

The Ontario Auctioneer

Official Newsletter
of the
Auctioneers Association
of Ontario

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Auctioneers Association of Ontario

S P R I N G 2 0 1 8

President's Message

Greetings to everyone!

The 2018 AAO convention is over and all the people who attended had a wonderful time. Hats off to Gerald who planned a fantastic convention.

Plans are already in the works for the 2019 convention, which will be held in Peterborough, Ontario on February 28, March 1, 2 and 3, 2019. The Holiday Inn, which is located in the heart of downtown Peterborough, is already booked for it. Peterborough is located approximately 2 hours east of Toronto, for those of you who were wondering where to find us.

As spring auction sales are starting to be listed, I wish all of you the best of luck in the coming year. We will remember the saying "make hay when the sun shines" but when you want to have a holiday this summer, please keep Sunday, August 12, 2018 available as we have a wonderful event planned for

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AAO Summer Event - Sunday, August 12

Mark your calendars! Bring your family and staff and join us for a day filled with friendship, and fun. We'll meet in Peterborough for lunch, a tour of the Peterborough Exhibition, followed by a tour of the world's tallest lift locks. Cost is only \$35/each. Contact the AAO office ASAP to reserve your places!



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the whole family.

It begins by going to the Peterborough Exhibition for lunch (11:00), taking a tour of the Peterborough Exhibition, and then proceeding to meet up with the Liftlock Cruises, 1.5km north of the fairgrounds. We will tour through the World's Tallest Lift locks located in my hometown of Peterborough. The cost is only \$35.00 per person. Please let us know ASAP if you are interested in joining us. Please feel free to bring your families and your staff.

The AAO has a strong board that is here for the members so if you have any ideas on what we can do, I am just a phone or an e-mail away!

Happy Auction Sales!
- Jason McIntosh

Meet your AAO President

Jason McIntosh, well known in the area as a beef producer, with multiple retail locations, is also a talented auctioneer.

Jason can provide auction sale services for farms, estates, liquidation, antiques, divorce or bankruptcy, either onsite or he can stage them at the Doug Mitchell Auction building in Omeme.

Add Jason's partner, Colleen Arbuckle, to the mix, and Jason and Colleen are now both certified appraisers, offering appraisals on any and all personal property.



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HST Follow-up: Precious Metals

We have had a great discussion this past year about HST in relation to what, who and how it affects us as auctioneers. Once again, some answers lead to more questions; a story was shared with us about a dispute over taxes charged on the purchase of some coins and the customer thought they were not taxable.

So let's clear the air. **Precious Metals are defined as:** *A "precious metal" is a bar, ingot, coin or wafer of gold, platinum or silver that is refined to a purity level of at least 99.5% in the case of gold and platinum, and 99.9% in the case of silver.*

This definition and detailed explanation can be found at the Government of Canada's website, www.canada.ca by searching "17-1 definition of financial instrument".

A precious metal in the form of a bar, ingot or wafer will bear markings indicating their purity level. They will also have an identification mark of the issuing financial institution or refinery. With respect to coins, only those metals at the required purity levels that have been issued by a government authority (Canadian Mint) and that may be used as currency will qualify as a precious metal.

The sale or purchase of a precious metal that is not of a commercial activity is considered a supply of property. Generally, the sale of gold, platinum or silver coins with a purity level of less than 99.5% for gold and platinum, and less than 99.9% for silver is taxable at 13%. The sale

of gold, platinum or silver coins at the defined purity levels is tax exempt.

Happy Auctioneering,
AAO Legal & Legislative Committee

Liberals propose tightening Canada's firearms law with new record-keeping practices

The Liberal government hopes to tighten Canada's firearms law with changes to the background check system and new mandatory record-keeping practices for vendors.

Public Safety Minister Ralph Goodale tabled Bill C-71 on Tuesday, March 20, 2018, which includes new provisions to "enhance" existing background checks for those seeking a firearms license.

Goodale is also proposing changes to how vendors document the sale of firearms. If the bill passes, retailers would be required to maintain adequate records of all inventories and sales. The records will be owned and maintained by the retailers themselves, and will only be accessible to police if they obtain a warrant. Many retailers, including the country's major sporting goods stores, already track sales of firearms. The legislation will require that these records be kept for a 20-year period. Mandatory record-keeping was done away with when

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the former Harper government made sweeping changes to the country's firearms regulations in 2012.

