

The Ontario Auctioneer

Official Newsletter of the Auctioneers Association of Ontario - Spring 2020

Presidents Message

Welcome to our 2020 Spring Newsletter!

What a year it has been so far! How grateful I am for the fantastic convention that precluded just a few weeks before the COVID-19 pandemic hit Ontario. Sincerest thanks to our Past President, Jon Wilson, for all his hard work in constructing such an incredible event this year. A big thank you as well to the Board of Directors, and all members who attended, for their vital role in executing the 2020 convention with great success!

Congratulations to our 2020 competition winners!

I would like to thank Jason McIntosh, Dennis Kidd & Michael Peaver for their time on the Board and dedication to the association and would like to welcome Vernon Bailey, Will Johnson & Tracy Dixon to the Board! We've got a great group of individuals with a diverse set of backgrounds that will be a tremendous asset to the Association this year. I look forward to seeing what we can accomplish together!

In light of the current situation and social distancing policies in place, our current plans for the 2020 summer event are on-hold. We will keep you up-dated should things change. With the COVID-19 pandemic bringing on abrupt changes to the way we do business, various benefits and subsidies that can be helpful but overwhelming, and an economic calamity and looming recession amidst this health crisis; the fastest way for us to share pertinent information with you is through Facebook. If you are on Facebook we encourage you to like and follow our page and join or member's only group. If you're not on social media, rest assured we will still work to keep you informed on relevant and significant updates as they take place through emails and newsletters.

Auctions have been around for over 2,000 years - it is a way of doing business and a way of life for many Auctioneers. While some may be experiencing a pause in their Auctions or their art form, it is just that. Use this time to reflect, replenish and reinvigorate yourself and your business. This time too shall pass, once it does it will no longer be a time to survive but a time to thrive.

May you all stay safe, healthy and happy!

Christina St Clair



Auctioneers Association of Ontario

1. President's Message
2. Board of Directors
4. Convention Overview
5. AuctionFlex Presentation
6. Sam "The Hitman" Grasso
7. 2020 Auctioneers Competition
9. Competition Highlights
11. Entertainment & Woodstock Thank-you
12. Good Ideas Breakfast
13. Notes From The Office



Board Of Directors Contact List 2020



Jon Wilson - Past President

254 Terrence Ave
Dorchester, ON N0L 1G3
519-268-0914
jonwilson@live.ca

Christina (Storey) St. Clair - President

2889 Dundas Street
London, ON N5V 5B5
226-659-4644 ext. 1 226-234-1912 (c)
christina@haymach.ca

Phil Faulkner - 1st Vice President

215 Centre Street
Stayner, ON L0M 1S0
905-715-6841
philfaulkner@gmail.com

Frances Fripp - 2nd Vice President

87 Danville Ave
Acton, ON L2J 2W2
416-906-9974
f_fripp@hotmail.com

Gerald Bowman - Board Director

RR2 7133 Wellington Road
Drayton, ON N0G 1P0
519-638-5708 (h) 519-501-2444 (c)
519-638-5255 (Fax)
gerbowman@hotmail.com

Nathan Slik - Board Director

RR7 178 Prince Edward Road
Belleville, ON K8N 4Z7
613-243-3615
nathanielslik@gmail.com

Vernon Bailey - Board Director

24 Granite Street
Sault Ste. Marie, ON P6B 4T1
705-253-1054 (h)
vernonbaileyauctions@hotmail.com

Will Johnson - Board Director

1511 Clarke Road
London, ON N5V 5B4
519-868-9457
johnwill295@outlook.com

Tracey Dixon - Board Director

4317 Buttrey Street
Niagara Falls, ON L2E 2X1
905-401-5424
tracy2rtauctions.ca

Ken McGregor - Secretary Treasurer

RR6 30959 Wyatt Road
Strathroy, ON N7G 3H7
519-232-4138 519-232-9166 (Fax)
execdir@auctioneersassociation.com

