.

Founded in 1962 by Danny Thomas, St. Jude has treated children from across the United States and around the world who have been stricken with life-threatening illnesses. St. Jude covers all costs not covered by insurance for medical treatment. Years ago, Danny Thomas commented that “No child should die in the dawn of life” and 15 years after his passing, his legacy and dream is enhanced with each child that has conquered a catastrophic illness.

MSAA St Jude Committee Chair, Kenny Lindsay, says “Nationally, professional auctioneers have raised nearly 3 million dollars over the years for the children of St. Jude and the Michigan State Auctioneers Association leads the pact in most funds generated for St. Jude on the state level. The MSAA joined together once again and raised the bar for all auctioneers to help in this worthy cause.”

1968 Detroit Tigers World Champion and Cy Young Award winner, Denny McLain was also in attendance signing autographs to help in the extraordinary fund raising efforts for the MSAA’s St. Jude Premier Event.

MSAA Chairman and event host, David Helmer said “This event was a great time to showcase Auctioneers in Michigan and raise money for the kids who so badly need it. St. Jude’s treats so many kids with catastrophic diseases and never asks for a dime from family’s in need. It’s a pleasure to be part of an organization that supports such a worthy cause.”

The Michigan State Auctioneers Association generously made a pledge to St. Jude’s to raise $25,000 over the 2006-2007 years. This event put the total raised over the top! MSAA Auctioneers raise money all year long by selling items at their auctions for St. Jude’s, putting out collection jars, donating their time and much more. To learn more about the MSAA’s contribution to St. Jude’s, or to make a contribution of money or items to auction, you may contact the MSAA at (616) 785-8288 or visit their website at www.msaa.org.
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Note! The State of Michigan will be on hand at the trade show to answer questions about the new Auctioneers Registration. If the new system is ready by convention, Registered Auctioneers will also have the opportunity to get a picture taken for the new photo ID! ($35.00 each)

*Exhibitors & Sponsors registered as of November 15. Join this list at www.msaa.org.

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Winter 2007 Michigan Auction Gavel
The concept behind President Kennedy’s famous quote “Ask not what your country can do for you ask what you can do for your country” applies often along life’s journey. A case in point is what an individual member can do for their association and profession.

Without question NUMBER ONE on the list of how you can help your industry is to introduce another auctioneer to both your state and national association. The compelling reason for signing another member is not the generation of dues. It is the mutual benefit derived from the new members insights and the many and varied benefits offered by the association.

Upon joining here are the immediate benefits to all. The new member has instant access to the many benefits from education to cashless commerce. The hard cash value of the benefits are many times greater than the membership cost. In fact for the first three years the new member receives an education voucher from NAA good for $300 credit per year toward the NAA education programs or conference and show registration. This makes the membership virtually free for the first three years. The benefits from associating and sharing with the worlds leading auction professionals are priceless. One contact or exchange over coffee might change their life and financial tract forever.

In my opinion the greatest benefit for all parties is raising the level of professionalism throughout the industry. Every auction that is conducted in a professional manner creates a snow ball effect for positive auction perception. The more shared knowledge and expertise the better the auction product. Everyone wins.

I have briefly outlined the necessity for bringing all involved in the auction industry under the association umbrella. Face to face meetings between our members and those not active in associations are the best and most practical way to accomplish the task of recruitment. Personally taking the message to them, giving them a chance to express their concerns and needs, will lead to a better understanding of what is being offered and how it will fulfill their personal goals. Show you really care, give that non member a chance to clearly understand why you have a passion for your professional association.

Eleven members of NAA’s board are heading up a nationwide member solicitation network. Their charge is to take the message directly to the non member. They will expand their worker network to several members from every state. Several of you will be asked to help with this effort, please say yes and give it your very best. Remember when you bring in a new member all involved win. If you genuinely mean the opening statement this is where you step up.

Most importantly don’t wait on someone else to do the job you are best suited for. Identify the non member auctioneers you know well. They have been waiting for you to extend the hand of friendship. Who knows the extent of positive possibilities when you say “Would you like to join our association? We welcome your input, we know you have a great deal to offer and think we do also.” Each new member is a step toward a better association.
The Legislative wagon is rolling very slowly as we start registering the auctioneers in our state. Remember, there will be personnel on hand at the convention this year to help you in the registration process. You can also download the proper forms directly off of the State web site at www.michigan.gov/auctioneers. Make sure when you download the forms from the state site that you scroll all the way down the screen to get the affidavit of experience for your 12 auctions/3 years experience. We have been talking to our Lobbyist on a weekly basis and he tells me that the funding isn’t going to be in place until the state actually has a budget with which to operate. The way I understand it we are self-supporting with our registration fees but the state still has to come up with the funds to hire an administrator for our program.

As I mentioned in my presidential report I will be seeking a person to take over the legislative reins in the future shortly after the convention. I will be interviewing some people in the near future, but if anyone wishes to be considered for the job please feel free to call me and put your hat into the ring. As the year-end nears, I feel like we have come a long way from where we were in 1958 when the licensing possibility was first suggested. There were many pioneers in that effort. I just hope that I have been an asset to the process and that 2007 was the year it all happened.

My efforts would be trite were it not for the assistance of Tricia Wiltjer and Manny Lentine, our lobbyist. I would also like to thank all of the other people that helped us get to where we are today including our political backers i.e. Senators, Representatives, aids and the all important secretaries. Without their help we couldn’t have done it. Let me not forget all of the loyal membership supporters that gave their moral and financial support every time I asked them and never batted an eye or asked any questions. The people that did not support this effort and did not believe in the betterment of their association and their profession should be thankful there were people like that in their corners. I’m sure we all agree the move was a giant step in the right direction and will reap rewards for decades to come.

Michael H. Bliss, GPPA
MSAA President & Legislative Chairman

To get more information about the Auctioneers Registration Law, log on to the Members only section of the MSAA Website at www.msaa.org.
Call for Convention Helpers
By Marsha Laya

The MSAA Auxiliary is seeking volunteers at the 2008 MSAA Convention. If you are planning to attend this year’s convention in Bay City, please consider assisting in any of the following roles:

**Fun Auction & Bid Calling Championship Preparation**
- **Days/Times:** Wednesday late afternoon and early evening and Thursday 9:00 AM until 5:00 PM. Select any 2-4 hour block you are available.
- **Roles:** Assist as auction items are photographed and catalogued. Set up the auction items in the order of the sale/catalogue.

**Fun Auction Bid Calling Championship Staff**
- **Day/Time:** Thursday evening during the fun auction and bid calling contest
- **Roles (fun/bid-calling auction):** Clerking computer system is needed. This includes providing the computer so the catalog can be created. Volunteer would need to bring laptop(s), paper and printer(s).
- **Roles (fun/bid-calling):** Assist with clerking, cashiering and directing the order and steady flow of the sale at the Thursday evening event.
- **Roles (bid calling):** Work with MSAA Bid Calling committee members to assure contestants are ready and set to compete.

**Auction Closing**
- **Day/Time:** After the sale on Thursday evening
- **Roles:** Settle the sale, pack and secure equipment (computers, printers, projectors, etc.)

**How to Volunteer:** Send an email or call Beth Phillips at 810.392.3105 or ridgecrest@jumpinghorse.net. Thank you. See you at the convention!

