



HAWKEYE AUCTIONEER

VOL 11 • ISSUE 41

DECEMBER 2017

INSIDE THIS ISSUE:

2018 IAA CONVENTION AGENDA1

PRESIDENT'S MESSAGE.....2

2017 BOARD OF DIRECTORS.....2

YOUR GOALS DEFINE YOU3

EXCITING CONVENTION ACTIVITIES.....3

IOWA AUCTIONEERS PRELIMINARY AUCTIONEER CONTEST RULES.....4

HOW CAN THE CHAMPION HELP YOU?..5

RING PERSON CONTEST RULES.....6

ADVERTISING CONTEST RULES.....6

2018 IAA MEMBER MEETING.....7

CALENDAR OF EVENTS.....8

Iowa Auctioneers Association
 900 Des Moines Street
 Des Moines, Iowa

Phone: 515-262-8323
 Toll Free: 800-383-1682
 Fax: 515-262-8960

www.iowauctioneers.org

2018 IAA CONVENTION AGENDA



THURSDAY, FEBRUARY 1

8:00 am - 4:00 pm **Pre-Convention Education: Benefit Auctions 101: Crash Course**
 - Chad Carvey, Benefit Auctioneer

7:00 - 10:00 pm 2017 IAA Board Meeting

FRIDAY, FEBRUARY 2

8:00 - 11:00 am **Selling With A Story**
 - Brad Baier, Professional Trainer

11:30 am - 1:00 pm Lunch (on your own)

1:00 - 3:00 pm **Generational Differences**
 - Darron Meares, Meares Auction Group

3:15 - 4:45 pm **From Good To Great**
 - Jimmy Dean Coffey, CAI AARE, AMM, BAS, CES, MPPA

4:45 - 6:30 pm Dinner (on your own)

6:45 - 8:15 pm **Social Media**
 - Darron Meares, Meares Auction Group

8:15 - 9:00 pm **Parade of Champions**

9:00 -10:00 pm Social Hour:
 Hosted by IAA President, Chris Richard

SATURDAY, FEBRUARY 3

7:00 - 7:45 am Breakfast: New Members, Past Champions, and all Hall of Famers are Invited!

8:00 - 8:45 am IAA Annual Member Meeting

9:00 am - 12:00 pm **Multi-Par Real Estate Auctions**
 -Jimmy Dean Coffey, CAI AARE, AMM, BAS, CES, MPPA

10:00 - 10:30 am Auctioneer Contest Meeting, Check-in and Draw (all contests deadline)

12:00 - 1:15 pm Lunch (provided)

1:30 - 4:30 pm Auctioneer Contest followed by Rookie Contest

5:00 - 6:00 pm Vendor Social Hour

6:00 - 8:00 pm Grand Banquet
 - Hall of Fame Induction
 - Ring Person Contest
 - Fun Auction

SUNDAY, FEBRUARY 4

8:00 - 10:00 am Breakfast
 - 2018 Top 20 Auctioneer Contestants announced
 - Advertising and Photo Contest awards presented
 - Installation of New Officers and IAA Board
 - Kids fun Auction!

10:00 am - 1:00 pm 2018 IAA Board Meeting

Register by January 19, 2018 and be automatically entered into our Early Bird prize drawing! Prizes include two (2) \$100 gift cards. Questions call 515-262-8323.

2017 OFFICERS & BOARD MEMBERS

CHAIR OF THE BOARD:

Martha Boyle
mcguireauction1@gmail.com
712-368-2635 - 523 North Main,
Holstein, IA 51025

PRESIDENT:

Chris Richard
chris.richard@steffesgroup.com
319-385-2000 - 605 E Winfield Ave,
Mt. Pleasant, IA 52641

PRESIDENT ELECT:

Matt McWhirter
mcwhirterinc@gmail.com
319-931-6620 - 2546 219th Blvd,
Washington, IA 52353

VICE PRESIDENT:

Rick Van Donsler
vandsler@iowatelecom.net
641-842-3055 - 606 E Robinson,
Knoxville, IA 50138

EXECUTIVE ADMINISTRATOR:

Joan O'Brien
joano@agribiz.org
515-262-8323 - 900 Des Moines Street,
Des Moines, IA 50309

THREE YEAR DIRECTORS

Jason Hallberg
jason@halbergauction.com
515-460-0246 - 2409 Hwy 2,
Buffalo Center, IA 50424

Kam Hartstack
kamhartstack@hotmail.com
816-510-7859 - 1107 E Garfield Street,
Clarinda, IA 51632

Justin R. Mason
masonauctions@gmail.com
712-660-6050 - 2744 Hope Avenue,
Odebolt, IA 51458

TWO YEAR DIRECTORS

Jared Chambers
jared@peoplescompany.com
641-414-0234 - PO Box 301,
Corydon, IA 50060

Brian Tompkins
brian@wearsauctioneering.com
319-331-5230 - 1174 Taft Ave NE,
Solon, IA 52333

Daniel Wilson
danwilson2011@gmail.com
515-371-1151 - 15085 292nd Place,
Redfield, IA 50233

ONE YEAR DIRECTORS

TJ DeMoss
tjdemos2013@hotmail.com
641-799-2323 - 7039 165th Street,
Albia, IA 52531

Tim Markham
tim@markhamauction.com
563-542-2856 - 22186 Flanagan Road,
Holy Cross, IA 52053

Ryan Reed
ryan.r@jeffmartinauctioneers.com
641-684-4993 - 16190 Eddyville Road,
Ottumwa, IA 52501

PRESIDENT'S MESSAGE

Dear IAA Members,

Where has the year gone? It seems like it was only a few months ago we were finishing up the convention, where I assumed the role as your President. You might ask, "What have you accomplished while in office?" The truth is I have accomplished very little on my own. Rather, we, as a board and you, as a member have accomplished a great deal together. And from my vantage point, it is amazing to see!

"I PERSONALLY INVITE YOU TO THE ICE CREAM SOCIAL ON FRIDAY EVENING."

Together, in 2017 we have brought the Children's Fun Auction to the convention (yes, it will be back in 2018). Together, we have brought the AMM designation course to Iowa. Together, we have brought an updated website and logo. Together, we have brought nationally known auction speakers to Iowa. Together, we have showcased the auction method of marketing at the Iowa State Fair. Together, we have helped raise funds for three of Iowa's Children's hospitals. None of this could have been accomplished alone, it takes us all to help make this happen. As your President, I say "Thank You."

I know Matt McWhirter is busy putting the finishing touches on the 2018 IAA Convention. The lineup of trainers & speakers is excellent. Of course, all of Matt's work will be all for nothing, unless you make a commitment to attend and take in all the convention has to offer. It's

understandable other time commitments may get in the way of convention, but what better way to grow as an auction professional than making time to attend. As stated above we can accomplish great things if we come together and the 2018 Convention will be a great event with you there.

If you come to convention, I personally invite you to the Ice Cream Social, which I will be hosting as the IAA President, on Friday evening. If you remember, I made the statement before elected that I do not drink (nor have I ever bought alcohol) and that the traditional Social Hour would be an Ice Cream Social. With that being said, the social will take place in an adjacent room to the main bar, allowing everyone the opportunity to participate however you so choose.

I can't wait to come together in February 2018! Hope to see you there!

Chris Richard

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



Jason Winter, NAA Board Member, speaks to the group on Active Networking during the 2017 convention.



Burton Pruty during helps out during the Saturday competitions at the 2017 convention.



Chris Richard helps young auctioneer during the kids fun auction on Feb 4, 2017.

EXCITING CONVENTION ACTIVITIES

Fun Auction

Saturday, February 3, 2018

Please bring 1 or 2 items to sell. Each Auctioneer will sell their items after the Grand Banquet on Saturday. The Fun Auction is always one of the highlights of the weekend! Please join us for a great time!

Make your Convention hotel reservations today!

Call 515-287-2400

Make sure to mention the IAA Convention to receive the group rate of \$98 (plus tax). IAA is not responsible for making reservations for convention attendees. We recommend calling ASAP to reserve your room before it is too late!

