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CONVENTION • 2021

the

COLORADO AUCTIONEER

The Quarterly Newsletter of the Colorado Auctioneers Association



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CAA

The Conference Experience
Denver, CO
Feb 3 - 6, 2022



Save The Date
For the Best 3 Days of your year!



2022

HAPPY NEW YEAR!



Identify Yourself as a CAA Member

Demonstrate to your Buyers and Sellers that you are a proud member of the Colorado Auctioneers Association. Use the CAA logo in all your ads, on your business cards, on your stationery and on your website.

If you're not using it, we strongly urge you to proudly display the official CAA logo. We have 2 styles / size / shapes that can be used.

The logo can be downloaded from our group, **Colorado Auctioneers Association (CAA) Members Only** on Facebook (<https://www.facebook.com/groups/59956710490/files/>) or contact our Executive Secretary, Cissy at admin@coauctioneers.com



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33505 E 156th Ct • Hudson, CO 80642
303-709-3725 • auctioneer@shawnhagler.com

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719-650-8184 • deangunter21@gmail.com

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5126 Brighton Blvd • Denver, CO 80216
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406-450-2051 • mhbar@earthlink.net

Halie Behr (2020-2022)
Halie Behr, Fundaneer
17585 Pine Lane, Suite 5111 • Parker, CO
303-906-0708 • halie@haliebehr.com

Casey Giddings, CAI (2018-2022)
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24 Oak Ave. • Eaton, CO 80615
970-454-1010 • casey@whitleyauction.com

Graig Medvesk (2019 - 2021)
The Auction Team
1610 Hwy 50 • Grand Junction, CO 81503
970-629-9520 • graig@theauctionteam.com

Edith Parrish-Kohler (2020-2022)
Colorado Premier Realty & Auction Services
10162 Dresden St
Firestone, CO 80504
303-565-0509 • e.parrishkohler@gmail.com

Lance Nichols (2019 - 2021)
Nichols Auctioneers
38241 WCR 23 • Eaton, CO 80615
970-302-6185 • lancenichols72@yahoo.com

Harold Unrein (2019-2021)
15333 CR 16.5 • Atwood, CO 80722
970-520-5257 • haroldauctioneer@gmail.com

Craig Weichel (2020-2022)
PO Box 623
Weldona, CO 80653
970-302-0018 • craigrweichel@gmail.com

David Whitley (2019 - 2021)
Rocky Mountain Estate Brokers
24 Oak Ave. • Eaton, CO 80615
970-539-1269 • david@whitleyauction.com

Cissy Tabor • Executive Secretary
PO Box 1133 • Rifle, CO 81650
303-729-1195 • admin@coauctioneers.com

It's Time For Convention!

Once again we've made another trip around the sun and we look forward to our Annual Convention. It's the time of year when we gather together to recharge ourselves with everything Colorado Auctioneers Association.

The opportunity to get together is so important in fostering our sense of community by cultivating and encouraging new relationships and strengthening the old ones. It's our opportunity to catch up with one another just like a family reunion. We are a family united by our common profession. Although 2020 & 2021 has given us major challenges, we can still look forward to being united once again.

Our Convention will take on a different look. First things first, instead of January our convention is in February this year. We are excited to be hosting an in-person event and returning back to the Renaissance Denver Central Park Hotel in Denver.

We are once again kicking off the convention with an extra "pre-conference" day on Thursday with George Michak talking extensively about contracts and in the afternoon, he will host a "Contract Workshop" in which you can bring your auction contract in for review, consultation and suggestions. This alone is "priceless" in education. So.... Bring Your Contract. Following, NAA Director Jay Cash will be holding his first session. Kicking off on Thursday is an added bonus for you, added education and assisted in coordinating quality speaker sessions.

Friday and Saturday will be filled with some great seminars you won't want to miss. Topics addressed will include: "Team Work Building A Championship Team...", "Becoming A Monster Producer," "Getting Started With Online Auctions," "Auction Team Building," "Effective Communication Building An Auction Team" and so much more.

Also, be sure to place your entry into the Marketing Contest and the Photo Contest as well. This is a good opportunity to discover new trends in marketing, and of course, to show your clients that your marketing skills are top in the Colorado auction industry. This year we are only choosing a "Best of Show" in the Photo Contest, so check it out and get your entries submitted.

Friday evening we will kick off with the Children's Auction, competitions and the FUN Auction. The Ringman Championship has recently become a much anticipated event and we are excited to see who the next champ will be. And....we've added a NEW championship; Auction Team Championship! Be sure to register to compete as this

is a truly beneficial experience and promises to be engaging. We are looking forward to this competitive evening and crowning champions.

Also, Friday will be fun-filled with our FUN Auction. This is our main fundraising event of the year, so buckle-up and get prepared to give from your heart for our association. We're running "2 years in 1 this year." For those of you that have been around for awhile, you know just how much it means to us all. Think back to the many great smiles, hugs, laughter, great conversations and vast knowledge you have gained from being a member. Sometimes money can't buy what is gained, but without your support, we don't get the opportunity for any of these great things. For those of you that are new, we can't wait for you to experience the excitement and energy of it. Think about what you would like to contribute and join the fun!

We're excited to have a Hall of Fame inductee this year during the dinner on Friday evening. It's been 2 years in the waiting and probably the most anticipated time of the honor bestowed upon them. Our "auction royalty" is celebrated and we get a true sense of just how special our association is.

Saturday evening is the ever popular, super exciting and anticipated Colorado Auctioneer Championship. This will be the second year that the cash prize has been added to the Top 3 placements. Who will be crowned this year? Colorado has very talented auctioneers each year in this competition and being crowned in Colorado is a really big deal.

You won't want to miss the Annual Meeting that will be held on Sunday morning hearing committee reports, and the annual meeting for the Foundation as well. Our association will be gaining a new President, 1st Vice President, 2nd Vice President and four new Board Directors along with officers for the Foundation. We will be discussing important topics that impact our association, financials and hearing from our membership.

In the end, your Board of Directors has been working diligently to provide the very best service to you – our members in these challenging times. TOGETHER WE CAN DO MORE.

We hope to see you very soon in Denver, Feb 3 – 6, 2022

Until next time,
Shawn Hagler





George Michak is an attorney who regularly represents auctioneers and auction companies on wide-ranging issues, including litigation, contracts, and licensing. George helps auctioneers and auction companies identify, manage, and reduce risk while educating sellers and buyers and protecting commissions, premiums, and fees. George serves as counsel to the Pennsylvania Auctioneers Association, and regularly speaks before industry groups about auction law and ethics.

