

The Podium

FALL 2010

The Official Journal of The Industrial Auctioneers Association

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WHAT'S DRIVING

ROLLING STOCK VALUE?

Also Inside:

- A Review of Auction Trends
- The Next Generation of Networking
- The Ten Year Run
- Membership has its Privileges
- The Grand Slam Auction
- 2010 IAA Convention Guide



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From the Editor



These are interesting economic times filled with financial speculation, market fluctuation, and conflicting prognostication. As skittish consumers and investors jump with every bump on the “road to recovery,” it has become more important than ever to look behind the numbers and understand the changing landscape. This edition of the Podium examines the trends and drivers that are moving the auction market as well as the tools and strategies needed to navigate the current landscape, all written by IAA members, who are on the ground, living it every day.

In our feature article, “What’s Driving Rolling Stock Values?” beginning on p. 16, William J. Fischer explores the economics of the construction equipment market and provides the insight to help understand where the market is going. On p. 14, Steven M. Finn looks at recent trends in the industrial auction market and on p. 24, Paul J. Finn focuses on the post-production audio-visual market.

Along with a changing economic landscape our social networks are also changing – just ask your sons or daughters. Sam Reese suggests you do just that as he explores the new face of networking on p. 20. Terrance Jacobs delves into the importance of networking and the opportunities the IAA has presented him in “Membership has its Privileges,” on p. 10. On p. 7, David Muslin discusses how an innovative way of thinking about auctioning assets led to a grand-slam sale, while on p. 31, Anjan Shah examines how tools like Google Analytics help focus and improve marketing. And in a very personal tale of change, growth, success, failure, and reinvention, on p. 25, Ross Dove describes his amazing journey to the cutting edge of the auction market and back.

In addition, we review some of the coolest gear and applications for the road warrior in “Road Gear,” on p. 31 and in our Special 2010 Convention Section, Lisa Kisber’s Phoenix Guide, on p. 34, highlights the best dining, shopping, and attractions for the 2010 IAA Convention destination.

Economics, networking, strategy – new paths are emerging and this issue of THE PODIUM will help you take the next step.

Jasen Kisber - Editor

Director of Business Development
C3 - Crescent Commercial Corporation

Letter From Stephen E. Comly, IAA President



Welcome to another edition of the PODIUM! At our last convention in Puerto Rico, we as an Association predicted that the upcoming 2010 year would be just as busy for all of us as 2009 had been. WOW! It appears that our prognostication was absolutely correct! Industrial auctions are abound for our association members and we as a group have had a very busy and successful year servicing the needs of our clients and customers.

The articles in this edition of the PODIUM will provide you with some insightful information surrounding the statistical changes of equipment sales at auction within our industry. They will address specific auction successes and enlighten us to the networking opportunities within our organization and the benefits of membership in the Industrial Auctioneers Association.

Two of the articles in this issue touch a chord with me specifically because they deal with generational issues. Many of us are 2nd & 3rd generation auction companies. My brothers and I are fortunate to be the 6th generation of our family in the auction profession.

One article by Ross Dove, albeit sharing a tale of disappointment and failure, shows us the fortitude that many family businesses require in order to remain successful in today's business world. The second article by Sam Reese, another generational auctioneer, shares with us through the mind of the next generation, the current/future tools and ideas necessary to transition our companies into tomorrow. I hope everyone enjoys the articles and appreciates the heart and soul that went into them.

On behalf of the entire membership, I'd like to thank our editor Jasen Kisber, his staff, our publisher Scott Swanson, and all of our authors for their time and talent in creating another professional edition of the PODIUM.

Enjoy!

Stephen E. Comly, President
Industrial Auctioneers Association

President
Comly Auctioneers & Appraisers



Going... Going... Gone!

The Grand Slam Auction

by David Muslin
PPL Group

Whoever said that the phrase “going going gone!” relates only to baseball? In many ways, our auctions can be described in much the same way. Not in the cliché “going once, going twice, sold” train of thought but in the “bases loaded bottom of the 9th grand slam!” fashion.

PPL Group recently found itself in that euphoric situation. It was the bottom of the 9th and the bases were loaded. In other words, we had a bank needing to sell all of the machinery and equipment that was surrendered by Northwestern Tool & Die (runner on first). Not only did they need to unload ALL of the equipment, but they needed to have it accomplished in the shortest amount of time possible (runner on 2nd). And finally, to load the bases, the 47,000 square foot industrial office needed to be sold at the auction

as well. Could PPL step up to the plate, square its shoulders, stare down the bidders and knock it out of the park? You bet they could, and this is how they did it!

Northwestern Tool & Die, a well-known die and mold manufacturing facility in the Greater Chicago area had surrendered all of their assets to the bank, so PPL found itself working directly with the bank and assignee to orchestrate a WIN-WIN arrangement that would provide the highest recovery value for their assets.

Methodical preparation and precise execution would be vital in finishing out this exciting inning... Batter Up!!

Our highly experienced staff was tasked with preparing a marketing strategy to auction both the equipment and real estate sale. The intense marketing campaign included building, signage, email marketing campaigns, newspaper ads, and full color brochures for the building contents as well as the actual real estate itself.

PPL diligently researched the market for industrial real estate, including developers, brokers, private investors, as well as manufacturing firms throughout the country in order to achieve the win for the bank. We conducted both a live and an online simulcast auction that attracted buyers from all over the world. With the preparation and marketing complete, it was now time to put our game plan into action.

Success would hinge on PPL's ability to combine the real estate with the contents of the building which included well-maintained machinery, plastics equipment, air compressors, tooling, furniture, computers, a cargo van, even the refrigerators and vending machines. Every inch of the 18 year-old facility was included in the sale.



“Methodical preparation and precise execution would be vital in finishing out this exciting inning... Batter Up!!”



The strategy that PPL employed was to sell the real estate early in the auction. This was to encourage the successful real estate bidder to purchase a significant amount of the remaining equipment, and that is exactly what happened. The new real estate owner placed numerous bids for the remaining equipment and drove the auction revenues even higher.

In the end, the auction was a huge success, attracting over 225 bidders registered online



“The strategy was to sell the real estate early to encourage the successful bidder to purchase the remaining equipment.”

and over 125 on-site bidders present at the sale. However, the ball wasn't quite out of the park yet and PPL's job wasn't over by a long stretch. Although the facility was a premier manufacturing facility, PPL still had to ensure that the building was left in broom-clean condition. Within a short three weeks after the sale, PPL coordinated the complete removal and cleanup of the entire facility in preparation for a smooth real estate closing.

PPL hit the ball out of the park and as a result of this auction, has become a new presence in the industry and determined that including real estate in their live auction events can significantly reduce market time. Offering real estate in conjunction with the sale of other machinery and equipment greatly enhanced the realization to the lender and provided value to the auction buyers. Most importantly, achieving that much sought after grand slam!



Membership has its Privileges

by Terrance Jacobs
TCL Asset Group

As told to me by David Fox, the idea for the IAA occurred when a dealer from Chicago, Mr. Jimmy Blumberg of Adams Machinery, called a meeting of all major auction companies in the area, in order to discuss forming an exclusive group that would come together once in a while and share information about the auction industry.

