



# Montana Auctioneer

www.montanaauctioneers.org

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June 2010

## BOARD OF DIRECTORS

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## President's Letter

*JimBo Logan, GPPA, CES*

Greetings Auctioneer  
Friends From the Heart of  
the Shields River Valley.



It has been a very busy  
year for us thus far. Hope  
it has been for you as well.

I have kept Chris from getting into trouble by  
keeping her busy.

As some of you may be aware, Chris and I  
went to Indiana in March to attend Class 1  
for CAI. My fellow director, Bill Allen, also  
attended. It was amazing. Our class leader is  
Terry Walker, the 2009-2010 IAC Women's  
Champion. She is one fantastic lady. We had  
a great time and learned a lot. I don't think  
I can put into words what a great experience  
it was. We met people that we will probably  
stay in contact with for the rest of our life.  
The things that you can learn in that first  
year are things you can bring back and use  
in your business immediately. If you have  
not attended and have thought about it, don't  
think anymore. We highly recommend you  
get signed up. It will change your life and  
your business.

We had hoped to attend Conference and  
Show in Greensboro this year but that will  
not be the case. We have an auction that we  
must take care of that week. However, if

## President's Letter continued from previous page

you can get away to attend I highly recommend it. It is an unbelievable experience. The NAA will roll out the red carpet and the southern hospitality will be just grand.

Don't forget about our own convention coming in January 2011. It will be held in Livingston again at the Yellowstone Motor Inn. Please plan ahead to come and help celebrate our 50th year convention. If you have any ideas, want to help, input for seminars, whatever, please don't hesitate to contact me.

Remember as always, if you have any questions or concerns or just want to chat call 686-4728 or my cell at 223-1553 or email us at [loganauction@yahoo.com](mailto:loganauction@yahoo.com)

Happy Auctioneering!

JimBo Logan  
MAA President



# What Auction-Goers Like

2nd of 4 articles to be featured in Montana Auctioner by Steve Proffitt

“Steve, I’m a new auctioneer. Do you have any specific advice for me as I start my new career?” That’s an excerpt from a letter I received.

Yes, I have some advice that will help you, if you faithfully follow it – always do the right thing. There are many things in this life far more important than money, so never let financial considerations override your integrity – NEVER!

After that point, everything else is easy. But it will help you, too, if you know what auction-goers like most and least about auctions. This time we’ll look at what they like. In my next column, we’ll consider what auction-goers most dislike about auctions.

Here are ten “likes” that I’ve learned from both experience and the letters readers send me.

First, bidders want to deal with honest auctioneers. In a seller-buyer relationship, nothing is more important than trust. Legitimate auction practices appeal to bidders – not hocus-pocus. Auctioneers must establish a level of unshakeable trust with bidders if they expect them to bid freely and spend generously. Dedicate yourself to being an honest auctioneer and you will earn a wide reputation for integrity that will bring good business your way.

Second, bidders appreciate auctioneers who are polite. No one wants to be on the receiving end of sarcasm, indifference, or unpleasant treatment. They also enjoy the spice of a pleasing chant, along with some periodic humor by the auctioneer to lighten the mood and provide a little entertainment. It’s also a good idea for an auctioneer to occasionally take a moment to thank those who are bidding and, thereby, helping her achieve the selling prices that she’s reaching.

Third, bidders like auctions that have good quality goods. People work hard for their money. When they spend it, they want value in return. If bidders were interested in buying junk, they could shop at yard sales and flea markets galore. Serious bidders come to auctions to find a higher quality of merchandise and a far more sophisticated selling environment. As a professional auctioneer, always give the people what they want.

Fourth, have you noticed how hectic most people’s lives have become? Everyone is rushing everywhere and no one has time to waste. It’s just go-go-go-go-go! Well, there’s an important message here for auctioneers – you have to be organized, fast, and efficient. That means you need to start the auction on time, get into high gear quickly, and stay in that groove until the end. As a lady who wrote me said, “Tell them to hold it up, say what it is, and sell it – and then move on!”

Fifth, bidders like a competent and helpful auction staff. Good ring people can be a real plus to maintaining a fast and efficient selling pace, as is a clerk who “invisibly” does a smooth and accurate job of recording the sales. Likewise, it’s important to have a solid cashier who accurately and promptly helps customers settle their accounts and get out the door. Some folks also need help loading larger items.

Sixth, bidders want auctioneers to ask realistic prices for what they’re selling. Many people see it as an unnecessary waste of time when an auctioneer reaches for the moon by asking for \$500 for a \$50 piece. An auctioneer’s experience and good product knowledge will eliminate this problem.