In his presentations, George addresses the dynamic and developing legal environment faced by auctioneers today, with a focus on major legal issues, developing case law, and the importance of appropriate contract language, including bidder terms and conditions. Among the various topics George has addressed are: (i) seller contracts and bidder terms and conditions; (ii) the auctioneer's discretion in registering bidders and in conducting auctions (including issues related to the reopening of bidding); (iii) the use (and ownership) of a buyer's premium or buyer's fee; (iv) online auction issues; (v) absentee bids, phone bids, and online bids; (vi) the statute of frauds; (vii) jurisdiction and choice of law issues; (viii) the risk of becoming part of the provenance (including the risk of liability to subsequent purchasers); (ix) the handling of escrow accounts (particularly when a claim has been made by a buyer, bidder, or third party); (x) credit card chargebacks; (xi) the withdrawal of property by the seller or the auctioneer; (xii) disclosure obligations and the proper use and application of "AS IS" and other disclaimers; (xiii) issues arising under the Uniform Commercial Code (including court decisions interpreting UCC Section 2-328); (xiv) risk management and best practices; and (xv) developing legal trends.

George has taught auction law and ethics at Harrisburg Area Community College, Reading Area Community College, Clarion University of Pennsylvania, Reppert School of Auctioneering, and Mendenhall School of Auctioneering. In addition to his auction law practice, George has a strong background in corporate and business law, commercial litigation, administrative law and professional licensing, economic development financing, oil and gas, real estate, and land use.



Jay Cash, is a second-generation auctioneer from Middle Tennessee and owner of James R. Cash Auctions. With a footprint in 14 states, Jay specializes in the sale of Real Estate, Estate Settlements, Farm & Business Liquidations & Benefit Auctions. With a team of experienced professionals, James R. Cash, the Auctioneer and Real Estate Broker, has been conducting successful auctions for more than 40 years.

Recently elected to the National Auctioneers Association Board of Directors, he is a multiple NAA marketing award winner as well as a two-time IAC Finalist and state champion auctioneer.

Some of Jay's honors include the following: 2020 Alabama Auctioneers Association Reserve Grand Champion, 2019 NAA IAC Finalist, 2019 TN Volunteer Open Bid Calling Champion, 2019 KY Bluegrass Open Bid Calling Finalist, 2018 Tennessee Auctioneers Bid Calling Champion, 2018 2nd Runner Up in the National Auctioneers Association - International Bid Calling Championship

2022 Convention Speakers



John Nicholls is President of Nicholls Auction Marketing Group, Inc., and oversees all day to day operations of the company. A second generation auctioneer, John earned a Bachelor and Master degrees, and graduated from the World Wide College of Auctioneering and served as one of the school's featured instructors for several years.

John currently conducts over 350 auctions per year for Fortune 500 companies and is a licensed Realtor. Under John's leadership, Nicholls Auction was named Business of the Year by the Fredericksburg Regional Chamber of Commerce.

John is an active member and past President of the National Auctioneers Association, and also holds the following designations: Graduate of Certified Auctioneers Institute (less than 1% of all auctioneers hold this designation), Accredited Auctioneer of Real Estate and Auction Technology Specialist. John also is a past President and Chairman of the Board of the Virginia Auctioneers Association. In addition, John has been a featured speaker at many state auctioneer associations throughout the country. and has had the honor to represent the auction profession on the TODAY Show, the National Association of Realtors Convention, St. Jude's Children's Research Hospital, multiple news publications, and on a real estate auction consulting trip to South Africa.

John is active at Spotswood Baptist Church in Fredericksburg, VA, and serves on several Boards of Directors and Advisory Committees in his community. Some of John's honors include the following: 1994 Virginia State Champion Auctioneer, 2003 Virginia Auctioneer of the Year, 2003 World Automobile Auctioneer Champion (Nashville, TN), 2006-07 NAA Men's Division Champion of the International Auctioneer's Championship (Orlando, FL), 2015 National Auto Auction Association's Bernie Hart Memorial Auctioneer of the Year Award, 2016 Virginia Auctioneers Association Hall of Fame Inductee, and World Wide College of Auctioneering Hall of Fame.



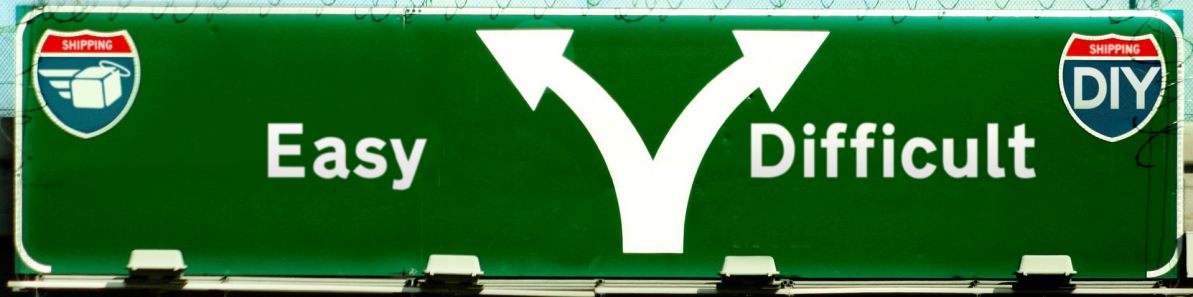
Many consider two-time World Champion, **Scott Goodhue**, to be at the top of the industry. What some don't know, however, is that it took almost 30 years to get to where he is. A graduate of the University of Colorado, with a bachelor degree in Communications and Broadcasting, Scott started his auction career, selling cattle for three major sale barns in Colorado. He also worked in farm and estate sales, antique sales, and charity events, which included organizations such as John Elway, Children's Hospital, Junior Achievement, Denver Orchestra, Colorado Rockies, Colorado Avalanche and the Denver Nuggets.

Scott's competitive career started in 1998 when he participated in the Colorado Auctioneers Association State Auctioneer Championship, placing 2nd as the Reserve Champion. The following year in 1999, he won and was crowned the Colorado State Auctioneer Champion.

In 2005, he competed in the World Automobile Auctioneers Championship in Dallas, Texas and earned the Reserve Auctioneer Champion title. The very next year, Scott won his first, world championship, and was crowned World Champion Automobile Auctioneer. And in 2015, Scott won the World Champion Auctioneer Team Championship with fellow Colorado Auctioneer, Sean Allen, at the World Automobile Auctioneer Championship.

In addition, he has had the honor to sell for three, World Champion Ringmen, which include 2005 Champion, Johnny McGuire, 2007 Champion, Vaughn Long and 2015 Champion, Sean Allen.

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2022 Convention Speakers



Shawn Hagler has been a full-time auctioneer since 2001 and has worked thousands of auctions from coast to coast. He has sold in front of crowds as large as 55,000 people (Stagecoach Festival Indio, CA) and has sold everything from black tie galas, real estate, farm and ranch liquidations, auto auctions, classic car auctions, large equipment and livestock.



Shawn is the President of the Colorado Auctioneers Association, Vice President of the Arizona Auctioneers Association and also a member of the Texas Auctioneers Association.

Shawn is a founding partner of the World Champion Ringman College and is an advocate for Professional Ringmen.

He has won numerous championships including Mule Days Champion Auctioneer 2021, Colorado State Champion Auctioneer 2008, Colorado Rookie State Champion 2003, Colorado Champion of Champions winner 2017, WAAC World Champion Ringman 2009, WAAC Reserve World Champion Team 2019 and Battle of the Bluegrass Champion Ringman 2021.

Angie Meier is a fourth generation auctioneer. She has worked full time in the auto auction industry as either a Ringman or Auctioneer since 2007.



