



E-News

2022 CONVENTION – SPECIAL EDITION

The TAA will be holding its annual convention November 6-7, 2022 in Nashville, TN at the Embassy Suites on Century Blvd. Our CE this year will be sponsored by the TN Auctioneer Commission. If you plan to attend the convention and only take CE, there will be no charge. If you plan to attend the convention, take CE and participate in all the other activities, such as meals, there will be a charge. Please see the registration form on page 3 for this information. If you plan to only attend CE, you will still need to fill out a registration form and return to the address listed on the form.

This year, we are very excited to have Mike Fisher, speak on Sunday. His topic will be A Fair Deal is a State of Mind. Also on Sunday we have a “panel of experts” who will be answering questions you might have about the auctioneering business. The panel will consist of Bobby Colson, JJ Dower, Phillip Traylor and Lance Walker.

On Monday, we will have Growing the Next Generation with Sherman Hostetter. Judge Toby Gilley will be speaking on The Role of Real Estate in the Probate Process. Our final speaker on Monday will be Mike Fisher speaking on The Auction 3 Step....Engagement, Preview, Auction Day.

Please remember to make your hotel reservation. The hotel rate is \$129/night and the deadline for making reservations at the special TAA rate is October 10, 2022. You may make your reservation by calling the Embassy Suites at 615-871-0033. Please mention you are with the TAA. You may also make your reservations online by clicking [here](#).

Remember to send us your registration form ahead of time. This helps us when making plans for meals. A registration form can be found on page 3. If you would like to pay by credit card please let us know and a paypal invoice will be forwarded to you. This year you also have the option to register online. To register online please click [here](#). Please note: When registering online there will be an additional fee included with the registration fee.

If you have any questions concerning the convention please reach out to any board member or call the TAA office at 919-876-0687.

Everyone stay safe and we look forward to seeing you in November.

Sincerely,

Ritchie Broyles - TAA President
Drew Williams and Greg Hurst - TAA Education Committee

TAA 2022 CONVENTION

NOVEMBER 6-7 | EMBASSY SUITES | NASHVILLE

10 CENTURY BLVD, NASHVILLE, TN 37214 | 615-871-0033

TAA 2022 WINTER CE

SUNDAY, NOVEMBER 6, 2022

10:00 AM-Noon	Board of Directors Meeting
Noon	Lunch on Your Own
1:00 PM	Registration Desk Opens & Vendor Setup
1:00-2:00 PM	Foundation, Past Presidents, Hall of Fame Meeting
2:00 - 3:00 PM	Expert Panel – Q & A (Bobby Colson, JJ Dower, Phillip Taylor, Lance Walker)
3:00 - 4:00 PM	A Fair Deal is a State of Mind, Mike Fisher (1 CEU)
4:15-5:30 PM	Membership Meeting
5:30 PM	Tennessee Bid Calling Championship Contestants Meeting
5:30 – 6:15 PM	Cocktail and Social
6:00 PM	Registration Desk Closes
6:15 – 7:15 PM	Banquet
7:15 PM	Tennessee Bid Calling Championship Competitions
Following Contest	Fun Auction
Til 11:00 PM	Hospitality Suite

MONDAY, NOVEMBER 7, 2022

7:45 AM	Registration Desk Opens
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Schedule at a Glance:

8:00 – 10:00 AM	Growing the Next Generation, Sherman Hostetter (2 CEUs)
10:10 – 12:00 Noon	The Role of Real Estate in the Probate Process, Judge Toby Gilley (2 CEUs)
12:00 – 12:30 PM	Box Lunch
12:30 - 2:30 PM	The Auction 3 Step... Engagement, Preview, Auction Day, Mike Fisher (2 CEUs)

CE Classes are funded by the Tennessee Auctioneer Commission.