March 20, 2018
Ottawa, Ontario
Public Safety Canada

To keep communities safe, the Government of Canada is strengthening Canada's gun laws in a common-sense, focused and effective way. Legislation introduced today prioritizes public safety and effective police work, while respecting law-abiding firearms owners. This government will not bring back the federal long-gun registry.

The new legislation proposes to:

- Enhance background checks on those seeking to acquire firearms.*
- Enhance the utility of those background checks and the effectiveness of the existing licensing system.*
- Standardize existing best practices among commercial retailers to maintain adequate records of their inventories and sales.*
- Ensure the impartial, professional, accurate and consistent classification of firearms as either "non-restricted" "restricted" or "prohibited".*
- Bolster community safety in relation to restricted and prohibited firearms (mostly handguns and assault weapons).*
- Businesses, including auctioneers that sell firearms, are required to have a Firearms Licence for Businesses valid for all the classes (non-restricted, restricted and prohibited) of firearms they sell.*

Your L&L committee will keep you posted if Bill C-71 has any effect on your Firearms Licence for Business.

2019 AAO Convention

*AAO's New "Team" Competition Category
February 28, 2019 to March 3, 2019
in Peterborough, Ontario*

First of all, I would like to congratulate all the competitors, new champions and thank everyone involved in making our 2018 AAO Convention in Kitchener, Ontario a tremendous success!

Our Board of Members are committed to making the 2019 AAO Convention in Peterborough, Ontario the best it can be by using fresh ideas, creative strategies and team work.

I am pleased to announce our new Team Category this year to coincide with our Novice Class and Experienced Class division. It will feature one auctioneer and one bid spotter working together, being judged as a team. It should be an exciting new addition. North Toronto has agreed to sponsor this new class.

Stay tuned for more exciting ideas and events, including the AAO Summer Boat Cruise on Sunday, August 12, 2018 in Peterborough, Ontario.

Thank you,
Phil Faulkner

*It's a sure sign of summer if the
chair gets up when you do.*

- Walter Winchell

AAO Convention 2018 Reports

Branding Yourself and your Business

Brent Shackleton along with his two daughters, Taylor and Erin, led an information packed discussion on branding yourself and/or your business.



Shackleton's Real Estate & Auctions Co. runs an excellent branding campaign using two platforms, Facebook and Instagram. You can find either page by searching "Shackleton's Real Estate and Auctions" within Facebook or Instagram and look for their logo.

Taylor led off with how they use Facebook, a few statistics on how many "likes", "shares" and people they've reached. Aside from the typical Facebook posts about upcoming auctions, it's about how you connect and get your audience involved. It requires a little thinking outside the box, but nothing complicated. More of a play on words than anything, instead of the typical "upcoming auction" posts, they use headlines like "Save the date" or "You're invited". Other strategies to stimulate your audience include posting "Did you know" or "Top 5 tips". Anytime you can provide your audience with a little more knowledge that will boost their confidence in you and what you can do for them is a win win. Other ideas include a "Remember this", high light an odd ball or rarity item you've sold and what it sold for to help boost you're the right person for the job. And lastly, show them you're a real person too; show them a "behind the

scene" look at what all goes on leading up to the big day. It's all about connecting.

Erin rounded out the discussion on their use of Instagram. Instagram is somewhat similar to Facebook but at the same time, completely different! Instagram has become the home for visual storytelling for everyone from celebrities, newsrooms and brands, to teens, musicians and anyone with a creative passion. Capture and share the world's moments with the click of your camera. Instagram is more about connecting by images and short video and less about conversation and text. Literally a snap shot of information that will connect and associate people with your business.



Insurance Report from Convention

We had 2 speakers come to talk about the tough subject of insurance.

Matthew Flagler, from Hamilton Township Mutual Insurance, talked about why you need to have up to date insurance. His role is to try to keep the insurance adjuster unemployed.

Adam Hinks is a broker from Pearson Dunn, who provides the insurance for the members of the AAO. Adam explained how to understand how much insurance you need to have so that you are adequately covered, and are not paying for extra insurance that you do not need.