John van Klaveren - Regional Director

565 Front Street Box 299
Wyoming, ON N0N 1T0
519-845-3663 519-845-1114 (Fax)
519-331-1095 (c)
jvanklav@xcelo.on.ca

Theresa Taylor - Regional Director

Box 224
Cornwall, ON K6H 5S7
613-933-7672 (business)
info@theresataylor.com

David G. Jacob - Regional Director

206 St. David Street Box 1163
Mitchell, ON N0K 1N0
519-276-1575 (c) 519-348-9896 (w)
davidjacobauctioneer@hotmail.com

Krista Richards - Regional Director

914 Church Street Box 614
Lefroy, ON L0L 1W0
705-456-1901 (h) 705-726-2120 (w)
krista.richards@rogers.com

Michael Peever - Regional Director

Box 130
Desbarats, ON P0R 1E0
705-297-9908 (h)
mae-ger-treasures@bellnet.ca

AuctionTime.com

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

WWW.AUCTIONTIME.COM (800) 334-7443



*Online Auctions
Every Wednesday*

No Hidden Reserves

Industry Specific Marketing In

TractorHouse[®], Machinery Trader[®] and Truck Paper[®]

HiBid

WWW.HIBID.COM

**Mobile-friendly bidding
on the national, local
and company level.**

*Collectibles, Personal
Property, Real Estate
and more!*

*Sign Up For Your
State Portal Today*



Equipmentfacts

Powered by TractorHouse.com, MachineryTrader.com, TruckPaper.com & MarketBook.com

WWW.EQUIPMENTFACTS.COM

**Industry Leading
Technology**

*Accept bids from
anywhere in the world.*

Fast & Secure

User-Friendly



Auction FLEX

AUCTION[™] FLEX360

WWW.AUCTIONFLEX.COM (352) 414-1947

**Full-Service Auction
Management Solution**

*The market-leading
software for live auctions*

*Contact us for a free
30-day trial*



email: sales@auctionflex.com

Convention Overview - (From a "Younger" Member)

Our 2020 convention was a success throughout all 4 days Thursday-Sunday starting with our Highbid/Auctionflex seminar on Thursday where we had a very good turn out and allowed us to bring new individuals into our organization, as well as create awareness of our organization to outside individuals as a small number of individuals who attended the Auctionflex seminar were not organization members. We view this as a success because it has generated new members as well as creating awareness of our organization and the advantages of

what our organization provides to the auction community. Friday, we had a amazing turn out considering the unfortunate weather conditions we received all weekend to not only our presentations but also our fun auction, and received help from multiple members to ensure that speakers arrived on time and that the day went on smoothly without any problems. Saturday was our competition in which we had another great turnout not only in competitors but also in the crowd as the auction hall was packed. We also had a good turn out to our banquet

which contained our award ceremony and some amazing entertainment put on by our very own members. Good ideas breakfast on Sunday morning was also a success as we have received multiple board recommendations to look into throughout the 2020 year and ideas considering our summer event. We are very grateful that we had such a good turnout considering the weather was not very cooperative and thank all members who made our 2020 convention possible.

Event Sponsors - Thank you to all our event sponsors!



AuctionFlex Presentation

It's always great to have AuctionFlex come and support our convention. I know not everyone uses this software but for those of us that do it's great to have some 1-on-1 Q&A time! In case you missed it, or just need a refresher here's what we covered:

- AuctionFlex & HiBid were recently purchased by Sandhills Global which also own a plethora of other brands including Machinery Trader, Tractor House, AuctionTime & MarketBook to name a few most relevant to AAO members.

- HiBid 'top picks' are item suggestions directly targeted at individuals based on their bidding history. HiBid also markets 'hot auctions' & 'hot items' to individuals based on their geographic location and nearby auctions and lots experiencing lots of traffic and interest helping you gain exposure to new bidders.

- At the time of the conference HiBid was close to releasing its 'Buy it Now' feature. As of date it has been released - we posted the webinar link in our Facebook group but if you missed it, it should be available soon on the Webinars tab of the AuctionFlex website. Buy it Now is a great tool for those unable to host sales but still wanting to move some inventory.

- HiBid deploys over 100k newsletters twice a week in Ontario alone to its approved recipients as of January 1 2020.

- HiBid has 1.4 Million registered bidders as

of October 1, 2019 and of that 99,420 are in Ontario.

- Some software features discussed: Inventory Types (these are now linking to inventory types on HiBid for bidders ease in searching for items) these categories can also have separate commission and tax rates helping on the backend. Mobile Cataloguing through the AuctionFlex App allows for voice to text descriptions making the process quicker. Item descriptions can include files, links & video's to help demonstrate the condition & features of an item you're selling.

- Some HiBid features discussed. Your my.hibid account allows the auctioneer to invite bidders to the auction. The 'Email All' button also allows auctioneers to send a bulk email to all registered bidders for a particular sale of any changes, updates, reminders, etc. Your my.hibid account has also been creating a mailing list of all your registered bidders. This email list can be easily be exported into your own emailing software such as Constant-Contact, MailChimp, etc. Push Notifications & Custom Webpages are additional features offered for a fee.

