

AUCTION NEWS

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FROM THE BOX

THE FUTURE OF AUCTIONS

The Net has the auction world confused. Many auctioneers are wondering if they should jump in now or wait to see what happens next. Online auctions, popular as they appear to be, may not work for every auctioneer. Keep in mind the traditional auction method has been around for thousands of years; it's not going away anytime soon. The reasons people attend auctions haven't changed: people like the victorious feeling that comes from topping a competitive bidder - in person, not on a computer monitor. They want the flavor of the auction ring, the camaraderie with their friends at the local auction barn. They want encouragement to buy that item they really like but are timid about bidding on. They want to SEE WHAT THEY ARE BUYING; they want other people to SEE THEM BUY IT. Most of all, they want to hear the auction chant. And many of them will never, ever use a computer.

On a positive note, the publicity generated by online auctions has given the auction method of selling a tremendous boost. Advertising on the Internet has become the best way to reach the largest number of buyers. Use it any way you can, but keep on doing what you do best, serving your auction customers and being a part of the community.

OUR GRADS WRITE

FRANCESCA LUND, Sarasota (class of 10/99): "I am regularly calling all the public auctions for the largest stamp firm in Florida, Michael Rogers Inc. I have called his last two auctions and the the next one is coming up. As you know, stamps are my husband's and my business and there are not many opportunities to call live stamp auctions within our geographic area. I am thrilled! Many thanks for providing the school so I could be licensed in this exciting field!"

ROBERT FOSTER, Baton Rouge, LA (class of 11/95): "I've contracted to sell a local collector's entire collection of advertising memorabilia and antique items on Sept 23 here in Baton Rouge. If you know of any serious Coca Cola collectors or collectors of other advertising memorabilia - especially beer signs, ads, lights etc - please pass the word along. Many of the items can be viewed on my web site <http://fosterauctions.homestead.com/rfa.html> (home page). From there go to the auction calendar and select the "PICS of Sep 23" button. I've now retired from IBM and am doing auctioneering and running an antique shop full time. Much more work than Big Blue but MUCH more fun."

CAROL BARNES, Orlando (04/00 grad): "I'm happy to say I am now licensed as AU2693. The exam wasn't as difficult as I thought, thanks to all the notes and information I studied from school. I'll be auctioneering for the Channel 24 Furniture Auction in September."

The Academy is well represented at PBS Channel 24: DAVE WACKROW (03/94 grad) and Art Phillips (CE seminar) conduct the auctions. BILL DOBYNS (02/99 grad) has been a major bidcaller for 2 years; CAROL is on the block.

THE NUMBERS

CLASS DATE: Oct 27 - Nov 5 (10 days incl 2 weekends)
Hours: 8:am-6:pm (90 hrs, includes RingMaster)

AUCTIONEER PROGRAM cost:

Registration fee \$ 50 due at least 3 days before class
 Tuition \$475 due at start of class
 Total \$525 (includes books and 1 lunch)

We take VISA, MasterCard, American Express, cash, check

Bring your crew:

RINGMASTER Oct 29 \$75 (\$65 2 or more) includes lunch

Most HOTELS APPROX 2 MILES FROM THE ACADEMY:

EAST on Colonial Drive (Hwy 50):
 Ramada Ltd 407/273-1500 Microwave/fridge pets ok \$39
 Days Inn 407/282-2777 Discounts available, ask for them
 Crossland Economy Studios 407/282-7112 \$189 wkly for 1
 Alafaya Trail & Hwy 50: Radisson 407/658-9008 \$69 Shuttle
 Comfort Suites 407/737-9160 \$79 (7 day rate)
 Holiday Inn Select 407/275-9000
 WEST on Colonial Dr: Holiday Inn Express 407/282-3900

NEXT CLASS STARTS 8:am OCTOBER 27

In response to all the grads who said they got much more than they paid for, we are going to let you pay more for what you get. (see box for how much we let you pay)

And what do you get? Classmates from all over the country, no, make that all over the world. People who sell fine art and antiques, classic cars and boats, rabbits and chickens, heavy equipment and machinery, jewelry and coins and stamps, benefit auctions that benefit them too, estate auctions with all sorts of different things. We show you how to handle these and many more, because you never know what you will be asked to sell next. If you want to get in on the Internet action, this is the place to get started. Our computer consultant is there for all levels of student expertise, beginner, expert or in between.

Selling is the fun part of auctioning but you need a solid foundation on which to build your business. The Academy gives you the information you need to start.

If you plan to attend auction school only to qualify for licensure, you may learn something new along the way. And be aware that a requirement in some license law states is 10 days' school attendance, which may apply to reciprocal as well as initial licensing. The Academy program runs for 10 full days, 90 hours in all.

The next class is Friday October 27 through Sunday November 5. Total cost of \$525 includes the RingMaster seminar, free coffee, workbooks and other material.

To enroll in a class, send the \$50 registration fee with the enrollment agreement; the balance of \$475 is due on the first day of class. Sign up now and reserve your place!

CALENDAR 2000/2001 Schedule

| Auctioneer Classes | RingMaster | Continuing Education |
|--------------------|------------|----------------------|
| *Oct. 27-Nov. 5 | October 29 | November 5 |
| Jan. 12-21 | January 14 | January 21 |
| March 23-April 1 | March 25 | April 1 |
| June 1-10 | June 3 | June 10 |
| August 10-19 | August 12 | August 19 |
| Oct. 26-Nov. 4 | October 28 | November 4 |

COMMUNICATION

It's ironic that all our sophisticated communications systems, including the Internet that potentially links every person in the world with every other person, actually may be keeping us from communicating. Unless you have a system with video and audio capability you miss the voice inflections, facial expressions and body language essential to true communication.