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We also learned about the responsibilities that we have as auctioneers to cover liability for our customers and to protect the safety of everyone. As auctioneers, we are responsible for our customers if we owned the property or not. Can you believe if a person is not 18 years or older, we have to have a written consent from their parents or guardian for them to purchase items from us?

Both speakers gave an interesting look at the insurance industry and how it is important to ask the right questions. As always in this subject, there is a lot to learn.

- Jason McIntosh



Panel Guests

Day 2 of the annual convention gave attendees the chance to enjoy the knowledge passed on by 2 guest speakers. Both speakers are seasoned auctioneers who were very willing to share their knowledge.

First up was Jerry Ruth, from Hepworth. He has extensive knowledge in the lumber industry.

When Jerry isn't auctioneering he

operates a wood-working shop that creates custom wood finishes for clients, from baseboards to cabinetry. This database of info complements the auction industry when we are asked to assess home furnishings.

A solid knowledge of the wood used can help to date the creation time of a piece. Which, as we all know, sets the bar in value. We want to receive the highest dollar value for the seller on the auction block and detailing the items being sold can do just that.

Jerry supplied samples of 12 different cuts of wood. And then taught us how to see the differences and rarity of the various woods. Some people left with their own sample selection to use with their own clients.

Many thanks to Jerry for making this a hands on learning experience.

The second speaker, "Hoss" Bertrand from eastern Ontario was happy to explain his love of toys. This passion expanded from his childhood in a full blown adult collection. Currently he concentrates on upgrading, not expanding, his collection. He explained to us, the convention audience, how the market has changed. What used to bring the big

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bucks is different now largely based on the aging demographics of the bidders. As auctioneers and appraisers we appreciated Hoss' insight and confirmation that we need to be very careful when assessing a collection to understand its current market value.

Well said Hoss!!



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Competition Report

Day 3 of the convention was highlighted by the Auctioneer's Competition!! It was an outstanding event hosted at Gerald Bowman's Auction Barn in Wallenstein.

The stage was set with 300+ items to be auctioned off. The crowd poured in 'til eventually there was standing room only. As a novice competitor looking out over a crowd of 400 people, you had to work at controlling your stage fright. But the first 3 competitors did an incredible job. Each sold 5 items in the first round. The panel of 5 judges had their work cut out for them. After round 2 of selling, the trophy had to go to Randy Horst of Elmira, with a giant round of applause for the Ebersol brothers.

Next up was the senior competitors.

These are seasoned auctioneers who currently work in various aspects of the industry. They sell on a regular basis anything from tea cups to cattle.

On this particular day they were focused on 'the battle' for top spot. And what a job they did!! Again, audiences enjoyed watching these talented auctioneers sell 5 items in the first round of competition. Judges again narrowed the field till the final 3 were standing. Congratulations to Ab Carroll of Omemee on placing first, Frances Fripp of Mississauga as the runner up, and Dave Johnston from Listowel in 3rd. As the big winner Ab put a nice cheque in his pocket and more importantly will house the large winners' cup 'til we do it all over again in 2019.

New for 2019 - Team Category!

I am pleased to announce our new Team Category in 2019 to coincide with our Novice Class and Experienced Class division. It will feature one auctioneer and one bid spotter working together, being judged as a team. It should be an exciting new addition. North Toronto has agreed to sponsor this new class. *Read Phil's full article on page 6.*

- Phil Faulkner



Ab Carroll, Champion, with Gerald Bowman



Gerald Bowman presenting Randy Horst with Novice Trophy

Ruth Hart-Stephens Bursary



In 2003, the AAO founded an educational bursary aimed at promoting advanced professional development and continuing education for established auctioneers. The bursary was renamed in 2008, to honour the late Ruth Hart-Stephens. Ruth's untimely demise in December 2007, after 43 years in the auction business left a gap in the auto auction world and the auction industry in general. Under the leadership of Ruth and her son Brad Hart, Manheim's Toronto Auto Auctions have been staunch supporters of the AAO. Ruth believed 100% in the auction method of marketing, the need for constant upgrading of professional knowledge and skills, and maximum effort in the auction ring.