AuctionFlex is currently offering weekly webinars and already has a bank recorded webinars ready for viewing at your own time and pace on their website. If you have questions, reach out to them, they're happy to help and happy to have so many Ontarians supporting their product!



Jon Wilson with Judges for Competition



Jon Wilson with reps of Shackelton Auctions, Competition hosts

Sam "The Hitman" Grasso

Sam "The Hitman" Grasso.

Attendees at our convention were held captive by his presentation. Sam provided us all entertainment, information, tips and friendship. It was our pleasure and our gain to participate in this "RINGMAN" workshop. We learned that passion, professionalism and knowledge were key aspects. Being a professional Ringman means taking care of yourself, making relationships with the buyer and knowing you work for the seller.

A professional Ringman knows the difference between asking for a bid and begging for a bid. Building relationships with the buyer's and your seller is paramount. Taking care of yourself was highlighted and tips and tricks on how to manage a long day were provided. Sam provided an excellently prepared seminar. He left all that attended with a new fresh look on how to improve their ringman skills and an appreciation for those who perform it so well, such as SAM.

Proxibid

Proxibid was a welcome addition to our Auction Conference. We were given a very comprehensive look at this bidding platform. This was followed by a great question and answer session. I think we were all very impressed with the extensive capabilities that Proxibid had to enhance our auctions. We hope to see you next year.

Fun Auction

On Friday February 28th, the Auctioneer's Association of Ontario hosted the annual Fun Auction at the Convention in Woodstock, Ontario. One of the highlights of the Convention, Auctioneers from across Ontario brought unique items to be auctioned them off to fund-raise for the AAO. It is always interesting to see hotel guests and staff reactions to this event.

When they walk by, they cannot help but peek into the room with so many different Auction chants coming from inside. Fellow Auctioneers took turns selling their items and raised close to \$1500.00 for the Association. We look forward to seeing you at the fun auction in 2021!

Canadian Antiques & Vintage™

Since 1963, the authoritative voice of Canadian antiques, fine art, folk art and vintage collectibles.

Merging two established Canadian publications (one started over 40 years ago, the other 30 years ago), people have relied on Canadian Antiques & Vintage to learn about current trends in Canadian antiques and collectibles. Every issue is packed with auction action, show coverage, feature stories, book reviews, interviews, news from the national antiques scene, a calendar of upcoming auctions and shows and much more. Canadian Antiques & Vintage is known for its emphasis on price reporting and pictorials – and an outstanding assembly of advertisers unavailable anywhere else.



In antiques, what to look for and where to find it.

To Subscribe

Canadian Antiques & Vintage

PO Box 940
Ridgetown, ON N0P 2C0

EMAIL US subscriptions@canadianantiquesandvintage.com
CALL US 226-364-1495 **TOLL FREE** 866-333-3397

For more info visit: www.theuppercanadian.com

2020 Auctioneers Competition

Our 36th annual Auctioneers Competition turned out to be a great day considering Mother Nature's disapproval. Shackleton's Auction and Family was an exceptional host and participants this year. Mike, Cam and their talented staff put together a great auction day for all the competitors and the office staff made the day flow seamlessly. With 25 competitors divided across 3 categories including 5 Novice, 15 Experienced and 5 Teams. Our 5 judges, the 2019 Champion Randy Horst, Ray Filson, Terry Fowler, Ken Emly and Sam Grasso had their work cut out for them. A big thank you to them all for a job well done. After the preliminaries and final rounds, the scores were tallied and the results are in.

The Aaron Kates People's Choice Award went to Richard van Ginkel of Mt. Elgin, ON.

Your 2020 Novice Champion: Richard Van Ginkel, of Mt. Elgin.

2nd place: Robin McPhee, of Niagara Falls. A big thank you to Canadian Auction College for their continued support and sponsorship of the Novice awards.

Your 2020 Grand Champion Experienced Auctioneer is France Fripp of Acton.

Reserve Champion Auctioneer: Anthony Gravelle, Stoney Creek.

Runner-up, 3rd place was Ryan Keupfer, Millbank.

Another big thank you to our Experienced class award sponsors; The Woodbridge Advertiser and the Ontario Farmer.

Your 2020 Team class of Auctioneer and Ringman;

1st place goes to Dave Jacobs of Mitchell and Mike Shackleton of Springfield.