Location:

Holiday Inn - 6111 Fleur Drive, Des Moines, IA 50321

Its Back! Kids Fun Auction

Sunday, February 4, 2018

Bring the kids! Every kid is invited to participate, no experience required. It is their time to take the mic or help ring. The items to sell will be provided. Funds raised will go to a children's hospital in Iowa.

Need a Professional Head Shot?

Saturday, February 3, 2018

Wear your best suit or blouse! A photographer will be on-site during the convention on February 3. Our photographer will be available to take professional portraits of those who are in need or just want a refresher. There is no charge to have your photo taken. *Please stop by and see our photographer on Saturday!*

YOUR GOALS DEFINE YOU



SET YOUR GOALS

Walking through the door onto the Bill Riley Stage for the final round of the annual Iowa State Champion Auctioneers Contest completed the main goal I had set out to achieve this year. As a bid calling competitor, I wanted to win the contest and yes, that was on my mind leading up to the Iowa State Fair. However, that wasn't my main goal for that Tuesday morning back in August. I began competing in 2013 and was blessed to win the rookie contest in 2014. The following year I entered the "big contest" at the annual convention, and was fortunate to be chosen as one of the top 20 to compete at the state fair. At that time, I told my wife I was going to compete in the contest for three years and then I would be completely done with competing.

EVALUATE YOUR GOALS

I made the top 20 in both 2015 and 2016, and competed at the Iowa State Fair. Although I never made the top five either of those years, I did learn a lot and was striving for more. I kept wondering how I would do on the interview portion. After the 2016 finals, I knew my main goal going into the 2017 competition was to make the top five. The main reason my goals had changed was that I knew 2017 was going to be year number three for me competing and that I would be done, whether it was in February at the preliminaries (if I didn't make the top 20) or after the finals

at the Iowa State Fair. My main goal went from winning the whole thing to making the top five so I could compete in the interview portion of the contest.

ACHIEVE YOUR GOALS

The bid calling contestants that compete every year in Iowa are all professionals and exceptional bid callers and I have been fortunate and blessed to be able to compete against some of the best women and men in this industry. While walking up the stairs that Tuesday morning to enter the stage through the door as finalist number five, I thought about my time competing and knew this was going to be both my first and last time for the interview portion. Tim Luke once told me that during the interview portion to speak from your heart and to just answer the question. David Whitley told us the night before to be the one the judges like the best. I took those words to heart and followed through. I am proof that you do not have to be the best bid caller to win a contest. Set your goals, evaluate your goals and then you will achieve your goals.

Jared R. Chambers, CAI, BAS, GPPA

IAA 2 Year Director
Peoples Company
Corydon, Iowa

IOWA AUCTIONEERS PRELIMINARY AUCTIONEER CONTEST

SATURDAY, FEBRUARY 3, 2018

REGISTRATION DEADLINE IS 10 AM SATURDAY, FEBRUARY 3, 2018.

