



# Iowa Auctioneers Association's

# Hawkeye Auctioneer

## Get Ready for the Iowa State Fair Finals!

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The Iowa State Fair is right around the corner and that means the 2017 Auctioneer Contest Finals will light up the Anne & Bill Riley Stage on August 15, 2017. Starting at 9 am, 20 contestants will battle it out to be the next Iowa State Champion!

Contestants are judged on speed, bid calling ability, salesmanship and appearance. The top five place winners will receive a ribbon, trophy and cash prize of \$1,000 will go to the 2017 Iowa State Champion.

IAA has reserved a block of rooms at a group rate of \$95 (plus tax) for Monday, August 14 at the Airport Holiday Inn Des Moines. Reservation deadline is Monday, July 21. \*IAA is not responsible for placing any reservations, please contact the hotel directly.\* Call 515-287-2400 to reserve your room for the IAA Iowa State Champion Auctioneer Contest.

This year IAA will be offering a Monday night seminar at the hotel that you will not want to miss! NAA board member David Whitley, CAI, CES, from Colorado will be speaking. See details on page 2 of this newsletter for more information.

### GOOD LUCK TO OUR FINALISTS!

#### Top Twenty

#### 2017 Auctioneer Finalists

- Del Beyer, Sioux Center
- Justin Brant, Glidden
- Jordan Cannon, Central City
- Jared Chambers, Corydon
- Ron Davis, Clive
- Curtis Dosland, Calamus
- Jeff Garber, Lincoln, MO
- Kam Hartstack, Clarinda
- Terry E Hoenig, West Point
- Olivia Hoenig, West Point
- Craig Hoyer, New London
- Blake Kuesel, Victor
- Russell Lamp, Letts
- Justin R. Mason, Odebolt
- Courtney, Nitz-Mensik, CAI, Fremont, NE
- Larry Sears, Grinnell
- Chad Shepard, Cedar Falls
- Clay Stetzel, Guthrie Center
- Justin Steward, Wyoming
- Daniel Wilson, Redfield



Adam Marshall of Elm Creek, NE  
2017 Iowa State Champion



Blake Kuesel of Victor, IA  
2017 First Runner Up



Justin Steward of Wyoming, IA  
2017 Second Runner Up

### Iowa Auctioneers Association

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## PRESIDENT'S MESSAGE

### Upcoming Seminar, Auctioneer Finals, & the 2018 Convention

I am excited for the FREE seminars for IAA members on Monday, August 14, at the Des Moines Holiday Inn Airport Conference Center. The IAA board is pleased to have NAA board member David Whitley, CAI, CES, from Colorado be our speaker for this event. I have heard David speak and I know he will bring his real world auction experience to his presentations. This will be a great education opportunity, which conveniently takes place the day before the Iowa State Fair Auctioneer Finals on Tuesday, August 15.

David's popular seminar "How to Still Make Money with Small Estate Auctions" will be presented on Monday, August 14, 3-5pm. This will be an interactive discussion about how to make money and conduct auctions for estates that will gross under \$10,000. He will discuss how he tackles this type of auction as well as the use of internet-only auctions to sell the items in place. This will be an excellent seminar whether you are a beginning auctioneer or a seasoned veteran.

Have you ever wondered, "What are the judges looking for in an auctioneer contest? What am I doing right or what am I doing wrong?" If you have these questions, come listen to David speak on his second session at 7pm on August 14, titled "Winning A Bid Calling Contest". David has been a finalist in the International Auctioneer Championship, and he will take us through an in-depth look at what it takes to move from being a contestant to being a finalist. As David states in his description of the seminar, "It is not all about how pretty you sound." There is no hiding the fact that David will be one of the judges for this year's State Fair finals. So if you want to get an edge on your competitor, you won't want to miss this session! I encourage you to take advantage of these opportunities, as I believe these sessions can help your business be more profitable and help you become a better auctioneer.

In my last newsletter article, I failed to mention and thank the 2017 Convention sponsors. I know that without the sponsors, the convention would not have been near as successful. If you have contact with these businesses, let them know your appreciation of their support of the IAA. Peoples Company, AuctionTime, Iowa Farm Bureau Spokesman, The Exchange, Collector's Journal, IPE 1031, Continental Auctioneers School, Hawkeye Trader, BidWrangler, Global Auction Guide, IT Risk Managers, Wavebid and Bidspotter.

One last note, President Elect Matt McWhirter, is working hard on planning an outstanding 2018 convention. We will again be providing sponsorship opportunities for the 2018 convention. You can see elsewhere in this issue the different levels of sponsorship available. We don't want to leave anyone out so if you have other suggestions of sponsorships, share your ideas with us and let's make it happen!

#### Chris Richard

2017 IAA President  
Steffes Group, Inc.  
Mt. Pleasant, IA

## Time Will Pass, Will You?



**by: Rick Van Donsler**

Several years ago, I mean clear back to the sixth grade, I remember one of my favorite teachers throughout my learning career had a sign adjacent the large clock on the wall that read, TIME WILL PASS, WILL YOU??

