



IOWA AUCTIONEER ASSOCIATION'S

Hawkeye Auctioneer

Expand Your Circle of Influence at the 2017 IAA Convention

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 Des Moines, Iowa

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www.iowauctioneers.org

December 2016

Tuesday, January 31 - Thursday, February 2

8:00-5:00 pm Pre Conference Education
 Auction Marketing Management (AMM)
 - Robert Mayo, Ryan George, & John Schultz

Thursday, February 2

7:00-10:00 pm 2016 Board Members Meeting

Friday, February 3

7:30 am Registration Open
 8:00-9:45 am Welcome
 -Speaker TBD
 10:00-11:30 am Working with Realtors
 -Jason Winter, NAA Board Member
 11:30-1:30 pm Lunch on our own
 1:30-3:00 pm Business Building Through Active Networking
 -Jason Winter, NAA Board Member
 3:15-4:45 pm Session TBD
 4:45-6:30 pm Dinner on you own
 6:30-8:30 pm Slumdog Auctioneer
 - Scott Shuman, NAA Vice President
 9:00 pm Social Hour hosted by the IAA President, Martha Boyle

Saturday, February 4

7:00-7:45 am (New in 2017!) FREE First Timer Breakfast
 8:00-8:45 am IAA General Membership Annual Meeting
 9:00-10:00 am Stop the Competition C.O.L.D (Challenging your Organization through Leadership Development)
 -Justin Ochs, 2012 IAC Champion
 10:00 am Deadline for ALL contest participants

Saturday, February 4 (cont...)

10:00-10:30 am Auctioneer Contestant Meeting, Item Check & Draw
 10:30-12:00 pm Bid Calling Accuracy for Autos, Power Sports & Equipment
 -Justin Ochs, 2012 IAC Champion
 12:00-1:15 pm Backyard BBQ Lunch
 1:30-3:30 pm Auctioneer Contest followed by the Rookie Contest
 (New in 2017: Online bidding by BidSpotter)
 4:00-4:30 pm Round Table/Panel Discussion
 - Scott Schuman, Jason Winter & Justin Ochs
 4:30-5:00 pm Chat with the Champions
 -Adam Marshall, Brooke Gillespie & Jeffery Sweeney
 5:00-6 pm Vendor Social Hour
 6:00 pm Grand Banquet Buffet Style
 -Hall of Fame Induction
 -Appeal for the NAA by Scott Schuman
 -Ring Person Contest
 -Fun Auction

Sunday, February 5

7:15 am Fellowship/Devotional (Everyone is welcome to attend)
 - Justin Ochs, 2012 AC Champion
 8:00 am Breakfast - Iowa Country Sunrise Breakfast Buffet
 - 2017 Top 20 Auctioneers Contestants Announced
 - Advertising & Photo Contest Awards Presented
 -Installation of New Officers & Board Members
 -Kids Fun Auction (New in 2017!) Bring the kids! Funds raised will go to the University of Iowa Children's Hospital)
 10:00 am 2017 Board Member Meeting

2016 OFFICERS & BOARD MEMBERS

CHAIR OF THE BOARD:

Jodi L. Sweeney -Egeland
563-380-3399 - 739 7th Avenue SE,
Waukon, IA 52172

PRESIDENT:

Martha Boyle
712-368-2635 - 523 S. Main St,
Holstein, IA 51025

PRESIDENT ELECT:

Chris Richard
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Jared Miller
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Rick Van Donsler
641-842-3055 - 606 E Robinson,
Knoxville IA 50138



PRESIDENT'S MESSAGE

Greetings!



Happy Holidays from all of us at the Iowa Auctioneers Association! In March, during my first article as president of the association, I spoke of goals handed to me by the general membership during convention last year. Well, as I write this December, I am proud to say that as a board we have certainly addressed needs in the areas of education and marketing this year. This summer we hosted additional education prior to the 2016 finals of the bid calling contest and coming at this year's convention we will have some outstanding educational opportunities. (See article by Ryan Reed on page 4 regarding the NAA's designation class coming to Des Moines in late January and see Chris Richard's article on page 2 regarding this year's fantastic speakers at the convention). In all – educational opportunities for our membership as a goal for this board has not only been achieved, but exceeded.