1. Contestant must be a member in good standing with the Iowa Auctioneers Association. (IAA Dues can be paid at the time of entry into the contest. Please see the IAA convention registration form.)
2. Entry Fee is \$50.00 for members. If you are not a member, you may become a member at the time of entry into the contest. **Registration deadline is 10 AM Saturday, February 3, 2018.**
3. Contestant must be at least 18 years of age at the time of the preliminary convention round.
4. Contestant must be a registered and paid attendee of the IAA Convention. Convention registration is \$100 per person.
5. Contest will be conducted within the time frame set by the Convention Planning Committee and those in charge of the contest.
6. ALL contestants are required to attend a "rules" meeting on Saturday at 1:00 p.m. before the contest begins.
7. Contestants are required to bring 3 items to sell during the preliminary round of the contest. IAA will retain 25% commission from the proceeds with the remaining balance to be returned to the contestant. If more than 30 contestants register for the contest, contestants will only sell 2 items.
8. IAA will provide 2 items for each of the 20 finalists to sell during the finals at the Iowa State Fair. (Items are not to be identical, but similar in value, scope and style.)
9. Board members not involved with the contest committee, and excluding the President, Vice President and President-Elect are eligible to participate in the contest. Any board member participating is prohibited from mentioning their board affiliation.
10. Contest will be held under actual auction conditions. General public will be invited and auction will be advertised by the IAA to the general public.
11. The twenty (20) contestants receiving the highest scores during the preliminary contest will be eligible to compete for the title at the Iowa State Fair in August. ONLY those contestants who compete during the preliminary round at the convention will be allowed to compete at the Iowa State Fair.*
12. If a tie would occur for the 20th contestant, all tied contestants will advance to the Iowa State Fair.
13. If a tie would occur at the State Fair in determining who makes the Top 5, the tie breaker will go to the contestant with the highest score from the preliminary round at the convention.
14. If a tie would occur in the finals, the tie breaker will go back to the contestants with the highest score from the first round at the Iowa State Fair.
15. The Top 5 finalists at the Iowa State Fair will have 3 interview questions to answer and 3 items to sell.
16. Three judges selected by the President, Vice President, and President Elect will judge the preliminary round at the convention. (Convention speakers, NAA/IAC speaker, seminar presenters, and past IAA Auctioneer Champions will be considered.)
17. Five DIFFERENT judges will judge the final round at the Iowa State Fair. Compensation for judges will be selected by the IAA President, President-Elect and Vice President. One judge may be a past IAA Auctioneer Champion.
18. Judging categories will remain the same as in the past: speed, bid calling ability, salesmanship and appearance. Professional dress is recommended. The following Auctioneer Contest score sheet will be used in both the preliminary and final rounds.
19. The high and low scores will be eliminated during the semi finals and finals at the Iowa State Fair.
20. 20 finalists will receive a "Year Top 20 Finalist" certificate at the convention.
21. Top five place winners will receive ribbons and trophies at the Fair.
22. Prize money will remain at:
 - \$1,000 to the Champion
 - \$250 to the Reserve Champion
 - \$150 to the First Runner Up
 - \$100 to the Second Runner Up
 - \$100 to the Third Runner Up
23. Past Champion (s) are NOT eligible to enter the Auctioneer Contest.
24. Rookie Auctioneer contestants are not eligible to participate in Auctioneer Contest

**If at any time the number of contestants does not support 20 finalists being present at the Iowa State Fair Contest, the committee, at its discretion, may allow other individuals to participate in selling during the finals. These participants will not be scored by the judges, will not be eligible to win and will be used only to fill a void in the numbers of participants. The committee should be encouraged to use past champions as fill-ins at the start of the contest to "warm-up" the crowds and fulfill the "20" participant number.*

RULES MAY BE REVIEWED AND CHANGES MAY BE MADE IN THE FUTURE AS NEEDED BY THE COMMITTEE AND AS APPROVED BY THE IAA BOARD OF DIRECTORS

HOW CAN THE CHAMPION HELP YOU?



AN AUCTIONEER'S JOURNEY

After attending Reppert School of Auctioneering in 2012 and coming home and starting my own auction company, I learned quickly what it is like to be a first generation auctioneer trying to get started in this profession. I have had many proud moments and many not so proud moments in my

short career as an auctioneer.

Winning the contest at the state fair was an incredible experience. I am very humbled to have my name on the list of champions with so many other outstanding and professional auctioneers. I give many thanks to the auctioneers that have given me advice, helped me out and been there for me when needed. This is where I want to give back and pay it forward to help those new, first generation auctioneers that are eager to make it in this industry.

- ARE YOU A FIRST GENERATION AUCTIONEER AND OWN YOUR OWN BUSINESS?
- HAVE YOU BEEN IN BUSINESS UNDER 3 YEARS?
- DO YOU HAVE AN UPCOMING AUCTION AND NEED SOME HELP?

If you have answered yes to the above questions then I may be available to come and help you at your next auction for FREE!



Jared Chambers (left) and Rick Van Donsler (not pictured) traveled to Oskaloosa to help Randy Binns (right) with his first auction.