When I started putting this article together, I tried to contact Mr. Blumberg to find out what his exact intentions originally were and why he thought it necessary to start such a group. Unfortunately, at the time, he was very ill and unable to return my calls. Sadly,

in January, Mr. Blumberg passed away.

“The idea for the IAA occurred when a dealer from Chicago called a meeting of all major auction companies in the area.”

What were Mr. Blumberg’s intentions for starting the group? Was it because there were no other associations serving our industry around? Was it because he felt a need to work with each other in

partnership, sharing strengths, pooling together funds in order to go after larger deals? Was it because the industry was growing and deals were becoming more competitive?

Whatever his reasons, and after much discussion, the Industrial Auctioneers Association was formed and David Fox, then owner of Michael Fox Auctioneers was elected the first President of the association in 1995.

It was David who first introduced me to the IAA in 1997, when he called me and asked if I wanted to come to the next convention to see what the association was all about. Perhaps the IAA

gradually stimulated member relationships that have ultimately lead to the partnerships we are now all drawn into.

In those days, auction companies asked themselves “how are we going to get this deal?” Today, I believe we ask ourselves “who are we going to get this deal with!”

In 1997 my company, TCL Asset Group Inc., was mostly conducting auction sales in the province of Ontario. While we partnered up with various machinery dealers from time to time, we usually pursued deals independently.

After some deliberation about whether or not to fly to California to be with other auction companies I don’t usually deal with, I finally figured it would be a good opportunity to get my name out to U.S. based auction companies. At least if one of them ever found a deal in Canada, they could call us!

Without going into detail about how great our conventions are, and all the benefits of face to face conversations with your peers, I will tell you that I left that convention with a better understanding of what our industry was about, what TCL was doing right, and how I could grow my company and make it better.

I kept in contact with the companies I met at that convention and began calling them to partner deals where I needed an international presence or if the deal I was chasing required more specialized knowledge.

Today, I work with members from our association on a weekly basis, buying deals, assisting with appraisals, and sharing the business connections with them that I have made.

Here are just a few brief examples of my interactions with members of the IAA, exemplifying how I have continued to benefit from being a member.

“I left that IAA Convention with a better understanding of our industry, what I was doing right, and how I could grow my company.”

At the IAA convention, Richard Reese of Rabin Worldwide told me that Schneiders Industries was having a sale up in Toronto and may need some assistance. After the convention, I called up Bruce Schneider and TCL ended up assisting them with their auction.

Howard Newman of Loeb Equipment called me asking if I wanted to come into a food processing deal together. I agreed. We ran a very successful auction.

I received a call from a bank to conduct an appraisal on a digital video production company. After inspecting the assets, I found myself scratching my



head about values related to some of the editing equipment. Knowing that Steven and Paul Finn of Joseph Finn Co. are the guys to call, I picked up my IAA directory, and called them for assistance.

A leasing company that was a major client of mine asked me to repossess various SMT equipment from a Montreal Circuit board manufacturer and then remarket it for sale. While remarketing is a part of my normal course of business, I noticed that The Branford Group was having a large SMT sale in Montreal and thought it would be a great idea to call them up and see if they would include the equipment I had in their auction. While I could have

Bill Firestone, and asked him if he would like the Hallmark registration list.

I received a call from Jerry Epstein of PerryVidex - Jerry and my father did many deals together in the 80's & 90's and I picked up that relationship when I took over the company in the late 90's. Jerry, an avid cyclist, wanted to know if I want to join him for a ride on the open roads on the Friday during the IAA convention. What a great opportunity to spend time with a guy I only speak to over the phone during the year. How strong a rider could he possibly be? I agreed, and three weeks later, Jerry showed me who was king on two wheels!



“After getting the job, I asked how they heard about us and their reply was ‘You were referred by an IAA member.’”

Out of the blue, a large distributor of automotive components contacted our office about an appraisal they required in British Columbia. After getting the details, and the job, I inquired

marketed and sold this equipment myself, I knew the in-depth knowledge the Gardners possessed in this industry and that they had an extensive client base worldwide. I contacted Bill Gardner, explained the situation, shipped the assets to the sale site, and sold the equipment through their auction - without a hiccup!

I received a notice from Capital Recovery Group about an upcoming auction of greeting card manufacturer equipment. Just having done a similar sale for Hallmark Canada, and knowing the industry to be a niche market, I called the President,

as to how they heard about TCL. Their reply was, “you were referred to us by an IAA member, Rosen Systems.”

Over the years there have been so many more situations where I have found IAA members working together. As IAA membership continues to grow, only by actively making an effort (picking up the phone, attending conventions, etc.) will its benefits truly be realized. As with most things in life, my own personal feeling about the IAA has always been, “the more you put in, the more you’ll get out!”

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We know who will buy it.

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Following The Hammer:

Trends in Auction Sales

by Steven M. Finn
Joseph Finn Co., Inc.

Auctions have been an effective method of asset disposition for centuries, both optimizing value and maximizing efficiency in selling. The last few years have seen a great deal of economic turmoil across the world. Despite the ups and downs of the financial markets, and the global economy, the North American market for Industrial Auctions has seen steady growth across virtually all

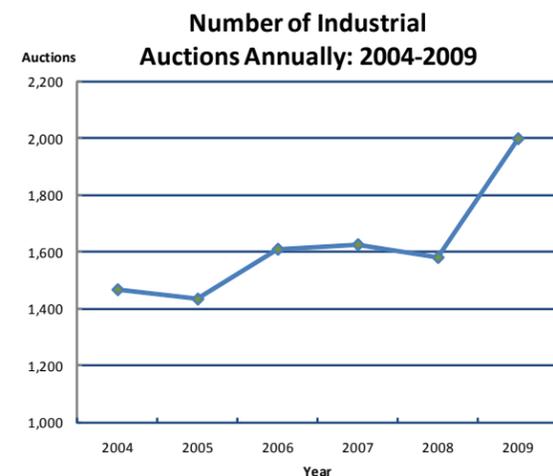
industries. Nearly every major industrial category saw increases in 2009 over 2008.

A review of the data covering industrial equipment auctions for the past several years indicates the following:

The number of auction sales increased by approximately 25% in 2009 after holding steady in 2008, 2007 and 2006. It appears that after a brisk start to 2010, total auctions will fall back to 2006-2008 levels.

“The number of auction sales increased by approximately 25% in 2009.”

A review of recent prices obtained for equipment at auction revealed the following:



The market for certain equipment has been getting stronger over the past few months. Prices for metalworking equipment over the past months have increased significantly across the United States and Canada.

While the landscape for industrial auctions has expanded significantly over the last four years, it has also changed significantly. The traditional image of an auction was the live auctioneer standing at the podium and bringing down the hammer, but the 21st century version is a digital image and a count-down clock online.

Over the past 4 years there has been a shift from onsite only sales to combined onsite and webcast auctions. Online sales have held steady at approximately 30%. While the live auction has not completely disappeared, 4 out of 5 industrial auctions are conducted either completely online or simultaneously webcast.