The next goal, marketing the association, has also been addressed and is currently being worked on by the board. At our last meeting we discussed revamping the website and scheduling and creating content for our Facebook page. We hope to have both a public view and a member section on the website. Board member, Brian Tompkins has taken on the lead role for this project and I am he sure would welcome input from members as he works through ideas for this improvement. Brian can be reached brian@wearsauctioneering.com.

Finally, we have also been discussing the possibility of a mentoring program within the association. I find this to be quite exciting as we routinely have new auctioneers approaching us hoping to get started in the industry. Personally, I have had some older members looking for qualified, energetic help with auctioneering, ring work, and clerking. With this in mind, Chris Richard is working on a new members breakfast to help us connect these two groups and we discussed offering a mentor program. If you are interested in being a mentor or having one – please stop one of us at convention and let us know.

I believe it has been a productive year for the association and we are at all time high for membership. Please plan on attending the 2017 convention! If you can break way, sign up for the NAA AMM course being offered the week prior. This dynamite course and a fantastic convention line up should prove again what a value your IAA membership offers. **See you in February!**

Martha M. Boyle

2016 IAA President
McGuire Auction Co., Inc.
[mcguireauction1@gmail.com](mailto:meguireauction1@gmail.com)

Make your Convention hotel reservations today!

Call 515-287-2400

Make sure to mention the IAA Convention to receive the group rate of \$95 (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

Expand Your Circle of Influence



by: Chris Richard

To say I am excited about the 2017 IAA convention would be an understatement; I am ecstatic for the expanded education opportunities taking place before and during the convention. I am particularly excited about the speakers who have committed time to share their knowledge of the auction industry. I hope you will make the commitment to attend.

This year, I thought it would be appropriate to have a theme for the convention. At first, several things came to mind to describe the IAA convention, but this sentence stuck out...“Expand Your Circle of Influence.” And after reading the speakers’ seminar descriptions I believe the theme very appropriately fits what our speakers are presenting.

Influence is defined as: the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself. Whether you have considered it or not, as auctioneers and auction professionals, we have influence. We have influence when we are behind the mic and using our chant to persuade a bidder to bid again. We have influence when we are sitting across the kitchen table of a client, answering their questions about the auction process. Influence is everywhere, there is even a marketing category called “influencer marketing” (look it up on Google, I did).

You may ask, “Can you really develop or expand your circle of influence?” I would say “YES!” and there are several ways to do so, but an easy way to expand your influence is to stop, listen, and educate yourself. What better way to educate yourself than to attend these great seminars in February. Here is a little of what could help you expand your circle of influence.

Friday seminars include NAA Board member, Jason Winter, presenting “Working with Realtors”. If you have not had luck with Realtors in your circle of influence, then this seminar is a must attend. Jason will share proven strategies that have created multiple auction transactions while working with Realtors. Jason will also present “Business Building through Active Networking”, where he will share how to create a continuous flow of quality prospects through active networking.

Then, Friday evening, NAA Vice President, Scott Shuman, will present his popular seminar “Slumdog Auctioneer”, which is based on actual experiences (successes and failures) in the real estate world.

Saturday seminars include 2012 IAC Champion Auctioneer, Justin Ochs, presenting “Stop the Competition C.O.L.D. (Challenging your Organization through Leadership Development)”. In this course we will explore how to create more effective teams through culture, communication, goal setting and accountability. Justin will also present “Bid Calling Accuracy for Autos, Power Sports & Equipment”. Participants will learn how to implement various play books that will dramatically increase their effectiveness as auctioneers, and provide higher returns for their sellers.

This is just the list of confirmed speakers as of press time, more speakers will be announced later. Please note some seminars will qualify for continuing education for those who hold an Iowa real estate license.

As President Elect, I am the Convention Chair for 2017, but none of this could take place without the help of the board of directors. There is a lot of behind-the-scenes work to be done and some of the puzzle pieces are still coming together. I am very pleased with the board’s enthusiasm and teamwork in helping to put on such a great convention.

Stay tuned in the coming months, as a full-color convention booklet featuring the final convention agenda, speaker bios, seminar descriptions, convention need to knows, and more will be available via our new website & Facebook page.

