

AUCTION NEWS

FROM THE BOX
SOFT SKILLS

More things to learn. Just what does it mean? Well, it can mean the difference in whether or not you get the job you apply for, the auction listing you are being "interviewed" for; it can even mean that the angry bidder who wants to sue you will turn out to be one of your best customers.

Courtesy, smiling and self-control displayed by a mature and socially well-adjusted person can be more important than technical know-how in some circumstances.

"Soft skills" describes the auctioneer who knows how to work with a team, how to be an effective supervisor, how to react to supervision. Your customers (bidders) will always respond to the way you interact with your auction crew. These same skills can be used with the same results when you are dealing with buyers and sellers at your auctions.

How do you learn "soft skills?" Lucky are the folks who apparently are born with them, or grew up in an environment that encouraged "people skills." In any case, you can, with guidance and practice, learn how to handle touchy situations; even better, how to avoid them in the first place.

Several courses in the Academy program stress the development of soft skills, learning how to work with the public, your auction team, your family. We think it's important.

NEWS FROM OUR GRADS

MICHAEL KARON, June '02 grad, Canoga Park, CA, auctioned at the Radisson Union Park early in February, selling jewelry, bronze, rugs, furniture and art.

BRYAN KINSLEY, Aug '99 grad, Sunset Auction Co, Miami, e-mails "I have finally gotten my business together and am ready to hold my 1st auction. I had gotten my AU license right away after graduating and was able to do some free lance auctioneering for an art company that wanted to sell art in the Keys. I continued to work for another auctioneer to gain experience and learn about operating a business. I finally got my AB license and started my business. Never being a business owner before, I faced many difficult challenges to get operational. I think I have straightened them all out and have booked my 1st auction at a nearby church. I have numerous consignors with a wide variety of merchandise. I have gone all out with a website, custom printed shirts for my crew, custom printed auction supplies, signs and marketing giveaways. I will open my first auction looking very professional and working very professional thanks to the training and information provided from you guys. Thanks again for the wonderful experience and encouragement from your school. Please check out my website and notice the link to FAA. Wish me luck as I now jump in with both feet!

THE NUMBERS

CLASS DATE: April 4 - 13 90 hrs (2 weekends)
Hours: 8:am-6:pm
(8:am-5:pm RingMaster Sunday)

AUCTIONEER PROGRAM cost: effective January 1, 2003

Registration fee \$ 50 due at least 3 days before class
Tuition \$575 due at start of class
Total \$625 (includes books and 1 lunch)
Pay with VISA, MasterCard, American Express, cash, check
RINGMASTER April 6th 8am-5pm lunch included in class

Over a dozen HOTELS are 2-5 Miles from the Academy
Call us for details 800/422-9155

NEXT CLASS APRIL 4 - 13

Almost half our students in the January class were from states other than Florida, with different life styles and very different state law requirements. Several grads have already worked some auctions together. Class networking works!

Florida has a new examination application approval policy that speeds up the process, sometimes by months. It's now possible to graduate school and take your exam within a couple of weeks or less. Some other states have similar programs, check it out if you are in a hurry.

One thing is assured, when you graduate from the Academy, you are ready to start (or continue) your auction career. Ninety is a lot of hours, but auctions have a such a wide range it would take years to cover it all. We give you the basics and then some, plus guidance on ways to learn more about your chosen specialty.

To excel as a bidcaller you have to practice. It helps if you practice the right way, use basic bidcalling principles, take care of your voice, and don't forget the number drills. Bidcall practice sessions after class hours are available to help you get started right.

As of January 1, 2003, the cost of the 10 day 90 hour program is \$625 (\$50 to register, pay \$575 first day of class). When you register we send you bidcall practice material; please specify if you want a cassette tape or CD.

We expect 20-25 students in this class. Join them and get to know some of the many different kinds of auctioneer people.

CALENDAR 2003 Schedule

Auctioneer Classes	RingMaster	Continuing Education
April 4-13	April 6	TBA
June 20-29	June 22	call
Sept. 12-21	Sept. 14	for
Dec. 5-14	Dec. 7	info

MORE NEWS FROM GRADS

DANIEL PARKMAN, Aug '98 grad, Vice President, The National Auction Group Inc., Gadsden AL, e-mails "Find 2 press releases for your newsletter. Also in 2002 I sold \$3M for St Joe Land Co. in Tallahassee. Enjoy your newsletters. Feel free to publish any portion of this." Herewith a portion: "HISTORIC CRESCENT H RANCH SOLD AT ABSOLUTE AUCTION FOR OVER \$18 MILLION. Jackson Hole, Wyoming . . . The renowned Crescent H Ranch, a significant and substantial part of Jackson Hole's historic past and glorious present, was sold today at absolute auction for a price of \$12,337,500. The buyer was W. Allan Jones of Cleveland, TN who outbid 28 other registered participants, each of whom was required to bring \$100,000 in certified funds or a letter of guarantee to bid on the ranch; \$75,000 in certified funds to bid on the home site tracts and \$50,000 in certified funds for the conservation lots and a Teton Pines home. "The auction was conducted by The National Auction Group, Inc. of Gadsden, AL, specialists in the auction of quality high-end properties. The Teton Pines home was purchased by Carol Leibzeit, a Teton Pines resident, for \$997,500. And a 35-acre home site sold

the day before the auction for \$5 million, bring the total sales figure to \$18,335,000.

