

NEWS Letter

\$5.00



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Term 11/10 - 11/12

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wpurple@bellsouth.net

FAA PRESIDENT'S MESSAGE

Stan L. Crooks, CAI, CES



Stan L Crooks, CAI, CES
President

Happy New Year to our FAA family. I hope this finds you all well and enjoying time with your families.

It's just amazing that 2010 is almost over! The years certainly are speeding up, I think. We had a great year in the Auction business and are looking forward to an even better 2011. FAA had a fabulous convention in November in Hutchinson Island. It was very well attended by many of our old friends and several new members. There were many good speakers and some very timely and valuable information was shared during the seminars. Debbie has informed the Board that it was a financial success as well. If you missed this one, you missed one of the best we've had, I think. Many thanks to all those who made it happen, especially KC Daniel who did a lot of work on this event. I was happy to see him win the bid calling contest and then get elected to the Board of Directors. He is a bright star in our profession, and I expect we'll see him do great things for years to come. Special thanks also to R. Jay Brewer, Rose White and her team, our generous Corporate Sponsors and of course Debbie Shuler for her countless hours before, during and after. It was great to see NAA Vice President Christie King and NAA Executive Director Hannes Combest.

With Past President Frank Land at the helm this year, FAA grew and flourished. We thank you Frank for your dedication to us and passion for helping others. We will all need to follow

FAA PRESIDENT'S MESSAGE *(continued from page 1)*

his lead and make a commitment to helping out as we host the 2011 NAA Conference and Show in Orlando in July. This is our chance to meet with Auctioneers from around the country and other parts of the world! Don't miss this great opportunity to get involved by working the Florida welcome booth or as a ring person during one of the auction events. Please email and let us know you'll be there and are available to help.

These are historic times in this country, and it seems that no one knows what will happen next, economically speaking. These are the times when we benefit the most by being associated with each other. I can pick up the phone in West Palm Beach and call an auctioneer in any part of Florida or around the country that I have met as a result of my membership in FAA and NAA and ask them how they are handling business that I am unsure of, and get honest answers and instant help. I just don't know of any other business that has such a great network, even among direct competitors! Please pass the good news to your local Auctioneer neighbors, so that we might all share in knowledge that they could bring.

Enjoy new year! All the best, Stan

FROM THE CORNER OF YOUR SECRETARY/TREASURER

By Debbie Shuler

When I met Cliff and got involved in his Auction business 28 years ago, little did I know that we would get involved in the Florida Auctioneers Association. I am so glad we did. How far we have come all these years and it is with our involvement in FAA that has helped us along the way. I am proud to have been elected your Secretary/Treasurer again this year. I am proud of the trust and faith you have in me and you can assured that I will do my best for FAA and it's members.



Debbie Shuler
Secretary/Treasurer

I wear many hats but my FAA hat – my association with this professional organization, its members and serving on its Board is one of my finest!!

Thank you for your confidence in me and if you need anything, FAA or otherwise, please call on Cliff or myself at any time.

Debbie Shuler

Shuler & Shuler Real Estate Auctioneers, Inc.

Cliff Shuler Auctioneers & Liquidators, Inc.

www.soldfor.com

321-267-8563

soldfor@fdn.com

INDUSTRY NEWS

To the Members of FAA *by Frank E. Land*

Please know that it has been my pleasure to be your FAA President for 2010.

This year it has been my desire and the desires of our Board of Directors to provide our membership with the resources, inspiration and essential wisdom to have and run an exceptional Auction Business.

We have provided you with many seminars at each convention that would forward your thinking, help you have a more successful Auction Business and act in a leadership role to all around you. Including your associates and customers.



Frank E. Land
President

It was our hope and desire to provide you with innovative and relevant resources, products and experiences that enables Auctioneers of the present and future to consider emerging opportunities and challenges as they came across your desk.

We are in a time of opportunity for our Auction Business and we must grasp every idea, thought and dream that is presented to us to consider for an Auction.

Begin to lead as if your life depended on it.

I think of my Grandson at the Naval Academy, Rob Roy. He will graduate next May. On December 1, his dream was realized as he was appointed the opportunity to go to Naval Flight School in Pensacola, FL.