Many bidders also enjoy a mix of merchandise at various price levels to keep everyone's attention, and to give everyone a chance to bid and buy something.

Seventh, bidders are grateful for good directions to the auction site. It sounds simple, but it's a regular problem with quite a few auctions. It's doggoned aggravating to be searching for that turn in the road you can't find, as your watch indicates the auction's starting gate is about to open. Being close may count in horseshoes, but it means nothing when it comes to finding an auction site.

Eighth, when the last bid is signaled and the dust settles, bidders want the high bidder to be the new owner of whatever was offered. Bidders universally dislike the phrase, "no sale." This means unreserved auctions, or auctions with reasonable reserves, are always preferred. Most auctioneers understand this and endeavor to avoid offering items that won't sell. Just remember that every "no sale" cools "auction fever" by a few degrees. Don't bring to auction what you know you can't reasonably hope to sell.

Ninth, all bidders want to be comfortable. Clean and adequate restroom facilities, decent food, and seating for those who need it appear on many bidders' "must have" lists. Auctioneers should impress this upon sellers, because it's only logical that people will stay longer at an auction and spend more money if they're comfortable. If you go to an auction and encounter insufficient restroom facilities, where do you think that problem originated? It almost invariably goes back to a seller who refused to pay the cost of providing the toilets that were needed. Unknown to bidders, auctioneers sometimes have to "eat" such costs just to ensure their crowds are adequately accommodated. If a seller is unwilling to pay reasonable costs, that might be a strong indicator of an auction you would do better to avoid.

Tenth, people like the excitement of the bidding competition and they revel in the thrill of "winning" the bid. This is one of the hallmarks auctions not found in any other form of selling. Auctioneers should exploit this advantage by working to make their auctions fun, exciting, and worthwhile events. If auctioneers do this, bidders will keep coming back, and so will sellers.

Next time we'll consider some of the things bidders don't like at auctions.

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://www.jpking.com)) in Gadsden, AL. He is also an auctioneer and instructor at both Reppert School of Auctioneering in Auburn, IN and Mendenhall School of Auctioneering in High Point, NC. This information does not represent legal advice or the formation of an attorney-client relationship and readers should seek the advice of their own attorneys on all legal issues. Mr. Proffitt may be contacted by email at [sproffitt@jpking.com](mailto:sproffitt@jpking.com).

# Crane sells for \$445,000



Musser Bros. set a new company record for the highest price attained for one piece of equipment when selling a 2007 Link Belt crane today for \$445,000. Auction Coordinator Merton Musser said, “We had bidders onsite and online from coast to coast bidding on the crane.” “Our advertising and market programming obviously attracted the right people.”



# The MAA Under the Black Light!

An Article by Mickey Lapp

Miss Betty, gave us a wonderful presentation on antiques at our 2010 convention in Livingston, and what struck me most was her use of the black light when searching for imperfections.

I thought about what it would look like to put the MAA under the black light. What would we see? Would we notice the imperfections? Sure. No organization is perfect however, despite a few hairline cracks here and there, our MAA vessel is intact and has stood the test of time. I'm confident our vessel would bring top dollar at auction and here's why:

Our leadership is committed to providing the members with the highest quality continuing education opportunities in the industry. This has been our pledge to you for many years now and we will continue to strive for excellence for our association and its members. Secondly, your leadership has always been willing to make the necessary personal sacrifices to insure we devote the time needed to meet the needs of the association head-on. Why? Because we deeply care about the future of the auction profession, the MAA, and its members.

As you schedule and conduct your summer auctions, remember you are part of a professional association that is dedicated to the industry and to its members. If you need help or have questions about any aspect of your sale, pick up the phone and call on your Board of Directors - that is one of our key functions - to assist the membership so you may conduct your auctions in the most professional manner possible. By helping one another, we help ourselves and despite our imperfections, the public we serve will see this vessel we call the MAA Auctioneer, as the most desirable item on the block!

Til We Meet Again,  
Mickey Lapp, Chairman of the Board

MONTANA AUCTIONEERS  
ASSOCIATION

BOARD OF DIRECTORS MEETING  
MINUTES

May 17, 2010

8:00 AM

1. CALL TO ORDER

President JimBo Logan, GPPA, CES  
called the meeting to order at 8:08 AM  
on May 17, 2010

2. ROLL CALL

Board Members Present:

President JimBo Logan, GPPA, CES

Vice President Kyle Shobe

Treasurer Merton E. Musser, CAI

Director Rick Young

Director Robert McDowell III

Director Bill Allen, GPPA, CES

Director Rich Venzor

Director Matt Smith

Staff Member Present:

Dan Ollero - The Maurer Group

Daniel Sierra - The Maurer Group

Board Members Absent:

Director Gordon Van Ash

Immediate Past President Mickey Lapp

3. REQUEST FOR  
AMMENDMENTS/ADDITIONS TO  
THE AGENDA

Discuss NAA Fun Auction item to  
represent MAA

4. APPROVAL OF FEBRUARY  
MEETING MINUTES

MOTION

Approve February 15, 2010 Board of  
Directors meeting minutes.

