

# The Bid Caller

2019 ISSUE NO. 1

June, 2019

## South Carolina Auctioneers Association



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*The Bid Caller is the official newsletter of the South Carolina Auctioneers Association. This newsletter is published by the SCAA as a service to its members and supporters in the auction industry. Suggestions are welcome for articles in future editions.*

## A Message From The President

SCAA President Marshall McAbee

I hope this newsletter finds my fellow auctioneers doing well.

Sitting here writing this article on a rainy morning after such a long drought reminds me of all that I'm thankful for. I am especially thankful for all the different experiences and the fellow auctioneers that I have met by being a member of the South Carolina Auctioneers Association. On April 3rd several SCAA members met at the Statehouse in Columbia. If you've never been, we as auctioneers sit in the balcony and are recognized from the floor of the house in recognition of National Auctioneers Day. I have been fortunate that I have been able to attend for the last several years and I always look forward to it. This year was even more special for two reasons; first, the fact that Randy Ligon was the representative that recognized us. Second, that he was able to arrange for us to have our picture taken with the Governor. Thank you so much Randy for all that you did. Afterwards we were able to have lunch at the Palmetto Club. It was especially nice to catch up with my fellow auctioneers, great food and fellowship. I want to thank Chris Pracht for setting all that up. Hopefully this is something we can do for many years to come.

If you are attending the NAA conference and show, please go to the IAC Competition and show your support for our Champion, Cliff Stoltzfus.

**Our 2020 convention will be held January 10-11, at the Kingston Plantation/Embassy Suites in Myrtle Beach, SC.** Paul Yoder is already working on the educational seminars to meet your continuing education requirements. The fun auction and grand champion competition are a great opportunity to see old friends.

If there's anyway I can be of any help or assistance to any of my fellow SCAA members please do not hesitate to contact me.

Marshall McAbee

### 2020 SCAA Annual Convention!

JANUARY 10-11, 2020  
EMBASSY SUITES/KINGSTON PLANTATION  
9800 QUEENSWAY BLVD., MYRTLE BEACH, SC  
843-449-0006

Bid Calling Competition and Fun Auction to be held Saturday night, Jan 11, 2020  
ROOM RATE: \$119/NIGHT

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THE BID CALLER is the official publication of the South Carolina Auctioneers Association. Readers are invited to submit manuscripts, which preferably would be limited to 2,000 words or fewer in length. THE BID CALLER'S advertising policy attempts to conform its advertising to business endeavors. Products or services advertised in THE BID CALLER are not directly or impliedly endorsed by the SCAA. The views and opinions implied or expressed herein by authors and advertisers are not necessarily those of SCAA, the editor or the publisher, and no responsibility for such views will be assumed. This newsletter is provided with the understanding that opinions, instructions and advice provided by contributing authors and editors are those of such authors and editors and not of this publication. Neither the publisher nor the editor is engaged in providing professional opinions of any nature. If technical or professional advice is required in any aspect of your business, we encourage our readers to seek professional services. THE BID CALLER publication may refuse to accept any and all advertising or articles it believes to be false, fictitious or misleading.

**AD COPY AND ARTICLES MAY BE SUBMITTED TO:**

THE BID CALLER  
 Elaine Christian, Publisher  
 PO Box 41368  
 Raleigh, NC 27629  
 919-876-0687  
 Fax: 919-878-7413  
 Email: elaine@execman.net

**RATES OF ADVERTISEMENT**

- Annual Booster  
\$30 per year (four issues)
- Annual Sponsor  
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- Business Card Ad  
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- Quarter-page Ad  
\$50 per issue/\$200 per year
- Half-page Ad  
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- Full-page Ad  
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**PUBLICATION DATES**

Article and ad deadlines:

**FEBRUARY 1    AUGUST 1**  
**MAY 1            NOVEMBER 1**

Any and all SCAA members are encouraged to send information on past or coming events they have conducted or news articles that would be of interest to other members. Please send profiles of members who you feel deserve to be highlighted in our publication.