The Ruth Hart-Stephens Educational Bursary is presented annually to a deserving member in good standing who has applied for continuing education and professional development in an auction or auction-related field. The Bursary is for higher-level academic knowledge and/or skill based education. The recipient of the Bursary is announced at the President's Banquet at the Annual AAO Convention and Competition. The Bursary award shall not exceed \$1000.

Past recipients have used the Bursary to go towards various courses, including The CPPAG (Canadian Personal Property Appraisers Group), CAI (Certified Auctioneers Institute, provided by the NAA/National Auctioneers Association), BAS (Benefit Auctioneer Specialist by the

NAA), extra educational opportunities and classes provided by the Canadian Auction College and more. There have been many recipients of this Bursary since its inception and there have been years where there have been no applicants. The Board of Directors would be pleased to direct the allocated funds to a deserving AAO member.

Applicants must be members in good standing and active in the auction industry. The Educational Bursary application form must be completed in full — incomplete applications will not be accepted. All funding from other sources must be declared on the application. The Bursary is not retroactive and cannot be applied against courses already completed. The application, all written reports, submissions and supporting documents become the property of the AAO.

The deadline for submissions is December 31st each year. Applications shall be received by the Secretary/Treasurer and screened for completeness. At the annual convention applications will be judged by a panel made up of the President, the Past President and two current directors.

If you would like to apply for the Ruth Hart-Stephens Educational Bursary you may obtain an application form from the Secretary/Treasurer at:

Secretary/Treasurer AAO
30959 Wyatt Road, RR #6, Strathroy, ON N7G 3H7
519-232-4138 Fax:519-232-9166
execdir@auctioneersassociation.com

Morning Breakfast Ideas

This year was excellent. It was a great idea to use the local AAO talent this year as speakers.

- Next year we are possibly going to do a session on trends and we hope to have Andrew Ziggler as a potential speaker.

- What about having a hands on Facebook session next year? Bring your own laptop or we could see about bringing some in to help get people set up or to help them use their social media more effectively. The session would be for new to Facebook users and also geared toward the more advanced users.

- What about having a session on the professional site of LinkedIn? To help promote yourself and your business? Michael Peveer has offered to help with the LinkedIn session and is willing to help anyone who is interested in learning more about it.

- And we would also like to host a session on Instagram and how to use it to our advantage to help promote our businesses.

- Could we possibly have a panel discussion/session on the troubles that auctioneers have run into in the course of their business and how they have fixed them? We could use the information that our members have to help each other trouble shoot through different scenarios that they have experienced.

- We should be thinking about doing another Auction Flex session in 2019 as they have a new system coming out.

- The question was asked about how to market the convention to the members so that more of them can attend. A suggestion was to start advertising what the sessions will be sooner.

- Another suggestion was made that if people can send Ken a review about this year's convention it might help the attendance for next year.

- Another idea was to have the convention every second year? To make it bigger and better and to draw people back to it as we were missing quite a few members this year.

- Jerry Ruth suggested to have someone who collects jars speak about the values of them

- Someone suggested that the Ontario Cattle Feeders bring in some great speakers like Alvin Law and a woman who was injured on a horse and uses horses as therapy... could we bring in a motivational speaker?

- Another suggestion was to maybe have a combination of fun and educational activities at the next convention

- Competition suggestions...having a draw for a prize (like a trailer, or a signed Garth Brooks guitar like the Alberta Association has) that each competitor would have to sell a limited # of tickets. And they would have an elimination draw. Similar to the Alberta Competition.

- If competitors didn't bring \$50 items and actually get the \$50 value of them, then they should be docked points on their score cards.

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- If we partner with someone, like John Deere, then it might also bring people from their organization to the competition to watch.
- We could sell either the item or the cash value of the ticket item? Alberta includes a box of chocolates to avoid the lottery licensing issues, so we would sell an item and the ticket is more of a door prize idea.
- Dinner - the food was good. Nice beef.
- Entertainment - the entertainers were good...but different.
- The ads on the light show were really neat.
- We need to underline the dates for next year's convention early and put them in all of the publications for the rest of the year so members are aware of the dates.
- A suggestion was made that the website needs more pictures so that people can be acknowledged from past competitions.
- It was great that we had a professional photographer take pictures of the competition and included the media
- A suggestion was made that in the past they have had Leroy Van Dyke and The Good Brothers...could we possibly include a dance next year and delay the hospitality suite?
- There were some suggestions regarding the times between the Competition and cocktail hour, does it need to be shorter? Could we have a hospitality suite open from end of sale to the beginning of cocktail hour? Could something happen at the hotel where it draws people

back after the competition and possibly have a room that people can freshen up in if they are not staying?

