

The Ontario Auctioneer

The Ontario Auctioneer - Official Newsletter of the Auctioneers Association of Ontario - Spring 2023

Message from the President

Welcome Spring 2023!

I am honoured to be your incoming president and I want to acknowledge the leadership provided by Nathan Slik and last years' board. I am excited to welcome Jeremy Elliott to the board. Frances Fripp past president has also returned to our Board of Directors.

It is a new spring and a new association!

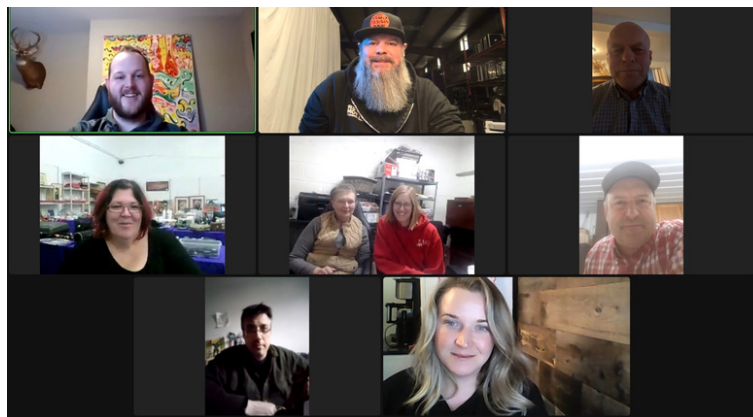
Thank you to all the attended our AAO convention in Belleville this past March. Congratulations to all competitors on their achievements. It is just fabulous to see many attendees in their 20s or 30s.

This year is full of opportunity for us all individually as well as an association.

Even more efforts will be made to advance the association and its partnerships. I look forward to working alongside individuals that have shown they have a passion for the industry and the AAO.

We look forward to an exciting 2024 Convention in Niagara Falls, Ontario. As we saw in Belleville the industry is strong, adaptable and just as exciting as ever.

Tracy Dixon- AAO President



Auctioneers Association of Ontario

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Board of Directors Contact List 2023

Auctioneers Association of Ontario

TRACY DIXON / President / Niagara Falls ON / 833-782-7653 /
905-401-5424 / tracy@rtauctions.ca

NATHAN SLIK / Past President / 1st Vice President
Belleville ON K8N 4Z7 / 613-243-3615 nathanielslik@gmail.com

ROBYN MCPHEE / 2nd Vice President / Niagara Falls ON
905-351-8222 / robyn@rtauctions.ca

GERALD BOWMAN / Board Director / Drayton ON
/ 519-638-5708 / 519-501-2444 / gerbowman@hotmail.com

KRISTA RICHARDS / Board Director / Barrie ON / 705-726-2120 705-
737-7875 / krista.richards@rogers.com

JAMES DERBYSHIRE / Board Director / Niagara Falls ON / 905-348-
9479 / 833-782-7653 / james@rtauctions.ca

KEITH MONK / Board Director / Peterborough ON / 705-875-1184 /
contact@chemongauction.ca

JEREMY ELLIOTT Board Director Asta Auctions
St. Catharines ON 416-571-3595 jeremy@asta.auction

FRANCES FRIPP Board Director/ Auctions and Fundraising
416-906-9974 frances@frippauctions.ca

Michael Peever / Regional Director / Box 130, Desbarats, ON, P0R 1E0
/ 705-297-9908 / mae-ger-treasures@bellnet.ca

DAVID G JACOB / Regional Director / Box 1544, Mitchell, ON, N0K 1N0
/ 519-276-1575 / 519-348-9896 / davidjacobauctioneer@hotmail.com

John van Klaveren Regional Director Wyoming ON N0N 1T0
519-845-3663 519-331-1095 jvanklav@auctioneersassociation.com