**'19 Board of Directors**

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 cliffordstol@gmail.com

**GoToAuction.Com**

GoToAuction.com is the host of the auction calendar on the South Carolina Auctioneers Association site. GoTo is a free listing service - free to sign up and post your upcoming auctions with unlimited text and images. Posting your sale to GoTo will create a listing on the South Carolina Auctioneers web site automatically - no additional setup is required. List below are a few links that explain their service, some additional features, and how to post.

<https://spark.adobe.com/page/Hm5Y0ousHFjuF/>

With the next tutorial you need to select "Next" in the bottom right hand corner to advance the slides.

<https://www.iorad.com/player/126129/GoToAuction-com-Auction-Upload>

**Check out our website!** If you need your username and password, please email elaine@execman.net and it will be forwarded to you. Once you have this info, you can go into your personal information and update it any time you need to.

**UPCOMING EVENTS**

July 9-13, 2019  
 NAA Conference and Show

August 1, 2019  
 The Bid Caller Article  
 Deadline to submit materials to home office.

September 11-12, 2019  
 2019 NAA Day on the Hill  
 Washington, DC

January 10-11, 2020  
 SCAA Annual Convention  
 Myrtle Beach, SC



Know an auctioneer who is not a member of the SCAA? Encourage them to attend functions and to belong to an association designed for their profession. See above for contact information.

## Welcome New Members

Jesse Camelleri  
Pauline, SC  
864-327-6485

Holli McGee  
West, SC  
803-739-0550

Celeste Sherer  
Irmo, SC  
803-673-0091

Andrew Compton  
Spartanburg, SC  
864-804-6552

Ted McGee, III  
West, SC  
803-739-0550

John Slaughter  
Inman, SC  
864-497-0330

Owen Phillip Gullede  
Chesterfield, SC  
843-517-3790

Brian Moore  
Honea Path, SC  
864-659-4033

Robbie Smith  
Aiken, SC  
803-648-2942

Glenn Hartshorn  
Bluffton, SC  
912-604-9447

Meg Parkman  
Greenwood, SC  
864-378-1264

John Warther  
Walhalla, SC  
864-638-0200

James Holbert  
Greenwood, SC  
864-993-7598

George Scranton  
Rock Hill, SC  
803-554-2448

Membership invoices have been mailed. If you did not receive one, contact the SCAA office at 919-876-0687. You can now pay online! Just go to <http://www.southcarolinaauctioneers.org/membership/> and see how easy it is!

## Congratulations New Graduates!

Southeastern School of Auctioneering graduated 6 new Auctioneers at the May 2019 session. The new Auctioneers were from South Carolina, North Carolina and Florida. This year marks the 36<sup>th</sup> year for Southeastern School. The dates for the next class will be November 2nd—9th. More information can be found concerning the school at [SSAuctioneering.com](http://SSAuctioneering.com) or you may call Lola Whitworth at 864-903-3160, the school director.

Back Row—Left to right  
Mr. Charles Tracy—Florida  
Mr. Joseph Cornell—Pennsylvania  
Mr. Richard Gooding—South Carolina  
Mr. Kyle Ramsey—North Carolina  
Mr. Larry Meares - Founder

Front Row:  
Ms. Donna Sherer - South Carolina  
Ms. Lola Whitworth - School Director  
Ms. Kimberly Creswell - South Carolina



## **It's Not Too Early!**

### **J. L. Pinckney Scholarship Eligibility**

Any student may apply for an award from the Scholarship Fund providing they are currently attending or have been accepted to an accredited college, university, or trade school.

Each student will submit an application for Scholarship Funds using the standard SCAA, J. L. Pinckney Memorial Scholarship Fund Application along with transcripts from the previous school year and a 300 word or less summary of why the student feels qualified for the award. The student should include any special financial or hardship needs in the summary. The application must be postmarked by the deadline which will be no later than January 1, 2020.

For an application please visit [www.southcarolinaauctioneers.org](http://www.southcarolinaauctioneers.org) or call the SCAA office at 919-876-0687.

## **Hall of Fame Eligibility and Nominations**

Any Member of the SCAA, resident or non-resident, is eligible for nomination to induction to the SCAA Hall of Fame.

Nominations may come from any member of the Association, the family of any member of the Association, or any community leader on behalf of any member of the Association.