- It was suggested that we have more info at the competition for the Aaron Kates award...explain to the crowd about what the award is about and why we have it to honor Aaron.
- Bob Ireland had volunteered to talk about the qualities of the Aaron Kates and why we have the people's choice award at next year's competition.
- Mentors are important in the group to bring new auctioneers in.
- We questioned the groups as to who does live vs. online auctions? Most of the people in the room today only do live auctions and not online.
- A suggestion was also made that the AAO establish what defines an auctioneer.
- There was some discussion surrounding the city bylaws that are different within each municipality and that the licensing is different between live and online auctions.
- Jack Morris said that an auction is competitive bidding... so online is still considered to be an auction by definition even though there is no live auctioneer.

Just a reminder that there is going to be a Boat Cruise on Sunday, August 12 in Peterborough... let us know if you are interested in attending.

Trade Show - 2018

It's always great to meet new people and reconnect with familiar faces you may only connect with electronically!

Thom McLaughlin from **The Auction Advertiser** provided us with some real time statistics on how big a reach auctioneers can get with his advertising.

Sarah Willsey from **Global Auction Guide** showed us the sky is the limit when it comes to online marketing for your auctions.

Tim Sullivan joined us all the way from Florida representing **AuctionFlex** and **HiBid**. He provided knowledge and insight on their software and online platforms.

Dan Drysdale from **Jam School** was on hand with some great convention specials on portable and personal speaker systems.

A new attendee this year was **Karina Huddy** from **Buckland**. Karina and Buckland's can provide you with a single source of unmatched Customs Brokerage services.



Congratulations!

Dave Jacob, Member of the Year, with Gerald Bowman



Gerald Bowman presents the President's gavel to Jason McIntosh

Meet your AAO Member of the Year - David Jacob

February.....Out West and Back Again
February is typically known to be a cold, blizzardy, and sometimes, miserable month. This year it wasn't too bad weather wise, and for me, it was an incredibly memorable one.

Part One

I started off the first weekend in February, meeting AAO Past President Gerald Bowman at mom and dad's farm outside of Stratford and heading for Toronto's Pearson International Airport. Thanks in part to the AAO, we were heading to Leduc, Alberta to take part in the Alberta Auctioneers Association Convention weekend. Both Gerald and I had spoke at length about the trip, what we wanted see, what wasn't as important, who was going to do what, when, where, all that good stuff. We arrived and made it in time for the Thursday night social which was alongside their poker tournament. Everyone was enjoying their evening and we quickly met some new friends and I got to reacquaint myself with some old ones.

Friday was a big day. It started at breakfast and was followed by the keynote speaker, Brett Gardiner. Brett is the 7 time Canadian Finals Rodeo Announcer of the Year. Brett was a very easy speaker to listen to and spoke about the journey his unique career has taken. He spoke about setting goals for yourself, how to push yourself to be just a little better than your competition, and how to stay there when you get there. One of his quotes that

stuck with me from his presentation was "Pressure is a Privilege". How true. Sometimes we get so busy and so wrapped up in our lives and our business that we just want to get rid of all of the pressure that goes with all of that. Just remember, if it wasn't for that pressure, we wouldn't be where we are. We're lucky to have it. For if we didn't have pressure, we likely wouldn't have the successful businesses that we do, and if it weren't for those, I wouldn't be writing to the members of this great association that we belong to.