He has been after this opportunity since he was a little guy and saw the Movie, "Top Gun." It has been nonstop with him to get to this appointment since viewing Top gun. Sometimes it was hard to be with him as he set himself in motion to achieve this dream.

He first took flight lessons at age 14 and achieved his private pilot license at age 18. In addition, he now has over 200 parachute jumps. All these things were on the path to pilot school.

Surely those of us in the Auction Business have this burning desire to achieve and look for every door to open. Sometimes it's no, no, no, yes. When yes comes along we must seize the opportunity to give Exceptional Service.

I am so Excited that Stan Crooks will be our 2011 President. What a wonderful Auctioneer and leader in this field. Hold onto your seats as Stan is a born leader and will take us to height we dream about.

Please plan to attend the conventions next year and continue your Auction Education as Stan will bring the best to help each and every one of us Achieve, Big Time.

All the Best,

Frank E. Land, Litt.D.
Auctioneer - Realtor
Land Auction Service
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239- 936-4121 Office
<http://landauctionservice.com>
President Florida Auctioneers Association 11/09 - 11/10
U.S. Naval Academy Grandparent - 2011
U.S. Marine Corps Grandparent as of 3/12/10

MESSAGE FROM THE BOARD

2010 - What A Great Year!

By Cliff Shuler, Past President

I always take Jan 1st to look back at last year and start to work on a current financial statement. This, for me, is my report card of how we did last year. Well, finally it was a great year with record attendance, record prices.



Cliff Shuler
FAA Past-President

Then I ask why did we have such a great year –

#1 is advertising. We still use the yellow & red stick em's on the front page of newspaper. The cost is \$4,400.00 for 50,000 newspapers as well as rack papers & one weekly- this is a great deal. Last year we began leasing a billboard on I-95 north bound. The cost is \$1,000.00 per 28 days (they figured out how to get 13 months out of one year!). We went with Lamar and are very happy with results.

Efficiency – We now bar code all items when they come on our property and have 4 bar code scanners ready & able for Auction day. This saves time, has eliminated many errors-saving money.

We joined the Independent Automobile Dealers Association to stay on top of changing laws and rules in this area. We are selling a tremendous number of vehicles at Auction. Have you heard of the bill nicknamed "The Toyota Bill"? Every car you sell YOU will have to post on the vehicle any recalls. This will affect every Auction Company selling vehicles.

The last change we made, after 33 years in the Auction business-we now give away our food (hamburgers, hot dogs, sausage). We only sell cold drinks and chips. By giving away the food, we do not need any licenses and the good will is unbelievable. The cost is \$600.00 to \$800.00 per Auction.

You need to consider Members-At-A-Glance. Debbie & I are both in this. The cost is \$200.00 per year for inclusion in "centerfold" of Directory and featured members on FAA's website. This is very cost effective. Also the best money saving project we did was build a new 40' x 60' two story warehouse. This has saved major reduction in Auction set up time. And have a state of the art building with large bathroom & shower.



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Enthusiasm

By Roy J. Brewer Jr.

The difference between hopeful and hopeless is merely perception, for those who view life with a positive attitude there are no problems only opportunities, while the negative individual can only see insurmountable obstacles. Either of these viewpoints can become a self fulfilling prophecy, therefore it is imperative we expel the negative influences in our lives; particularly in trying times. Over all, the current trend is to downsize business with the goal being merely to survive this downturn; however some businesses are actually growing contrary to the mainstream. How can this be possible? Do they have more talent? Is their business plan so superior? Do they have that much more experience or knowledge? Possibly, but I feel the secret lies elsewhere, the difference as I see it is enthusiasm. While it is obvious we should all learn as much as we can to further ourselves in our chosen profession, it will all be for naught if we fail to allow our love for this craft be seen as our driving force. Much as the singer who strives to be note perfect but fails to achieve the success of a technically less accomplished troubadour who sings with “heart”; the contagious nature of the enthusiastic individual will cause minor flaws to be overlooked or accepted. This is why I find it imperative to attend our conventions, each time I come away with a renewed vigor, and while I return to the same circumstances, they don’t seem nearly as daunting. To this end I would encourage all our members to make plans to attend both the NAA convention and our November convention. Just as spring brings renewed life after the cold winter, let us approach this New Year with the conviction of renewed energy, vibrancy, passion, and enthusiasm which will turn all our stumbling blocks into stepping stones toward success. In closing let me wish you and yours a healthy, happy, prosperous, and enthusiastic New Year!!