Way back then my perception of that sign was I thought stood for I had better keep my nose in the books and do my very best or Mrs. Dykstra would have me sitting in the exact same chair next year. Today, I think all the time of that very same sign, I mean time will pass and man does it ever. Do you realize, we are only about 70 days away of the Iowa State Fair Auctioneer contest finals? Wow, where does the time go? It seems like our convention was just a couple of weeks ago.

As your vice president, my largest task of the year is being chairperson of the state fair finals contest and am I excited!!! Not to say absolutely anything was broke, but I have hopes of adding some changes to bring more attention and enthusiasm to our contest while at the same time honoring an icon auctioneer of our industry and while our contestants are showcasing their talents, will be working for three different very worthy charitable organizations.

I have reached out to a very large well known retailer to donate all merchandise to this year's contest so that we may donate back portions of proceeds to 1. Blank Children's Hospital of Des Moines 2. Iowa University Children's Hospital 3. St. Jude's Children's Research Hospital. This, I hope will demonstrate a superb gesture by the Iowa Auctioneer Association while supporting these three children's hospitals and for sure should generate some very aggressive bidding

for our contestants to work with. I see this as what we have all referred to as a win, win, win situation !!!

To demonstrate honor and much due respect to some of our legends in our industry, I have permission from the board to name a grand marshal to this year's state fair championship. One of the first names that popped up was one of the most successful auctioneers I have personally known and even had the honor to compete with in business.

Steve Greenfield, is by far one of the most successful auctioneers in the state of Iowa in his career and was one of the busiest auction companies around the Des Moines area for over forty years.

Steve was the Iowa State champion auctioneer 1981 and again in 1983.

Steve now resides in the state of Florida most of the year but spends the summer months in Minnesota. When I approached him about naming him Grand Marshal to our state fair finals he was elated to be asked and is making the trip back to the Iowa State fair to help us crown the 2017 Iowa Championship Auctioneer.

Like we all say in our sale advertising, this promises to be a good one!!

Hope to see you and all your friends August 15, at the Iowa State Fair.

**Rick Van Donsler**

2017 IAA Vice President  
Van Donsler Auction Company  
Knoxville, IA

## IAA Member Announcement: NEW WEBSITE LAUNCH

As professional marketers and auctioneers, we know that appearances can mean a lot. The IAA board of directors have been working very hard to carefully curate new branding for the association.

**IAA would like to announce that we will be unveiling a redesigned website and branding during the Iowa State Fair Auctioneer Contest finals on August 15, 2017.**

If you cannot be in attendance for our announcement please watch our social media for updates and links! If you have questions or comments please feel free to reach out to the association via email or phone, joano@agribiz.org 515-262-8323



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**#IowaAuctioneers**  
**#IAAMember**



## On the Road to the State Fair Finals



by: **TJ DeMoss**

Hello, everyone! As we get close to the Bid Calling Championship at the Iowa State Fair, I would like to ask all our members to attend the contest or participate in the online bidding in support of the auction method of marketing.

Once again, the top 20 auctioneers from the preliminaries held in February will be competing and representing our profession. Many of us know the IAA is more than just bid calling, and it involves networking and education. If you have attended the State Fair bid calling contest or our annual convention, you are sure to leave having learned something. From the continuing education classes, talking in the hallway with a veteran about his/her experiences, or just hashing out ideas with the people you have meals with, valuable knowledge is exchanged.

Also, the experience and expertise of the NAA speakers and various guest speakers from our industry that the board brings in is a great asset to our convention. So, as it gets closer to the State Fair please plan to support the IAA.

Attend the bid calling contest and plan to attend you IAA annual convention on February 2-4, 2018. Feel free to stop me at any time to chat—I enjoy the interactions! Hope to see you there!

**TJ De Moss**

IAA One Year Director  
DeMoss Auction Company  
Albia, IA



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## Is Additional NAA Education Right For You?



### by: Hannes Combest, CAE

Last month, I returned from Bloomington, IN, where I spent a week at Indiana University learning from various industry leaders in the auction industry through the Certified Auctioneer Institute (CAI). This was my ninth time to participate in classes, and I continue to learn about this fascinating industry.

CAI is the cornerstone of NAA Education. It is a three-year program designed to introduce students to best practices in the auction industry, ensuring that when auction professionals leave Bloomington after their third year, they have the tools they need to grow their business or make them more effective. CAI candidates are exposed to subjects like negotiation, prospecting for sellers, operational efficiencies, online auction successes, business planning, and much more.

During their three years off campus (the program is one week a year in March), students work on developing proposals to obtain clients for their business and developing a business plan designed specifically for their business.

So why am I talking about it now? Two reasons:

1. It is not too early to think about attending CAI in 2018. The dates for the class are March 18-22, 2018 held at the Memorial Union on the Indiana University campus. For more information about the curriculum and entrance criteria, go to [auctioneers.org/education](http://auctioneers.org/education).
2. This year, we introduced a new course on building success as an auction professional. This class, taught by past president Tom Saturley, CAI (President of Tranzon Properties), was designed to help CAI candidates understand the importance of ethical business practices.