Auctioneers Association of Ontario

Contact the AAO

7133 Wellington Rd 11

Drayton Ontario N0G 1P0

Phone 1-888-417-6530

Email: auctioneersontario@gmail.com



Andrew Mcfee AMS Digital Web and Mobile Marketing

We had a great seminar presented by Andrew McFee, President and Director of Sales from AMS Digital Web and Mobile Marketing, based in Belleville. He explained how marketing is a huge part of your business, and that your website is the face of your business online. Andrew presented many ways to optimize online presence. He highlighted 5 essential ways to command a great website, some tips include having responsive website pages, a good page layout, using images and videos that will provoke emotions and captivate your audience. Your contact information is available for potential customers, and of course is user friendly. Some key points were having an adaptable website that works with everyone's devices, easily skimmable to potential customers, and having call to action buttons. Andrew also stressed the importance of maintaining your Google Business profile. Choosing the appropriate categories, location and contact information is especially important. Responding to reviews in a prompt professional manner is also key. Search Engine Optimization SEO improves website's position in search results pages like Google, Yahoo, Bing etc. Andrew provided some ways to generate LIKES on Social Media such as boosting your facebook posts, keeping your page relevant with photos, videos, and correct business contact information. Andrew gave an engaging and interactive presentation expanding upon concepts that most of us already had started to implement. We thank Andrew for his contribution to the AAO Convention 2023. Letting experts manage your digital marketing leaves you more time to focus on other aspects of your business



Be seen.

Good Ideas Breakfast

It was breakfast time and plenty of ideas were being shared. So many in fact I believe some forgot they had breakfast in front of them or it simply went cold. This in person social was very beneficial. It allowed many ideas to be shared like no other platform could allow or foster. The foundation of the industry like many others has been shaken and it requires attention. One clear message is the drive to the AGM is worth it. Year after year members drive 10+ hours to attend. The facility that was chosen this year was given many compliments noting that the rooms could have been less spread out. It was expressed that Hibid/ Auction flex were a miss this year and it was disappointing to not see a representative. It was encouraged to invite Bidpath, Proxibid and other Platforms to the trades tables next year to offer even more options. Requests to the board to implement a corporate rate for the AGM next year so to encourage greater participation. The focus for the board this year was requested to be membership numbers and to look to pay for that service. Keeping the lines of communication open with the government is especially important. The importance of trying to distinguish the professional auctioneer with their association from the guy next door's auction. Encouraging the membership to use their AAO logo on all their professional communications to help distinguish themselves as professionals. Many ideas were shared. Big takeaway is that the auction industry is strong, adaptable and as full of passion as ever. There was a full room of people "having breakfast" but the company and conversation was so good we ended feeling full and content without hardly chewing on actual food.

breakfast

Submitted by Tracy Dixon



AAO Competition 2023

Our 49th Annual Auctioneers Competition was a great day! Hoss's Diner & Event Centre hosted the annual event and included lots of neat collectibles for the competitors to sell to the crowd. We were pleased to have a great lineup of competitors divided across the Experienced and Novice categories. Our 5 judges had their work cut out for them, a big thank you to all the judges for a hard job well done! This year's judges were Frances Fripp - Past President & 2020 Grand Champion, Manson Slik - Past President, Krista Richards - Past President, Christopher Drost and John Davidson.

After the preliminaries and final rounds (including a tie round off!), the scores were tallied, and the results are in:

Your 2023 Grand Champion Experienced Auctioneer is Lars Deleeuw of Burford, ON. Reserve Champion is a tie with Michael Peever of Bruce Mines, ON and Richard van Ginkel of Mt. Elgin, ON. Novice Champion is Gary Albrecht of Milverton, ON.

Thank you to our award sponsors The Woodbridge Advertiser and the Ontario Farmer for the Experienced Category and the Canadian Auction College for the Novice Category.

Special mention goes to the Aaron Kates People's Choice Award winner – Jason McIntosh!

Thank you to Hoss Bertrand and Vernon Bailey for their assistance and keeping the crowd entertained along with our emcee Dave Jacob – who always keeps the competition on track without a hitch.