Roy J. Brewer, Jr. CAI
Past President FAA

Roy J. Brewer Jr., CAI – Past FAA President & current Director

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INDUSTRY NEWS

RICHARD HART – DIRECTOR: *Brief Biography*

Richard Hart is a GPPA-certified, IFAA, CAGA and USPAP Art Appraiser. He is also a NAA, BAS certified Florida-licensed auctioneer with more than 25 years' auctioneer experience. He has conducted over 3000 auctions for auction houses worldwide; successfully yielding substantially high returns in his over 25-year stellar track record, focusing on artworks from a wide scope of genres.

He holds Bachelor of Arts degrees in both Business and Arts, and has also apprenticed for five years, running all aspects of the auction business, in auction houses, worldwide. He maintains professional memberships with the National Association of Auctioneers (NAA) and the Florida Auctioneer Association (FAA).

He currently oversees the operations, sales and marketing of Baterbys Art Auction Gallery in Orlando, FL. A full service Art Auction house and gallery. Furthermore, he consistently works with charities and non-profit organizations, as a professional benefit and charity fundraising auctioneer, because he sees this as one of the most fulfilling ways to give back to the community.

Partial List of Past Charities:

- United Way
- Camilla's House
- Central Florida Hospital
- Carver Middle School
- Threshold Center for Autism
- Hope and Help
- Give Kids The World
- BASE Camp for Kids
- St. Jude's Hospital

Recent events:

- Threshold Center for Autism Benefit Auction
- Threshold Center for Autism Chef Challenge Auction
- UCP of Central Florida Book Buds and Gala Evening
- UCP Gala, Disney Benefit Auction
- Give Kids the World Benefit Art Auction
- Carver Middle School Benefit Auction
- Give Kids the World Black and White Ball
- Base Camp for Kids Benefit Auction
- William Vincent Kirkpatrick book release, Event and Sale for Threshold
- American Masters Event and Sale
- Hope and Help Benefit Auction

INDUSTRY NEWS *(continued on page 7)*

Hello Fellow Auctioneer's

By Donald Kirkland - Director

It is my pleasure to introduce myself to my fellow Auctioneer's in the State of FLORIDA. A state known for its warm Sunshine, and the welcome we extend to those coming in to visit us. I am a third generation Floridian, and never crossed the state line until I was a Senior in High School. I now have been to several states in our beautiful country.

Being born into a family cattle/farming operation, I was introduced to the Auction business as a small child. My Dad took me to cattle Auctions, when I would stand (no seat belts), in the seat next to him, to see the way. As I grew, we would go to Estate auctions, where Dad bought many of the items, furniture, tools, equipment, the family needed.



Donald Kirkland

The Auctioneer always had my attention, and I wanted to become one. Well, nineteen years ago I went to school,

INDUSTRY NEWS *(continued from page 6)*

got my license, and began working personal property and charity sales, with Marty and his family. The following summer I went to Real Estate School, joined the FAA, and in 94 the NAA and here I am, loving it more and more. This past July the Fellowship of Christian Auctioneer's elected me to there Board of Directors, and now I am Honored to Serve on the Florida Auctioneer Association, Board of Directors. What an Honor it has been to get to know the officers, who have served this wonderful organization in past years, and provide the leadership, to bring us to our current position.

I look forward to working with the leadership team, and together we will continue to learn and provide information, for an even brighter future for the Auction Business.

INDUSTRY NEWS

Does This Fit?

By Rose White CES, MPPA, FAA Director, Moecker Auctions, Inc.

From the time you are a small child you are always trying to fit in. Can you fit in with the "Cool Kids" or do you fit better with the "Nerdier Kids"? As a young girl of 12 you try on your older sisters shoes and ask "Do they fit okay"? No problem, she says, just put something in the toe and you can wear them for about an hour before they kill your feet. In your thirties you try on jeans that should have fit you when you were in your twenties and ask someone "Do these fit"? (People who love you will never answer)

Time passes and before you know it you have no problem with shoes fitting because of the wonder of velcro, jeans will always fit thanks to elastic waist, and you could care less about the "Cool Kids" in school whose names you can't even remember.