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**Vision Statement**

As a result of the educational opportunities provided by the Auxiliary, those individuals who work within the auction industry will become more skilled and dedicated to the auction profession. Auctioneers will enjoy improved skills, professionalism and longevity of staff within their respective companies. Staff will be more capable and prepared to adapt to changes in technology and will find new challenges exciting and rewarding. They will be fully prepared to support the auctioneer as the industry or company changes and grows.

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When I was a kid, my father had a saying - “You can’t learn it any younger!” The timing was usually when he wanted me to start taking over some chore or doing something I hadn’t done before that I might not have been real comfortable with but he knew I needed to learn. That saying has stuck with me and the truth of it is profound.

This year has been a year of formal education for me. I completed the requirements for my Graduate Personal Property Appraiser (GPPA) designation, spent a week completing the Accredited Auctioneer of Real Estate (AARE) courses, another week taking the Real Estate Broker’s prep course and test, as well as a week in San Diego attending the NAA convention. I spent 3 days in Kansas City at the NAA’s leadership summit talking about new ideas in State Associations, and finally I will be with many of you at this year’s convention in Bay City. I point out these things not to brag but to let you know that I can truly sympathize with how hard it is to motivate yourself sometimes to improve your knowledge and professionalism.

I am excited about this year’s convention. Partially because I was involved with planning it but mostly because I truly believe that there will be a tremendous amount of information that we “can’t learn any younger”! We have worked hard to bring some extremely qualified speakers to help all of us improve and grow our businesses. I encourage you to look at the bio’s and realize the amount of talent and knowledge that will be present.

The auction industry is progressing at an exponential rate right now. You owe it to your business, to your successors, and your clients to take advantage of the opportunities that will be presented! I am always impressed with those who show up to learn. It speaks highly of your dedication to your profession and desire to improve yourself. I especially love to see the success of new members who are diligent about learning and growing their business.

So whether you’re just starting in the auction business or have been at it for 50 years, when you receive this magazine and have to make the decision of investing in yourself and your business, I want to remind you of three things. First is the truth that if you’re not growing, you’re falling behind; second is the realization that your competitors will be there taking advantage of the opportunity to improve themselves, and finally, in this age of rapid change remember “You can’t learn it any younger”!

Take 5 minutes and make the effort right now to register and send in your paperwork.

Doug Heuker
President-Elect, Convention Chair

MSAA Mission Statement
The Michigan State Auctioneers Association is dedicated to the enhancement of Michigan’s Auction Industry through education, promotion, advocacy and networking!

Additions to the Membership Directory

Berk, CAGA, Susan A.
Kraft Auctions, Appraisals & Sales
1755 Lancaster Ave
Reynoldsburg, OH 43068
H: 614-604-3827
E: kraftsells@yahoo.com
www.kraftsells.com

Fulkerson, Michael E. - Kathy
Fulkerson Auction Co. llc
8845 Garden Rd
Toledo, MI 43637
C: 419-243-1313
F: 419-754-2444
H: 419-865-4676
E: micerc@hotmail.com
www.fulkersonauction.com

Keller, Bob - Jeanne
Green Auction LLC
9522 Tiger Lily Dr
Caledonia, MI 49316
C: 616-891-6273
F: 616-891-6272
H: 616-891-6270
E: bkeller1942@ameritech.net

Kraft, Michael G. - Susan A. Kraft
Kraft Auctions, Appraisals & Sales
1755 Lancaster Ave
Reynoldsburg, OH 43068
C: 614-604-3827
H: 614-837-1724
E: mgkraft@hotmail.com
www.kraftsells.com

Martin, Richard - Clara
11747 West Brady Rd
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Wednesday, January 30, 2008
8:30AM - 9:00AM Registration - Real Estate
9:00AM - 3:30PM Real Estate Education for 2008 *Separate Registration Required
5:00PM - 6:00PM MSAA Board Meeting 2007 Board of Directors
7:00 PM Conference Registration Opens
7:30PM - 9:00PM What’s Hot & What’s Not! *Experts from several auction fields discuss the latest and greatest in the Auction Industry
9:00PM - 10:00PM First Timer/New Member Reception *All Registrants are invited!

Thursday, January 31, 2008
7:30AM - 8:30AM Christian Breakfast *Separate Registration Required
8:15AM Conference Registration Opens
8:45AM - 9:00AM Welcome & Presidents Remarks
9:00AM - 10:00AM Larry Mersereau, CTC “STAND OUT! How to Position and Grow your Auction Business with a POWERFUL Brand Identity”
10:15AM - 11:45AM Larry Mersereau, CTC “How to get Maximum Return from your Marketing Dollars”
11:45AM - 12:45PM Lunch
1:00PM – 2:50PM Randy Wells “Working with Realtors, the Good, the Bad and the Ugly”
1:00PM – 1:50PM Tim Bos “Wood Identification & Dating”
2:00PM – 2:50PM David Helmer “Overcoming Seller Objections”
2:50PM – 3:30PM Break & Tour Exhibits
3:30PM – 5:30PM MSAA Annual Meeting & Elections MSAA Auxiliary Annual Meeting & Elections

Thursday, January 31, 2008 (Continued)
5:30PM – 7:15PM Dinner on your own
7:30PM – 10:00PM MSAA Bid Calling Championships, Ringman Competition & Fun Auction
10:00 PM Champion’s reception *All Registrants are invited!

Friday, February 1, 2008
8:00AM – 9:00AM MSAA Board Meeting 2008 Board of Directors
8:00AM – 9:00AM Breakfast
9:00AM - 9:30AM Tour Exhibits
9:30AM – 11:00AM Auctionservices.com “Technology for Auctioneers”
9:30AM – 11:00AM Annette Wells “Customer Service Pays Great Dividends”
11:00AM – 12:30PM Lunch on your own
12:45PM – 2:15PM Terry McDonald “Michigan sales tax”
12:45PM – 2:15PM Craig S. Gerard “Estate Tax Laws”
2:30PM – 4:00PM Randy A. Wells, NAA President elect “CATS - Change, Attitude, Techniques & SWOT”
4:00PM - 5:00PM Visit Exhibitors
6:30PM President’s Banquet Awards, Scholarships

* The following course requires separate registration *

Saturday, February 2, 2008
9:00AM - 4:00PM Indiana Mandatory Credit Hours Dennis K. Kruse, CAI

The MSAA Reserves the right to reschedule or change courses offered as needed.
Rich Langton is originally from Hudsonville, MI. He graduated from Grand Valley State University, then went on to pursue ministry at Grand Rapids Theological Seminary. He went north in 1991 to be the Associate Pastor at the First Baptist Church in Cadillac, MI. Since July 2000 he has been a chaplain with Workplace Chaplains U.S. one of America’s leading corporate chaplaincy providers. In 2006 he was given the position of Senior Chaplain & Director of Mission Advancement.

His wife’s name is Amy. She is a fourth grade teacher at Manton Consolidated Schools in Manton, MI. They are the proud parents of three delightful daughters and a son. Rich and his family love good food, hanging out and the great Northern Michigan outdoors. Rich and Amy can occasionally be spotted participating in local road races.