Overall use of the internet for marketing and sales continues to increase. Internet marketing, including

e-mail blasts and web advertisements, allows us to notify companies worldwide of upcoming auctions. These companies would otherwise be unaware of the sales and unable to participate and purchase the equipment they need.

Overall, there is less equipment available due to plant closings. There has been more demand for equipment as business has picked up and there are fewer plants to produce.

Industry	2006	2007	2008	2009
Metalworking	851	856	818	1,080
Woodworking	145	127	146	126
Hi Tech	203	218	201	209
Processing	146	125	138	193
Plastic	97	134	105	133
Printing	81	56	82	106
Medical	35	35	39	50
Audio/Video	N/A	16	20	26
Textile	24	33	14	33

Machinery dealers in the metalworking, plastics and process industries are selling more equipment out of inventory at higher prices.

While the number of industrial auctions may not remain at the heights of 2009, the increase

in demand for equipment and the continued move towards digital marketing and online auctions will continue to make industrial auctions a successful avenue for asset disposition.

“Over the past years there has been a shift from onsite only sales to onsite and webcast auctions.”



What's Driving Rolling Stock Values?

The Numbers Behind Used Construction Equipment Values



By William J. Fischer
Motley's Auction & Realty Group

Supply and demand. We are taught these basic economics at a very young age and we use them daily when valuing purchases. Each evening, we hear their effect on the closing value of the Dow Jones, S&P 500, and other markets.

We all understand that the recession has caused less demand for capital assets, but the degree of the impact is not always so clear. Here are some figures to demonstrate how hard some industries have been hit over the past four years.

- New construction equipment units sold down 81%
- New truck units sold down 71%
- New overall capital asset unit sales down 55%

Though there were regional variances, auctioneers and appraisers reported they saw a general decline, as much as 35-50%, in used construction equipment values through 2nd Quarter 2009 after which pricing was generally static for the remainder of the year. A majority of these companies are optimistic and reporting

that pricing is up slightly or level in 1st Quarter 2010. Few are predicting a further decrease in used equipment values.

Below is a detailed look at one of the hardest hit marketplaces, new and used construction equipment, and the effects of demand upon these values. It is important to understand where the level of demand was and where it currently stands, so as recovery takes place, we can better gauge where it may be in the future.

Demand:

One way to understand the demand for rolling stock is to examine UCC filings for financed new and used construction equipment. Over the past ten years, based on UCC Filings, there have been several strong general trends.



- The greatest number of units are sold in the months of March and April.
- The least number of units are sold in January and February.
- There are often spikes in equipment sales in December.
- 3rd Quarter 2004 to 4th Quarter 2007 is the only recent period in the past

ten years where new equipment unit sales have outpaced used equipment sales.

- Currently, used sales are outpacing new sales by a ratio of 3:1.

Over the same period, new unit sales peaked at 13,792 in December 2005 and fell to their lowest mark of 1,600 in February 2010. Used unit sales peaked at 12,487 in April 2004 and bottomed at 5,251 in November 2008.

We found that further statistical review backed-up several commonly held beliefs regarding contractors' purchasing habits.

- Contractors buy more equipment in the spring, as they gear-up for the season.
- They are more likely to buy new equipment when times are good.
- Often contractors buy equipment late in their tax year.
- They have greatly curtailed their buying during this recession.
- Contractors prefer the value of purchasing used equipment when capital is tight.

“Looking at the numbers of financed units sold each year for a given month is most telling of the effects the recession has had.”

Month/Year	New Units Financed	% vs. Previous Period	Used Units Financed	% vs. Previous Period
Mar-06	12,338	up 24.4%	11,891	up 3.2%
Mar-07	10,638	down 13.8%	11,527	down 3.1%
Mar-08	6,876	down 35.4.3%	9,469	down 17.9%
Mar-09	2,824	down 58.9%	6,972	down 26.4%
Mar-10	2,412	down 14.6%	7,223	up 3.6%

Table 1.1

Looking at the numbers of financed units sold each year for a given month is most telling of the effects the recession has had on recent construction equipment sales. See Table 1.1 at left.

Over 24,000 total units were financed in March 2006 versus only 9,600 in March 2010, and pre-recession, the average units financed during the month of March was 17,500. Since purchases are

Manufacturers of new equipment adjusted their output and expenses downward in an attempt to match market demand and stay competitive. In 2008 and 2009, Caterpillar and John Deere announced



“Lessening of supply and increased contractor demand, is one reason sellers are reporting increased used equipment values in 2010.”

currently at only 55% of this average, there is plenty of room for growth as our economy rebounds and we emerge from this recession.

Supply:

The other side of the equation, supply, has seen exactly what one would expect in a period of contracting values, economic turmoil, and slacking demand. During 2008 and 2009, national rental companies of construction equipment inundated the market with used inventory in an effort to balance their fleets and meet asset utilization goals. Additionally, contractors sold surplus and under-utilized assets in an effort to stay solvent. At the same time, financial institutions were repossessing

“Increased supply further deflated the value of used equipment at a time when demand was already historically low.”

and selling assets at record rates. This increased supply further deflated the value of used equipment at a time when demand was already historically low.

several major cuts to its workforce, which decreased their respective production capabilities.

Recently, fewer new units being purchased each month has meant there are also fewer used units available to the marketplace. In addition, the rental companies have balanced their fleets. This lessening of supply, together with recent increased 2010 contractor demand, is one reason most sellers are reporting increased used equipment values



during the 1st Quarter 2010, and few sellers are predicting lower prices in the future.

Caterpillar reported a 1st Quarter 2010 increased demand for its products due to a 17.5% increase of aftermarket parts sales and increased sales of new construction equipment to Latin America and Asia. Those additional export sales will have little effect on our current local supply of used equipment. Predicted higher commodity prices means business is expected to be strong in the mining equipment sector, but will also affect the manufacturers with higher raw material costs.

These recent increases in demand and adjustments to the supply chain for both new and used construction equipment bode well for future values. However, used equipment values will see many fluctuations in the coming year as supply and demand vary by region. For example:

- Wind farms and other energy related projects are placing a greater demand for mobile, high tonnage cranes in many regions, whereas decreased construction of buildings has led to crippling of tower crane values in others.
- Infrastructure projects such as highway



improvements are being resumed creating additional demand for paving equipment.

“Overall, demand and competition for used equipment is expected to increase in the coming months.”

- Solar array facilities are being constructed in many regions boosting regional needs for motor scrapers and graders. These same assets are idle in other regions where there demand has decreased for warehouse, development, and road construction.

Furthermore, we all need to keep our eye on the state of the commercial real estate market. In many regions, oversupply of retail space and commercial office buildings threaten to create a double-dip recession as foreclosures lead to business and bank failures. Though the greatest effect is expected to be regional, the overall effect on contractors and developers nationwide could mean further tightening of credit, business closures and another year or two before equipment prices and demand for new equipment return to historic averages. Of course, the effects and extent of possible injections of capital into the markets through Federal “Quantitative Easing,” will impact these trends.