Proposed by: Rich Venzor

Seconded by: Bill Allen

Passed: 7 of 7

5. ASSOCIATION REPORTS

a. JimBo reported that;

- President will be looking into  
purchasing policy for liability.

- President proposes members  
bring best quotes for ATV next meeting

b. Treasurer's Report

- Nothing to report

MOTION

Approve Financial Statements as  
presented.

Proposed by: Bill Allen

Seconded by: Rich Venzor

Passed: 7 of 7

6. OLD BUSINESS

Nothing to report

7. NEW BUSINESS

a. NAA Fun Auction item. Need  
the item by middle of July.

MOTION

Purchase Montana Silver Smith for  
NAA Fun Action

Proposed by Rick Young

Seconded by Bill Allen

Passed: 7 of 7

ADJOURN

MOTION

As there was not further business;  
Adjournment of meeting was proposed

Proposed by: Kyle Shobe

Seconded by: Bill Allen

Passed: 7 of 7



# MEMBERSHIP APPLICATION

## Montana Auctioneers Association

**TO APPLY FOR MEMBERSHIP IN THE MAA, CHOOSE ONE OF THESE APPLICATION METHODS:** Complete this form, provide credit card information, then **FAX** to (509) 783-4674 or complete this form, then **MAIL** with check or money order to MAA, P.O. Box 3097 Pasco, WA 99302. Please fill out all five sections. If you have any questions call the office at 866-270-2752.

**1** Please check one. Membership in MAA is open to individuals, not companies.

MEMBERSHIP TYPE	ELIGIBILITY	MEMBERSHIP DUES
<input type="checkbox"/> INDIVIDUAL	Auctioneer who conducts Auctions in the state of Montana. Entitled to vote.	\$50
<input type="checkbox"/> ASSOCIATE	Individuals interested in the Auction profession. Non-voting member	\$25
<b>TOTAL AMOUNT DUE</b>		<b>\$</b>

### **2** MEMBERSHIP INFORMATION

First Name \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Cell \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website \_\_\_\_\_  
 Sponsorship \_\_\_\_\_  
 Date Submitted \_\_\_\_\_

### **3** AUCTIONEER PROFILE

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Member of NAA  
 Member of other state association Where \_\_\_\_\_

### **4** METHOD OF PAYMENT

Check Enclosed     Bill me  
 \_\_\_\_\_  
 \_\_\_\_\_

### **5** YOUR AUCTION SPECIALTIES

- |   |  |
|---|--|
| <input type="checkbox"/> Antiques & Collectibles            | <input type="checkbox"/> Government & Municipal      |
| <input type="checkbox"/> Art & Galleries                    | <input type="checkbox"/> Industrial & Manufacturing  |
| <input type="checkbox"/> Automobiles & Transportation       | <input type="checkbox"/> Intellectual Property       |
| <input type="checkbox"/> Benefit & Charity                  | <input type="checkbox"/> Laboratory & Pharmaceutical |
| <input type="checkbox"/> Business Liquidations              | <input type="checkbox"/> Logging & Forestry          |
| <input type="checkbox"/> Carnivals & Amusement Parks        | <input type="checkbox"/> Media                       |
| <input type="checkbox"/> Collector Cars & Vintage Equipment | <input type="checkbox"/> Office & Business Equipment |
| <input type="checkbox"/> Computers & Electronics            | <input type="checkbox"/> Real Estate, Commercial     |
| <input type="checkbox"/> Estate & Personal Property         | <input type="checkbox"/> Real Estate, Land           |
| <input type="checkbox"/> Farm & Ranch                       | <input type="checkbox"/> Real Estate, Residential    |
|   | <input type="checkbox"/> Restaurant & Food Industry  |
|   | <input type="checkbox"/> Trucks & Trailers           |

By completing and submitting this form, I hereby make application for membership in the Montana Auctioneers Association. If accepted, I will abide by its by-laws, support its objectives, comply with the MAA's code of ethics and pay the established dues.

Contributions or gifts to Montana Auctioneers Association are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. Membership runs January 1 - December 31.