The cover of this newsletter you will find the tentative convention agenda, enclosed is a conference registration form, and please see page 2 for hotel information. I hope you make the commitment to take advantage of everything the 2017 IAA Convention has to offer. “Expand Your Circle of Influence” - See you in Des Moines this coming February.

Chris Richard

IAA President Elect
Steffes Group, Inc.
chris.richard@steffesgroup.com

Other Exciting Convention Activities

Fun Auction

Saturday, February 4, 2017

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!

New! Kids Fun Auction

Sunday, February 5, 2017

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. The Kids Fun Auction is sponsored by Jared Chambers, Peoples Company. Funds raised will go to the Children’s Hospital University of Iowa, Iowa City, Iowa.

Auction Marketing Manager is Coming to IAA!



by: Ryan Reed

National Auctioneers Association (NAA) Education Institute in conjunction with Iowa Auctioneers Association (IAA), is bringing the most cutting edge marketing and technology information, tactics, insights and education to IAA immediately prior to 2017 Annual Convention!

Ryan George, John Schultz, and Robert Mayo, are scheduled to be instructors for this great offering! This is a must attend for any auction professional looking to advance their marketing and increase their audience.

WHAT IS AN AUCTION MARKETING MANAGER (AMM)? AMM began its life as a technology designation, covering some marketing topics and also the basics of online auctions. Over time, it's changed according to the needs of those taking it, and has become a marketing designation with a decidedly technological focus, reflecting today's auction world. Attendees will learn about branding, marketing, audience and messaging, with a heavy technology slant. Some of the topics covered are advanced Facebook marketing, online metrics (generally through Google analytics), and some traditional marketing. This designation,

more than the others, is geared toward the "non bidcalling" auction professional.

DATE: Tuesday, Jan. 31 – Thursday, Feb. 2, 2017

WHERE: Holiday Inn & Conference Center Airport, 6111 Fleur Dr., Des Moines, IA 50321, 515-287-2400

Course registration available through the [NAA only](http://www.NAAeducation.org). Please contact NAA headquarters at 913-541-8084 or 913-894-5281 or by going to www.NAAeducation.org

Hotel accommodations are available at a reduced rate of \$95 (plus tax) per night. Please call the Holiday Inn directly and mention the IAA Convention (see above or page 2 for full hotel contact information).

We look forward to seeing each and everyone, our IAA members and all auction professionals from surrounding states and across the nation, prior to our annual convention for this great Auction Marketing Manager offering. If you have additional questions or concerns please feel free to contact me.

Ryan Reed

IAA Two Year Director - 2017 Pre-Convention Education
Reed Auction Service
proringwork@gmail.com



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Take A Chance



by: Rick Van Donsler

First and foremost, I would like to take this opportunity as I write my last news article before going out to pasture, to express my sincere gratitude of you allowing me to represent you as an IAA director. I not only have now completed my three years, but before this, was very honored to have been

appointed to complete the term prior of the late Gregg Morehead. As our past champion, Jerrick Miller, stated at the state fair last August, I have been on the board as long as he can ever remember.

In this duration, I have met a lot of very good people and have got much closer to several outstanding individuals. This has been a life time experience I will never forget and just want to say thank you, for making it happen.

Being on the board I have learned so much more about the association that I never knew before. Some of what really sticks out in my mind is the cost of hosting your annual convention, WOW!! The cost of the venue and meals is just phenomenal and after they have calculated cost, then they add a mandatory gratuity of 22%.

The reason I'm sharing this with you is I want each of you to know that the board strives and struggles to get you the best bang for your buck, while keeping your dues and convention fees at just enough to cover cost which is really a huge challenge.

As I am on your membership committee, I am very proud and excited to say we are at a all time high of over 300 members! We again this year would like to offer in our contest category a membership recruitment award. This award went to Darrell Cannon as the first year recipient. I know most of you know Darrell and most likely are aware he is one of the lead instructors at World Wide College of Auctioneering. What I would like to inform you of is he not only one of our best advocates for the association, he goes out of his way and invites the students to join our association. He literally takes money out of his own pocket and nearly matches their fees in order to get them to join and has done this for several years.

Start calling your friends and competitors now as you all know several auctioneers in your area who should be part of our association and would benefit from it if they were a member.

A targeted goal is to keep your membership dues where they are currently, by increasing our vendors and sponsors at the convention. If you can think of anyone out there that you think would want to be a vendor at our convention or become a sponsor at one of three different levels, please call or email me as soon as you can, as time is getting near.