All of this indicates that the used construction equipment market is improving. Overall, demand and competition for the current supply of used equipment is expected to increase in the coming months, pressuring the value of assets upward. However, due to the possibility of greater variance of regional pricing, it is increasingly important to consider the location of comparable sales when appraising and valuing used construction equipment.

Networking: The Next Generation

by Sam Reese
Rabin Worldwide

Six months ago I spent spring break working at my father's company, Rabin Worldwide. While inputting data and perusing the latest brochures, I suggested to my dad that the company open a Facebook account.

"Isn't that just for kids to keep track of their friends?" he asked. "That's how it started," I answered, "but it's come a long way." I began by conducting a search on Facebook to see which industrial auctioneers had accounts. After entering all the IAA member company names into Facebook's search engine, I was surprised to discover most were not taking advantage of what social networking in the 21st century has to offer. But after a little more thinking, I came to a realization. The industry just isn't there yet, because the leaders of companies such as Rabin Worldwide haven't discovered how critical social networking is in terms of attracting and getting information out to clients, chasing deals, marketing auctions, and much, much more.

The technology of our different generations has always had a direct correlation to how we communicate, and especially how we conduct business with each other. Two hundred years ago, we were still Paul Revering it with messengers on horseback, writing notes and letters, and actually

talking face to face. One hundred fifty years ago these methods of communication, which had been the standard for millennia, were shattered by the invention of the telegraph. A few decades after that came the telephone. Here we are a century or so later, and we have the Internet and cell phones. One thing that's certain: There's a lot of money to be made in total asset liquidations.



The world of auctioneers is made up of an elite group of dinosaurs, who have been specializing in their industry for 50 years or more, and either own or

lead small businesses or are partners in larger publicly traded corporations. These old-timers live by the saying, "If it ain't broke, don't fix it." They cling to the traditional ways of chasing deals through leads and clients, where almost all of the business is done over the phone or via email. New and repeat customers are attracted through word of mouth, or by mailing brochures that look like they were printed in the 1970s.

Older generations have always been leery in terms of accepting and integrating newer ideas and technology into their lives — I'm sure there are still more than a few hold-outs who refuse to buy cell phones or upgrade from Windows 95. As our society continues to advance at an exponential rate, each generation will have less in common with the one before it.

"Now these world-weary war-horses can learn from their tech-savvy teenage sons and daughters: the potential of social networking."

In comparison, while industrial auctioneers have changed a little in the past few decades, the technology around them has changed dramatically.

Now is the time when these world-weary warhorses can learn a lot from their tech-savvy teenage sons and daughters: the magic and the money that can be made through simple networking.

Social networking sites like Facebook and Twitter aren't on the web just for social reasons — there's a tremendous amount of potential for businesses to grow by utilizing what these networks have to offer. As teens

and young adults like myself use Facebook to establish relationships and keep in touch with hundreds more “friends” than any one person could keep track of in real life, so to can businesses establish relationships and communicate with thousands more “customers” and “clients” than they could in the real world. My dad has pointed out time and time again that an auctioneer’s reputation, its clients, and its customers are the main components to a successful business.

Facebook allows businesses to create special company profiles, which function almost like a secondary website, with no cost besides a little time and effort. Videos and links can be posted, as well as general information you’d find on a company website, such as names, addresses, and phone numbers. Forums can also be enabled, where clients and customers can ask questions and companies can provide them with quick answers in real time. Images of equipment being sold can be posted on photo albums and shared with

the company’s fans and followers.

The options and opportunities Facebook provides, all free of charge, are limitless. Just the other day I was trying to track down some gamers I’d met in Boulder, CO. I had a couple of email addresses and entered them into the “Find a Friend” function on Facebook. After a few attempts, I

located one of them. Once I was friends with him, I checked out his friends list and found nearly every gamer I’d been looking for. My dad’s company could do the same thing to find potential buyers. Let’s say my dad is looking for a buyer for a special piece of equipment. He could enter the email addresses of previous buyers into that same “Find a Friend” function, and once connected to those buyers, scroll through their friends list and find other potential buyers he hadn’t thought of before.

Like Facebook, Twitter’s value in the business world is starting to be recognized. For the uninitiated, Twitter is a

“The options and opportunities social networking provides, all free of charge, are limitless.”

“The sooner auctioneering companies begin to embrace social networking, the faster they’ll reap its sweet rewards.”



microblogging service that enables its users to send and read other user messages, which Twitter coined as “tweets.” Each tweet is a text-based post composed of up to 140 characters, displayed on the author’s profile page, and publicly visible to all by default. Auctioneers now have the ability to “tweet” their followers announcing upcoming auctions and information about items and equipment. Having proven to be very popular among the thirty and over set, it is just a matter of time before industrial auctioneers start to take full advantage of social networking sites.

In terms of dealing with unexpected problems that require mass communication to customers, Twitter is sweet. For example, if the server hosting an online auction were to crash, the auctioneer or someone representing the company could hop on the company Twitter account using Twitter’s Smartphone application on their iPhone or Blackberry, tweet all the people participating in the online auction with the details surrounding the crash and the expected downtime, then tweet them again when the server is back up and running. Hash tags (another Twitter tool) can be used to collect all the tweets for a specific auction for both the company and participants.

Another potential benefit of Twitter is the ability to get information into the marketplace fast, and I am absolutely certain it could save my dad a ton of time and provide much

broader exposure. After he inspects a plant, it seems to take hours upon hours to input equipment data and images, and organize them in a consistent way to promote them on the company website. The process can take days before everything’s ready to be posted.

By utilizing Twitter and sending out a few selective tweets on the plane ride home, equipment information and images could be sent immediately to hundreds of potential buyers following the Rabin Worldwide Twitter account. This rapid-fire release gets the information to the target audience much faster than a website could be updated.

While social networks are more popular than ever, they’ve hardly been able to penetrate the always expanding generation gap between tech-dependent young workers and old-school businessmen. Facebook, Twitter, and the other social networking giants are finding ways to appeal to older generations—something that seemed impossible only five years ago. Other industries, such as retail and news outlets, have proven that networking can expand customer base exponentially and yield lucrative results. The sooner auctioneering companies begin to utilize social networking in a business minded manner, the faster they’ll reap its free and very sweet rewards. Until then, we’ll have to stick to emails, phone calls, and promoting sales the inefficient and old-fashioned way. And even though my dad and I may never see eye to eye on all things, at least we can be on the same homepage.



From HD to 3D:

The Post-Production Audio-Video Auction Market

by Paul J. Finn
Joseph Finn Co., Inc.

The entertainment industry continues to reinvent itself and while it does, auctions remain an excellent channel for the disposition of post-production audio-visual equipment. Soon to be coming to you in 3D!

2010 has been a busy year for Joseph Finn Co., Inc. We have conducted fourteen auctions of post production, film equipment, and TV stations so far this year, with another six to come.

Recent and upcoming sales for Comcast, DirecTV, Cablevision, Sony, NFL Network, AEG Worldwide (the Staples Center), WNET.Org/Thirteen, and others included effects generators, mixing boards, recorders, cameras, converters, studio equipment, and lighting equipment.