HELPING A FELLOW IOWAN

On Saturday September 16th, I traveled to Oskaloosa, Iowa and helped Randy Binns with his first auction. His company is River Chant Auctions and the auction was held at the fairgrounds. Randy is a November 2016 graduate of World Wide College of Auctioneering and IAA member that is pursuing his dream of becoming an auctioneer and operating his own auction company. Our IAA Vice President, Rick Van Donsler, made the trip and helped out as well. We had a good day of helping Randy and it was nice to see him get his first auction completed.

Whether it is your first auction coming up or your tenth auction with your own company, I am eager to help you succeed. This program is available to any first generation auctioneer and paid member of the IAA that owns their own auction company located anywhere across Iowa. There may even be a chance that other Board Members may come along and help out as well. Please contact Joan O'Brien at the IAA office to get an application form.

Jared R. Chambers, CAI, BAS, GPPA

IAA 2 Year Director
Peoples Company
Corydon, Iowa

MANAGE EXCHANGE
AND PROFESSIONAL RISK
WITH THE MIDWEST'S
PREMIER EXCHANGE
RESOURCE

IPE
1031

QUALIFIED
INTERMEDIARY
SERVICES

IPE 1031
6150 VILLAGE VIEW DRIVE • SUITE 113
WEST DES MOINES, IA 50266
515.279.1111 • 888.226.0400
FAX 515.279.8788



WWW.IPE1031.COM
INFO@IPE1031.COM



1031 EXCHANGE

IOWA AUCTIONEERS RING PERSON CONTEST

SATURDAY, FEBRUARY 3, 2018

REGISTRATION DEADLINE IS 10 AM SATURDAY, FEBRUARY 3, 2018.

1. Contestant must be a member in good standing with the Iowa Auctioneers Association. (Dues may be paid at the time of entry into the contest).
2. Entry fee is \$20 for members. If you are not a member, you may become a member at the time of entry into the contest. Registration deadline is 10 AM Saturday, February 3, 2018.
3. Contestant must be at least 12 years of age at the time contest.
4. Contestants will draw for order prior to contest. Contest will consist of one round. No Finals.
5. Each contestant will be asked one question prior to ringing. Other contestants will be sequestered in secure location.
6. Each contestant must bring 2 items to be sold during the ring person contest. Proceeds will go towards the Fun Auction.
7. Ring person shall bring/select auctioneer that they will be selling with. If a ring person does not have an auctioneer to sell with during the contest, the ring person can select from the auctioneers present during the convention.
8. Contestants participating in Ring Person Contest may also participate in selling items during Fun Auction but MAY NOT be auctioneer for other contestant.
9. IAA Board members are eligible to participate in the contest. Any board member participating is prohibited from mentioning their board affiliation.
10. Contest will be held under actual auction conditions.
11. Dress Code requirement is no less than business casual. (No Jeans)
12. Past Champion (s) in IAA Ring Person Contest are not eligible to enter.
13. Judge will consist of 3 people that may or may not be members of IAA. One judge can be a past champion of the Auctioneers Contest or Ring Person Contest. Contestants will be judged on poise, interview, communication with auctioneer and crowd/bidders and overall appearance.
14. Scoring will be based on scale of 1 thru 10 for each category. Additional category of "Would You Hire This Ring Person?" will be used in event of tie breaker. See the following Ring Person score sheet.
15. Winner will receive trophy during Sunday morning breakfast and will ring center stage during IAA Finals at State Fair if not in top 20 contestants. If Champion is top 20 but not top 5, Champion will be allowed to ring during finals.

IOWA AUCTIONEERS ADVERTISING CONTEST

SATURDAY, FEBRUARY 3, 2018

REGISTRATION DEADLINE IS 10 AM SATURDAY, FEBRUARY 3, 2018.