Now for a new challenge..... Most of you know that last year I became a Florida Licensed Auctioneer. That is a new hat for me to try on. I know with the help of my Fellow Auctioneers at the Florida Auctioneers Association that they can help me adjust that hat to fit. I'm looking forward to wearing this hat with pride.

"Does it fit", yes but only with the help of others. Thank You and Happy New Year to All and may everything continue to fit you, especially your hat.

Rose White AU 4116 (yea, at last)
Moecker Auctions, Inc. AB 1098
Florida Auctioneers Association Board of Directors
rwhite@moeckerauctions.com

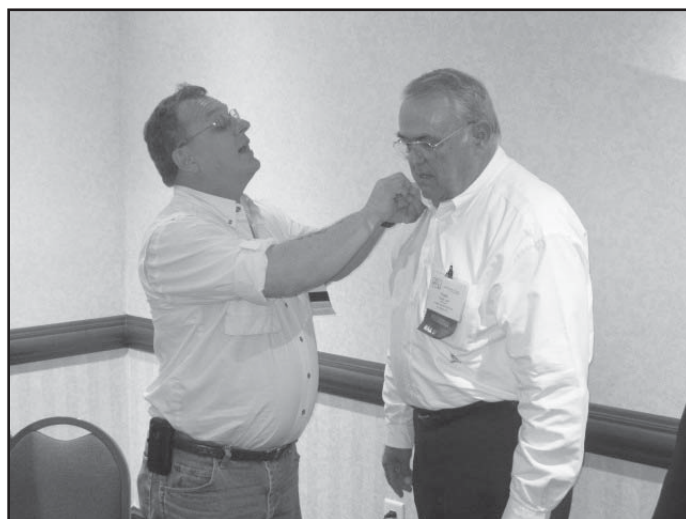


Rose White
*CES, MPPA, FAA Director,
Moecker Auctions, Inc.*

WINTER CONVENTION 2010



WINTER CONVENTION 2010



WINTER CONVENTION 2010



And the Winners are...

**Lewis C. Dell Hall
of Fame Award
- Randy Kincaid,
Lakeland, FL**



Advertising Awards:

Best Of Show



- | | |
|---------------------------------------|--|
| Brochure | Neal VanDeRee - The VanDeRee Auction Company, Venice, FL |
| Email Blast | Richard Hart - Baterby's, Orlando, FL |
| Mass Media | Cliff Shuler - Cliff Shuler Auctioneers, Inc, Titusville, FL |
| Magazine –color | Richard Hart - Baterby's, Orlando, FL |
| Newspaper | Cliff Shuler - Cliff Shuler Auctioneers, Inc, Titusville, FL |
| News Release | Cliff Shuler - Cliff Shuler Auctioneers, Inc, Titusville, FL |
| Novelty/Promo Product | Cliff Shuler - Cliff Shuler Auctioneers, Inc, Titusville, FL |
| Post Cards – color | Richard Hart - Baterby's, Orlando, FL |
| Post Cards – black & white | Cliff Shuler - Cliff Shuler Auctioneers, Inc, Titusville, FL |
| Stationary | Richard Hart - Baterby's, Orlando, FL |
| Website | Randy Kincaid - Kincaid Auctions, Lakeland, FL |

Other Awards

- | | |
|------------------------------------|--------------------|
| Mouth of the South | Win Lavender |
| You Reek "Auctioneer" | Marty Higginbotham |
| 1st Convention Registration | Dan Waters |
| Most Referrals | Rose White |

MAJOR WINNER

KC DANIEL - BID CALLING CHAMPION, PLANT CITY, FL



Founder of the newly launched Associate Auctions, 32-year-old KC Daniel of Stuart Florida is a second-generation auctioneer who's committed to informing the public about auctioning while seeking creative ways to intertwine its traditions with innovative technologies.

Still, he knows that from an onlooker's viewpoint, there's little substitute for one of the craft's most exciting identifiers—bid-calling. He's honed his skills to master this tongue-twisting institution. At the Florida Auctioneers Association 2010 Convention, he won the bid-calling contest.

Now on the Board of Directors for the Florida Auctioneers Association, he sits on the legislative committee and acts as one of the liaisons between the association and the state to help address concerns affecting fellow auctioneers. In addition to 11 years in auctioning, he also teaches law at Indian River State University.