Gwyn Besner, CAI, AARE
Acme, Michigan

Gwyn Besner’s Education includes Delta College, University of Michigan, World Wide College of Auctioneering, and Indiana University’s Certified Auctioneers Institute. She has been an Antiques and used merchandise dealer and appraiser since 1972 and an Auctioneer since 1982.

Gwyn Besner has a reputation for presenting the fundamentals of real estate in a way a student will always remember. She has helped thousands of students get their salespersons and broker’s licenses. Gwyn’s broad background as a broker, an appraiser, a tax preparer and an auctioneer have also uniquely qualified her for the task of making a six hour continuing education class informative, fast moving and entertaining. This is also a great class for non-licensees that have an interest in real estate.

What’s Hot & What’s Not!
Experts from several auction fields discuss the latest and greatest in the Auction Industry

Be sure to get the most out of your conference experience! Arrive on Wednesday to kick off the event with the most interactive session of the conference!

Following the What’s Hot & What’s Not Session will be the New Member/First Timer Reception. This is a great opportunity to meet new members, introduce yourself to fellow auctioneers and meet some of the industry’s top leaders!

Special Guest for the Christian Breakfast...

Rich Langton

Rich Mersereau, CTC
Valparaiso, IN
PromoPower.com

Smartbusinessowners/marketers know who to turn to for the strategies and tactics they need to bring in more business; Larry Mersereau, CTC. A frequent presenter at NAA conventions, Larry shares small business marketing and promotion strategies that are simple, doable...and effective. He authors books and audio programs, consults with select clients in a broad range of industries, and speaks to dozens of live audiences every year. Larry’s experience in so many industries positions him to cross-pollenate ideas from one to the other, bringing you marketing techniques that you may never have been exposed to before. You’ll have a good time with Larry, but more important; You’ll pick up real-world information and ideas you can use immediately to bring in more business...so you can take home more money.

“STAND OUT! How to Position and Grow your Auction Business”

When it’s time for your prospects to liquidate property, you want to be the first option that comes to mind. And when it’s time for someone to buy, you want that same level of awareness. It doesn’t happen by accident that people form strong brand preferences...even insistence.

In this lively session (based on Larry’s 2006 book by the same title), you’ll learn how to differentiate the auction method of marketing from others, and how to make your auction business the only one your target customer would even consider. You’ll start writing your own positioning statement. It’s a key business planning and sales tool you’ll use every day to place and keep your name at top of mind for your target market.

You’ll learn how to create and use effective icons, earcons, avatars and tag lines. Don’t know what that means? Don’t miss this session - it will change the way you market your auction business forever.

“How to get Maximum Return from your Marketing Dollars”

Are you getting maximum return on your investment in Marketing and Promotion? Can you even tell? In this upbeat session, you’ll learn what to do… and what NOT to do…if you want to get measurable response from your promotional campaigns and mailings. You’ll learn practical skills you can use immediately to improve response from all of your marketing communications: ads, flyers, self-mailers, web sites and brochures.

Whether you create your own marketing materials or oversee a staff or agency that does them for you, you’ll turn out more compelling messages using Larry’s Magic Formula For Persuasion. Never again will you make the most common design errors costly errors even experienced marketers and expensive advertising agencies make all too often. You’ll learn how to capture your readers’ attention, walk them step-by-step through your riveting communiqué, and demand RESPONSE. That means more auctions for you, and more qualified buyers beating down the doors to get in!
Randy A. Wells, CAI, AARE, GPPA, CES  
Post Falls, Idaho  
President elect  
National Auctioneers Association  

Randy A. Wells of Post Falls, Idaho was elected president-elect of the National Auctioneers Association, (NAA) in July 2007 during the 58th International Auctioneers Conference and Show, held in San Diego, California. More than 1,350 auction professionals attended the event.

Wells is co-owner of MR Auction, Executive Vice President and owner of Tranzon Northwest and a licensed Realtor with Exit Realty Coeur d’Alene. Wells has conducted well over 1600 auctions since 1985 including: estate, business liquidation, automobile, benefit and real estate auctions. His firm Realty Auction Services has specialized in real estate auctions since 1998 and in 2003 his company merged with Tranzon, a National Auction Firm that specializes in the sale of real estate utilizing the Auction Method of Marketing. His firm Tranzon Northwest has conducted real estate auctions for many individuals, attorneys and mortgage companies and he has worked with seller owners in association with: Keller Williams, Coldwell Banker, Windermere, Prudential, GMAC, ReMax, Real Team and Exit Realty. In 2006 Tranzon Northwest formed a strategic alliance with Exit Realty Coeur d’Alene in Coeur d’ Alene, Idaho as the manager of the real estate auction division for Exit Realty Coeur d’Alene.

In 2000, Wells was elected to the Auction Marketing Institute Board of Governors at their annual meeting held in Norfolk Virginia during the 51st annual NAA Conference & Show. During his three year term he served on numerous committees and as chair of public relations and chair of CAI course I recruitment. He was also appointed by AMI along with Mike Jones from NAA during his third year to join Kurt Aumann and Terry Dunning from AMI and Tom Saturley and Tom McInnis from NAA to find a solution to unite AMI and NAA into one more efficient and stronger organization.

“Working with Realtors, the Good, the Bad and the Ugly”  
Are you working with Realtors? Do you want to? Get the matter of fact, no nonsense facts about working with Realtors in the current economy.

“CATS - Change, Attitude, Techniques & SWOT”  
This isn’t your normal off Broadway show, but it is something you should know before you and your auction business hit the streets.

Timothy G. Bos, ISA  
Jackson, Michigan  
Bos-Walters Auctioneers  

Tim Bos is an appraiser of personal property in Appreciable and Residential Contents, Antiques, Estate Dispersal and Liquidation. Tim is the Owner of the Jackson Antique Mall Inc., Co-owner of Bos-Walters Auctioneers & Associates LLC and a Real Estate agent with Century 21 Lefere LLC. Tim has 15 years experience as owner of Jackson Restoration Service and nearly that much as superintendent of the Antique Division of the Jackson County Fair. Tim also teaches the Antiques & Collectibles Course (CED 402.1) at Jackson Community College.

Mr. Bos is a graduate of Reppert School of Auctioneering, Certified Estate Specialist, Holloways Real Estate Institute and many continuing education courses.

“Wood Identification & Dating”
This course will be a hands on class participation on how to identify period woods and date accordingly.
This will be a true test of your knowledge and will teach you what you need to make a split second decision on whether a piece is authentic or not!

David G. Helmer, GPPA, CES  
Saline, Michigan  
Braun & Helmer Auction Service  

David and his wife Jennifer have three children, daughter Olivia and twin boys Luke and Caleb. He is a 1996 Graduate of Missouri Auction School, a life member of Michigan State Auctioneers Association, a member of the National Auctioneers Association, holds the Graduate Personal Property Appraiser (GPPA) and Certified Estate Specialist (CES) designations from the Auction Marketing Institute. David earned a Bachelors Degree in Communication and Minor in Marketing from Eastern Michigan University 1998. He is President of Braun and Helmer Auction Service Inc. David has been involved in over 1000 Auctions including Real Estate, Antiques, Farm, and Benefits.

In his spare time, David is Treasurer and Auctioneer for the National Football League Alumni Detroit Chapter, serves on the fund raising Board for St. Joseph Hospital, and is a member of the Fellowship of Christian Auctioneers International. His pastimes include traveling, reading, collecting antiques and sports memorabilia. David holds the 2007 position of Chairman of the Board in the Michigan State Auctioneers Association and was the 2006 MSAA Bid Calling Champion.