TENNESSEE AUCTIONEERS ASSOCIATION

2022 CONVENTION

NOVEMBER 6 - 7 | EMBASSY SUITES | 10 CENTURY BLVD, NASHVILLE, TN 37214
615-871-0033

NAME: _____ COMPANY NAME: _____

TENN. AUCTIONEER'S LICENSE #: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

SPOUSE/OTHERS ATTENDING: _____

REGISTRATION: Full registration includes all events-Sunday banquet, Monday lunch and continuing education courses offered. *Entry fee for Auctioneer Competition is a separate item.*

CE ONLY: Space is limited. Full Registrations take precedence. **If you are planning to attend the CE only, you must still fill out and return a registration form by October 30. You must register in advance.**

Note: Savings on Full Registration when postmarked and paid in full by October 16, 2022	Early Price (On/Before 10/16/22)	Regular Price (After 10/16/22) & Onsite	No. Per Category	TOTAL
Full Registration <i>(This includes Sunday banquet, CE & Monday lunch)</i>	\$100.00	\$125.00	x =	\$
Spouse/Guests Full Registration	\$60.00	\$60.00	x =	\$
Children Under 12	\$25.00	\$25.00	x =	\$
TAA State Championship Auctioneer Competition	\$100.00	\$100.00	x =	\$
Rookie Bid Calling Competition	N/C	N/C	Please check if entering →	
CE Only: Sunday, November 6 <i>(Does not include meals)</i>	N/C	N/C	Please check if attending →	
CE Only: Monday, November 7 <i>(Does not include meals)</i>	N/C	N/C	Please check if attending →	
2023 TAA Membership Dues	\$100.00	N/A		

TOTAL DUE \$ _____

CE Classes are sponsored by the Tennessee Auctioneer Commission

MAKE CHECKS PAYABLE TO: TENNESSEE AUCTIONEERS ASSOCIATION

RETURN TO: TAA, PO BOX 41368, RALEIGH, NC 27629

**** Note ** - TAA now accepts credit cards! If you would like to pay thru paypal using a credit card, please include your email address and an invoice will be forwarded to you.**

NO REFUNDS WILL BE GIVEN AFTER NOVEMBER 6, 2022

Any reason that could cause you to apply for a refund, please submit your request to TAA Headquarters at 919-876-0687. **If you would like your designation included on your nametag, please include after your name on the registration form.**

HOTEL INFORMATION: Rooms at the Embassy Suites start at \$129.00 a night. You must make your reservation on or before October 10, 2022 to reserve your room and receive the TAA rate. Reservations can be made at 615-871-0033. Please tell the hotel you are with the TAA when making your reservation.

Speaker Bios

Mike Fisher: Mike has been in the auction business for 20 years and is the owner of Redfield Group Auctions, Inc. He graduated auction school at Jacksonville State University where he also attended college. Mike has earned multiple designations from the NAA including CAI, AARE, GPPA, ATS and BAS. He is a licensed auctioneer and real estate agent in most of the southeast states and has conducted auctions in over 40 states, Mexico and the Bahamas. Mr. Fisher is currently an Education Institute Trustee for the National Auctioneers Association and has served on the NAA Conference and Show Education Committee. Mike has been an instructor at the Certified Auctioneers Institute at Indiana University and presented at many state association conferences. He is currently the committee chairman for the Real Estate Workshop at the 2019 Designation Academy in Las Vegas. Mike is finishing his term as the Chairman of the Alabama Auctioneers Association and has been appointed by the governor to the Alabama State Board of Auctioneers where he is currently the Vice Chairman. Mike resides in his hometown of Gadsden, Alabama with his wife Cindy Fisher and has one child, Justin Fisher, who is also an auctioneer and works in the family business.