2nd place goes to Michael Peever and Vern Bailey, Sault Ste Marie.

This year we also had the honor and privilege of recognizing and awarding our Women Auctioneers, with a total of 5 competing this year including Robin McPhee of Niagara Falls, Tracy Dixon of Niagara Falls, Emily Clarkson of Stouffville, Frances Fripp of Acton and Shelly Segovia of Oshawa.

Congratulations to our 2020 Women's Champion Auctioneer: Frances Fripp.

2nd place goes to Emily Clarkson.

Congratulations to all the competitors for putting their talents to the test and coming out and supporting the AAO. A big thank you our competition committee, Jon Wilson, Christina St Clair and Dennis Kidd for keeping everything moving smoothly and our MC's Dave Jacobs and Phil Faulkner for keeping the crowd entertained!



Bob Ireland, Richard van Ginkel, Jon Wilson - Aaron Kates People's Choice Award



Jon Wilson with Richard van Ginkel, Champion Novice



Jon Wilson with Robyn McPhee, Reserve Champion Novice



Fully responsive & mobile friendly,
GlobalAuctionGuide.com has
been a leader in the auction
industry for over 16 years in
advertising good, quality
auctions to potential buyers.



GLOBAL AMS
AUCTION MARKETING SOLUTIONS

Take the guess work out of your advertising
with geo-targeted featured & banner ads
and by creating unique audiences through
Facebook to target your ideal buyers.

*TO DISCUSS HOW WE CAN HELP
YOU MARKET YOUR AUCTIONS,*

**CALL US TODAY AT 1-888-725-4504 OR
VISIT WWW.GLOBALAUCTIONMARKETING.COM**

[For more info visit: www.globalauctionmarketing.com](http://www.globalauctionmarketing.com)

2020 Auctioneers Competition Highlights



Jon Wilson with Ryan Keupfer, Experienced runner - up



Jon Wilson presenting Ontario Farmer trophy to Frances Fripp, Experienced Champion



Phil Faulkner and Jon Wilson with Anthony Granvelle, Reserve Experienced Champion



Phil Faulkner, Jon Wilson with Frances Fripp Experienced Champion



A Great Canadian Partner Can Make a World of Difference

Have an opportunity in Canada you would
like to explore, give TCL a call.

57 Years In The Business
5 Full-Time AMEA Certified Appraisers
Seasoned Site Managers
Experienced in Every Province & Territory
Canadian Licenced Auctioneers

Contact: Terrance Jacobs, CEO
tjacobs@managingyourassets.com
416-736-1367, Ext. 225



Mining / Food & Beverage / Oil & Gas / Pharmaceuticals & Health Sciences / Paper & Plastics / Foundries / Transport / Real Estate

For more info visit: www.managingyourassets.com or email: tjacobs@managingyourassets.com

Entertainment

A big Thank You to Vernon Bailey for providing a unique entertainment opportunity. A night of song and poetry featuring the poetry of Charlie Smith of Massey. This was a great illustration of Life on the Farm. As usual, when Vernon is involved there was a tremendous amount of laughs throughout the evening.

Thanks Vern I hope we never lose you to Hollywood.



Jon Wilson with Mike & Cam Shackelton, Team Runner - up



Jon Wilson with Mike Peever and Vern Bailey, Reserve Team Champions

AAO 2020 Convention Woodstock, ON

On behalf of the Auctioneers Association of Ontario, we would like to take this opportunity to thank John Lewis for taking the time to be part of this year's convention with his well-informed and knowledgeable Auto Industry Presentation. We also thank you for your continued support as an AAO member and ADESA's ongoing commitment to commitment to sponsor the convention each year.

The combined efforts of you and ADESA each year always plays a big role in the success of the convention.

Thank you John, for everything you have done and continue to do for the AAO.

Phil Faulkner
AAO Vice President



Dave Jacob and Mike Shackelton, Champion Team Competition

Good Ideas Breakfast

Summary Notes from March 1st 2020

Thanks to those who attended breakfast – it was an engaging session with lots of brainstorming which resulted in the following thoughts and ideas;