"This is one of the most spectacular and significant properties that we have ever sold, and the interest level has been enormous for the very outset," said William Bone, President of National Auction Group. "Auctions are the ideal way to sell world class real estate and Crescent H Ranch certainly fits into the very top of that category."

"The National Auction Group (www.national-auction.com) Inc. is the country's largest seller of private, one-of-kind real estate properties such as estates, ranches, farms, commercial properties and recreational facilities. Recognized for its creative and aggressive marketing strategies which are carefully planned, promoted, scheduled and implemented, the National Auction Group's team of talented professionals are skilled at developing plans of action customized to the needs of each client."

(The article then lists 25 sales; we don't have space for all of it. If you would like to read the entire press release, check their website or call us for a copy.)

RMI UPDATE: Please check your listing and make corrections. The list is on the Internet at f-a-a.com and is published 5 times a year in AUCTIONEWS.

RINGMASTERS INTERNATIONAL DIRECTORY

Most people on this list are auctioneers, some are Academy graduates, all are RingMaster trained, expert in all kinds of auctions: coins to aircraft, residential and commercial real estate, liquidations, antiques.

Use the list below for a professional RingMaster at your next auction or call RMI at 800/422-9155.

REAL ESTATE & Merchandise	NORRIS, W.P.	CAPUTO, Gene	KING, Edward G. (Ed)
BAKER, Rick	Orange Park, FL (904)269-3347	Palatka, FL (386)329-9669	Fowlerville, MI (517)223-7184
Vero Beach, FL (561)562-6017	PEDOWITZ, Arthur	COHAN, Lisa	LAMON, Paul
BERTINI, Joseph	Boynton Bch, FL (954)879-8080	Sunrise, FL (954)849-2667	Kissimmee, FL (407)390-1986
N. Lauderdale, FL (305)722-8757	RICHMOND, Howard	DAHLKEMPER, Mark E.	LEWIS, Paul
BURBAGE, Will	Longwood, FL (407)831-7111	Punta Gorda, FL (941)639-8882	Cocoa, FL 32926 (800)550-6292
Lake Worth, FL (561)965-7767	ROGERS, D. Steve, Sr.	DeSARAVO, ODALYS SANCHEZ	McCOLM, Aaron
BURTON, Stephen F.	Duncan, SC (803)439-0615	Caracas Venezuela	Girard, KS (620)724-8510/(620) 249-3640
Quitman, GA (912)263-9202	RONNE, M. Ray	Miami, FL (582)979-5942	McGEHEE, Rex
CAMPBELL, Phil	Orlando, FL (407)294-5494	DOBOSH, Edward	Hughes, AR (501)735-8871
Largo, FL (813)581-7740	SARGENT, Wayne A	Ovideo, FL (407)366-8406	MAYNARD, Randolph
CILLIERS, Martin	Orange City, FL (407)688-0548	DORELLI, John	Columbus, OH (614)475-2210
Tampa, FL (813)969-2755	SCHUTZER, Neill J.	DeBary, FL (386)775-7412	MLIC, Robert
CRABTREE, J Stephen	Ft. Lauderdale, FL (954)475-2639	DORRIS, George W.	Tampa, FL (813)960-4900
Naples, FL (941)403-0406	SKÉEN, Jim	Miami, FL (305)233-4464	MORROW, Don E
DICKINSON, T.R.	Orlando, FL (800)422-9155	EATON, Frank	New Port Richey, FL (727)856-1534
Vero Beach, FL (561)569-0597	SMITH, Gary M.	Esport, NH (603)736-9551	PALMER, Col. Gordon L.
EDMONDSON, Frank	Orlando, FL (800)422-9155	ESTELL, Rich	Dunbar, WV (304)766-8632
Plantation, FL (954)587-4133	STORMENT, Robert Anthony	Tampa, FL (813)933-6384	PATTERSON Doreen
FLANNERY, F.D.	Huntington Bch, CA (714)535-7000	FOSTER, Robert G.	Plant City, FL (813)757-9633