The auction sales have been a result of complete facility

closures, downsizing, or companies upgrading their equipment. Many of our clients now consider the auction method as the first choice to dispose of their surplus equipment.

We conducted approximate 75% of these auctions onsite and webcast, with sales split fairly evenly between onsite and webcast buyers. The online sales are more effective for smaller offerings or equipment at multiple locations.

The equipment at many of these sales was located in Manhattan, Los Angeles, and Chicago. Quite often we needed to coordinate inspection and equipment removal in order to the minimize disruption to other tenants.

Special arrangements frequently need to be made for elevator use and trucking.

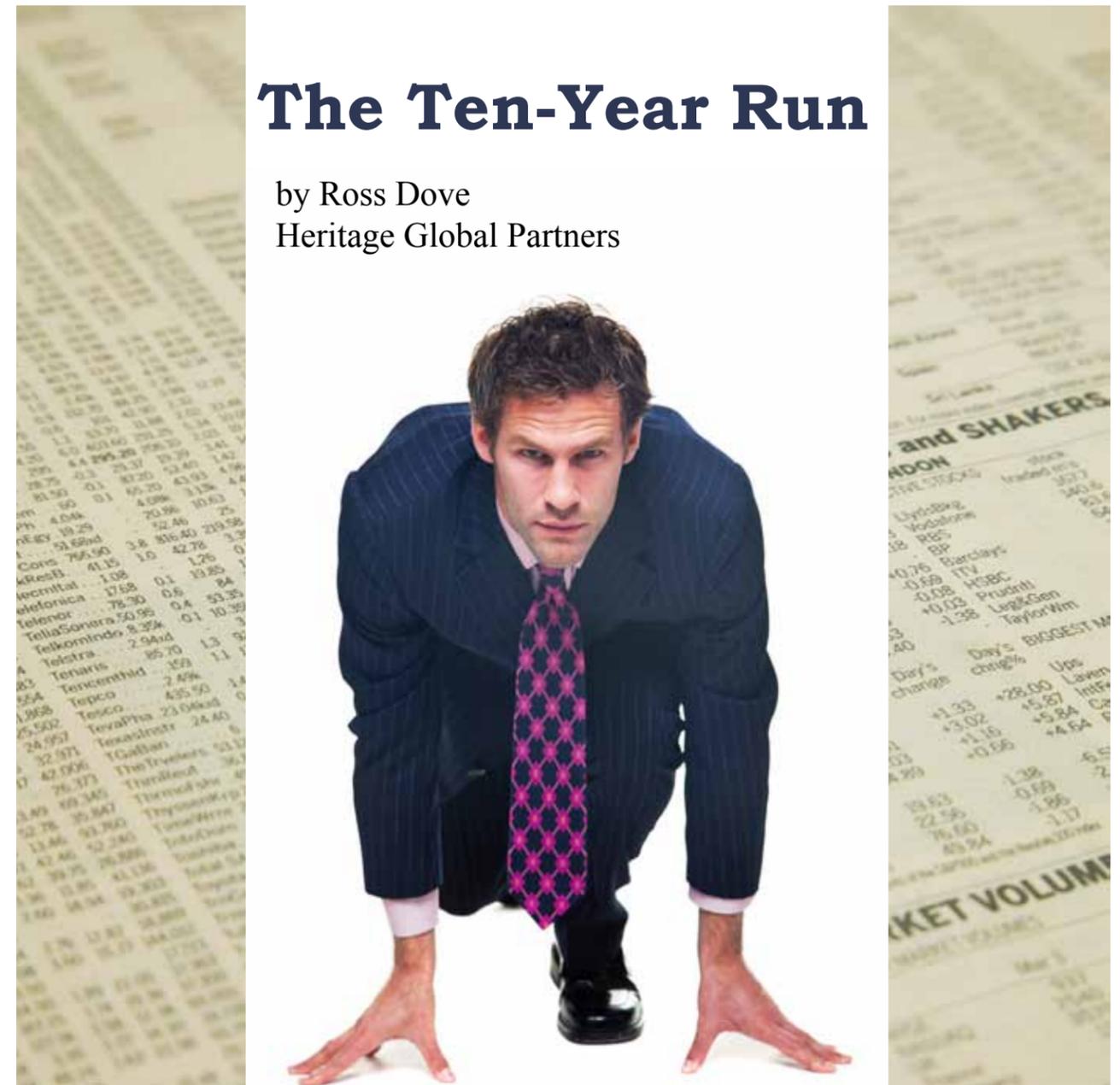
Sales are often time sensitive to allow for conversion to new equipment or to terminate occupancy. It has been common for us to have all equipment unhooked, packed and shipped, and removed from the site within a few days.

The industry has moved to HD High Definition over the past several years and 3D looks to be the next wave. Late model high definition equipment remains desirable and sells well at the auctions. Prices for standard definition equipment continue to slide. We believe that this will continue to be the case.

“Many of our clients now consider the auction method the first choice to dispose of surplus equipment.”

The Ten-Year Run

by Ross Dove
Heritage Global Partners



“To it and from it, and if you ever get to it and don’t do it, you may never get to it again.”

The IAA asked me to write an article for the podium. I have been sitting here staring at the suggested topics for an hour. I do know a little bit about each one and was about to pick one when something inside helped me find my voice. I do have an article to write or really more of a story to tell. I hope you all enjoy reading it as much as I

have enjoyed living it. This last decade has been a true transformation of our industry and I have been able to witness it from the only place better than a front row seat. I have been out there on the playing field. I have scored more than a few times but believe me I have also been run over and pounded into the ground.

Listen up, I think you will find it both entertaining and enlightening.

I had a family auction company called Dove Brothers that my brother Kirk and I took over from our Grandfather and Dad. We competed nationally on industrial plant closings and were a leader in technology auctions. It was the late 1990s and I was very proud of our fifty person firm and content. I had joined the Silicon Valley Chapter of the Young President's Organization (YPO) and was

“Who is going to give us the money? And where is the cocktail waitress?”

in a forum with very bright and successful people. Seeing their accomplishments was motivating me to take our company to the next level. We had a special strategy meeting where they said come up with a list of ten new things you could auction and be innovative. I don't remember too many items on the list, but do recall airplane landing rights, satellite airways, and motion picture rights being rejected. They sent me back to the drawing board.

Then it happened. I was in a bar in New York and I saw a CNN show talking about Ebay being worth billions and revolutionizing the auction world. They were showing pictures of beanie babies. I told everyone at our table that I could do something much bigger with corporate assets. The obvious question was “Who is going to give us the money? And where is the cocktail waitress?”

Two weeks later I went back to YPO and told them my idea to build an internet marketplace for the billions of dollars in industrial assets that sell every year. Several people told me it was a great idea and that I should write a business plan that models the size of the market, the costs to build the business and potential revenue stream. I, of course, said, “Screw it,” and asked, “Where is the cocktail waitress?”

One of the smartest guys in our chapter ran a venture capital firm. He said, “Ross, it's not that hard. I can help you. Me and you can spend a few weekends in front of your computer doing research and building models. With the right case study we can probably get you funding.” I was forced then to tell him it wouldn't be that easy. First, I would have to buy a computer and he would have to teach me how to turn it on.