- Fun auction item reminders should be sent out in advance of the conference and should have a minimum dollar value
- AAO bucks were not useful this year
- Vouchers were all sold at the banquet but in previous years some were sold at the fun auction, which is better for raising the most funds?
- More convention reminders are needed; they should be kept short & sweet and start in November/December
- 20% of members don't have Email and still prefer Regular Mail, Let's see if these members would consider updating to Emails
- Suggestion for online registration and payment for events & membership
- Let people know they can register and pay at event if they missed doing so in advance
- Social Media: weekly updates, pictures from convention, update on winners spread out over months follow

ing the convention rather than in one post


- If you have an interesting item or a big sale share it to the Facebook page
- Tag the AAO in your own Social Media posted - #AAO
- Are we interested in a 'What is this' feature where the public could post a picture and Auctioneers could comment and add input about a specific item? How would this work?
- Private Facebook Group for AAO members only to ask each other questions about HiBid, Proxibid, Give & Receive Referrals, Product Help, Etc.
- We approached Ontario NNA members to join the AAO this year
- Trailer did not sell at the competition this year, could we do a different draw item? Could Proxibid or HiBid donate a year of software fees? Maybe a speaker system or Travel Voucher?
- Entertainment was exceptional this year! Ideas for next year included: Karaoke, Murder Mystery Dinner, Inviting the Public to Raise More Funds?
- Summer Event Ideas: East Park, Picnic, Lunch and an Family Friendly Activity of Some Sort
- Idea for competitors to have to attend the banquet (free of charge) to receive their winnings and possibly not

announce winners until banquet

- Banquet fees too high for some
- Welcome party went over well Thursday night
- Split Thursday session into online auctions and something else (like benefit auctions, etc.)
- Use Thursday to offer a NAA designation course
- LiveStream the banquet and competition winner announcements
- Have static items for competitors to sell, maple syrup went over well again this year

5-10 Year Goals:

- See the association grow – it's been tough getting people to participate
- Would be nice to have over 200 members (it was 350 back in 2001-2002)
- The online auction business is growing, how can we interact and mirror this growth
- Online auctions should meet the terms of the local Municipality just as live auctions do, how to we rally for this effectively?
- HiBid & Proxibid recognizing licensed and/or credentialed auctioneers vs. those who aren't



Ontario Farmer
Deadline
Tuesday at 3pm
Distribution
following Tuesday

Ontario Farmer is the ONLY weekly farm publication with a paid subscription base!

Consider the purchasing power of our readership.

If you have not been using the auction advertising in 'Ontario's First Choice Farm Publication*', it is time to consider Ontario Farmer as **YOUR** first choice. *Ipsos Reid survey

1-877-358-7773 Cindy 540203 or Pam ext 540262
Fax 519-473-2256 ~ ontariofarmer.auctions@postmedia.com

email: ontariofarmer.auctions@sunmedia.ca

Notes From The Office

As I write this, Spring is giving us every intention of finally getting here. I hope all the challenges of COVID-19 can be met and we'll get on with our more common activities for the season. This issue will be the last one offered to those who have not renewed their membership with AAO for 2020. We hate to lose you but the bills have to be paid. We offer a chance for those who haven't paid as yet to do so without penalty if received within the next month. Please consider offering a membership to new auctioneers as this is the best way to promote your industry. If you now have an email address and wish to share it with AAO, we can offer you an emailed newsletter and the option of receiving all the news updates offered throughout the year. This year there have been several updates and inclusions on our Facebook page. Hopefully we are providing you with information that will assist in your business through this

difficult year. I am continually getting consumer complaints about the actions of some auctioneers. For the most part these complaints are about those who choose to stay outside of our Association and I can only say "Good Luck on resolving your problem" but on occasion, some of our members let a little detail slip and get caught. Fortunately, these problems can be handled with a simple phone call and we are thankful for that. All of us have lapses of judgement at times and it is always useful to be reminded of that. I also note that we have a very dedicated and professionally motivated membership and urge all of you to continue this course throughout your career.

Regards,

Ken McGregor
Sec./Treas. AAO

Social Media

Due to the current times with the economy in a precarious situation and the auction industry facing new challenges and developments weekly with the Covid 19 outbreak we are continuing to post on both social media platforms Facebook and Instagram. We are here to keep you updated, we have been and will continue to keep you updated with relevant information not only about the auction industry but any information and developments that occur regarding businesses and the outbreak, and when we can all get back to normal. Be sure to follow our Facebook and Instagram at Auctioneerassociation for updates, and feel free to contact us with any information and or questions and we will answer them to our best knowledge.



Jon Wilson with Emily Clarkson, Reserve Women's Champion



Jon Wilson with Frances Fripp and the Championship Experienced trophy



Have you clicked us lately?

[For more info visit: www.ontariosauctionpaper.com](http://www.ontariosauctionpaper.com)