Last fall, NAA introduced a newly revised Code of Ethics ([auctioneers.org/ethics](http://auctioneers.org/ethics)) and Mr. Saturley discussed why the Code is important. NAA's public relations efforts focus on the fact that NAA Auction Professionals are committed to continuing education and to the Code of Ethics. Yet,

one of the complaints we get from non-members is that they know an NAA member who does not conduct his/her business ethically. And often, we receive complaints that NAA does not govern members' behavior according to the Code.

It is my belief that most people try to do their business ethically but we all make mistakes. The allegation that NAA does not take these instances seriously is erroneous. The Grievance Committee investigates each and every complaint that is made in order to determine whether it falls within Code of Ethics parameters. Many complaints do not qualify as they demonstrate a difference in business practice opinion as opposed to a question of ethics. This is an important distinction because our commitment is to have our members conduct business ethically, not tell them how to conduct their business.

Our goal is to educate our members to continuously do better, and we do that privately. That is why the Grievance Committee delivers sanctions, but rarely do we make that public.

Make no mistake, however, the NAA Code of Ethics is one of the most important documents we have in this organization. We encourage members to follow it and to use it to show clients that they are committed to do the best job possible for the seller AND the buyer. Action must follow with that commitment.

Many of the state associations have a Code of Ethics as well – or have voted to follow the one set out by the NAA. Check your state to see what your Code of Ethics says, or check out NAA's Code. Do you have questions about it? Email me, and I'll be glad to bring it up to the Grievance Committee.

And remember, put CAI on your calendar for next year. We think you will be glad you did!

### Hannes Combest, CAE

*Chief Executive Officer  
National Auctioneers Association*

**#AUCTIONSWORK  
#NAAPRO**

## IAA Members Reed & Wears Completed CAI Certification

IAA members Ryan Reed of Ottumwa and Emily Wears of Solon have successfully completed an extensive three year executive education program and has earned the National Auctioneers Association (NAA) Education Institute's honored Certified Auctioneers Institute (CAI) designation.

Reed and Wears join an exclusive group as there are approximately 900+ current CAI designation holders in the world. The CAI designation is the absolute pinnacle

of education in the auction profession and is the most respected education program in the country for Auctioneers. The CAI designation has been offered for 41 years.

"At CAI, you are involved with like-minded and dedicated auction professionals that are committed to the auction business and have a desire to become better," says IAA two year director Jared Chambers.



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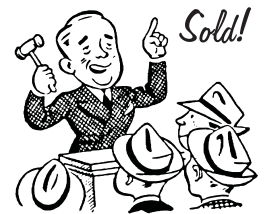
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## FREE Seminar For IAA Members August 14

The IAA board of directors are excited to present a "Don't Miss Event" for the IAA membership this August.

Directly before the State Fair Contest Finals we are offering a FREE seminars for IAA members on Monday, August 14, at the Des Moines Holiday Inn Airport Conference Center.

NAA board member David Whitley, CAI, CES, from Colorado be our speaker for this free seminar.

Please register by visiting [www.iowauctioneers.org](http://www.iowauctioneers.org) today and clicking on "News & Events" from the homepage! Or mail the enclosed registration form to 900 Des Moines Street, Des Moines, IA 50309.

Remember, this event is FREE to IAA members and \$35 for non-members.

Want to become a member? Call us today and we will set you up for a one or three year membership to the Iowa Auctioneers Association. Member benefits include event discounts, member only communications (quarterly newsletter, emails, etc), and more!

**See enclosed registration form!**

**Monday, August 14 @ Des Moines  
Holiday Inn Airport Conference Center**

**David P. Whitley, CAI, CES**

*(free for IAA Members!)*

Afternoon Session

3:00 - 5:00 PM

"How to Still Make Money with  
Small Estate Auctions"

*Dinner Break*

Evening session

7:00 - 8:30 PM

"Winning a Bid Calling Contest"

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## calendar of events

### 2017

- JULY 11-15** 68th Annual International Auctioneers' Conference & Show
- AUG 14, 2017** Learning Seminar  
Airport Holiday Inn, Des Moines IA
- AUG 15, 2017** Iowa State Auctioneer Contest Finals  
State Fairgrounds, Des Moines, IA
- SEPT 6-7** 2017 NAA Day on the Hill  
Washington DC

### 2018

- FEB 2-4** IAA Annual Convention  
Airport Holiday Inn, Des Moines

Mark your Calendars for Upcoming Auctioneering Events!

The Hawkeye Auctioneer is the official publication of the Iowa Auctioneers Association. It is published four times a year - March, June, September and December. Members are invited to submit articles. The IAA and The Hawkeye Auctioneer reserve the right to edit any article, and disclaims responsibility for statements made or opinions expressed in articles appearing herein unless otherwise stated. To advertise in The Hawkeye Auctioneer contact Executive Administrator Joan O'Brien at 515-262-8323 or [joano@agribiz.org](mailto:joano@agribiz.org). Rates are \$40 for 1/8 page, \$60 for 1/4 page, \$85 for 1/2 page, and \$130 for full page. Please send all pictures by e-mail to [joano@agribiz.org](mailto:joano@agribiz.org).