“Having had the privilege of growing up in the auction business, I've been fortunate to learn a lot of its history and understand the roles that heritage and tradition play,” he said. “And I'm humbled at the chance to team with my colleagues and contribute to the future growth of the field in whatever way possible.”

Performing a number of auctions for non profits, Daniel is well known across the Treasure Coast and has enjoyed some noted media recognition. In an interview with Martin County's The Hometown News, he zeroed in on the over arching auction dynamic.

“A good auctioneer finds a good fit for both the buyer and the seller, while trying to get the highest price,” he said. “The process is quite sophisticated. An auction is a good day for both the buyer and the seller”

Eager to advocate on behalf of the craft, he's used media opportunities to educate the public about auctions, expounding on its rich history, lauding its benefits and projecting how technology will continue to impact its future.

“Over the years,” Daniel explained to Scripps Treasure Coast Newspapers, “(the auction system) developed in stages. ...The Roman Empire was even sold at auction. ...Another form developed around the tobacco farms of South Carolina and Georgia. At that time, people would go the house of the most entertaining auctioneer. ...The role of the auctioneer is to bring (seller and buyer) together at the final competitive bid. The Hope Diamond, for example, has always been sold at auction because no one knows what its value is at any given time.”

MAJOR WINNER

ROOKIE OF THE YEAR, BID CALLING CHAMPION LAURA MANCINELLI, SARASOTA, FL

I was in Human Resources for the first part of my career (first 20 years). I worked in Human Resources for an auto auction in NJ. While working there we were involved in every part of the auction on sale day. We drove cars through the lanes, worked on the block clerking the sale as well as check out and registration. I discovered that I loved working the auction more than doing human resources for the auction company. I took every opportunity to speak with the auctioneers who came from Pennsylvania since New Jersey was a “no license” state. The more I spoke with the auctioneers the more I loved what they did. I asked what you had to do to become an auctioneer? They said you had to go to school and take a state exam to become a licensed professional. I even asked them about various auction schools. It was there and then that I decided, I wanted to become an auctioneer.



Laura Mancinelli

Fast forward a few years, my husband and I moved to Florida and I decided that I was going to seize the opportunity to realize my dream and become an auctioneer. With the support of my husband, I attended Florida Auctioneer Academy and then continued on to get my Florida real estate license so I could auction real estate. I immediately joined the FAA and NAA and the support I have found through these organizations has been invaluable in my growth as a rookie auctioneer. Also, the people I have met in this field have been so supportive and helpful – for that I am eternally grateful!

I learned the FAA was holding a bid calling competition at their spring convention and my friend, and fellow auctioneer, Lesa Ree Burton suggested we compete in the fall competition. That along with encouragement from Randy Kincaid helped me decide I was going to compete. I thought, what have I got to lose? It's good practice and I am with a group of people that want to help me succeed and it will only make me better. So with that I went ahead and signed up for the Rookie Bid Calling Competition. When I found out there was a personal interview part to the competition I was starting to get nervous. However, all was well until right before the competition. I was so nervous I started thinking why did I sign up for this? What was I thinking? Why am I doing this? My palms were sweating but I was blessed to be sitting across from a legendary auctioneer named Benny Fisher. He could see how nervous I was and he bent over and asked me if I believed in the power of prayer. I told him I did. He then prayed with me, right there and it calmed my heart and gave me a peace.

Now it was time for the competition. I had practiced my chant, I had my 3 sale items ready to go and it was now auction time. I got up onto the stage but I don't remember too much about it after that... however, I know I gave it my all. When Board Member, Chris Fisher announced my name as winner of the Rookie Bid Calling Competition I could hardly believe my ears. I was so excited and honored to be among so many great auctioneers and be voted Rookie Bid Caller!

All in all, I am so glad I competed – it was so much fun and great to be in the company of so many amazing auctioneers! Now I'm looking forward to the next competition!!