She is a contract auctioneer for Manheim Dallas, Adesa Dallas and Alliance Auto Auction.

Angie is a Co-Owner / Instructor of World Wide College of Auctioneering. She is an instructor at World Champion Ringman College. In addition, she and her husband, Craig Meier, own and operate Champion Auctioneers of Ennis, TX.

Angie is the current president of the Texas Auctioneers Association.

Some of her honors include: 2019 Lone Star Open Auctioneer Champion, 2011 Texas State Auctioneer Champion, 2007 International Ringman Champion, 2007 Texas State Ringman Champion, 2007 World Auto Auctioneer Team Champion with Craig Meier, 2005 Texas Rookie Auctioneer Champion

Instructor - America's Auction Academy (formerly Texas Auction Academy) since 2015

2003 Graduate of America's Auction Academy (formerly Texas Auction Academy)



2022 CAA Convention

Registration Is Open Now

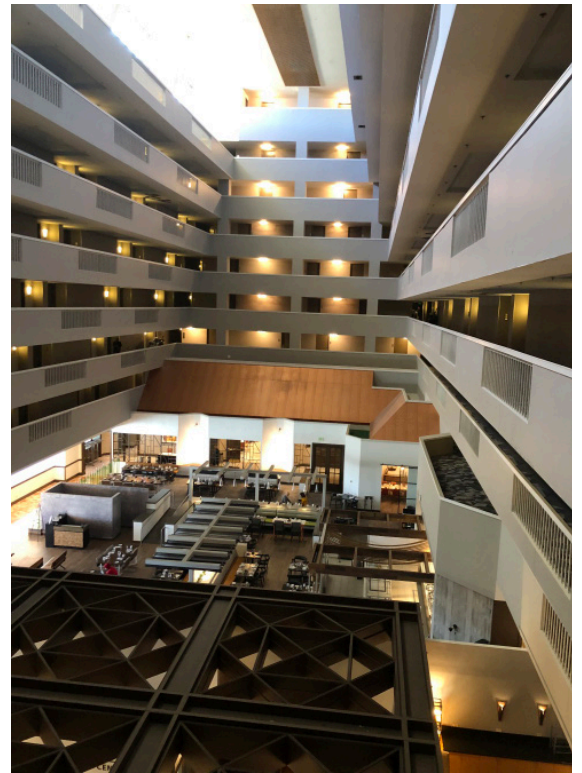
www.coauctioneers.com



RESERVE TODAY

**Discount
Reservation DEADLINE:
January 11, 2022**

<https://www.coauctioneers.com/event/2022-colorado-auctioneers-annual-convention/>



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Join Us**

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FUN AUCTION



Attention CAA Auctioneers and auction enthusiasts alike, it is time to save the date for the annual Colorado Auctioneer's Association Fun Auction.

This family friendly auction is scheduled to take place Friday evening February 4, 2022. This annual event is sure to be a great way to become re-acquainted with old friends and make some new ones.

Proceeds from this event directly benefit the *Colorado Auctioneers Association* and enable us to continue our tradition of putting on fun, content filled conventions. The CAA Board is doing everything it can to come up with a large assortment of items for your bidding pleasure, but quality donations are needed and welcomed to make this year's auction a huge success. Donors are encouraged to take the microphone and sell their own donations if they choose, while showcasing their auctioneering talents. If you plan to compete in the 2020 Colorado State Auctioneer Championship on Saturday evening, this will also be a great opportunity to spend some time selling on the competition stage.

Advertising certificates, sporting goods, toys, gift certificates and many more items are already being rounded up to sell. Bring your donations to registration and we will get them in the line up early. If you have questions or need donation suggestions, please contact Casey Giddings, CAI at casey@whitleyauction.com

Whether you are buying or selling, you don't want to miss this year's Fun Auction! There will be fantastic buying opportunities, great bid calling and wonderful friends. Remember, the CAA Fun Auction happens only once a year – be sure to mark your calendar and get your much, appreciated donations ready now!

Casey Giddings
FUN Auction Committee Chairman

First Time CAA Attendees Breakfast and Scavenger Hunt

We are always pleased to see new faces at our annual convention. Those new faces may belong to brand new auctioneers or they may belong to someone who has been an auctioneer for years and has just joined CAA. Whatever the case, we want to make all newcomers feel welcome.

On the morning of Friday, February 4th, there will be a **Welcome Breakfast** for First Time CAA Auctioneer attendees. *If you are a new to the CAA, please try to attend this breakfast in your honor.* We are always very happy to learn more about you, your interests in the auction industry and introduce you to our attending association members.

Please contact Lance Nichols (lanichols12@gmail.com) to let them know if you will be attending the **First Timer's Convention Attendees Welcome Breakfast.**

We are here to help all auctioneers advance and improve their auction business. All new members, whether they are new bid callers or not, will be given a Scavenger Hunt, which entails meeting and visiting with many veteran auctioneers and getting their signature. The First Timers who choose to complete the Scavenger Hunt, have a chance to **WIN A FREE Year of Membership in the CAA**, by means of a drawing, which will take place Saturday night at our Dinner & Awards ceremony.

The CAA Board of Directors would like to encourage the veteran auctioneers to mentor these newcomers and perhaps even give them a chance to help you at an auction.

We want to encourage all of the new auctioneers to take advantage of the opportunities that are available to you at the 2022 CAA Convention.

REGISTER for the 2022 CAA Convention

If you Register for the convention, you will also be able to Renew your Membership at the same time!

www.coauctioneers.com

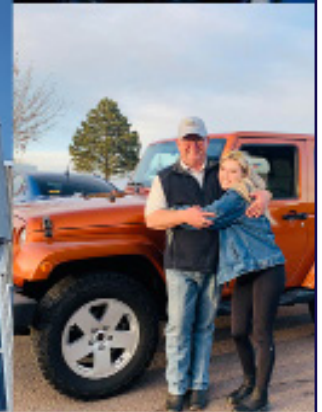
Convention



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Staff Day at 2022 CAA Convention:

FRIDAY is Staff Day @ Convention; Meals Not Included. **Meals CAN Be Purchased.** *(Please see Convention Registration Form in the back of this newsletter & fill out for Each Staff Member. Any questions, contact Cissy)*

WANTED

NOT DEAD—ALIVE AND ACTIVE



We are on the lookout for ACTIVE CAA members who are ready, willing and able to serve on the CAA Board. If you match this description, turn yourself in before you are “hunted down”!

Call Shawn Hagler at (303) 709-3725 or Cissy Tabor (303) 729-1195 and let either know you’re ready to serve!

An election for the Board of Directors and Officers will be held at the CAA Convention.

The following positions will be elected upon at the 2022 CAA Convention.

Officer Positions

- * President - 1 year term
- * 1st Vice President - 1 year term
- * 2nd Vice President - 3 year term

Directors

- * (4) Directors - 2 year term

As per the CAA ByLaws.....

ARTICLE III – Directors

3.2 Qualifications. For election to the Board of Directors, an active member shall at a minimum have been a member in good standing for two years and attended at least one annual convention. For election as a vice president or president, an active member shall also have completed at least one complete term on the Board of Directors.