Nominations must be submitted on the Candidate Nomination and Evaluation Form or facsimile of the form to: SCAA, PO Box 41368, Raleigh, NC 27629. Nominations must be received not later than January 1<sup>st</sup>. 2020.

For a nomination form please visit [www.southcarolinaauctioneers.org](http://www.southcarolinaauctioneers.org) or call the SCAA office at 919-876-0687.

## **SCAA 2019 Bid Calling Champions**

The SCAA Annual Bid Calling competitions were held in February at the annual convention. Please join us in congratulating our winners.

Grand Champion —Cliff Stoltzfus  
Reserve Champion—Marshall McAbee  
1st Runner Up— Robert Barnes

George Martin Veteran Auctioneer Winner—Bryan Hope

Rookie Contest Winner—John Helms



## **70TH INTERNATIONAL AUCTIONEERS CONFERENCE AND SHOW**

July 9-13, 2019  
Hilton New Orleans Riverside Hotel  
Two Poydras Street  
New Orleans, LA 70130

## Message from NAA

I'm sitting in my office on a beautiful sunny spring day thinking about how gorgeous it is and I hear music next door in the Boardroom. I almost get up to find out what it is and then I remember – we have people from all over Kansas City in the Boardroom judging the 950 entries we received for the USA Today Marketing Competition!

All of the judges have marketing in their jobs – either working for a marketing agency or an association or company in a marketing role. I had lunch with them today and asked what they had learned about the auction industry and about marketing during their work.

To a “t,” they all talked about the detail that was included and about how important the entries were. We talked about what their perceptions had been (that all auctioneers did was “talk fast”) to what the reality is – that auction professionals are experts not just in calling bids, but also in marketing their assets to the general public.

If an auction professional is really successful, it's generally because their marketing is sophisticated, using an integrated blend of marketing styles that best represents the asset they are selling to a targeted audience. In my mind, these competitions – the marketing contests held by your state and national associations, are by far the most important competitions that exist.

Now don't get me wrong, I love a good bid calling contest – it's fun and exciting and something that most people in this industry love – and frankly, the public loves it as well! But what is really important is getting the seller to the table and the bidders to the auction! The only way to accomplish that is through effective marketing.

I think most people in our industry know that. Why would we have 950 (yes 950) marketing entries otherwise???

We won't know who wins for a while (it will take some time to total the scores AFTER the judges leave). But what I do know is that next time your state association announces that they are accepting marketing entries or next spring when NAA announces that our competition is open, you should enter your best work.

And then if you win....make sure you market that to your clients – all of them – your sellers AND your bidders. They need to know that professional auctioneers are distinguished from the “Do It Yourselfers” who put their stuff online and just let people find it. A professional auctioneer knows how to look at an asset, determine who the audience is that wants that particular asset and develop a marketing plan that will bring bidders!

THAT is why you hire a professional! And the people who are judging the contest in the Boardroom, well....they now get it.....new converts to the auction method of marketing!

Hope to see you in July at the International Auctioneers Conference and Show (July 9-13, 2019) where you can learn more about marketing and other important activities to help you grow your business or make it more efficient! See you there!

Hannes Combest  
CEO, National Auctioneers Association

## REAL IDs Now Available

Beginning October 1, 2020, your South Carolina driver's license or identification card must have a gold star to show it's a REAL ID in order to use it as your identification to board a domestic, commercial flight, enter a secure federal building, or visit a military installation. Purchase yours today to avoid longer lines in the future.

For more information go to: <http://scdmvonline.com/Driver-Services/Drivers-License/REAL-ID>



## Legislative Day 2019

On Wednesday, April 3, members of the SCAA visited the South Carolina State House in Columbia, SC. It is always a great pleasure to meet Representatives and at the same time our Auctioneering Profession is recognized. This year we had the opportunity to meet Governor McMaster. Legislative Day is quite an educational experience, and if you have never taken the time to attend, you need to.