Laura

MEMBER BIO

MEMBER BIO - DEBRA SHULER - FAA SECRETARY/TREASURER



Debbie Shuler
Secretary/Treasurer

Debbie Shuler has been caught up in the Auction Industry since 1981 where she first began working for Cliff Shuler Auctioneers & Liquidators, Inc. She has worked in every aspect of the industry from clerk to cashier, ring person to laborer, Auctioneer, contract negotiations to ad layouts, tag/inventory, load/unload and all the bookkeeping. Debbie has extensive knowledge in personal property Auctions, Consignment Auctions, Real Estate Auctions & Business Liquidations, involving all types of merchandise from diamonds to machinery. In 1992 Debbie became involved in the Real Estate Auction Industry, when she received her license as a salesperson, then became a Broker in 1994. In 1995 Shuler & Shuler Real Estate Auctioneers, Inc. was inaugurated. The company has successfully marketed and sold at Auction residential & commercial real estate throughout the United States. In 2007, Debbie earned her Auctioneer's license. Debbie also owns and operates The Job Place, Inc, a Temporary & Temp to Perm Employment Agency, since 1981. Responsible for website and Internet Bidding.

Conducting one of the largest Consignment Auctions in Florida, with over 2000 items, 60+ consignors, 45+ workers and well over 800 avid Auction attendees (physically in attendance), Cliff Shuler Auctioneers, Inc. will orchestrate six consignment Auctions per year. On-Site Auctions & Business Liquidations also occur throughout the year. Clients include Bankruptcy Trustees, Municipalities, SBA, County Tax Collectors, major lending institutes, individuals, Personal Representative, CPAs, Attorneys, individuals, estates and businesses.

Other Licenses include:

FL Dept of Hwy & Safety Motor Vehicle Independent Licensed Auto Dealer – 1999-present

Federal Firearms Licensed Gun Dealer – 1999-present

Certified Professional Food Manager – 1993-present

Real Estate Broker – 1994 to present

Apprentice Auctioneer – 2006

Auctioneer (AU#3756) - 2007

Florida Auctioneers Association: Member/Director/Officer

2004 Lewis C. Dell Hall of Fame Award Recipient

Committees held: Grievance/Newsletter/Membership Directory/Public Relations (Press Releases)/Convention Setup/By-Laws/Convention Fun Auction/Seminar Coordinator. Secretary/Treasurer (elected position) – 2004, 2005, 2007 - Present

Past President, Officer &/or Member of many civic organizations: Titusville Chamber of Commerce; Space Coast Pilot Club; American Business Woman's Association; North Brevard Historical Society;

Past Executive Board Member of the Titusville Chamber of Commerce & Economic Development Commission.

Woman of the Year - Titusville Chamber of Commerce

MEMBER BIO *(continued from page 14)*

Chair-Titusville Indian River Festival Art Show – 10 years
Chair-Titusville Chamber Celebrity Auction – 2 years
Woman of the Year - American Business Woman's Association
Clerk/Ring-Ducks Unlimited Auction – 23 years
Vice Chair-Chamber Affairs – 3 years
Outstanding Committee Service Award – Titusville Chamber of Commerce
Club of the Year-Space Coast Pilot Club (under my Presidency)
Accreditation Task Force – Titusville Chamber of Commerce
Educational Scholarship Interviewer - Astronaut High School & ABWA
Search Committee Member for Titusville Mayor & Titusville Chamber Executive Director
Speaker-Kennedy Space Center -Take Our Daughters to Work Day - NASA Equal Opportunity Program
Speaker-FAA: Internet & Outsourcing, & Sales Tax
Art League Fund Raising Committee Chair-Festival of Lights

INDUSTRY NEWS

How I got Started

By Ransom Reed Hartman, Licensed Auctioneer & Real Estate Associate

I should probably start with a brief introduction of who I am, where I came from and how I got started in the auction business. I was born in Evansville, Indiana, which happens to be a burden I have never lived down as I am the only “Yankee” in the entire family. Even my grandfather enjoyed an opportunity to poke a little fun at my place of birth. They had moved to Indiana from Stuart, FL shortly after the birth of my older brother. Next it was onto Bloomington, IL when I was six, because my mother, a PhD graduate of the University of Florida, had an opportunity to teach Computer Science at Illinois State University. This is where I would grow up and later go to college. While I would often catch grief from family members for being from “up north,” growing up in the middle of corn country in central Illinois provided many benefits and values that I don't think I could get anywhere else.