“Overcoming Seller Objections & ‘what would you do’”
Class members will be paired up and you will be able to learn from your peers in real life scenarios.
This will be a fun and interactive session.

Bay City

Winter 2007 Michigan Auction Gavel 13
Annette Wells
NAA Auxiliary President
Post Falls, Idaho

Annette Wells serves as Auction Coordinator and co-owner of MR Auction LLC, Realty Auction Services LLC and The Benefit Auction Team. She has worked in the family auction business since 1985 and has worked in every aspect of the auction company with more than 1,700 auction sales including, estate, real estate, automobile, farm equipment, business liquidation, benefit, and consignment auctions. Mrs. Wells is currently the National Auctioneers Association Auxiliary President and is a third year candidate at the Certified Auctioneers Institute. In March 2007 Annette received the Pat Massart Award for submitting the best Auction Proposal at CAI.

Annette and her husband Randy were awarded business of the year by the Post Falls Area Chamber of Commerce in 1999. She and her husband Randy live in Post Falls, Idaho and are the proud parents of two children, son Joshua Wells and daughter Johnna Wells, 2005-2006 NAA International Auctioneering Champion.

“Customer Service Pays Great Dividends”
Things we were taught, but have forgotten to use in this fast pace world.

Craig S. Gerard
Attorney at Law
The Gallagher Law Firm, PLC
Lansing, Michigan

Craig S. Gerard serves as the lead attorney in the firm’s estate planning department. Mr. Gerard’s practice focuses on estate planning, probate and trust administration, and business planning. Mr. Gerard received a Certificate of Completion in the areas of probate and estate planning issued by the Institute of Continuing Legal Education and the Probate and Estate Planning Section of the State Bar of Michigan in June 2007. Before coming to the Gallagher Law Firm, Mr. Gerard practiced as an associate attorney specializing in estate planning while serving as a regional manager in a mid-sized private practice firm in Okemos, Michigan.

After graduation from Western Michigan University with a Bachelor of Arts degree in 1998, Mr. Gerard attended Thomas M. Cooley Law School on an Honors Scholarship. While in law school, he earned the Certificate of Merit in his Business Organizations and Entertainment Law courses. Mr. Gerard received his Juris Doctorate Cum Laude, with a concentration in Business Transactions in January of 2004.

“Estate Planning with a Focus on Wealth Preservation”
Examining the estate planning documents essential to avoid probate and unnecessary costs.

Terry McDonald
Michigan Department of Treasury
Bureau of Tax Policy,
Technical Services Division

“Michigan Sales Tax”
This presentation will discuss Michigan’s 6% sales tax and how it impacts the auction industry. Areas covered will include how to register for the tax and the basics of preparing a monthly return.

Significant terms including sale at retail, isolated sales, gross proceeds and tangible personal property will also be discussed.

Retail sales that may be exempt from the tax and the records required to document such exemptions will be examined.

Rick Romanus
Roanoke, Virginia
AuctionServices.com

AuctionServices.com has been powering the Auction Industry since 1994. Over the years, they company has been built by keeping a finger on the pulse of technology, helping auctioneers stay aware and equipped to meet the challenges the Internet has to offer. They excel in research and development to keep the Auction Industry on the cutting-edge, with support and education being the biggest goal. They provide an auction community for auctioneers. Their mission is to provide the Auction Industry with cutting-edge professional web design, secure, reliable web hosting and a comprehensive list of on-line products and services to enhance their Internet presence giving them the options needed to grow their business and create a successful Internet presence.

The principals - Richard A. (Rick) Romanus, Sr., President/CEO and Nancy Romanus, Vice President both come from auction backgrounds. Rick has been a pioneer and motivator for the Auction Industry for more than ten (10) years. His expertise in high-tech digital video production, Internet hosting and design, and cutting edge tools and software has won him numerous state and national awards.

AuctionServices.com has been the proud host of the Michigan State Auctioneers Association website, which has won 9 National Marketing Excellence Awards since 2004.

“Technology for Auctioneers”
Keeping you up on the latest and greatest technology in the auction industry. See it first, direct from the development team.
Dennis K. Kruse, CAI
Auburn, Indiana
Past President
National Auctioneers Association

Dennis K. Kruse, CAI, of Auburn, Indiana, is Past President of the National Auctioneers Association (NAA).

Kruse has been an auctioneer, real estate broker, sales manager, secretary and treasurer for Kruse Auction Companies in Auburn. A member of the NAA and Indiana Auctioneers Association since 1964, Kruse is president of the Reppert School of Auctioneering, Inc. and a 1964 graduate. Additionally, he is a member of the charter class of the Certified Auctioneer Institute. Kruse is also past president of the Northeastern Indiana Board of Realtors.

Kruse is a current member of the Indiana Senate. He is a graduate of Indiana University’s School of Education. He held an Indiana Teaching license for five years. Kruse was chairman of the NAA’s Political Action Committee and the Government Affairs Committee. Dennis served a one year term as a Trustee of the NAA Education Institute.

Dennis will be teaching 6 hours of Indiana Mandatory Education for your license renewal. This year, the courses will include Indiana Auction Law, Federal Auction Laws, and Auction Ethics. The renewal is in February 2008! Be sure to get in your hours! Also remember that MSAA Conferences provide many elective hours for your renewal and for other Continuing Education needs.

Calling for all Nominations!

Want to get more involved?
Time to Contribute More to your Industry?
Have talents to offer the association?

Thinking of running for the MSAA Board of Directors?

Positions are available!

Download the Nomination Form online at www.msaa.org and get registered for the conference!

~ Elections are Thursday, January 31, 2008 ~
2008 MSAA Annual Conference ~ Sponsorships
January 30 - February 2, 2008 * Bay City, Michigan

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._______

There are multiple sponsorships available for event sponsorships. If you would like to check the availability of
any particular category, call the MSAA or log on to www.msaa.org.

Event Sponsorships:

1. Drink/Snack Breaks (multiple available) $ 50.00
2. Advertising Awards (multiple available) $100.00
3. Christian Breakfast (Co-Sponsor) $200.00
4. Thursday Lunch (Co-Sponsor) $200.00
5. New Member Reception (Co-Sponsor) $200.00
6. Champions Reception (Co-Sponsor) $200.00
7. Friday Breakfast (Co-Sponsor) $200.00
8. Fun Auction/Bid Calling (Co-Sponsor) $300.00
9. Presidents Banquet (Co-Sponsor) $300.00

Speaker Sponsorships:

12. “What’s Hot & What’s Not” $200.00
13. Randy Wells “Working with Realtors” $200.00
14. Larry Mersereau “Stand Out!” $200.00
15. Larry Mersereau “Maximum Return” $200.00
16. Tim Bos “Antiques” $200.00
17. David Helmer “Seller Objections” $200.00
18. Rick Romanus “Technology” $200.00
19. Annette Wells “Customer Service” $200.00
20. Terry McDonald “Sales Tax” $200.00
21. Craig Gerard “Estate Tax Laws” $200.00
22. Randy Wells “CATS” $200.00

Con Ed Sponsorships:

10. Real Estate Con Ed (Gwyn Besner) $200.00
11. Indiana Mandatory Con Ed (Dennis Kruse) $200.00

Sponsorships are appreciated at any level!
If you’d like more information about sponsoring on a higher level, call the MSAA.