2022 Convention Schedule

THURSDAY, FEBRUARY 3, 2022

9:00 AM – 11:30 AM.....Contracts w/ George Michak
11:30 AM – 1:00 PM.....LUNCH ON YOUR OWN
1:00 PM – 2:45 PM..... Review Your Contract(s) w/ George Michak
3:00 PM – 5:00 PM..... The Relentless Auctioneer w/ Jay Cash

FRIDAY, FEBRUARY 4, 2022

7:45 AM..... Registration Begins
First Timers Breakfast (Dining Room)
8:15 AM..... Welcome to the CAA Convention w/ President Hagler
8:45 AM – 10:15 AM..... Team Work--Building a Championship Team and Being a Good Team Member
w/ John Nicholls
10:15 AM – 10:35 AM.....VISIT VENDORS
10:35 AM – 12:00 PM..... Auction Team Bid Calling w/ Scott Goodhue & Shawn Hagler
12:00 PM – 1:15 PM..... LUNCH ON YOUR OWN
1:15 PM – 3:00 PM..... Becoming A Monster Producer w/ Jay Cash
Bid Calling Workshop w/ Scott Goodhue
3:10 PM – 4:30 PM..... Facebook 2.0 w/ Andrew Newlan
4:35 PM.....Contestant Roll Call / Orientation Meeting
4:40 PM..... VISIT VENDORS
Hall Of Fame Committee Meeting
5:00 PM..... HALL OF FAME DINNER
7:15 PM Presentation of Colors
CAF Kids Auction
Colorado Ringman Championship
Colorado Auction Team Championship
CAA FUN AUCTION

2022 Convention Schedule



SATURDAY, FEBRUARY 5, 2022

8:00 AM – 8:30 AM.....	Coffee & Fellowship
8:30 AM – 10:00 AM.....	Preaching The Real Estate Auction Gospel w/ John Nicholls Bid Calling Workshop w/ Scott Goodhue
10:10 AM – 10:25 AM.....	VENDOR Presentations
10:30 AM – 12:00 PM.....	Effective Communication Building An Auction Team w/ Shawn Hagler & Angie Meier
12:00 PM – 1:15 PM.....	LUNCH and NAA Update
1:15 PM – 2:45 PM.....	Getting Started with Online Auctions better known as A Computer Can Never Do My Job w/ David Whitley & Casey Giddings
2:55 PM – 5:00 PM.....	Bidder Terms & Conditions w/ George Michak
5:15 PM.....	Contestant Roll Call / Orientation Meeting
5:30 PM.....	Dinner & Awards Ceremony
7:00 PM.....	Presentation Of Colors Colorado State Auctioneer Championship Preliminaries Novice Bid Calling Contest Jr Bid Calling Contest Colorado State Auctioneer Championship Finals

SUNDAY, FEBRUARY 6, 2022

8:30 AM – 9:30 AM.....	Non-Denominational Worship Service
9:45 AM – 12:00 PM.....	Annual Business Meeting / Election of Officers
12:30 PM.....	CAA Board Of Directors Meeting



2022 PHOTO CONTEST ENTRY FORM

CAA Convention | February 3-6, 2022 | Renaissance Hotel | Denver, CO

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

SIGNATURE REQUIRED

I _____ (print name) hereby submit the photograph acknowledging that I have the right to and give my permission to the Colorado Auctioneers Association to use / publish this photograph entered in my name in CAA's Photo Contest. I understand that all photographs submitted to the *Colorado Auctioneers Association* may be published, used or distributed in print, electronic or other media.

INFORMATION

Do not worry about professional images. The Best Over-All Winner, will be selected by convention attendees. DO NOT be concerned with the professional quality of the photo itself. The content of the photo is what will be judged. Photos will NOT be returned and your entering the photo contest allows us to use your photos and name in articles, ads or newsletters.

Photos should be no more than two years old. *Photos must be submitted in print size 5 X 7 or larger format to be eligible. (A digital format may be requested at a later date.)

- Deadline for Entries is February 5, 2022 @ 12:00 pm ~ Must be hand delivered at convention.
- Photos will be displayed throughout the convention
- Photos will be judged by convention attendees
- Winners will receive an award.

There MUST be more than (1) entry for a Winner To Be Awarded.

- Winner will be announced during the Awards Ceremony @ Dinner on Saturday, February 5, 2022

CATEGORIES / Photo Ideas to consider submitting

- **Category 1: Auctioneer in Action** - Pictures of the auctioneer doing what they do best, working that crowd.
- **Category 2: Ringman** - Show us your Ringmen getting that extra bid or exciting the crowd as they work.
- **Category 3: Auction Crowd** - We want to see the faces of your auction customers; funny faces, smiling faces concentrated faces or whatever you think is interesting when it comes to the auction attendee.
- **Category 4: Merchandise for Sale** - Show off the merchandise you sell. Have an intriguing item, great set-up display or just plain "unusual." Show it off and share it with us!
- **Category 5: Behind the Scenes** - This includes all of those hard-working cashiers, registration people, clerks, load out crew and basically anyone that works at your auction and helps to make you the success you are. We definitely want to see them at their finest. **None of us could do what we do without them!**
- **Category 6: Most Unusual** - This category can include photos of anything and everyone associated with the auction industry. The only requirement is that it is not typical. Make us laugh, make us smile, make us cry or baffle us. If the car caught fire while you were selling it, and you happened to catch it on film, then this is your category!

Entry #: _____

** Can enter more than 1 photo per category, but must have an entry form per category / photos.*



2022 MARKETING CONTEST ENTRY FORM

(SUBMIT A SEPARATE FORM FOR EACH ENTRY)

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

IF A DIGITAL SUBMISSION, INCLUDE A DIRECT LINK:

CONTEST GROUPS AND CATEGORIES

Please select the appropriate group and category for your entry:

Event Marketing:

_____ **EVENT BASED / PRINTED MATERIAL** – Including Sale Bills, Catalogs, Postcards, Brochures or other printed item directed at potential buyers for a specific event.

_____ **EVENT BASED / MULTIMEDIA** – Including Video, Audio, Social Media, Digital, Billboard or signage for a specific event.

Business Promotion:

_____ **BUSINESS PROMOTION - PRINTED MATERIAL** – Any printed collateral to generate company awareness, promotion, solicitation of clients or consignments, or to solicit buyer participation in a series of recurring events. Includes business cards, seller focused brochures, education materials, stationary, calls for consignments, and more.

_____ **BUSINESS PROMOTION – MULTIMEDIA** – Including Video, Audio, Social Media, Digital, Billboard, or signage targeted to generate awareness, solicit consignments or to encourage buyer participation in a series of recurring events.

_____ **BUSINESS PROMOTION – UNIFORMS & AD SPECIALTIES** – Items worn by team members or given to customers to generate awareness, familiarity or a positive image of the company.