After graduating from Illinois State University with a degree in Construction management I took a job with Toll Brothers in Naples. Shortly after moving to Naples I transferred to Martin County/ Stuart area and got back to the area where my father, grandfather, and great grandfather grew up. Even more interesting is that every generation before me was involved in real estate and development and still is with my father and uncle operating Hartman Real Estate a commercial brokerage here in Stuart. Maybe it was just in my blood. Not long after I got back to Stuart and few empty promises later I was approached by Elliot Paul.

Elliot was running his own auction firm and suggested I give the auction business a try. After a week of auction school at the World Wide College of Auctioneering and watching Elliot sell a few million dollar waterfront homes in the great boom of 2004 -2006 I decided the auction business was for me and made the full time switch over to selling real estate (and whatever else I can sell) at auction. What I found was the auction business is much more in depth, more fun and more fulfilling than just turning on the microphone. And, the people you get to meet are

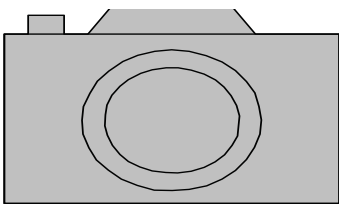
INDUSTRY NEWS *(continued from page 15)*

far more interesting than the contracting/developing business. This became one of the many reasons I decided to attend the Florida Auctioneer's Association November meeting in Stuart.

What I found at the Florida Auctioneer's Association was way more than I expected. I got to meet people like Chad "Cracker" Johnson, who definitely lived up to the name and provided words of wisdom and encouragement before I competed in my first bid-calling competition. I also got to meet auctioneers who I had heard a lot about for the last five years in the auction business like Benny Fisher and Marty Higgenbotham. Additionally, I was able to attend meetings put on by experienced professionals like Ms. King who grew up in the auction business and has facilitated auctions all over the country. And I had the opportunity to hear from the National Auctioneer's Association own Executive Director Hannes Combest about what was going on in Overland Park as well as what we could expect from our National Association in the next year.

If you have never attended any of the meetings put on by the Florida Auctioneer's Association you should. I would love to try and articulate in words the experience, atmosphere and quality of people you meet at the Florida Auctioneers Association, but I don't think I could do it or them justice. The names I mentioned before are just a few of the people I had the opportunity to meet that would be there to help you if you called them in a heartbeat. My experience far exceeded my expectations and I look forward to attending 2011's meetings and seeing everyone again (as well as try and better my 3rd place bid-calling competition finish). Good luck to all in 2011 and I look forward to seeing you at the next Florida Auctioneer's Association meetings.

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Take a Fresh Look at your Business Cards

By Graphic Press

Have you looked at your business card lately? Have you ever noticed the design you have incorporated in your present cards? If not, then now is the right time to take a long and good look at your business cards and ask yourself the following questions:

- What is the message that your business cards are telling all your clients and customers about you and your business?
- Do your cards convey the right image of your business that you want?
- Are your cards updated and accurate in telling all the pertinent contact details and information?
- Do your cards give all your clients and customers complete details and information?
- Do your cards make all your clients and customers want to do transaction with you?

If most of your answer is no, then you need to seriously think of revamping your card. Always keep in mind what your current card costs you. If you are not able to make the most of your cards, then you are banking into lots of lost sales and missed opportunities.

If you have not yet updated your business cards from last year, and if you are still using generic printed cards or if you are still using the so called pre perforated cards, now is the right time to go out of your comfort zone and take a fresh look at your best and effective promotional tool.

- The accuracy of your cards – are all contact details and information on your cards up to date? If you have added a new business website, moved to a new business location, changed your business contact numbers, or have been promoted into a new and higher position, be sure to immediately change your cards to reflect all the changes. Distributing cards with erased contact numbers is a sure method in losing your business integrity with your clients and customers.

- The quantity produced – do your cards have enough details and information on it? Incomplete details and information in your cards is no longer enough to entice prospects to contact you. For this reason, it is important to describe what you and your business really do especially if your business name does not evidently tell people the nature of your business. Always give all your clients and customers a reason to do business with you. Do you a lot of experiences and skills and business awards and commendation? Then place all that information and details on your cards. This will help people to remember you.

- The style of your cards – do you have a classy looking business card? A card designed with the right color, texture and look is more likely to be kept by customers compared to a plain looking card. Uniquely designed business card templates will surely show people that you are different from your business competition. There are several simple ways in adding a unique touch and feel to your cards. For instance, rather than using a plain, boring image, consider adding an image of what you are selling like a picture of you in your dream home if you are a real estate agent.