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

Your contribution will be highlighted in the following ways:

2. Company Contact info published in the official Conference Program for those contributions received by January 2, 2008.
3. Company Contact info published on the Conference sponsor page on MSAA's Web site. In Addition, if you have a Web site, MSAA will provide a hot link from our convention sponsor page to your site.
4. Recognition at the MSAA Convention.
5. Each sponsor and cosponsor will receive an attractive Certificate of Appreciation.

Please return this form by January 2, 2008 to:
Michigan State Auctioneers Association
4529 Gibbs NW
Grand Rapids, MI 49544
Ph: 616.785.8288
Fax: 616.785.8506
E-mail: info@msaa.org
Rules Overview:

1. Any current MSAA Member can enter (Entries close at 2:00 PM on Thursday, January 31). *Please Pre-register to help keep the late entry confusion down.
2. You must register and pay for a full registration at the convention and have your current membership dues paid for the year 2008.
3. There will be a $50.00 entry fee. ($60.00 after 1/4/08)
4. You must bring the first item to sell (approximate value of $25.00 or more).
5. All contestants will meet at 7:00 PM in the Ballroom area to draw a number for the order of go and to review the rules. Please plan to arrive EARLY!
6. There will be 5 judges for the contest.
7. Contestants will be called to compete and will state:
   • Name & Contestant Number
   • Name the location of the business
   • Sell the item
   • Contestants will be able to view the competition rather than being secluded before they sell. Be sure to be aware of your position for order of go so you are ready to compete when called upon.
   Contestants will NOT be allowed to sell in the Fun Auction until the contest is completed, or they have been eliminated.
8. Five finalists will be chosen (six on a tie). They will draw for position.
9. Interview - 3-5 questions per finalists. Finalists will be secluded during the Interview portion of the contest.
10. Finalists will be called up, state name (& company name if desired) and location of business, sell two items (supplied by the MSAA), one after the other.
11. A Champion will be announced.
12. Prizes: The Title, championship trophy and choice of ring or buckle, and a year-long schedule of media interviews and public appearances. In addition, MSAA Champion will have their entry fee paid into the NAA 2008 International Auctioneer Championship in Nashville, TN. This will not include travel expenses or registrations. The champion will have the option to purchase the item they didn’t choose as winnings (ring/buckle) at their own cost.

For the complete listing of rules & procedures for the MSAA Bid Calling Championships, please refer to the MSAA Website at www.msaa.org.
DETERMINING WHAT KIND OF ASSOCIATION MEMBER YOU ARE MAY DETERMINE YOUR FATE IN THE AUCTION BUSINESS.

By: Kenny Lindsay

Last year the auction industry grew by 7.1% with over $257 billion dollars in goods and services sold. No question about it; the auction industry is growing by leaps and bounds but the big question is, are you?

One of the top components of becoming or continuing to be a successful auctioneer involves taking an honest assessment of your business model, yourself and surprisingly enough, what kind of association member you are.

In this issue of Auction World, I have defined five different types of association members. Take a few moments and identify where you stand in terms of your association membership.

**Support Level Auctioneer:** This level is exclusive to veteran auctioneers who make or have made a living (retired) in the auction industry. These are loyal auctioneers support their state and national association's with their yearly dues but don't utilize any of the benefits or networking opportunities.

**Windfall Auctioneer:** This level is exclusive to the auctioneer or wannabe auctioneer who joins a state or national association and is very limited in their actual participation. They have an unrealistic expectation that once they become an association member that someone other than themselves will generate a windfall of business for them. When the windfall does not happen, they begin to question the value of their membership. These members often blame the association for their lack of success in the auction business -or- hold the association accountable for not recruiting them business.

**Armchair Quarterback Auctioneer:** This level is exclusive to experienced auctioneers who pay their association dues and feel that they are contributing by voicing their displeasure in association operations. These are the members that have all the suggestions but have no interest in taking hands on approach to provide a solution. These members rarely attend any association events, have never or rarely participated in continuing education opportunities, seminars or do anything outside paying their membership dues to help legitimately strengthen their association. They sit back. Watch & criticize and rarely offer any compliments to the elected officials of the association.

**Sponge Auctioneer:** This level is exclusive to the auctioneer who lives and breathes the auction industry. They have a legitimate and ongoing interest in learning from their peers and absorb as much information as they possibly can. They read industry publications, visit auction related websites, frequently CREATE discussion board topics, contribute and/or regularly read discussion board topics, attend national and state association events, sponsor or contribute to association events.

**Hit for the Cycle Auctioneer:** This level is exclusive to the auctioneer that maximizes their membership. Similar to the ‘Sponge Auctioneer’ they are regular CONTRIBUTORS to the auction industry who are actively involved in the business on all levels. They network with fellow auctioneers on a regular basis, stay abreast of state and national auction happenings, host or sponsor association events and are willing to assist a fellow auctioneer. These auctioneers are very dedicated to the profession. These auctioneers find great value in their state and national associations despite the fact they realize that they don’t always agree with the direction of such entities and offer constructive criticism. These auctioneers have made or will make the commitment to become more involved in the profession by volunteering to assist in auction committee work and/or run for an elected position with their state and/or national auction association.

So where do you fit? If you are a practicing auctioneer who isn’t completely satisfied with your successes in the auction industry and you do not fall into the category of a ‘Sponge’ or ‘Hit-for-the-Cycle’ auctioneer, then you have some work to do to get to that level.

Being a dues paying member to your state and national trade association can be one of the most valuable tools available to you. However, if you are not unlocking your association tool box and becoming more involved as an ‘active’ association member, you are breaking the professional auctioneer’s number one golden rule. Leaving money on the table.

Traditionally, the auction business slows for most auctioneers at this time of year due to the holiday season. With a brand new year upon us, it’s time for you to reflect on what you can do better to enhance your auction business.

Never underestimate the importance that your state and national association will have for you professionally. The fact is, there are many benefits to being an ACTIVE member of your trade association. For starters, knowledge is power and when you become fully engaged as a member, you will become aware of the latest industry advances and trends. However, most importantly, you will have the opportunity to promote yourself among your peers and learn more about your competition.

Outside of your trade association websites, start getting personally involved by attending state and national conventions, seminars and roundtable discussions. Perhaps you have some special knowledge that you would like to share in your field of expertise. If so, propose the idea to volunteer to be a guest speaker at the next association event.

Pick up the phone and contact a fellow association member. Talk about the weather, talk about new advances in the auction industry, talk about whatever, but whatever you do, get yourself noticed.

One thing is certain. You will never truly unlock your fullest potential in the auction industry until you start cultivating your state and national auctioneer association’s by becoming fully engaged in the auction industry.

Once you have worked yourself up to the ‘Sponge’ or ‘Hit for the Cycle’ auctioneer status, you are now better positioned to uncover a world of opportunities and you will soon see the world of potential available to you in the auction business. It is then, and only then when you will start seeing the ‘windfall’ of opportunities that many successful auctioneers enjoy because they maximized the power of association.
Michigan State Auctioneers Association
Ringman Championships 2008

Thursday * January 31, 2008 * 7:30 PM
(Following Bid Calling Championships)

Please Refer to the Contestant Rules on the
MSAA Website at www.msaa.org.