One more item I must touch on before I close, I would like to stress your current board is full of energy and new ideas. They are working to excel this association to it's full potential, of which I will much miss being a part.

Again, thank you for letting me be a director and hope to see you in February.

Rick Van Donsler

IAA One Year Director
Van Donsler Auction Co
vandonsler2@iowatelecom.net

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Now Is Your Opportunity!



by: Tracey Bantz

The IAA convention is a time for education, camaraderie, growing your business, and learning what vendors have to offer. This convention is crafted each year "from scratch" by a dedicated Board of Directors and the Executive Team. And each year we add new members to the Board that

can bring new ideas, events, and literally change the IAA for the better. Now is your opportunity! At our annual business meeting, new director candidates can put their names in for consideration of being elected a Director of IAA.

Anyone can give it a try, and if you are willing to put effort and time into making our association the best it can be, we need you!

As I approach the end of my second Director term with the IAA, I think of a few of the changes that have occurred in those six years-- changes that I played a part in.

1. IAA faced a challenge with a major political influence who wanted to see all auctioneers BANNED from conducting real estate auctions. We made a decision to hire our own lobbyist who worked on your behalf to ensure that auctioneers had a place at the table.

Through meetings with the opposing groups and lawmakers, your IAA Board literally helped write Iowa law in 2012! It certainly feels good to know we played a part in protecting auctioneers throughout our state, protecting their livelihoods and the integrity of the profession.

2. New additions to our convention offerings! The IAA Board brought Iowa real estate CEU's to our convention, which have been brought to you at a very low cost, and concerning topics that a auction profession.

We now have a Ringman Contest and a Rookie / Junior Auctioneer contest which added diversity and excitement. The convention is a work in progress each year from the moment one convention ends, to the start of the next one. You can play a part!

3. While change is sometimes good, I also kept in mind throughout my tenure some things are best left unchanged. For example, there have been various calls for the board to police individual members of our

profession, even remove members from the membership because of allegations of bad business practices. While there may be some hard-liners who wish there was a powerful oversight committee to enforce rules and codes, I personally believe this association generally consists of GOOD PEOPLE! We don't always agree on what is right or wrong, but the free market has a way of sorting out those things, just like it always has. I view this association as a place to share, learn, and build business-- with very limited intrusion into how YOU do business.

I have voted consistently to NOT turn the IAA Board meetings into a courtroom and focus instead on building the positives and not feeding the negatives. The court of public opinion will judge and determine who makes it in this business, and if you are unethical, you probably won't last very long. The rest of us will work toward success!

These are just a few of the accomplishments over six years I am proud of. I could go on, but space is limited. I would encourage members who have never tried it before to give it a go. The Board is the place where decisions are made, and each year, the changing Board members are tasked with steering the Association over the tasks and hurdles faced by challenges from outside and within.

Remember: Board membership takes a dedication of time and travel - even during weekdays--throughout the term! With our events and meetings, a Board member can plan on a minimum of 9 days each year being dedicated to IAA. (The Executive Team dedicates many more days!) Each term is three years. Being on the Board of Directors is not to be taken lightly. It requires dedication. It requires a constructive mind and a critical eye. It requires keeping your eye on what's happening in this industry and making changes to meet the challenges. It requires you to be bold in front of a group and speak your mind. It requires being willing to try something new, or accepting others' ideas. But in the end, like myself, you can truly say that you have made a positive difference in someone's life, or livelihood, because of the decisions you make with the team. Be the change you want to see in the IAA. This is your chance- stand up and be a part of your association. See you at the Convention!

Tracey Bantz

IAA One Year Director
Route 20 Auction Co.
tbantz@hotmail.com

SAVE THE DATE!!!

**IOWA AUCTIONEERS GENERAL
MEMBERSHIP ANNUAL MEETING**

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

Live Online Bidding For Preliminary Round



by: Matt McWhirter

The auction industry is in a constant form of change. One part of this ever evolving industry is live online bidding. Live online bidding via the Internet has become to many auctioneers a vital part of their marketing. It is also a vital part of selling for their consignors. A way to maximize the amount for their

sellers. That is the reason for implementing online bidding during the Preliminary round of the Auctioneer contest.