Following that seminar we loaded onto a bus headed to Nisku, Alberta for the 2018 Auctioneering and Bid Catching Championships, which was held at the Ritchie Bros. auction facility. This place in itself was incredible. The sheer size of the yard and auction auditoriums (yes that's plural) are mind boggling. They told us that on auction day, they have 255 people employed there. Can you imagine? We had a competitors meeting and drew for positions where they gave us corsages and Stormtech vests as a souvenir of the occasion. There were 23 of us in the experienced class and there were 15 ringmen in the bid catching contest. The auctioneering contest was a lot of fun. It was an experience to sell amongst those competitors, many of which have won some big titles before. I would not have wanted to be a judge that day because of 23 of us there was only about 14 points from top



score to bottom score. There was nobody that shouldn't have entered. They were all good. I was lucky enough to finish in the middle of that pack. Such a great experience and I urge those of you who have won the Ontario Championship to push yourselves further and step out of your comfort zone and enter this competition. I had to chuckle when a couple of the guys came up to me and said "you don't sell like you're from the East" and another one "where the heck did you come from? You blew me out of the water! Where did you go to school?" to which I replied "I never went to auction school, but I went to Olds College with your wife" he couldn't believe that I've never been

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to auction school and had no idea I knew his wife. It really is a small world sometimes. The competition was followed by a banquet where they held the "Tyro Competition" which is their rookie or novice division. These guys were good too! Many of them had just graduated auction school in the last six months. The Alberta Convention was overall, a great experience. It's always nice to get outside of your borders and meet others in your industry that you wouldn't otherwise cross paths with. The amount you can learn just from talking to another auctioneer is incredible. I can't wait to return again.

Part Two

As is customary at the end February, many of our AAO members found ourselves together again, this time in Kitchener, Ontario. Our convention was packed with speakers and information. If you missed it, you missed a great weekend! Once again, we had great competition hosted by the Bowman Family at their location in Wallenstein. It was a packed house for the 2018 Edition with over 400 people in attendance. Congratulations to all of the competitors, you all did a great job!

The competition was followed by our President's Banquet and is always a good time. Food, fellowship, and this year, fire. We got to acknowledge our winners from the days events, and hand out some more hardware. Frances Fripp got up to introduce the Member of the Year award. She mentioned that this year's winner had started auctioneering when he was 12, had been a member of the AAO

since he was 15, was a past Ontario Champion Auctioneer, served on the AAO board of directors for 10 years, was a Past President, sold between 150 and 175 auctions per year, represented Ontario and the AAO across Canada, and had competed in Saskatchewan and Alberta. I still didn't believe it was me that was about to be called.

I'm incredibly humbled to be chosen to receive this award. I've won our Novice Champion title, our Grand Champion title, and I'm thankful for both of those, but this one seems a little more special. I thought winning the Grand Champion title was the best feeling, but honestly I think this one has topped it.

I have been so fortunate to have spent my entire life in the auction business. I was basically raised in it, and started running sheets to the office when I was old enough to follow dad out to the truck on a Saturday morning. I always knew I wanted to do what dad did. We had a career day in grade 8, and nobody knew what they wanted to be when they grew up. I was the exception. I was going to be "an auctioneer". I never forgot that. I started auctioneering at a tender age, I got to sell twice in one week and I thought I was going to keep at it, but mom and dad had other ideas. I guess they thought if I started auctioneering, there was a chance I'd quit school to go work, so I wasn't allowed to sell again until I was in Grade 10 or 11. That was fine. I helped at every sale I could that didn't interfere with school.

My big start was selling coins at our winter estate auctions. It wasn't much at the time, but it seemed like a big deal to a kid who just wanted to sell. From coins to farms, I've had a pretty amazing journey.

This business has been so great to me and the AAO has been there from the start. Dad was always a believer in our association and supported it as long as I can remember, and that belief has rubbed off on me. I haven't missed a convention since I was 15. It has been from attending these conventions that has landed me so much work and opportunity. The networking that is done is totally worth the price of the weekend. Trust me on this. There are no numbers to prove it, but all of the contract work that I do in a year has come in one way or another from the contacts I have made through the AAO. The educational aspect of our conventions is also something you shouldn't take for granted. We should never stop learning, and even if you think you know it all, I guarantee you will learn something at convention every year.

Once again, I would like take one more opportunity to say a heartfelt thank you to the Auctioneers Association of Ontario for choosing me to be their Member of the Year this year. I cannot put into words how humbled and proud I am to be the recipient of this award. Thank you so very, very, much.



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