Contestant Name ________________________________________________
Street Address _____________________________________________________
City/State/Zip ______________________________________________________
Daytime Phone ( ) _________________________________________________
Email Address _____________________________________________________
Member # __________________________ Are you at least 18 years of age? ______

Name of Auctioneer ________________________________________________
(if designating an auctioneer for contest - if you don’t designate an auctioneer, the MSAA will provide one for you - see below for info)

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

I Agree that the above is true and correct and I agree to abide by all rules and regulations of the Ringman Championships set forth by the committee, board of directors & officers of the Michigan State Auctioneers Association.

Signature __________________________________________________________________

Rules Overview:

1. Any current MSAA Member can enter (Entries close at 2:00 PM on Thursday, January 31). *Please Pre-register to help keep the late entry confusion down.
2. You must register and pay for a full registration at the convention and have your current membership dues paid for the year 2008.
3. There will be a $25.00 entry fee. ($35.00 after 1/4/08)
4. You must bring the first item to sell (approximate value of $25.00 or more). Each Contestant will ring two consecutive items. The first to be provided by the contestant, the second to be provided by the MSAA and MSAA Members.
5. All contestants will meet at 7:00 PM in the Ballroom area to draw a number for the order of go and to review the rules. Please plan to arrive EARLY! All ringman contestants are required to bring their Auctioneer to the meeting if they’ve identified their Auctioneer prior to the contest.
6. Two active (paid) members of the MSAA will serve as the designated Auctioneers for the contest should contestants not have an Auctioneer selected. The designated Auctioneers will be selected by the Committee.
7. Two active (paid) members of the MSAA will serve as designated ringman to be assistants during the contest. The designated ringman will be selected by the Committee.
8. There will be 5 judges for the contest.
9. Contestants will be called to compete will be introduced by the contest MC. If the contestant is not present when called to the podium, he or she will be disqualified.
10. A Champion will be announced at the end of the contest.
11. The winner will receive a trophy and the title MSAA Ringman Champion.

For the complete listing of rules & procedures for the MSAA Ringman Championships, please refer to the MSAA Website at www.msaa.org.

Log on today at www.msaa.org
I write this article while sitting in the Kansas City airport returning from the NAA’s 2007 State Leadership Forum trying to digest everything covered in the last two days. I want to begin by thanking the membership for the opportunity to attend this informative event. I feel better equipped and ready to serve you as president in 2008!

It was an extremely aggressive schedule for 2 plus days of non-stop information and dialogue with 30 other State Association leaders as well as the National Auctioneers Association Board. We began with a reception and tour of the newly renovated offices and museum of the NAA. Then over the next two days we spent all day in seminars covering topics such as membership development strategies, finding and cultivating new members, government relationship programs, creating brand awareness, state association legal issues, leadership with a purpose, and exchanging successful ideas and events with one another. In addition, we were able to have dialogue with the NAA board about state issues and national issues and how we might be able to help and understand each other to promote and equip auctioneers and the auction profession. It was great to hear about the many things going on and gain an understanding of the things available to state associations through the NAA.

We are doing business in exciting times! Possibilities are only as endless as our imagination allows us to think and markets are only as limited as we make them. I would like to challenge each of us to really spend time educating ourselves about what’s going on in the marketplace. One thing that is consistent over the course of time is change. What is different is the rate at which it is changing. Only through networking and taking advantage of educational opportunities can we fully grasp ways in which to remain successful!

Thank you again for this opportunity and I look forward to working together in the next year!

Doug Heuker
MSAA President-Elect

The MSAA Sends our Deepest Condolences to Marsha Laya and family in the loss of her brother, David.
Value

- 32,000 bidders have paid to read The Auction Exchange & Collectors News, every week!
- Antique Shops- we are delivered to more than 1380 Antique shops in Michigan, Indiana, Ohio, Illinois and Wisconsin.

Bidders

- We upload your ad to our website for free!
- Eauctionexchange.com receives over 380,000 hits per month
- Over 1 Million bidders every month!

And More...

- Bulk shipped to 182 Antique Shops in the region.
- Over 1,000 Auctioneers are on our mailing list
- Links to your website
- FREE auction reviews

1-888-339-3795 - www.eauctionexchange.com
Q. – My wife and I saw an ‘estate auction’ advertised and traveled some distance to attend. We were standing off to one side from the auctioneer and I got into a conversation with a local fellow. I asked if he knew the decedent. To my surprise he said, “Yeah, that’s him in the blue cap standing behind the auctioneer.” I looked to see a man who was as alive as me. When we got home, we looked at the ad again to be sure we hadn’t made a mistake. In big, bold letters it says, ‘Estate Auction.’ How could this auctioneer advertise so fraudulently? J. and M.

So you were a bit surprised to see the “decedent” just standing there – and as “alive” as you! Maybe the auctioneer should have billed this sale as the “Auction of the Living Dead.” I’ll bet that would have brought them in from six states.

Here’s the lowdown. The word “estate” is widely misunderstood by the public, as well as by many auctioneers. However, some auctioneers do understand the word’s correct definition and realize they can use it, in combination with the public’s misperception, to play a little “trick” on bidders and buyers. It’s one of the few instances where the correct usage of a common word will fool a lot of people.

Black’s Law Dictionarydevotes four pages to defining various types of estates. A general definition is: “The interest which any one has in lands, or in any other subject of property ....” Black’s further states that the words “‘[e]state’ and ‘property’ may be used synonymously.” Id. at 643-44 (4th ed. 1968).

The Courts have similarly ruled an “‘estate’ comprehends everything a man owns, real and personal ....” Id. at 643 citing Black v. Sylvania Producing Co., 105 Ohio St. 346, 137 N.E. 904, 905 (1922). Likewise, it has been held “[a] man’s ‘estate’ is that which he can sell or dispose of at his pleasure or what he can pass on to another.” Howard v. Mitchell, 268 Ky. 429, 105 S.W.2d 128, 133 (1936).

The confusion surrounding the word arises from its colloquial use. “Estate” is commonly used to refer to the property left behind by a person who has died. But whether Mr. X is alive or dead, his property is his “estate.” So the correct, legal definition of the word has nothing to do with death, and every living person who owns property of any description has an “estate” in that property. Here are several examples:

(1) When a living person has an interest in real property, he is said to own real “estate.”

(2) One with considerable assets is said to have built “estate” value.

(3) An interest in real property that exists solely during one’s lifetime is a life “estate,” often referred to as “lifetime rights.”

(4) The pen in your pocket, the eyeglasses on your face, your wallet, wardrobe, furniture, household items, coin collection, toothbrush, etc. are all part of your “estate,” even while you’re ticker is still ticking and your legs are still kicking.
If Joe hires an auctioneer to sell the contents of his barn, the auctioneer is selling part of Joe’s “estate.” An advertisement of an “Estate Auction” will likely bring more bidders and money for Joe’s property than if it is disclosed that Joe is alive and simply selling unwanted merchandise. The common misunderstanding of the word allows the public to be easily misled to its detriment. While there is no legal term “living estate,” the use of this term by an auctioneer is a clear signal that the seller is not dead. Auction-goers appreciate such candor.