Pompano Beach, FL (305)781-8314	WALTERS, Mark C.	Baton Rouge, LA (504)752-5412	PEPPER, Gerald E.
FRENCH, Steven O.	Ft. Pierce, FL (407)468-8306	GINSBURG, Harold	Lake City, FL (904)961-9852
Denver, CO (303)740-6050	WILLIAMS, Kirk S.	Aventura, FL (305)933-6370	PICA, Kathleen M.
GILMORE Dave	Millville, PA (570)458-6682	GOKEY, John E.	Naples, FL (941)262-7333
Kenner, LA (504)468-6800		Schröon Lake, NY (518)532-9156	RIISSANEN, Ilkka
GILMORE, W. Frank		GOLDSMITH, James R.	Lake Worth, FL (407)586-2031
Orlando, FL (407)870-5484		Vero Beach, FL (561)770-2093	RIZZO, Clara
HELTON, Delmas		GOLDSTEIN, Mark E.	Largo, FL (813)586-4996
Fort Pierce, FL (407)466-2596		Boca Raton, FL (561)271-4790	RUDOLPH, Raymond
HERNANDEZ, Calixto		GOOD, Paul W.	Winter Park, FL (407)677-1435
Greenville, SC (800)535-1670		Seminole, AL (334)946-2210	SCAVUZZO, William R.
KAZOR, Chris		HAMILTON, Alexander M.	Clermont, FL (352)243-0212
Sarasota, FL (941)362-3459		Fairfax, VA (202)453-2981	SCHLOTTERBACK, Tom L.
KINCAID, Randy		HAYES, Rip	Sarasota, FL (941)379-0707
Lakeland, FL (800)970-1977		Bloomfield, MI (248)646-3791	SMOOT, Sam
KLEINBERG, Jerry		HENNESSEE, Rob	Winter Springs, FL (407)695-0772
Longwood, FL (407)774-2777		Tampa, FL (813)626-2341	TWEED, Joel C.
LAWS, Thomas A.		HIATT, Gary D.	Orlando, FL (407)855-2590
Satellite Bch, FL (407)636-1834		Tuscaloosa, AL (205)652-6527	WALKER Robert E
LOVE, Stewart J		HINMAN, Harry	Belvidere, TN (931)962-4343
Pensacola, FL (850)435-7737		BelAir, MD (410)879-7578	WILLIAMS, George
MacINTYRE, John R.		HODGE, Donald	Daytona Bch, FL (904)255-8077
Dedham, MA (617)329-3882		Ruskin, FL (813)645-7385	WILLIAMS, Phyllis
McNEECE, Jack		JACOBS, Col. John W.	Ft Myers, FL (813)463-6173
Titusville, FL (407)383-8766		Tallahassee, FL (850)228-5253	WILLIAMS, Robert J, MPA, GG
MITCHAM, James A.		KATZ, "Tiny" Col.	Ft Myers, FL (813)481-5003
Wheeling, WV (304)547-5721		NY, FL (800)331-0492	WOOD, Jerry
		Palatka, FL (904)329-0361	Apopka, FL (407)886-1189



JANUARY AUCTIONEER CLASS

Twenty-three auctioneers in the January class with 22 graduates and one late starter who will finish up in the April session. Grads include Eric Baron, Las Vegas, NV; Mike Brown, Okeechobee; John Davis, Harold 'Sam' Smith, TN; Ralph Farnsworth, VT; Charles Hartless, Jerry Hartless, Abernathy, TX; John Maddelin, Cape Canaveral; John Peddy, Panama City Beach; Ed Puchula, Jacksonville; Thelma J. Ratliff, VA; Mary J. Rose, Jeff Weston, IN; Robert 'Steve' Rudnick, Fort Lauderdale; Scott Sanders, Sebastian; Karen Scott, Cape Coral; Justin Smith, West Melbourne; Ken Stockdill, St. Cloud; Tonya Miller-Turczyn, Peter A. Turczyn, MI; Andy Untermeyer, Boca Raton; Patrick Warner, Brandon. Andrew Hoopper, Orlando, will be back for the April class.

RingMaster Sunday added Morgan Lee Michaels, Panama City Beach; Lynn Wodjenski, St. Cloud; Chester Webb, St. Cloud.

Visitors to the class included Wendy Chaffin who briefed the class on benefits of belonging to the National Auctioneers Association, and Stan Crooks, Sept. '94 grad, Lantana, spoke on behalf of the Florida Auctioneer Association. Wade West, Nov. '98 grad, Orlando, gave the class a pep talk, then hired John Maddelin as a RingMaster at his Saturday night benefit auction.