CONTEST RULES

- All current CAA Members may submit an entry, regardless of past wins. More than one (1) entry per category is allowed. There is NO FEE for entry.
- Submissions in the EVENT MARKETING group Must Be for an event held after the previous CAA Convention (January 7, 2020 to Present).
- Submissions in the EVENT MARKETING-PRINTED MATERIAL or BUSINESS PROMOTION-PRINTED MATERIAL categories **Must Contain the CAA logo or the words “Member of the Colorado Auctioneers Association” to qualify for submission.**
- Submissions may be submitted by a hard copy sample, photograph or by submitting a direct internet link. The use of digital PDF submissions and screen shots are permitted as long as a direct link is provided. The use of shortened URLs are highly encouraged.
- In order to be considered, ALL entries must be submitted with a Marketing Contest Entry Form and submitted to the registration table in person at the Convention.

DEADLINE FOR ENTRIES IS 12PM ON SATURDAY, FEBRUARY 5th, 2022

BUSINESS

Becoming a Monster Producer

w/ Jay Cash

You could be good, real good, even great... but if no one knows it – it does no good.

A Monster Producer, is a LEGENDARY CREATURE that combines multiple skill sets to dominate a market.

Learn how to attract business vs chasing for leads. Learn how to build, maintain and protect your confidence. Practical tips to overcoming conflict and criticism.

Grow your business to new levels. There is no room for weakness and excuses because “The Excuse Department” is closed.

Jay Cash has studied under one of America’s Top Business Coaches for 5 years and shares the knowledge learned what it takes to become a monster producer.

The Relentless Auctioneer

w/ Jay Cash

The Relentless Auctioneer is someone one who demands more of themselves than anyone else could. Knowing every time you stop you can still do more, you create new goals every time you reach your personal best.

If you’re good, it means you don’t stop until you’re great. If you’re great, it means you fight until you’re unstoppable...

With nearly 20 years of professional experience and lifetime in the auction business, Jay Cash, The Auctioneer, will share the cliff notes on nearly 2 decades of continuing education and real life business experiences that have helped build his business and challenged him to become relentless.

TECHNOLOGY

Getting Started with Online Auctions Better Known As A Computer Can Never Do My Job

*w/ David Whitley
Casey Giddings*

More and more auctioneers and NEW auctioneers are adopting an Online Auction model.

Casey Giddings CAI & David P. Whitley CAI CES have been conducting online auctions for 19 years.

This session will take a quick look at how to integrate online auctions into your auction business, allow you to serve more clients and make more money. They will discuss everything from listing to final settlement including best practices, vendors and things to avoid.

REAL ESTATE

Preaching the Real Estate Auction Gospel

w/ John Nicholls

How to start, grow or expand your real estate auction business, and make disciples along the way. relentless.

WORKSHOP

Bid Calling Workshops

w/ Scott Goodhue

Interactive Workshops working with World Champion Auctioneer, Scott Goodhue, on your bid calling chant, breathing, filler words, cadence / rhythm and more.

Scott will listen and help you to continue to develop your bid calling chant and analyze areas for improvement.

Facebook 2.0

w/ Andrew Newland

You have a Facebook page and have set-up a business page. Now what?

In this interactive workshop, learn how to post on your business page and then share to your personal page and why. Learn how to schedule posts and Create Facebook Ads.

What is a Facebook pixel and why do you want to use it?

Q & A Session as well

2022 Convention Sessions



TEAM BUILDING

Team Work--Building A Championship Team and Being A Good Team Member

w/ John Nicholls

*"If you want to go fast, go alone.
If you want to go far, go together."*

How to build the team to get you to the top and also become a better team member.

Effective Communication Building An Auction Team

w/ Shawn Hagler
Angie Meier

Interactive and engaging class, attendees will get up on their feet and learn - Effective Communication and how essential it is to working together w/ an Auctioneer & an Auction Team; Communication processes in working with Bidders, Auctioneers and the Auction Team.

A Ringman is one of the most important positions at any auction that offers a dynamic attribute to every auction. What's important as a Professional Ringman? To the Auctioneer you're working with? And as part of an Auction Team?

Auction Team Bid Calling

w/ Scott Goodhue
Shawn Hagler

Interactive Session of working through auction scenarios for effective bid calling for different auction markets, communication processes and working as an auction team.

How to engage the bidders, create energy and maximize prices for your auction and your sellers.

LEGAL

Contracts

w/ George Michak

The discussion will include specific contract provisions and provide sample language and examples, including reasonably advantageous terms in the seller's contract and in the bidder terms and conditions to benefit the auctioneer and protect the sale.

Also addressed will be how contracts can help auctioneers satisfy their ethical obligations.

Audience questions and participation are encouraged.



Contract Review Bring YOUR Contract

w/ George Michak

Does your auction contract entail too much? Not enough? Are you covered or could you be held liable?

George has a dedicated auction law practice, regularly representing auctioneers and auction companies on all legal aspects affecting the auction industry....

Bring YOUR Contract for review. A VALUABLE service extended to our members!

Bidder Terms & Conditions

w/ George Michak

Does an auctioneer have to treat all bidders exactly the same, in all respects and under all circumstances, or do the auctioneer and the seller have the discretion to waive or modify bidder qualification requirements in the Bidder Terms and Conditions that are intended for the benefit of the auctioneer and the seller?

<https://www.coauctioneers.com/event/2022-colorado-auctioneers-annual-convention/>



THE AUCTION TEAM
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PERSONAL PROPERTY**

Eric Arrington
Auctioneer
Cell: (970) 623-9161
eric@theauctionteam.com

Graig Medvesk
Auctioneer
Cell: (970) 629-9520
graimedvesk@hotmail.com

**1610 Hwy 50
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2022 JUNIOR BID CALLING CHAMPIONSHIP

CONTEST ENTRY FORM

Contest is Friday, February 4, 2022

Renaissance Central Park Hotel - Denver, CO

NAME _____ AGE _____

ADDRESS _____

CITY / STATE / ZIP _____ PHONE _____

EMAIL ADDRESS _____

PARENT SIGNATURE _____

(authorizes the use of contestants name and photo for promoting the *Colorado Auctioneers Association*)

Rules for participation in the *Colorado Auctioneers Association Jr Bid Calling Championship Contest*:

- All participants are between the ages of 13 and under 18 at time of the contest.
- All auction items will be provided by the *Colorado Auctioneers Association*.
- Contestants must sign up by 5:00 p.m. on Friday of the convention.
- Competing order will be determined prior to the event.
- The *Junior Bid Calling Championship* contest will be held in the designated ballroom at the convention site intermittent with the Colorado State Auctioneer Championship Contest on Friday, February 4, 2022.
- 2022 Convention will be held at the Renaissance Central Park Hotel, 3801 Quebec Street, Denver, CO 80207
- Questions: Cissy Tabor - Phone: (303) 729-1195; Email: admin@coauctioneers.com

11/11/20121



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Scott Goodhue

2x's World Champion Auctioneer
30 Years Experience
Colorado State Champion

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- Master your chant and rhythm
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- Achieve mastery level communication

Build a chant that sells!

goodhueauctions@outlook.com - 719.659-7600

Troil Welton Award

The Troil Welton Award has historically been presented to the highest scoring, "first timer" competing at the First Timers Competition at the annual, CAA Convention.