Some states have affirmatively acted to protect the public from deception in the use of the term, “estate sale.” These jurisdictions require auctioneers who advertises an “estate sale” to disclose in all advertising whether it is the estate of a living or deceased person. Some further require that the majority of the items to be sold come from the estate. While unrelated goods may be sold with estate merchandise, this fact has to be specifically revealed.

Since the word “estate” is susceptible to wide misunderstanding, whether required by law or not, auctioneers should always advertise if an “estate auction” includes the property of a living person. This is the type of disclosure that serves both the public and the ethical practice of auctioneering. Auctioneers never gain anything good from confusion, deception, or misunderstanding. When auction-goers see an “estate auction” advertised without such a disclosure, they should make independent inquiry to determine which kind of estate is being sold.

Auctioneering is blessed with many good, hard-working men and women who are true professionals. They’re the ones who exhibit a steady and positive demeanor, possess a high level of competence, use sound judgment, and conduct themselves appropriately – always! These auctioneers have earned the right to be called professionals. Do you make the grade?

Steve Profitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com) in Gadsden, AL. He is also an auctioneer and instructor at both Reppert School of Auctioneering in Auburn, IN and Mendenhall School of Auctioneering in High Point, NC. This information does not represent legal advice or the formation of an attorney-client relationship and readers should seek the advice of their own attorneys on all legal issues. Mr. Profitt may be contacted by email at sprofitt@jpking.com.

John Stephen Profitt III
Copyright, November 7, 2006
Walters Receives Distinguished Service Medal

Michigan Auctioneer, Brenda Walters has received the Department of Military and Veterans Affairs Distinguished Service Medal awarded by Thomas Cutler, Adjutant General of Michigan and presented by Col. Roger Soldano, of the Pleasant Lake, Michigan National Guard. The award was presented for her exceptional meritorious service. It’s a prestigious state award reserved for those who have meritoriously served the Michigan National Guard. This award can be given to both soldiers and civilians.

As Chaplain of the Concord-Pulaski Memorial American Legion/Aux. 81, she coordinated and participated in many activities that directly aided soldiers and families during times of extreme hardship. As a result of her outstanding leadership she organized events that contributed to over a “ton” of care packages for deployed soldiers. Walters unselfishly gave many hours of her time helping to make pre and post unit deployment activities special for the community, families and soldiers. Walters epitomizes the meaning of a true patriot and has brought great credit upon herself and the community she serves.

Spc. Laurene Krutsch of Horton, MI also presented Brenda Walters with the U.S. National Guard Army Team medal, for supporting her during her two tours in Iraq.

Walters belongs to the auxiliaries of the American Legion, Veterans of Foreign Wars, Purple Heart and the Sons of the Union Veterans of the Civil War. Having been born on Veterans Day, patriotism flows through her veins. She has had ancestors serve in wars back to the Revolutionary War. Her great-great grandmother Lindley, served as a soldier during the Civil War. Walters, says she gets her savvy from Lindley.

Walters encourages youth to participate in veterans and patriotic programming in her community of Concord, MI. So much so, that she was recently nominated for the 2008 Women of Distinction by the Irish Hills Girl Scout Council of Michigan. The honor goes to a woman who makes a difference in their communities in regards to mentoring/role modeling for girls and other women.

(left to right) Spc. Laurene Krutsch and daughter Isabella, Auctioneer Brenda Walters and Sgt. Roger Soldano, Michigan National Guard.

End of the year notes

By Michael “Jerry” Glassman

Let me start out thanking Fellow Board of Directors for a job well done! I’m so thankful I have been a part of this Board and organization.

My three-year “Tour of Duty” has been an education in its self. For many years I have attended Conventions more for the Recreation than Education. Since serving on the Board, I can tell you that the last three years really opened my eyes to the many benefits of being an involved member of the Michigan State Auctioneers Association. Add to that the insights gained by association with the Board and NAA, I believe we have grown as an organization both in-state as well as nationally.

My part on the Board of Directors is just a needle in the preverbal haystack, and I am proud of many of the decisions made during our meetings. (Not to mention all the miles on my vehicle that I deducted from my taxes.) This is my last year for serving on the board and I believe there will be a few spots open for new Board members. We had a great response to the last election and I urge any of the auctioneers who have not yet experienced the process to enter their name in the next election hat!

Take for example, newcomer Kenny Lindsay who successfully ran an advertisement in the Auction Gavel to earn a seat on the Board. Kenny is very energetic and has brought many good ideas to the meetings and we can expect great things from him! In fact all the Board Members exemplify the kind of people needed to serve our organization and on our committees.

We can be proud to be one of the nations “Best States Running an Auctioneers Association.” Many of our successes can be attributed to the fact that we have some real committed individuals who have gone above and beyond their duties to guide us to success! Tricia Wiltjer is another example of a committed association member who has guided many Chairpersons with his or her role on the committees. To Tricia, and to Kenny, as well as to our entire Board, let me go on record: “Well done and thanks for making our past year one of the best ones yet!”

These are exciting and challenging times in the auction industry and I believe our services are needed now more than ever. I hope everyone will enjoy good health and success this Holiday Season and through the New Year. May “God Bless.”
Attention all MSAA members. The 2007 Membership Drive is well on its way and it will be a close run this year. Many of you still have the opportunity to top the list and enjoy the first place prize in the competition.

This year the winner that registers the most New Members to the MSAA will receive a 3 night stay at The Suites at Hershey in Hershey Pennsylvania. Package includes a suite for 3 nights and all amenities of the resort. Must be used before January 2009. Travel expenses not included.

So let all of your colleagues know about all of the great benefits to joining the MSAA. Education, Affinity Programs, Networking, Fellowship and so much more. This will be an exciting race this year and I can’t wait to see who wins.

Sincerely,
Joseph A. Phillips
MSAA Membership Committee Chairman
MSAA Vice President

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Member, National Auctioneers Association
Thoughts from a New Member

Greetings from NAA to all members of the state Auctioneer associations. I'd like to tell you a story that exemplifies how we all are helped when we work together and take suggestions.

Recently I received a rather extensive letter from Ronald Krause. He and his wife Patty graduated from World Wide College of Auctioneering in February. I want to note they had nothing but praise for Paul C. Behr, CAI, the school's president, and for recently retired board member Jack Hines, CAI, AARE, GPPA. Jack was one of their instructors and they credit him with motivating them to become auction professionals.

What I find interesting is their viewpoint on several issues. Their issues are not extreme or combative, just noteworthy. The path that led them to auction school, their first NAA Conference and Show and now opening their own state of the art auction facility is not unusual. In fact, a similar path has been taken by many. They started attending and buying at auction because they enjoyed it. Soon possible business opportunities became apparent. Trading and selling their auction purchases for profit seemed logical. They found eBay and became a power seller. The eBay business triggered their desire to participate in the real world of auctions and that brings us to Ronald's letter. eBay is not the key here, new technology was the driver.

One of Ronald's significant points is their path might be the likely path taken by many entering our profession and NAA now and in the future. New auction entrepreneurs like their predecessors will be inventive and skilled business people. They will be integrating new technologies into their businesses making it better for all concerned.