A huge thank you to everyone who attended and supported the competition, we appreciate your support.

Submitted by Krista Richards



Guest Speaker Corner



Paul Switzer came out to talk about his auction house. Starting in 1989 he had passion for the business but it took time to build the company. Often most of his profits went towards advertising. While growing his company he realized a need for firearms auctions and started to specialize in 2010. Everything was in person until a consignor asked for an online auction. Paul realized that online sales reached a much larger audience and soon he started selling worldwide.

Because he was ready for online he was able to grow and prosper. He had to learn the photo business, the shipping business, as well as using QR codes and scanners for sorting and picking. Now with representatives in Ontario, Calgary, and Edmonton, they are able to provide service throughout Canada.

It was interesting to hear about the facilities Switzer Auctions has built over the years. Storage is in a building with bars on the windows, alarms, steel doors, and deadbolts. All employees are licensed to work with firearms. Strict inventory has to be kept, as well as transfer numbers for any firearms bought and sold. They receive most of their inventory through print media but it is sold online.

FRANCES FRIPP

The in person seminars were a real treat for all that attended. Even better when the speaker has so many fantastic notables. From being our Past President of the AAO to being the Canadian liaison and ambassador to the National Auctioneers Association as well as one of the only Benefit Auctioneer Specialists in Canada, graduating from the CAC in 2008 and also past Grand Champion Auctioneer. Frances offered an exceptional seminar on how to effectively conduct fundraising events. Many different types of fundraising efforts were explained. Fund a need was one type explained. The importance of being organized with clear communication was highlighted. Frances offered many slides to keep the attendees engaged and also provided a vast amount of information. The importance of professionalism and the expectation of being paid as a professional was targeted. Self promotion tips were offered. Discussions of QR codes, contracts, themed events, donor brand recognition, emotional connections and post pandemic changes were engaging and informative. Being attentive to the details of any event is important, especially more during a fundraising event.

Value yourself and your time.

The takeaways were abundant and it was clear we were learning from one of the absolute best. Plenty of feedback heard re: this speaker was “WOW”, “CONFIDENT”. “KNOWS HOW TO GET IT DONE” . We all learnt so much from the hard work and dedication Frances Fripp demonstrates in her profession. We are extremely grateful to Frances for her continued support of the AAO. Frances’s return to the Board of Directors with her leadership and professionalism will be sure to have a very positive effect.



Submitted by Tracy Dixon

The Gordons Story

One of our guest speakers this year at our 2023 convention in Belleville Ontario was Barry Gordon from Gordons Downsizing and Estate Services. Barry talked about the Gordons story and the evolution of the Gordons company with the assistance of Alicia Gordon and Manson Slik. Their journey began with Barry starting Gordons Auctions together with Alicia Gordon and selling beef cattle. Barry saw that the market of beef was changing and decided to seek alternate sources of expansion which led to the idea of auctioning real-estate. In partnership with Alicia Gordon they founded Gordons Estate Services. They saw that the biggest problem within the real-estate market was that only 10% of listings listed on real-estate boards actually sold. Their solution to this was do entire estate sales and auction the contents within the house as well as the property itself. This led to Gordons having an average rate of over 90% of their properties being sold via auctions and sold firm. With the assistance/acquisition of Manson Slik the company then transitioned into its current name which is Gordons Downsizing and Estate Services. Gordons main focus now is assisting seniors/individuals move on, by not only assisting them with the sale of their property but also the contents within the property, estate management, organizing moving of items and the individuals whom have sold their home, assisting with expense management and creating the most seamless and stress free transition possible for their clients. We at the AAO would like to give a big thanks to Barry Gordon for making the trip out to speak at our 2023 convention as the information and experience he provided was enjoyed by all members.



Submitted by Nathan Slik

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SILVER Level Sponsors: \$500 - \$999



BRONZE Level Sponsors: \$250 - \$499