Sherman Hostetter Jr.: Sherman Hostetter, Jr. of Beaver, Pennsylvania, attended Penn State University on a Golf Scholarship from 1973-77 and graduated with a major in real estate and insurance. Presently, he continues the family auction business, started by his parents in 1955, as a full-time auctioneer and real estate broker licensed in PA, OH and WVA. Added to his credentials are the notable titles of past President of the Auction Marketing Institute, past President of the Pennsylvania Auctioneers Association, and past President of the Northwest Chapter of the PAA. Sherman was a board member of the National Auctioneers Foundation, twice a board member of the National Auctioneers Association and a board member of the National Association of Realtors Auction Committee. In 1992 he won the Pennsylvania Auctioneers Association Bid Calling Championship and 2010 won the West Virginia Auctioneers Association Bid Calling Championship. In 2013 Sherman was inducted into the Pennsylvania Auctioneers Association Hall of Fame and in 2015 he was inducted into National Auctioneers Association Hall of Fame. In 2017 Sherman was inducted into the Beaver County Sports Hall of Fame for his accomplishments in golf during his years of junior golf, high school and college golf and 5 years as a professional golfer. In addition, Sherman holds many designations such as; the Certified Auctioneers Institute (CAI), Accredited Auctioneer of Real Estate (AARE), Graduate Personal Property Appraiser (GPPA), Certified Estate Specialist (CES), Benefit Auction Specialist (BAS), Graduate Realtor Institute (GRI), Certified Residential Specialist (CRS), Senior Real Estate Specialist (SRES) and is a Certified Paralegal through Penn State University. Since 2003 Sherman has served on the Pennsylvania State Board of Auctioneer Examiners, appointed by then Governor Edward G. Rendell, and is currently the Chairman of the Board. He is also currently serving on the Beaver County Board of Realtors. Sherman has been recognized for his community involvement including volunteering for his church, community teen Bible study, past school board director for the Blackhawk School District and serving on numerous boards and committees in Beaver County area. In 2009 Hostetter Auctioneers joined the rapidly growing online auction platform and in 2013 joined the Marknet Alliance team. Since then Hostetter Auctioneers has grown to include 9 auctioneers, an office manager, 4 full time office personnel and 8 plus setup crew members on staff providing complete online and onsite auction services in real estate and personal property to Pennsylvania, Ohio and West Virginia. Sherman enjoys working in the family auction business with his son Matt, daughters Kylee and Paige, and son-in-laws Dan Reeder and John Johnston all auctioneers.

Judge Toby Gilley:**Professional:** *Rutherford County General Sessions Judge Part III*

-2014 – Present
-Probate, Civil, Mental Health

Rucker, Rucker and Gilley, P. C.
-1998-2014
-Attorney and Partner

Murfreesboro City Council Member
-2000-2014
-Commissions & Boards: Planning Commission, Water and Sewer Board, Power Board, Cable Commission, Main Street Board, Risk Management Commission (Chair)

MTSU, Adjunct Professor
-2008-Present
-Courses: Insurance Law, Introduction to Business Law, Commercial Law

Education: *University of Tennessee College of Law*
Doctorate of Jurisprudence, 1997

Middle Tennessee State University
-Graduate Studies in Criminal Justice 1992-1994
-Bachelor of Science in English, 1992
-SGA President, TBR Student Regent appointed by Governor, TISL Secretary of State and Carlyle Award Recipient

Honors/Affiliations: TBA Leadership Law, Leadership Rutherford, RCCBA past president, 2012 Rutherford County Republican of the Year**Class Descriptions****A Fair Deal Is A State Of Mind**

If I told you that I would pay you \$1,000 per week to text me once per day and give me the weather forecast, would you think that is more than fair? You would until you found out that I was paying someone else \$2,500.00 per week just to text me on Sunday. Buyers and sellers are no different. This 60 minute session discusses establishing the low reserve and maintaining a seller's expectations while keeping their confidence throughout the process. Starting with the initial sales call and going through auction day, this class will explore many ways to maintain your client's trust while working on their expectations.

Growing the Next Generation

A transparent view of working with your parents and siblings ... and then your children in the auction business! The presentation covers family structure, problem areas, company structure and procedures to smooth out potential problems.

The Role of Real Estate in the Probate Process

The role of real estate professionals and auctioneers in the probate court process. This discussion and presentation will focus on the types of probate cases in which real estate professionals may be asked to be involved by the court such as contests, conservatorships, and estates wherein the liquid assets of the estate are insufficient to pay the debts and fulfill the bequests of the estate.

Issues discussed will include sale vs. auction, appraisals vs. tax card valuation, surveys, and prep costs. Who does the real estate professional report to? How are the proceeds held or distributed? How does the real estate professional get paid?

The format of the presentation will be lecture with open discussion. Interaction is encouraged. Time for questions at the end will also be included.