Pictured Left:  
Matt Holiday, Joe Burns, David Taylor and Rafe Dixon

Pictured Right:  
Rep. Randy Ligon, Chris Pracht, Gwen Bryant and Marshall McAbee



## SCAA Jobs & Resource Board

Looking for ways to use your auctioneering abilities? Looking for assistance from an auctioneer or ringman? You are at the right place! Use the SCAA Jobs & Resource Board to expand your marketing power throughout the state of South Carolina! The SCAA Jobs & Resource Board is for members only — AND IT'S FREE! To post on the board, submit your posting information to the SCAA office by email (elaine@execman.net), fax (919-878-7413), or mail (SCAA, PO Box 41368, Raleigh, NC 27629).

*Looking for work?* Please include your name, phone number, region, times available and skill set.

*Looking for help?* Please include your name, phone number, location of auction, date and time and skill set needs.

Renewal may be by phone or email if there are no changes. **You must notify SCAA before each magazine issue** if you wish to renew for the upcoming issue. Contact information: 919-876-0687 or elaine@execman.net.

Name	Phone/Email	Location	Available	Jobs
Mike Harper	843-729-4996 mike@harperauctionandrealty.com	Southeastern U.S. and beyond. Licensed in S.C., N.C., Ga., and Fla.	Anytime	Ringman for real estate or heavy equipment.
Johnny Odom	803-460-4955 odomauction@ftc-i.net	Can work statewide.	Anytime	Can call, ring, show, clerk. 30 yrs. exp.
Darron Meares	864-444-5361 Darron@MearesandAssociatesLLC.com	Anywhere in the U.S.	Anytime	Auction Technology And Online Auction Resources Consultation/Management
Jake Ohlinger	864-918-7572 2jake@ohlinger.com	Upstate South Carolina	Anytime	Bid Calling & Ringman
Bryan Hope	864-377-1479 bhopen96@yahoo.com	Anywhere in U.S.	Anytime	Auctioneer/Ringman, Real Estate

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## SOUTHEASTERN SCHOOL OF AUCTIONEERING

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**November Session:**  
November 2nd—9th, 2019  
*(Oct 31st start for GA students)*

Larry J Meares  
Founder

*The Southeastern School of Auctioneering is proud to have dynamic instructors who are experts in their field and are passionate about the auctioneering industry! Learn from the best!*

Email: [Larry@ssauctioneering.com](mailto:Larry@ssauctioneering.com)  
Email: [Lola@ssauctioneering.com](mailto:Lola@ssauctioneering.com)  
[www.SSAuctioneering.com](http://www.SSAuctioneering.com)  
School Director: 1-864-903-3160

## SCAA WEBSITE

Are you using the SCAA website to promote your business? If so, great! If not, here are some great reasons to post your auctions:

1. The general public uses the SCAA website, [www.southcarolinaauctioneers.org](http://www.southcarolinaauctioneers.org), as a hub to look for interesting auctions it wants to attend.
2. Even if a visitor who sees your auction posted on the SCAA website isn't interested in your upcoming auction, he or she still will learn about your company, and you receive branding recognition for future sales.
3. It's free for members to post. How can you beat that? Free ad space for your auctions — marketing at that rate makes sense.

## S.C. LICENSING REQUIREMENTS & RECIPROCIITY \*

**Minimum Age:** 18  
**School/Apprenticeship Required:** Yes  
**Bonding/Insurance Required:** \$100 to recovery fund  
**Licensure Period:** Two years, expires June 30  
**Continuing Education Required:** Yes, eight hours every two years  
**Commission Contact:** [www.llr.state.sc.us/pol/auctioneers](http://www.llr.state.sc.us/pol/auctioneers)

**Reciprocating States**

Alabama	Ohio
Florida	Pennsylvania
Georgia	Rhode Island
Indiana	Tennessee
Kentucky	Texas
Louisiana	Virginia
Mississippi	West Virginia
North Carolina	

*Information above is subject to change and beyond control of SCAA*

SCAA  
PO BOX 41368  
RALEIGH, NC 27629

FORWARDING SERVICE REQUESTED



SCAA | 919-876-0687 | 919-878-7413 (FAX) | WWW.SOUTHCAROLINA AUCTIONEERS.ORG

## THANK YOU, BID CALLER BOOSTERS!

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McGee's Real  
Estate & Development  
Santee, S.C.  
864-261-6401

**Rafe Dixon**  
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& Realty  
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H.D. "Billy" Shaw  
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**Lawayne Weaver**  
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