- The value of your cards - are your cards useful enough? Always make sure that you will distribute a business card that will be valuable to all your clients and customers. For instance, you can print extra information at the back of your card such as minimum requirement of safe tread depth if you are a tire salesman or credit calculator if you are a realtor.

Members At A Glance

Florida Auctioneers Association Membership Directory & Featured Members on website

One of our most popular forms of marketing is our
Members At A Glance “centerfold”.

Located in the center of the membership directory **and** featured on our website at
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or just pay at the Annual Winter Convention.

- **Full Listing: \$200.00** Includes: Photo in centerfold and on website; Your Name, Company Name, Address, All phone numbers, email address & website and reference point to your location on state map; Bold Listing. Photo must be submitted electronically to soldfor@fdn.com no later than Feb 1st.
- **Fractional Listing: \$100.00** Includes: Your Name, City, State, Zip and reference point to your location on the map.

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City _____, State _____ Zip _____

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Email: _____ Website _____

Form of payment _____ Date _____

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Florida Auctioneers Association Membership Application

To apply for Membership to The Florida Auctioneers Association, please complete all sections, then mail, along with payment to FAA Membership, 422 Julia St., Titusville, FL 32796. (321-268-2250). Fax (321)383-3147.
 Dues are annual, and payable January 1. Application received after January 31 can be pro-rated at \$10.00 per month for **new members ONLY**. Application received November or December must submit annual dues and will receive balance of year complimentary.

Membership Classifications	Eligibility	Dues
Class 1: Active Member	<input type="checkbox"/> An Auctioneer of good moral character, recommended by a member in good standing and who complies with FAA Code of Ethics, By-Laws, charter & regulations.	\$100.00
Class 1: Life Member	<input type="checkbox"/> An Auctioneer as described above who wishes to pay a 1 time Membership Fee. These members receive special recognition in the Membership Directory.	\$1,000.00
Class 1: Retired Member	<input type="checkbox"/> An Auctioneer being a State or National member for at least 10 yrs, no longer active, may call bids from time to time, at least 65 yrs old.	\$50.00
Class 2: Associate Member	<input type="checkbox"/> Employees of Active Members, who are not Auctioneers.	\$100.00
Class 3: Affiliate Member	<input type="checkbox"/> Individuals who are not Auctioneers, but who are Auction business owners or have an interest in the industry and are interested in the objective of the Association.	\$100.00
Optional	<input type="checkbox"/> National Auctioneers Foundation —Donation to further support the efforts of NAF	\$30.00
Total Due		\$

Member Information (Please print or type!!) Referred By(A Must unless you are renewing) _____

First Name _____ Middle _____ Last _____

Nickname _____ Spouse's Name _____ Spouse's Nickname _____

Auctioneer License # _____ Yrs Licensed _____ Auction Business Lic # _____ Yrs Lic _____

Mailing Address _____

Physical Address _____

Phone _____ Cell _____ Office _____ Fax _____

Email _____ Web Address _____

Yrs Licensed in FL _____ Yrs in Auction Industry _____ Other State or National current or prior Auction membership (s)-State/Year (ie: TX/1992-2007) _____

Other State Auction Licenses: _____

I want to receive my FAA Newsletter by Email _____ or by mail _____

Payment Method:

Check Enclosed (US Dollars on US Bank) Ck # _____ Cash (Do not send cash thru mail)

Your Auction Specialties:

- Antiques/Collectibles Art & Galleries Autos, Trucks, Trls Benefits & Charities Business Liquidations
 Carnivals & Amusement Parks Collector/Vintage Cars & Equip Computers, Electronics Farm/Ranch
 Estate/Personal Property Livestock Govnt/Muni Hvy Equip Industrial/Mfg Real Estate-Commercial
 Real Estate-Residential Restaurant/Food Jewelry, Diamonds Coins, Rare Coins Ringman
 Contract Auctioneer Advertising Affiliate Members-Services provided: _____

I hereby make application for membership in The Florida Auctioneers Association & if accepted, I will abide by its By-Laws, Code of Ethics, Charter, Regulations, Florida law & support the Association's objectives & Mission.

Date: _____ Signature _____



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