It happened. I found out how little I knew and how much I knew at the same time. It was primarily a two weekend question and answer session. He would say, “Which verticals do you want to focus on?” I would say, “What's a vertical?” He would say, “What is the estimated residual value compared to annual domestic manufacturing capex?” I would say, “Let's go get a beer.”



Two weeks later, we had a twenty page plan. I remember the first sentence: “According to the Forester Report over 100 billion dollars of excess and obsolete industrial machinery and supplies trade annually. The market is highly fragmented with no dominant firm.”

One week later, I had completed a six million dollar series A funding and was the new chairman of the board of Dovebid, a hot venture-funded, seventy year-old, “start up.” My brother Kirk joined our board and we were told we needed a CTO immediately. Neither of us even knew that “CTO” stood for “Chief Technology Officer,” until he had thirty engineers and the six million was gone.

In those days, building the website cost a fortune, because people stayed up all night coding and recoding and saying the redundant back bone was not scalable for launch.

At the next board meeting, the CTO informed us that it was a joke and embarrassment to work for an undercapitalized start up and he couldn't afford to stay unless we were serious. To prove how serious we were we gave him six percent of the company and promised we would raise a Series B and give him as many millions as he wanted.

Back at YPO I told them it was impossible for me to fly around and keep doing auctions for our clients and get the launch up. They had the answer. You're not scalable. Go hire a president who has a demonstrated track record.

“One week later, I was the new chairman of a hot venture-funded, seventy year-old, ‘start up.’”

Before you knew it, we were the only auction firm with an Arjay Miller Stanford Scholar, who led public offerings with Goldman Sachs, on our team. He advised us to immediately launch because we were in an incredible “race for eyeballs;” he also warned us that hundreds of other firms were raising

much more money with a plan to disintermediate us. I am a fighter and was now in full gear. I told the board not to worry that the auction business was my game and nobody was going to do that to me. We would disintermediate all their asses.

They were very excited that now I got it, and we were going to dominate the B2B space. They said we are in a real war with Trade Out, Zonetrader, Asset Trade and about one hundred vertical niche trade-up, trade-everywhere guys. I said we might start losing some of our regular auctions to the other industrial auctioneers but I would kick-butt in the eyeball and content war.

We got serious. We raised another 140 million fast. Everywhere I went, people said “we're in” and my existing guys said to be careful, because their money was too expensive, and to watch out for ratchets. But we all agreed we had no choice. So we did the smart thing. We decided to raise the value



of Dovebid to 350 Million in our series C to not get diluted. I felt great, even though they ratcheted me, my 20 percent was worth only seventy million.

It was now 2000 and we had compromised with each other and integrated to some extent. Our company now had two clear groups. The auction

guys and the “smart people.” We met for hours and agreed with the smart people that we couldn’t all agree on our strategy of whether we were going to be a market place or market maker where we keep doing onsite auctions along with our new Ebay-style online auctions.

Together with our board we agreed it was now time to bring in the “really smart people” and pay them millions to pinpoint and target both our key metrics positioning and brand strategy. We, of course, decided to bring in the world’s largest and most prestigious consulting company.



It was quite an education. They were astounded to find out I had gotten this far without a full time public relations director and we immediately needed more articles, positioning, and eyeballs. Off I went on a press road show and completely abandoned the old auction business to Kirk Dove. While he was signing auctions to pay for the old people I was out

doing photo shoots on press tours. Boy was I cool. I actually made the cover of Forbes. Back at the ranch Kirk had really made headway. Our website was a great compromise of his pragmatic approach to merging old line auctions with webcasts and he had created featured online auctions that were actually working.

We now had content and eyeballs but the board said we must immediately change our strategy and adapt to the new B2B market. All of a sudden, it still didn’t matter how much money we lost but we now must have a very rapid quarter over quarter

sequential growth. Nobody, including the smart people or the really smart people, knew how to do that. They said that only Kirk and I can do that part because we had “domain knowledge.” When I said, “What does that mean?” They said, “You know both the sellers and competitors. What do you recommend?” I said, “Why don’t we just go

buy everybody and post all their auctions and dealer assets on Dovebid so we can always have Q1 to Q2 sequential growth.” And so we did.

“We were now a dominant player in the B2B landscape and a hot IPO candidate.”

We weren’t very worried about the cost because we were now a dominant player in the B2B landscape and a hot IPO candidate. They said we must get 50 million in revenue to file an S1 because we were late to the game.

With the help of our newly acquired companies and as early leaders doing both webcasts and internet auctions we hit our number. We filed our S1 and got ready for the road show to make us a billion dollar market cap. Then our bankers advised us to cancel the road show because we were once again late to the game and the B2B landscape had changed and is was a dotcom blow-up disaster. The investors were now demanding a demonstrated “path to profitability” along with the Q to Q sequential thing.

This was real bad. We were all in shock. There was an emergency board meeting where I was warned to get real or I would never be a B2B billionaire and was at serious risk of becoming a dotcom bomb.

Fortunately all the other dotcom bombs needed auctions and we got super busy and appeared on a path to profitability. The only problem was we were running out of money pretty fast and also on a path to poverty.

We had another emergency board meeting. I was told I had to stop losing money and had seven days to produce a cash positive pro forma with new metrics. I said, “What kind of metrics?” They said, “You are now being measured like a regular company. We demand your opex is immediately lowered to current revenue stream.”

There was only one answer. Fire people. The good news is that if I showed them I could properly restructure they would give me a final few million dollars in a “down round.” But never again.



This began the down round phase. Trust me, during this period I downed more rounds than you can imagine. Amazingly, we actually got it almost right and I was now a hero again. We did reasonably well integrating fifteen auction companies worldwide; buying all the trade out and trade zoners and building a

true global footprint and leading our industry. We had all the numbers and metrics and, man, was it hard to do. Dovebid was now real and ready. We had over 100 million dollars in revenue, successful and growing industry exchanges, online auctions, 650 employees in forty countries and our first quarterly profit.

“There was only one answer. Fire people.”

Investment bankers were now fighting for us again. We chose one of the world’s most impressive investment bankers. We did one final final final down round to pay for the accountants and lawyers

to write another S1.

The day it was finished we headed off for the road show. Our banker informed us we had 90 very very tough meetings because the NASDAQ was once

“the NASDAQ did in fact free fall from 1800 to 1100 but everyone still liked our story and we were going to make it somehow. I was so proud.”

again in free fall and we must race to close before they shut down on us. Therefore we would charter a G5 aircraft and take the Concorde to Europe.

Halfway through the road show, we were told the NASDAQ did in fact free fall from 1800 to 1100 but everyone still liked our story and we were going to make it somehow. I was so proud. I called my Brother, Wife, Mom, Dad, and a ton of employees and said to meet me at the Helmsley Hotel in New York for our IPO party next week.