The Auction 3 Step.....Engagement, Preview, Auction Day

This session will discuss the different stages we take a potential buyer through and how each person might be handled differently during each step of the process. The process is like steps on a ladder.....but some ladders have 3 steps and others have 10. From capturing data from a web visitor to working a bidder at the registration table, this class will be an open discussion encouraging participants to share their tips and tricks. These principals work for live and online auctions.

Expert Panel

Join in on Sunday, November 6 at 2:00 pm for a question and answer session. An expert panel has been lined up to answer any questions you might have. The panel includes Bobby Colson, JJ Dower, Phillip Traylor and Lance Walker. Since we will only have one hour for the session, to help us better prepare, please email any question you might have to elaine@execman.net. We want to make the most out of the time we have.

TAA Board – Elections Coming Up

Elections will be held during the annual meeting on Sunday, November 6 at the Embassy Suites in Nashville. If you are interested in serving on the board, please contact someone on the Nominating committee. The Nominating Committee of the Association is made up of all of the Past Presidents in attendance at the Annual Convention. The immediate Past President of the Association serves as chairman of the nominating committee and is responsible for its organization and prepares the report to be presented to the Association. If you have any questions please reach out to any past president or the immediate past president, Patti Baldini. She may be reached at patti@baldiniauction.com.

**TAA STATE CHAMPION AUCTIONEER COMPETITION AND
TAA ROOKIE CHAMPION COMPETITION RULES, CRITERIA & FORM**

WHEN: Sunday, November 6, 2022

ENTRY FEE: TAA STATE CHAMPION-\$100.00
TAA ROOKIE CHAMPION-N/C

DEADLINE: 5:00 p.m., Nov. 6, 2022

PRIZE: Cash prizes and belt buckles to be awarded! The State Champion and Rookie Champion winners will each also receive a one-year paid membership to TAA. The prizes are nonnegotiable and nontransferable.

CONTESTANT RULES & CRITERIA:

1. TAA State Champion Auctioneer Competition is open to all auctioneers across the country. You do not have to have a Tennessee license in order to participate in 2022. 2. Rookie Contest: Open to anyone with 3 years or less of auction experience. 3. Previous contest winners may not enter. 4. All contestants must bring three items, with value greater than \$50 per item, of his or her choice to sell during the contest. All items are considered donations to the Tennessee Auctioneers Association and will not be returned. 5. Contestants may be members of the TAA Board of Directors. 6. The champion will play host to the contest the year following his or her win. 7. Champions will represent the Tennessee Auctioneers Association at all times with high standards of professionalism, commitment and integrity. 9. If 3 people have not entered the competition by 3:00 p.m. Sunday, Nov. 6, 2022, the competition will be canceled.

JUDGING & INTERVIEW:

The contestant will be evaluated on several categories. This contest will mimic the NAA IAC, and have Preliminary, Interview and Finals Round. Categories are as follows but not limited to:

- 1. Opening statements
- 2. Bid calling
- 3. Style/interaction with the audience
- 4. Professional image
- 5. Salesmanship
- 6. Overall impression

JUDGE PROCEDURES:

- 1. The number of judges will be from three to five.
- 2. The Contest Committee will select the Judges.
- 3. Judges will receive rules & information prior to contest.
- 4. Same judges for preliminaries and finals.
- 5. Scores will be determined from a customer's perspective.

GENERAL PROCEDURES:

- 1. Scoresheets are collected/tallied by Contest Committee.
- 2. President of the TAA will announce contest winner.
- 3. A mandatory meeting for all contestants will be held just after the membership meeting on Sunday, Nov. 6 for final check-in, contest instructions and to draw for contestant order in competition.
- 4. No personal ring people or aids are permitted.
- 5. The Contest Committee will determine if there is any discrepancy or irregularity in the contest, and, if found, it will decide the outcome. The decision of the committee will be final.

Please check which contest entering: TAA State Champion Auctioneer Competition _____
TAA State Champion Auctioneer Rookie Completion _____

NAME: _____ **COMPANY NAME:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

MOBILE PHONE: _____ **FAX:** _____ **EMAIL:** _____

INITIAL THE FOLLOWING: _____ I have enclosed my entry fee of \$100.00.

_____ I have read and agree to abide by the rules, criteria and procedures of the TAA competition.

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