The problem may be a lack of understanding of the meaning of communication. Think about it: if we send a message but the intended recipient doesn't get it (get it?) we have failed to communicate. Snail mail, e-mail, voice mail, answering machines, teletype, fax, are all one-way communication devices; if you don't get a response, it isn't communication.

Maybe you don't care, your job is to place the ad, post the sale bill, e-mail the customer list, leave the message, send the faxes. This is not communicating, this is announcing.

If you do care, you may have to ask for a response. If your message is important, follow up and don't give up until you have achieved communication. It has to begin with you.

FLORIDA EXAM LICENSE APPLICANTS:

There's probably still time. Call Daryl Dempsey at DBPR (850/488-5189) about getting your license exam application on the agenda for approval at the Sept 22 Board of Auctioneers meeting. Then attend the Academy class starting October 27 and take the license exam shortly after you graduate. Remember Florida has 17 exam sites and does daily license law testing with results (pass/fail) immediately available.

You CAN send in your state exam application before you attend auction school, just write your projected graduation date on the form. For an exam application, call the Academy 800/422-9155 or 407/382-6699, or DBPR at 850/488-5189.

The Academy exam review is on the Internet (check out www.f-a-a.com for a free sample test). For Academy grads, the cost is \$35; you get 200 multiple-choice exam questions, math and UCC tests. Schedule your state exam, then call us for your password to take the Review.

🔗 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

BAKER, Rick
Vero Beach, FL (561)562-6017
BERTINI, Joseph
N. Lauderdale, FL (305)722-8757
BURBAGE, Will
Lake Worth, FL (561)965-7767
BURTON, Stephen F.
Quitman, GA (912)263-9202
CAMPBELL, Phil
Largo, FL (813)581-7740
CILLIERS, Martin
Tampa, FL (813)969-2755
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KATZ, "Tiny" Col.
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Fowlerville, MI (517)223-7184
LAMON, Paul
Kissimmee, FL (407)390-1986
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McCOLM, Aaron
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McGEHEE, Rex
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WILLIAMS, Robert J, MPA, GG
Ft Myers, FL (813)481-5003
WOOD, Jerry
Apopka, FL (407)886-1189



Class of August 2000

AUGUST CLASS

Grads in the August class included Amber Chancey, North Port; Steven Chancey, North Port; Odalys Sanchez de Saravo, Caracas Venezuela and Miami; Edward DuBose, Panama City Beach; Tara Ana Finley, Miami; Matthew Green, Sherry Green, Delray Beach; Phyllis Greene, Nokomis; James Lambert, Olney, MD; Mark Morrison, Davie; Mike Ragan, Arcadia.

Several people in this class are already at work in the auction business. Odalys of Odalys Subasta returns to Caracas to sell fine art and is putting together a more local auction in Miami. Tara took off for New York on a business trip for Sloan's in Miami. Mike has an auction scheduled in mid-September.

Added on RingMaster Sunday were Christine Evans, Daleville, AL; Doug Greene, Nokomis; Jim Thompson, Davenport; Dwight Wells, Dothan, AL. L.J. Montague, Franklin Welch, Gary Smith and Jim Skeen led the 9 hour seminar, and lunch was catered by Holly.

The 2nd Friday live auction was ably managed by Amber Chancey; Jimmy Lambert did a fine job with the silent auction and the rest of the class did the auction setup, registered, clerked, cashiered, and settled just like auctioneers do.

ST JUDE BENEFITS

So far this year donations from students and staff at the 2nd Friday auctions have resulted in \$572.50 for St. Jude Children's Research Hospital, thanks to all who so generously participated.

New Instructor Joins Academy Staff

FRANCES WHITE, Valrico, brings many years of training and expertise to classes in appraising and original art, important fields deserving of professional attention.

RingMaster International

New members AARON McCOLM, Girard, KS (316)231-3353, interested in work on the West Coast. ODALYS SANCHEZ de SARAVO, Caracas Venezuela (582)661-8390 and Miami, FL, specialist in fine art.



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

2001 CATALOGS GO TO PRINT IN NOVEMBER

SIGN UP NOW AND GET YOUR BIDCALL TAPE



**Next Class
Oct 27 -Nov 5
RingMaster
October 29**

Next 8 hr CE November 5

CONTINUING EDUCATION REQUIREMENTS:

Alabama 8 hours by 9/30/01

Georgia 8 hours by 12/31/01

Indiana 12 hours by 2/28/02

Kentucky 6 hours by 6/30/01

South Carolina 4 hours by 6/30/01

Tennessee 6 hours by renewal date

West Virginia 3 hours by 12/31/00

North Carolina 4 hrs by 5/15/01

CONTINUING EDUCATION

The last scheduled CE seminar for 2000 is November 5. The 12 hours of approved subjects include laws, agency, escrow, ethics, Internet, equipment and safety, designed to help you stay current in the states where you conduct auctions. The cost is \$50 at our place. Or call for info on a seminar for your group, 800/422-9155.

Beginning January 1, 2001, the cost of the Auctioneer program (10 day class) will be \$575 (\$50 registration fee and \$525 tuition); still a bargain when you compare the quality of the education you receive. For the January/February class, if you send your enrollment agreement with a \$50 registration fee before January 1, the balance due at the start of class will be \$475.

CLASSIFIEDS

Need answers to Internet questions? We can help you get your business "on the net". From a simple listing, or a single page, to a Full blown web site. We have server space waiting to be used. Some of our clients can be viewed at f-a-a.com; outsidestuff.com; vacation-villa.com; auction-time.com; auctionpros.com; firstusarealty.com; Champions-Run.com; FrontLineAuctions.com; Boat-Safe.com
Call Gary (407)282-4254... oh you can e-mail me also.

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