The rest is hard to write, even to this day. We decided the markets were so bad we would immediately head to London and catch the Concorde to New York. We had a board call and decided to lower our cash requirement to only ninety million because we were very worried about after market float. I, of course, was in panic mode about needing at least ninety million since my stock would only be worth fifty million and I wasn't at all ready to stop flying

“The rest is hard to write, even to this day.”

around on G5 airplanes.

Then came the moment I will never forget. Everyone was at the party. My wife, Kelly, had laid out the new suit I was going to wear to ring the opening bell for our public offering in the morning.

The evening before the NASDAQ opened, I got a call to come to Wall Street before the party.

To this point I have intentionally omitted names and, of course, many details over three quarters of a decade. One name must be mentioned. Christina Morgan from JP Morgan put her arm around me and said, “Even Ross Dove has the right to cry. We just couldn't get sufficient orders to price your IPO.”

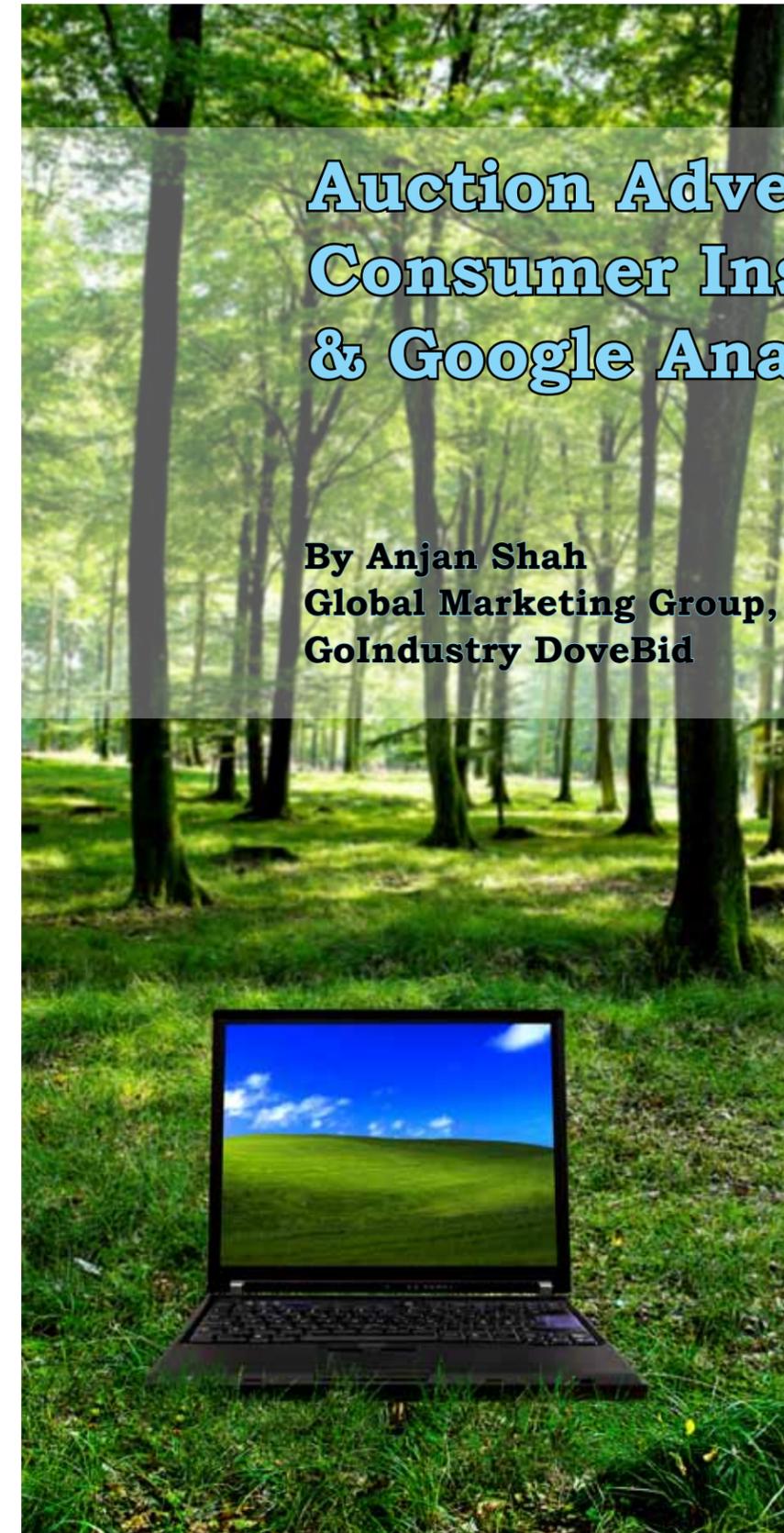
I did cry and sat alone with her high above Wall Street. She said, “Ross Dove get up and stay up. You invited me to a party. People are waiting. Let's go.” And so we did. It was quite a party. The rest is history.



It was a long and hard fight after that and quite a lengthy down round. But my brother Kirk stayed by my side and we fought long and hard. We had to let great people go, many now are IAA members and industry leaders. We kept the firm alive. Kept most of our clients. But never did get our fourth one filed. Eventually, we sold the firm my family had founded and today it's part of a London Stock Exchange public auction and valuation firm. I wish them well.

As you all know I am proud to be back in the IAA and have partnered with Kirk Dove to form Heritage Global Partners, and continue our family legacy. We are now down to two metrics that matter: do great work and have fun. The next round is on me.

Cheers.



Auction Advertising Consumer Insight & Google Analytics

By Anjan Shah
Global Marketing Group,
GoIndustry DoveBid

Dramatic changes over the past several years within the field of marketing and advertising are transforming this critical business activity. At the core of these changes is how buyers obtain information about products and services, and the knowledge that marketers can gain from how this information is requested and received.

The popular adage, “half my marketing works, I just don't know which half,” that once defined the ambiguity of this critical business process no longer has merit. The wealth of information about buyers, prospects and marketing effectiveness at the channel level is unprecedented. The insights available through various online behavioral tools can

tremendously aid in optimizing the entire process for growing revenue.

An entry point to capturing and understanding online behavior can begin with your very own website. Utilizing Google Analytics (GA), a free tool developed by Google, you can analyze your web pages and generate detailed reports on the site's performance. The tool can show you how visitors found your site, how they explored it, and advise you on what to do to enhance their visit. This tool can also be used to assess and understand the quality of website traffic as a result of various event-specific online marketing/advertising activities, such as referrers, including search engines, display advertising, pay-per-click networks, email marketing, and digital collateral such as links within a lot catalog.

The popular adage, “half my marketing works, I just don’t know which half,” no longer has merit.

GA contains over 80 reports with drag and drop features available offering insight to how your website is performing. You can also set up custom reports that will allow you to filter your information in whatever configuration makes the most sense for you.

GA's approach is to show high-level dashboard-type data for the casual user and more in-depth data further into the report set. Through the use of GA analysis, poor performing pages can be identified using techniques such as funnel visualization, where visitors came from (referrers), how long they stayed and their geographical position. It also provides more advanced features, including custom visitor segmentation.