The CAA Board announces this award will be given for the highest scoring competitor at the Novice Bid Calling Contest in which contestants competing are within their first, 3 years within the auction industry.

If you have recently graduated from an auction school and having been an auctioneer for 3 years or less, we would like to see you at our convention and be part of your first competition!

Who will be crowned the Troil Welton Award Champion?



2022 NOVICE BID CALLING CONTEST

Troil Welton Award

Contest will be held Saturday, February 6, 2022

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____ EMAIL _____

AUCTION SCHOOL ATTENDED _____

DATE ATTENDED AUCTION SCHOOL _____

Novice Contestants Eligibility to compete MUST be in the auction industry for 3 years or less.

Rules for participation in the Colorado Auctioneers Association Novice Bid Calling Contest:

- Contestants shall be current, active members of the Colorado Auctioneers Association.
- Contestants must have registered and attended the CAA Conference to qualify to compete.
- Each contestant should dress appropriately for a professional presentation.
- Each contestant must pay \$100.00 Entry Fee by 3:00 PM the day of the contest (Saturday, February 6, 2022).
- Each contestant must provide two (2) items with a minimum value of \$50.00 each by 3:00 pm on the day of the sale.
- All contestants must attend the Contestant Roll Call and Orientation Meeting at 6:15 PM, the night of the contest. In the event a contestant is not present during the initial roll call, his / her name will be called 2 additional times in 5 minute intervals. In the event the contestant is not present when his / her name is called, the third and final time, he / she is disqualified from the contest, without return of entry fee.
- Competing order will be determined prior to the event by drawing conducted by the Contest Chairperson.
- There will be only one (1) round of bid calling in the Novice Bid Calling Contest.
- **There will NOT be an interview portion in the competition.**
- The bid calling contest will be held in the designated room at the competition site.
- There will be at least three judges. **All of the judges scores will be tallied for the final score.**
- On the scorecard used for the bid-calling segments, the total possible points in each category will be as follows: Presentation—20 points; Chant/Voice— 45 points; Effective Auctioneering—35 points
- If a tie score occurs, the contestant with the highest score in the Chant/Voice category will be selected.
- Contestants will not be given the exact order of finish. Scorecards will be available following the competition and can be picked up from the Contest Chairperson.
- The Champion, Reserve Champion and 2nd Runner Up will be announced.
- **The Champion will receive: Troil Welton Award Plaque, a FREE Convention Registration to the 2023 CAA Convention and a CAA logo package. Reserve Champion will receive: 2023 CAA Membership and a CAA logo package. 3rd Place will receive: A CAA logo package**



2022 COLORADO STATE AUCTIONEER / RINGMAN TEAM CHAMPIONSHIP CONTEST ENTRY FORM

Friday, February 4, 2022 @ 7:15 PM

Name _____

Address _____

City/State/Zip _____

Phone # _____ Email _____

Rules for participation in the Colorado Auctioneers Association Team Championship Contest:

- Each contestant should dress appropriately for a professional presentation.
- Contestants shall be current, active (paid) members of *Colorado Auctioneers Association* at the time of the entry deadline and registered for the convention
- **Each Contestant must pay the \$100.00 entry fee by 3:00 PM on Friday, February 4, 2022.** Contestants will be responsible for choosing their own teams.
- Persons CAN enter the contest multiple times with different Auctioneers / Ringmen. Teams must consist of at least one member 18+ years of age.
- Contestant Teams must provide three (3) items that should sell for \$50 or more each by 3:00 p.m. on the day of the sale.
- Each of the three items provided by the contestant MUST have the Teams Entry # and Names firmly attached to the item and specify the order of selling those items, each should be clearly indicated as #1, #2 or #3.
- Competing order will be determined prior to the event by drawing conducted by the Contest Chairperson during the Mandatory Contestant Roll Call and Orientation Meeting.
- ALL CONTESTANTS MUST attend the Contestant Roll Call and Orientation Meeting at 4:35 PM, Friday. Roll Call will be taken at the start of the meeting promptly at 4:35 PM. In the event a contestant is not present during the initial roll call, his / her name will be called 2 additional times at 10-minute intervals. In the event a contestant is not present when his/her name is called the third and final time, he / she will be disqualified from the contest, without return of entry fee.
- The *Colorado State Team Championship* Contest will be held in the designated ballroom at the convention site. The sound systems will be preset and will not be adjusted during the contest. All contestants will have the opportunity to test the sound system prior to the start of the competition.
- There shall be three – five judges and will be the sole responsibility of the contest chairman to determine the qualification of the judges. It is the Chairman's responsibility to find non-discriminating judges. If available, at least one judge will be a representative of the NAA.
- Contestants shall be introduced in both the Preliminaries and Finals. If a contestant is not present when called to the stage, he or she will be disqualified.
- Each team sells three items consecutively in both the Preliminaries and in the Finals. In the Preliminaries, each team will sell items he / she provides for the contest. In the Finals, each team will sell items provided by the CAA with a value equal to other contestants' items.
- **Tie will be separated by the "Would you hire this team" category on the score sheet..**
- The scores from the Preliminaries determine who qualifies for the Finals. The Preliminary scores will be thrown out. And the scores will start anew for the Finals.
- Finalist Teams will be announced after the conclusion and scoring of the Preliminary Competition and will advance to the FINALS.
- The following prizes will be awarded: Champion Team —\$300 Team Cash Prize, Belt Buckle and Plaque; Reserve Champion Team — Plaque
- Contestants will NOT be given the exact order of finish. Scorecards will be available after the evening's auction events have and can be picked up from the Contest Chairperson.
- All winners will be used in press releases, media referrals and videos for promotion of auctioneering and the Colorado Auctioneers Association.



2022 COLORADO STATE AUCTIONEER CHAMPIONSHIP CONTEST ENTRY FORM

Contest is Saturday, February 5, 2022

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY / STATE / ZIP _____

Would you like CAA to write a news release promoting your participation in this year's Champion Auctioneer Contest?

Yes ____ No ____ *Please use the space below to provide a 50-75 word biography for use in the news release promotion.*

Rules for participation in the Colorado Auctioneers Association State Auctioneer Championship Contest:

- Each contestant should dress appropriately for a professional presentation.
- Contestants shall be current, active (paid) members of *Colorado Auctioneers Association* at the time of the entry deadline.
- Contestants must pay the \$100.00 entry fee by 3:00 PM on Saturday of the convention.
- Contestants must provide three (3) items that should sell for \$50 or more each by 3:00 p.m. on the day of the sale.
- Each of the three items provided by the contestant MUST have the contestant's business card or name firmly attached to the item, and if he/she wishes to specify the order of selling those items, each should be clearly indicated as #1, #2 or #3.
- Past CAA Champions are not eligible to compete in future CAA Competitions.
- Competing order will be determined prior to the event by drawing conducted by the Contest Chairperson during the Mandatory Contestant Roll Call and Orientation Meeting.
- All contestants MUST attend the Contestant Roll Call and Orientation Meeting at 5:30 PM, Saturday. Roll Call will be taken at the start of the meeting promptly at 5:30 PM. In the event a contestant is not present during the initial roll call, his / her name will be called 2 additional times at 10-minute intervals. In the event a contestant is not present when his/her name is called the third and final time, he / she will be disqualified from the contest, without return of entry fee.
- The *Colorado State Auctioneer Championship* Contest will be held in the designated ballroom at the convention site. The sound systems will be preset and will not be adjusted during the contest. All contestants will have the opportunity to test the sound system prior to the start of the competition.
- There will be at least three judges. The judges may be either auctioneers or members of the community.
- Contestants shall be introduced in both the Preliminaries and Finals. If the contestant is not present when called to the podium, he or she will be disqualified.
- Each contestant sells three items consecutively in both the Preliminaries and in the Finals. In the Preliminaries, each contestant will sell items he/she provides for the contest. In the Finals, each contestant will sell items provided by the CAA with a value equal to other contestants' items.
- On the scorecard used for the bid-calling segments, the total possible points in each category will be as follows:
Presentation—20 points; Chant/Voice— 45 points; Effective Auctioneering—35 points
- On the scorecard used for the Interview segment, the total possible points in each for the categories will be:
Presentation—25 points; Response—50 points; Ambassador—25 points
- If there are 4 or fewer judges, all scores will be tallied. If there are 5 or more judges, the lowest score for each contestant shall be eliminated. If there are 6 or more judges the highest score will also be eliminated, after which all remaining scores shall be averaged to determine each contestant's final score.
- Final scores are determined by combining the interview score with the bid-calling final score. The interview score will count for 40 percent and the bid-calling score will count for 60 percent of the total.
- If a tie score occurs in the Preliminaries, the contestant with the highest score in the Chant/Voice category will be selected.
- The scores from the Preliminaries determine who enters the finals. Contestants with the top five scores will enter the Finals.
- Finalists will be announced after the conclusion and the scoring of the Preliminary Competition. Each Finalist will be asked to report to an isolated room for instruction on the interview portion of the competition.
- During the Interview Portion of the contest, Finalists shall be isolated in a room until it is his/her turn to be interviewed. Cell phones / cell phone usage is NOT allowed by Finalist while in isolation. The Interview Portion is the only part of the contest with the isolation restriction.
- The interview portion of the contest is conducted only for the Finalists.
- Contestants will not be asked to chant during the interviews.
- The scores from the Preliminaries will be used as the tie-breaker in the finals.
- The following prizes will be awarded: Champion—\$300 Cash Prize, Belt buckle, name on the Chuck Cumberlin Traveling Trophy and plaque. In addition, the Champion will be reimbursed up to \$1000 if he / she represents Colorado at the NAA International Auctioneer Championship (IAC) contest in July 2022.
First Runner Up— \$200 Cash Prize and Reserve Champion Trophy / Plaque; Second Runner Up - \$100 Cash Prize
- Contestants will not be given the exact order of finish. Scorecards will be available following the competition and can be picked up from the Contest Chairperson.



2022 Colorado State Ringman Championship

Contest Entry Form & Rules

FINALS: Friday, February 4, 2022 @ 7:15 PM

Name _____

Address _____

City/State/Zip _____

Phone # _____ Email _____

Purpose:

To enhance the ability to sell real and personal property by the auction method of marketing,
To emphasize the importance of professionalism by Ringmen,
To set personal goals of improvement.

Prize:

The Champion, Reserve Champion and Second Runner-Up will be announced after the end of the contest or at the end of the evening. The Champion will receive 1/3 of the Total of Entry Fees collected (\$25.00 per entry fee) plus a \$300.00 Cash Prize, a *2022 CAA Ringman Championship* belt buckle and a plaque. The Reserve Champion will receive \$200 Cash Prize and a plaque. The Second Runner-Up will receive a \$100 Cash Prize. The Top 3 scores will determine the awards.

Criteria for Contestants:

Contestants shall be current, active members of the Colorado Auctioneers Association at the time of the entry deadline. Past Champions may not enter the contest.

Entry:

Contestant must have paid the \$75.00 Entry Fee by 3:00 PM on Friday, February 4, 2022. No contest entries will be accepted after the deadline date and time.

Contestant will be required to provide three (3) items with a minimum value of \$50.00 each.

All contestants must attend the Contestant Roll Call and Orientation Meeting at 4:35 PM the night of the contest. In the event a contestant is not present during the initial roll call, his / her name will be called 2 additional times in 5 minute intervals. In the event the contestant is not present when his / her name is called, the third and final time, he / she is disqualified from the contest, without return of entry fee.

Judges:

There shall be three – five judges and will be the sole responsibility of the contest chairman to determine the qualification of the judges. It is the Chairman's responsibility to find non-discriminating judges. If available, at least one judge will be a representative of the NAA.

If there are 4 or fewer judges, all scores will be tallied. If there are 5 judges, the lowest score for each contestant shall be eliminated.

General:

Two active members of the CAA will serve as the designated Auctioneers for the contest should contestant(s) not have an Auctioneer selected. The Chairman will select the designated Auctioneers.

Ringmen contestants agree to the use of their voice and image by the *Colorado Auctioneers Association* in any methods as directed by the CAA Board of Directors.

The Champion Ringman will be asked to attend the 2020 CAA Day At The Capitol, 2020 Summer Picnic and the 2021 CAA Annual Convention as the reigning champion.

Criteria Used by Judges in Scoring:

Judges will evaluate contestants in five categories, listed below:

Judges will score contestants in each category on a range of 1 – 10 points;

Judges will score based on the judges being a customer at an auction where the Ringman is working.

Scoring:

1. **Introduction:** Ringmen will introduce him/herself; Give contestant number and Introduce the Auctioneer, Initial command/ Appearance/Poise / Recognize Convention Sponsors
2. **Body language:** Hand Gestures; Surveys Crowd?
3. **Communication:** Communicates with Auctioneer and Buyers
4. **Salesmanship:** Encourages the audience to bid; Did bid reach a minimum \$50 (no extra credit for above \$50); Signals auctioneer to end bidding.
5. **Overall:** Desires to have Ringman work for them.

* Contestants should not be disqualified for forgetting any of the judging criteria, only penalized.

Competition:

- **Each of the 3 items provided by the contestant must have** the contestant's business card or name firmly attached to the item, and if he / she wishes to specify the order of selling those items, each should be clearly indicated as #1, #2 or #3.
- Competing order will be determined, prior to the event, by a drawing conducted by the Ringman Contest Chairman.
- Contestants shall be introduced in both the Preliminaries and Finals. If the contestant is not present when called to the stage, he or she will be disqualified.
- Contestants will sell three (3) items consecutively, in both the Preliminaries and the Finals. In the Preliminaries, each contestant will sell items he or she provides for the contest. In the Finals, each contestant will sell items provided by the *Colorado Auctioneers Association*.
- **There will NOT be an interview portion in the competition.**
- The scores from the Preliminaries determine who qualifies for the Finals. The number of contestants to the Finals will be determined on a sliding scale by how many enter the Preliminary Round.
- The scores from the Preliminary Round will be used as the tiebreaker in the Finals.
- Finalists will be announced after the conclusion and scoring of the Preliminary Competition.
- Contestants will not be given the exact order of finish. The scorecards of all contestants will be available after the evening's auction events have concluded.