The Friday class live and silent auction was handled well by an efficient team of auctioneers who obviously knew what they were doing. Items sold included jewelry, a great belt buckle, collectible glass and a globe, fine art, furniture, a camcorder, Cobra radios, rugs, handcrafted birdhouses, tools and other stuff. Some sellers did very well at this one. With the auction and the \$105 sale of the Hank Williams singing doll, St Jude benefited by \$153. Thanks to all the generous donors.

NAA NOTES

More on benefits of belonging: graduates of the Academy can join the NAA for \$100 (a \$50 savings) PLUS you get a certificate for free attendance at the annual conference and show in San Antonio, TX in July, and a brochure-full of other benefits.

AND MORE NEWS FROM GRADS . . .

RICK KOGELSCHATZ, June '02 grad, Sebring, FL e-mails "I finally sat down to take the state test and passed it. I just wanted to thank all of you for your time and effort you put into the 10 day class. It was very educational and everyone did a superb job of prepping the entire class for our future careers and the exam. I'll let you know when we do our first auction.

WAYNE CAFFAREL, Jan '02 grad, Waycross, GA e-mails "This is to let you know that after some major hassling with the GA commission I was able to take my test and acquire my license. I guess if you really want something you can get it. Thanks for all the help while I was there. (Wayne stopped in at the Friday class auction and left with a new half-mile hauler.)

CHAD & CARLA LANGFORD, Nov. '02 grads, Cross City, FL e-mail "We really enjoyed the course and learned more than what we expected. All the instructors were of great help and very knowledgeable in their special fields of auctioneering. To follow up, we took our state exam Dec. 21 and passed with no problems and should have our licenses within a couple of weeks. We are currently in the process of opening our own auction house and plan to have our open house the first part of March.


AUCTIONEER EXAM APPLICANTS, FLORIDA RULES

License applications are processed when received at DBPR (a legal problem may have to be addressed at a board meeting and that can hold you up for a few weeks.) You can apply before you attend auction school; when you graduate, the school forwards your Auction School Evaluation Form to DBPR and you get a call to schedule a test date and location. Exams are given Monday thru Friday at 16 exam sites in Florida. The exam is on touch-screen computers at the testing service location (not the internet). Call the Academy 800/422-9155 or DBPR 850/488-5189 for more information.

Cost of getting licensed: pay the full amount of \$367 to DBPR when you send in your application: it includes an application fee of \$50, license fee \$75 (for pro-rated odd-numbered year license that expires Nov. 30, 2003), unlicensed activity fee \$5, examination fee \$237; you pay the testing service \$13 when you schedule your exam date.

For other states, check their laws for licensing requirements. In some states you can apply before you attend auction school and thus speed up the process.

The Florida Auctioneer Academy Exam Review is on the Internet (f-a-a.com for a free sample test). Cost is \$35 for 200 multiple-choice questions, plus law, math and UCC tests. When you have been approved for the Florida state exam, call us for your password for the Review.

 Psst..... pass me.....

FLORIDA AUCTIONEER ACADEMY INC.

10376 East Colonial Drive #110

Orlando, FL 32817

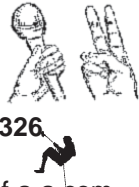
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Entire catalog and enrollment form at www.f-a-a.com



Next Class

April 4 - 13

RingMaster April 6

Next CE call for dates
see front page for 2003 dates

**2003 CATALOGS ARE HERE
CALL-EMAIL-FAX TO GET YOURS**

This newsletter reaches approximately 1500 active or prospective auctioneers by postal mail, who knows how many see it on our website. For absolutely free publicity, send us info on your auctions. The price is right!

CONTINUING EDUCATION

The 2003 CE program includes 6 hours of mandatory or "core" courses and 6 hours of electives, paperwork and reports for all* states that require CE. Seminars are held at the Academy in Orlando. *We are (still) working on Illinois approval - stay tuned.

CLASSIFIEDS

Need answers to Internet questions? We can help you get your business "on the net". Let us help you design a web site. We have server space waiting to be used. Some of our clients can be viewed at f-a-a.com; OutsideStuff.com; FrontLineAuctions.com; Boat-Safe.com; GWLewis.com; CoolbizFL.com; HeartofGoldAuctions.com; Auctions-LTD.com; GlobalWestAuctions.com; L-HAuctions.com; more added each month.

Call Gary (407)282-4254... oh you can e-mail me also.

Sound Systems

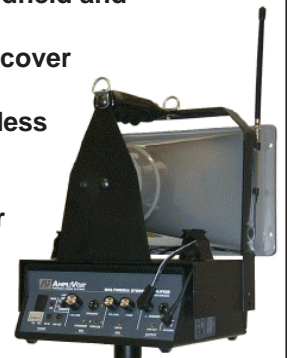
MIPRO 101 wireless, rechargeable 20 watt, handheld or headset mic

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