Your part as an auctioneer will not change. It is a live auction. We have now bidding from the audience as well as those who are bidding online. There will be a special ring person

who solely will be watching the bids from the Internet.

The time for all auctioneers to bring their items will change. All auctioneers are to bring items to sell for the preliminary round. The only change will be to bring your items early on Saturday morning for us to catalog and to picture. Please bring your times early.

Items purchased via the live online portion will then be handled and shipped or picked up at a later time accordingly. Just as a live online auction would conduct itself.

Mat McWhirter

IAA Vice President
McWhirter Auction Company
mcwhirterinc@gmail.com

Rookie Auctioneer Contest

Saturday, February 4, 2017

(REGISTRATION DEADLINE 10 AM - FEB 4)

The Iowa Auctioneers Association is providing 2 items for each contestant to sell.

To be considered a rookie, you must have three (OR LESS) years of experience. The Rookie Auctioneer Contest is FREE to participate. *(Auctioneer Contest contestants are not eligible to participate in the Rookie Auctioneer Contest.)*

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Iowa Auctioneers Preliminary Auctioneer Contest

SATURDAY, FEBRUARY 4, 2017 (REGISTRATION DEADLINE 10 AM - SATURDAY, FEBRUARY 4)

RULES & CONTEST INFORMATION

1. Contestant must be a member in good standing with the Iowa Auctioneers Association. (Dues can be paid at the time of entry into the contest. Please see 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 4, 2017.**
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 10:00 a.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, with online bidding. General public will be invited and auction will be advertised by the IAA to the general public.
11. The 20 contestants receiving the highest scores 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, NAAVIAC 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**

Iowa Auctioneers Association Ring Person Contest

SATURDAY, FEBRUARY 4, 2017 (REGISTRATION DEADLINE 10 AM - SATURDAY, FEBRUARY 4)

RULES & CONTEST INFORMATION

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 4, 2017.**
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 through 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.

**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**

Iowa Auctioneers Association Advertising Contest

SATURDAY, FEBRUARY 4, 2017 (REGISTRATION DEADLINE 10 AM - SATURDAY, FEBRUARY 4)

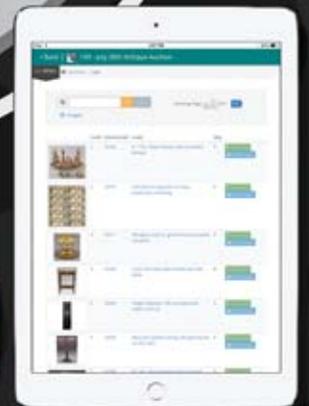
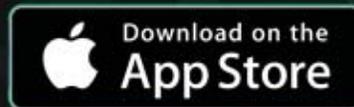
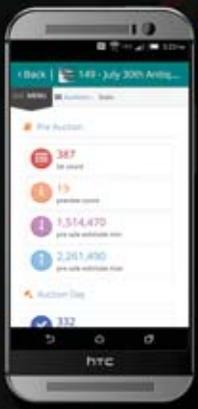
- Printed Material
- Real Estate Auction
- Antiques & Collectibles
- Personal Property/Household
- Commercial/Industrial & Agricultural Equipment
- Photos
- Auction Related Photo or Collage
- Website
- Auction Company Website
- Business Promotion
- Promotional Materials

RULES & CONTEST INFORMATION

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, 2016 to February 4, 2017.
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 5, 2017, 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/white or color.
9. **Ad/Brochure must be submitted by 10:00 AM, Saturday, February 4, 2017.**
10. Photographs will be judged in two separate categories.
11. Board Members and Officers are allowed to enter this contest.



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Iowa Auctioneers Association

900 Des Moines Street
Des Moines, IA 50309

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calendar of events

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| JAN 31 - FEB 2 | Auction Marketing Management Class Provided by NAA
Des Moines, IA |
| FEB 3-5, 2017 | IAA Annual Convention
Des Moines, IA |
| FEB 4, 2017 | IAA General Membership Meeting
Des Moines, IA |
| AUG 15, 2017 | Iowa State Auctioneer Contest Finals
Des Moines, IA |

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. Readers 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 Secretary/Treasurer Joan O'Brien at 515-262-8323 or 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.