CONVENTION REGISTRATION FORM

Please complete a separate form for each person attending.

NAME _____ Designations _____
 COMPANY _____
 MAILING ADDRESS _____
 CITY _____ STATE _____ ZIP _____ EMAIL _____
 PHONE (home/work) _____ (cell) _____
 SPOUSE'S NAME (if attending) _____

REGISTRATION FEES - *FEBRUARY 3 - 6, 2022*

AMOUNT

Convention Attendee: _____ after 01/11/2022 \$250.00 / each _____
 (Includes ALL Provided Meals*) *Discounted Registration received by 01/11/2022* \$225.00 / each _____
Daily Rate: (Includes ALL Provided Meals*)
☐ Friday \$150 or ☐ Saturday \$200 \$150.00 or \$200.00 _____
Auction Staff—Friday Registration (Does NOT include meals)
 Auction Company Registered with: _____ Complimentary _____ -0- _____
 Additional Meal Tickets: *Friday* Dinner ☐ *Saturday* Lunch ☐ Dinner ☐ \$50.00 / each _____
State Championship Auctioneer Contest — Saturday \$100.00 / each _____
Ringman Championship Contest — Friday \$ 75.00 / each _____
Auctioneer / Ringman Team Championship Contest — Friday \$100.00 / team _____
 (price is per contestant; Team Registration Total - \$200)
Novice Championship Auctioneer Contest — Saturday (1 - 3 years in auction industry) \$50.00 / each _____
2022 Active Membership Dues \$100.00 / each _____
2022 Associate Membership Dues \$35.00 / each _____
Provided meals include Friday Dinner, Saturday Lunch and Saturday Dinner* **TOTAL \$ _____

PAYMENT METHOD

NOTE: ALL credit cards will be charged a 5% credit card processing fee

Amount \$ _____ Check # _____ Credit Card: ☐ MC ☐ VISA ☐ Discover ☐ AMEX
 Credit Card # _____ Exp Date (mm/yyyy) _____ CSV _____
 Cardholder Name (please print) _____
 Card Billing Address: (include zip code) _____
 Billing address is same as registration address ☐ YES ☐ NO

Please make your hotel reservations before 01/11/2022 to get the CAA standard room rate of \$109.00 (includes FREE Breakfast)

Reservation Link sent via Email Blast ~ Contact the Renaissance Denver Central Park Hotel (303) 336-5224

ADDITIONAL INFORMATION

The convention begins Thursday, February 3, 2022

Early registration is encouraged for quick pickup of conference materials and your own convenience.

Please type or carefully print the information requested exactly as it should appear on all conference materials and directory.

Send completed registration form and fees payable to - **OR - Pay Online @ www.coauctioneers.com:**

Colorado Auctioneers Association

PO Box 1133 * Rifle, CO 81650 ~ or email to: admin@coauctioneers.com

Fees cover convention functions and Do NOT include hotel accommodations.

Hotel Reservations: Renaissance Denver Central Park Hotel ~ 3801 Quebec Street Denver, CO 80207 ~

(303) 336-5224 ~ Reference Group Name: Colorado Auctioneers Association

For additional information, Contact Cissy at admin@coauctioneers.com or by phone (303) 729-1195



Dear CAA Member,

A signed copy of the CAA Code of Ethics must be on file at CAA headquarters to retain membership. Please take the time to fully read the following CAA Code of Ethics. Then sign and return this form to CAA with your membership form and dues.

SIGNATURE _____

DATE _____

CAA CODE OF ETHICS

PART 1 - PROFESSIONAL RELATIONSHIPS

Article 1 In the best interest of the public, of his fellow Auctioneers and of his own business, the Auctioneer should be loyal to the Colorado Auctioneers Association.

Article 2 The Auctioneer should so conduct his business as to avoid disputes with his fellow Auctioneers, but in the event of a controversy between two Auctioneers who are members of the Colorado Auctioneers Association, he should not resort to a law suit, but submit his difference to arbitration by the Colorado Auctioneers Association, and the decision of such arbitration should be accepted as final and binding. If the dispute should be with a non-member, he should offer the services of this Board to arbitrate.

Article 3 Where a member is charged with unethical practice, he should promptly and voluntarily place all the pertinent facts before the proper committee for investigation and report.

Article 4 A member should never publicly criticize a competitor, and where an opinion is especially requested, it should be rendered in conformity with strict professional courtesy and dignity.

Article 5 A member should not solicit the services of an employee of a fellow Auctioneer without his knowledge and consent.

Article 6 In the best interest of society, of his associates, and of his own business, the Auctioneer should at all times be loyal to the Colorado Auctioneers Association and active in its works, and he should willingly share with his fellow members the lessons of his experience.

PART II - RELATION TO CLIENTS

Article 7 In justice of those who place their interests in his hands, the Auctioneer should endeavor to keep abreast of business conditions, to keep informed in matters of law and proposed legislation affecting such interests, so as to give intelligent business advice and effective service.

Article 8 In accepting the sale of real or personal property, the member pledges himself to be fair to both seller and buyer, and to protect the owner's interest as he would his own.

Article 9 When consulted for an appraisal of value or liquidation problem, a member should give a well considered opinion, reflecting expert knowledge and sound judgment, taking requisite time for study, inquiry, and deliberation. His counsel represents a professional service which he should render in writing and for which he should make a reasonable charge. A member should not undertake to give an appraisal or offer an opinion on any proposition on which he has a direct or even indirect interest, without a full disclosure of such interest.

Article 10 Before accepting a sale it is the duty of the Auctioneer to advise the owner intelligently and honestly regarding the market value of the business or proposition and the reasonable chance of selling at value or above.

PART III - RELATIONS TO THE PUBLIC

Article 11 It is the duty of every member to protect the public against fraud, misrepresentation or unethical practices in connection with the sale, disposal or liquidation of any real or personal property the Auctioneer is called upon to dispose of at public auction.

Article 12 It is the duty of a member to ascertain all pertinent facts concerning every sale for which he is engaged, so that in offering he may avoid error, exaggeration and misrepresentation.

Article 13 An Auctioneer is a confidential trustee of the information given by the seller or gained by him through relationship and the Auctioneer must never disclose the gross receipts of a sale or any other information that would tend to be a violation of the profession.

Article 14 No special conditions, real or assumed, or inducements or directions from anyone relieve the member from his responsibility strictly to observe the Code of Ethics in this letter and spirit.



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Colorado Auctioneers Association
PO Box 1133
Rifle, CO 81650
(303) 729-1195
www.coauctioneers.com

The Colorado Auctioneer Newsletter is published quarterly, to serve as a communication tool between association meetings.

Members are encouraged to submit news tips, stories, ideas for future publications and article requests.

Please contact:: Cissy Tabor, Executive Secretary • admin@coauctioneers.com • (303) 729-1195

ENJOY THE BENEFITS OF MEMBERSHIP