CONTEST CATEGORIES

Printed Material

- Real Estate
- Personal Property/Household/
Antiques & Collectibles
- Commercial/Industrial &
Agricultural Equipment

Social Media

- Auction Company Website
- Auction Company Facebook Page

Photos

- Auction Related Photo or Collage

Business Promotion

- Promotional Materials

Fundraising/ Benefit Auction

- Any Advertising

1. You must be a member of the Iowa Auctioneers Association.
2. Contestants must pay a \$25 entry fee to compete in any or all categories.
3. The IAA Logo must be present in the advertising.
4. Ads/Brochures must be dated and have been published between February 1, 2017 to February 3, 2018.
5. Entries must be in by the stated times with no exceptions.
6. A representative of the auction company must be present at breakfast on Sunday, February 4, 2018, to be awarded a prize.
7. The entrant must identify each ad as to which category to be judged on. The same ad can be entered in more than one category, but there must be a separate copy of the ad for each category. Only one entry, per auctioneer, per category.
8. Ad/Brochure may be black and white or color.
9. Ad/Brochure must be submitted by 12:00 PM, Saturday, February 3, 2018.
10. Photographs will be judged in two separate categories.
11. Board members and officers are allowed to enter this contest.

2018 MEMBER MEETING

SAVE THE DATE!

IOWA AUCTIONEERS ASSOCIATION ANNUAL MEETING

Please join us February 4, 2018 for our all member annual meeting. We will begin official business after the new Hall of Famer Breakfast at 7:00 AM. The annual meeting gives you important information about your association. Please see enclosed dues invoice for details on your current member status.

8:00 - 8:45 AM
SATURDAY, FEBRUARY 4
HOLIDAY INN DES MOINES AIRPORT
6111 FLEUR DRIVE, DES MOINES

ATTENTION!!

All 2018 contest rules are included with your December newsletter. Rules have also been posted to the IAA website for download.

Visit us online and register today:
<http://iowauctioneers.org>

WIN \$100!

Anyone who registers before Friday, January 19, 2018 will be automatically entered into our drawing for two (2) \$100 gift cards!

See enclosed registration form.

Collector's Journal

Your Midwest Antique Auction source

- Free Auction Calendar Listings
 - Low Advertising Rates
 - Free Photos
- Free Post-Auction Publicity
 - Friendly Sales Staff
 - Free Web Site Exposure
- Award Winning Design Service
 - 49 Weekly Issues
 - Auctioneer Directory
 - Full Color Availability
 - Special Sections & Issues

Advertise your antique auction today by calling Rita at 319-472-4763

Subscribe for free. Auctioneers only.
Call Rita at 319-472-4763 to ask how.

Congratulations



Scott Shuman, CAI

President

2017 - 2018 National Auctioneers Association

Thank you for your service to the NAA & Auction Profession



Come Train With The Champions!
World Wide College of Auctioneering
For More Information Call 1-800-423-5242

WorldWideCollegeOfAuctioneering.com

INSIDE THIS ISSUE

PAGE 1

- 2018 IAA Convention Agenda

PAGE 2

- Presidents Message
- 2017 Board of Directors

PAGE 3

- Your Goals Define You
- Exciting Convention Activities

PAGE 4

- Iowa Auctioneers Contest Preliminary Rules

PAGE 5

- How Can The Champion Help You?

PAGE 6

- Ring Person Contest Rules
- Advertising Contest Rules

PAGE 7

- 2018 IAA Member Annual Meeting

PAGE 8

- Calendar of Events

2018 CALENDAR

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

FEB 3 IAA Annual Meeting
8:00 AM - Airport Holiday Inn

MAR 5-6 NAA Leadership Conference
Kansas City, MO

JUL 17-21 2018 International Auctioneer
Conference & Show
Jacksonville, FL



Follow us on Twitter
@IAAuctioneers



Like us on Facebook
/IowaAuctioneersAssociation

**VISIT IOWAAUCTIONEERS.ORG FOR ALL 2018 CONVENTION
DETAILS, UPDATES, AND NEWS!**

Reaching **156,665** Rural Readers Weekly

Get results and deliver customer traffic to your auctions by Print & Web. We offer more value for your advertising dollar.

 **Spokesman**
Call Monica Kuper today
1-800-442-FARM (3276)

FARM2 RANCH.com

A one stop shop for farmers,
ranchers and their families!

Farm2Ranch features a robust **Auction Page**. It displays auctions by date in a calendar and also allows for photos and more detailed information about your auction.

Let's Grow Together!

www.farm2ranch.com

Call Monica Kuper today
800.442.3276 • info@farm2ranch.com