Patty and Ronald individually signed up for first time attendee mentoring being offered at NAA's Conference and Show with radically different results. Patty's mentor was Frank Imholte, CAI, AARE, CES. That relationship has developed into both a friendship and a business relationship. Ronald on the other hand called his mentor but never received a response. It is crucial when we volunteer we stand by our commitments.

The Krauses also joined one of their neighboring state associations and found that the information in the directory was incorrect and was not addressed after several contacts from them. Our state groups form the foundation for all association activities at every level. I'm sure this was not intentional, someone was too busy or the problem dropped through the cracks but the perception to the new member is more severe.

These new members are focused and on track to launch a successful auction business. Their concerns were meant to constructively raise the professionalism of every member. We should be their greatest biggest cheerleaders, lending a hand when needed. Every successful auction venture that raises public awareness in a positive fashion means we all win.

I welcome the Krauses and their new ideas. Their business plan calls for offering everything in a live onsite auction enhanced with the latest in online technology.

Until next time, give life and your auction the very best you have to offer every minute of every day.

Thomas L. Williams, CAI
NAA President
Winter 2007

Michigan Auction Gavel

27

The Annual Business Meeting of the Michigan State Auctioneers Association will be held on Thursday, January 31, 2008 at 3:30 PM at the Doubletree Riverfront in Bay City, Michigan. The meeting will consist of officer and director elections for 2008 as well as executive/committee reports. You do not have to be registered for the convention to attend the meeting, however, you do have to be an Active Auctioneer member paid for 2008 to be able to vote at the meeting. Voter registration to receive ballots will be on Thursday after lunch.

With Love to Our Friend – Les Hazzard

I thought is seemed strange
At the auction that day,
When I searched through the crowd
And missed his smile
When the more I thought, I realized
My friend Les had been away for quite a while.
Everyone knew him by his bib overall
And the way he out bid us
During the auctioneer’s calls.
There wasn’t a thing he wouldn’t buy.
But his favorite was glassware
That sparkled like his eyes.
If there was a bowl or plate Les wanted,
You can bet he would own it
When the sale items were counted.
But I’m glad he outbid us
The times that he did.
For his time is up
Yet we can still bid.
“You can’t take it with you” he’d always say,
And those words caught up with him
his last auction days.
For 70 years he’d been on this earth
Now only the Lord knows what he’s worth.
Les, I hope for your sake they
hold auctions in heaven
But if an angel bids six
Please don’t bid seven.
~ By June Anderson

Congratulations to Kenny & Lindsey on their engagement!
Kenny asked the future Mrs. Lindsay to marry him during the MSAA All Star Auction on October 2nd.

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In the auction business,
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**The Auction Block**

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- **Annual Conference**
  - The annual conference is held in January of each year. This conference provides educational opportunities for new and experienced Auctioneers alike.
  - **Call Doug Heuker at (888) 624-7653**

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  - MSAA Members receive discounts for car rentals through Hertz! Call your travel agent or Hertz direct to make your reservations. CDP# 1358306.
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- **Real Estate Continuing Ed**
  - Because so many auctioneers are also real estate licensees, MSAA offers a one day course at the annual conference that meets the state requirement for education credits needed by real estate licensees.
  - **Call Tricia Wiltjer at (616) 785-8288**

- **Identity Theft Protection**
  - Keep yourself protected through this program. IT Risk Products is offering a great service to MSAA Members. Get Identity Theft Protection for yourself and your employees.
  - **Sign up at www.msaa.org**

- **Summer Conference**
  - The summer conference is a one day program offering education, networking, the annual golf scramble and shooting event. This is a great time for members to get involved and fit in their schedule.
  - **Call Doug Sheridan at (517) 676-9800**

- **MSAA Social Events**
  - The MSAA offers several events to network with other auctioneers, including dinners, golf outings, sporting clays and more.
  - **Call Tricia Wiltjer at (616) 785-8288**

- **Free Seminars**
  - The MSAA offers FREE evening seminars in the spring and fall that offer a reasonable meal and free education for all auctioneers.
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- **Check Recovery**
  - This New FREE Check Recovery Program is now available to all MSAA Members. Contact Federal Check Recovery for more info at 573-256-6540 or info@federalcheck.net.
  - **Get More Info at www.msaa.org**

- **Networking**
  - One of the most exciting aspects of all association events is the opportunity to meet new people and share knowledge and information. Any auctioneer will directly benefit from these ideas.
  - **Sign up at www.msaa.org**

- **Michigan Auction Gavel**
  - As a National Award Winning Publication, The Gavel is the information source for the association, containing information of benefit to members, advising them of activities, meetings and current events.
  - **Call Tricia Wiltjer at (616) 785-8288**

- **Free Advertising**
  - MSAA Members can list their auction for FREE on the MSAA Website. MSAA Online is a one stop shop for the public to find auctions.
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  - As members enter auctions on the website, subscribers will receive an updated list of auctions, with links to those sales, that meet their criteria every morning in their email box.
  - **Sign up at www.msaa.org**

- **Member Directory**
  - The annual membership directory is published in the spring each year and lists all current members of the MSAA. Also published online at www.msaa.org so the public can search for an auctioneer!
  - **Sign up at www.msaa.org**

- **Marketing Contest**
  - If you produce professional advertising pieces or take great auction photos, this is an opportunity for you to showcase your work. Whether new or experienced, you have an equal opportunity to garner a prize.
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Membership Application

TO APPLY FOR MEMBERSHIP IN THE MSAA, CHOOSE ONE OF THESE APPLICATION METHODS:

- Complete this form, provide credit card information, then FAX to (616) 785-8506 or complete this form, then MAIL with check or money order to the Michigan State Auctioneers Association, 4529 Gibbs NW, Grand Rapids, MI 49544. Please fill out all sections.

Membership in MSAA is open to individuals, not companies.

Membership Type & Eligibility (Check One)

☐ Active Membership  An active auctioneer that subscribes to the MSAA Code of Ethics and embraces its Mission and Vision (see reverse).

☐ Associate Membership  Employees of Active members who are not auctioneers or Auction related professionals representing the real estate, finance and legal industries.

☐ Vendor Membership  Individuals who are not auctioneers but who are involved in auction or auction related business with the purpose to provide goods and services to auctioneers and the public.

Membership Information (Please Print or Type)

Name ___________________________________________

Company _________________________________________

City _____________________________________________

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Business Phone ____________________________________

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Birthdate ___/___/____  Male  Female

Number of Years as an Auctioneer __________

Auctioneer  ☐ Full Time  ☐ Part Time

Designations: ☐ CAI  ☐ GPPA  ☐ AARE  ☐ GA  Others: ___________

Refereed by or your Sponsor (Optional) ______________________

Other Associations you belong to:  ☐ NAA  ☐ Realtors Association  ☐ Other State Auctioneer Assns: _______________________________

List some of the things you would like to have the Association do that would help you in the Auction Profession:

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By completing and submitting this form, I hereby make application for membership in the Michigan State Auctioneers Association. If accepted, I will abide by its by-laws, support its objectives, comply with the MSAA's code of ethics and pay the established dues. Contributions or gifts to Michigan State Auctioneers Association are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. Michigan State Auctioneers Association estimates that the nondeductible portion of your dues paid this year - the portion which is allocable to lobbying - is 3%.

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Watch for Highlights & Registration info in the next issue & at www.msaa.org

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