Within the auction industry, the use of “Page Views” as a key metric to determine the health of an auction event has been well observed and the assumption

is that more page views of a specific auction page, the better the outcome of the sale. While this “rule of thumb” conveys some rudimentary insight, it generates more questions than it answers. With the additional real-time insight generated within Google Analytics, using metrics such as Bounce Rate, Time-on-Page, Pages/Visit, as well as various traffic reports indicating marketing effectiveness, a manager can better understand the health of an individual auction, reallocating resources as required insuring the most competitive outcome for the client.

Marketing as a discipline is evolving in a dramatic fashion. As overwhelming as this change may appear, access to Google Analytics allows managers unprecedented insight to critical information to make decisions into how best to grow their businesses.

If you haven't done so already, take a product tour at www.google.com/analytics and take the first step to understanding which “half” of your marketing is working.



Road Gear

by **Jasen Kisber**

C3 - Crescent Commercial Corporation



This year business took me to Ottawa, Toronto, Fredericton, Green Bay, Sofia, Milan, Genoa, Frankfurt, Cape Town, Durban, and a host of small towns in and around the provinces of Quebec and Ontario that no one other than locals, miners, ninth grade geography students, and industrial auctioneers have ever heard of. While I'm not a 100,000 mile flier, I have spent more hours flying, driving, waiting in airports, and sleeping in hotels than I care to count. I'm not alone. That is the business of industrial auctions in the 21st century.

It's not glamorous, this is functional travel – get in, get out, and get back home to our families. The “road” can be a desolate place and, so, to make life in unknown places a little easier, I seek out the latest and greatest gadgets and applications. These are my picks for must-have Road Gear for 2010.

Sound Isolating Earphones.

With so much time on a plane, I spend a great deal of it plugged into the on-board entertainment system or my own entertainment device or computer. Nothing can enhance the experience like a great set of earphones. Full-size headphones can be bulky and several airlines make you take them off for take-off and landing whereas you can wear earbuds the entire flight. Noise-cancelling is another feature that really changes your listening experience, but the best models require batteries and I find that many of them have an audible hum that occurs on an airplane. The answer then is sound isolating earphones like the **Shure SE 425 earbuds**. These earbuds are comfortable with different sized foam earpieces that fit like earplugs.

In addition to having microdrivers and dedicated tweeter and woofers providing for excellent sound quality, the earplug-like fit nearly eliminates all the

With cameras like the **Lumix DMC SZ7**, **Sony Cybershot DSC HX5V**, and **Canon Powershot SD3500**, there are plenty to choose from. All of



ambient noise. Just to put it in perspective, when plugged into the on-board entertainment system, I have to set the volume to the lowest possible setting for it to be at a comfortable level. Just be sure that if you decide to use these while killing time in an airport lounge that you remember to check the clock, because once you put them on, you will forget about everything else.

Compact Wide-Angle Camera.

A relatively recent innovation, there are now several different ultra-compact cameras with a wide-angle lens. So much of my time on the road is spent taking pictures of equipment. While most facilities I visit are set up for maximum efficiency, they are not set up for optimum picture-taking. The wide-angle lens makes capturing a large piece of equipment in a single shot a breeze. In under six feet of distance, you can take a picture of an entire CNC machining center.

these cameras pack in loads of features into a tiny camera body with an ultra-wide angle lens. Unless you like to lug around an SLR camera, because you are a serious photo-buff, you will find everything you need to take great pictures in “industrial” conditions.

Google Reader.

There is nothing more important than staying informed. Now that every news-source has an RSS feed you can be constantly updated 24-hours a day. The down-side is that to get the RSS feed you have to find it and sign-up somewhere. Enter **Google Reader**, which allows you to search for feeds by keyword and includes RSS feeds, Twitter updates, and other streaming information. You can sign-up to receive whatever you like just by checking a box.

Reader has a beautiful and simple interface that allows you to group your feeds in folders of your designation. I subscribe to CNN, WSJ, BBC, and

Business Week for general and financial news, the CNN Technology feed and CNET for tech news, ESPN, the Hockey News, and NFL.com for sports, and Pitchfork.com and TripleJ for music reviews. Because we are doing a lot of business in South Africa and have clients in Pakistan, I am currently subscribing to AllAfrica.com and Pakistan Cricket. I get hundreds of articles per day. More than anyone could ever read. Fortunately, Reader lists them by headline with a small introduction and allows you to click through for the full article.

To help deal with the quantity, Reader also gives you the option to automatically delete anything over a set period of time (set by you), so you don't have to read yesterday's news. All of this can be viewed on your smartphone with the “Reeder” app, so there is no need to clog you email inbox. Five minutes on a bus between terminals and you can be completely up to date with everything going on in the world.

The iPad.

This is a traveler's dream gadget. It weighs nothing. **The iPad** gives you access to email, Internet, important documents, movies, music, and games, as well as a myriad other applications. With the stylus accessory, you can take notes like a regular pad and pen. It's not a computer, though. If you need to do heavy spreadsheet work, build a Powerpoint presentation or write anything larger than an email, the iPad is a bit out of its depth. That

said, for everything else it is amazing! The best way to demonstrate the usefulness of the iPad is by way of example using a recent travel experience.

After wrestling the iPad away from my 3 year-old son, who had spent the morning on the iPad surfing train videos on youtube (navigating completely by himself), I did a quick check of my email, looked over the pdf of my itinerary and headed out to the airport. I arrived and checked in and headed to the lounge, where I made changes to some Word documents and sifted through news on Google Reeder. An hour later I was on the plane. I slipped the iPad into the seat-back pocket along with my earphones. After takeoff, I watched two movies on the high-



resolution, 9.7 inch screen, listened to music, and then read a chapter from Justin Cronin's “the Passage.” At this point, I had used a little less than 50% of the battery life. After landing, I picked up my rented car and flipped the iPad to the Google Maps app, and

set off to my destination using its turn by turn navigation.

And that is just scratching the surface. If you don't need to do heavy computing, this is the perfect travel device for email, Internet, entertainment, and just about anything else.

Plug in, tune out, and catch-up. With all this gear, you won't notice the turbulence. And with your wide-angle camera, you can get a full-length picture of the chair in front of you, even when it's reclined!

The More Things Change, Does Our Name Stay the Same?

By Bill Firestone
Capital Recovery Group, Inc.

I can remember, like it was yesterday, walking into my new office fresh out of college. I had a rotary dial phone at my desk and a copier with thermal paper. That's it. I could hear the sounds of Mrs. Russell, the secretary, pecking on a non-correcting typewriter using carbon paper for the copy. And the thought of speaking to a competitor auctioneer to partner a deal was unheard of.

Now, after 12 years as an active member of the "The Industrial Auctioneers Association" and in the face of fundamental changes within the auction industry, I suggest that the word, "Auctioneers," may need to be changed.

When I started, the auction industry was relatively simple. A regional client or bank would call when they had to liquidate certain assets and they needed someone to maximize their revenue in a limited period of time. The skilled auctioneer was the one who could best manage those two variables – revenue and time – and it was this craft that we all strived to achieve. Eventually, the client would call, before they had to liquidate the assets, and ask us our opinion of the values that would be realized, if and when, they had to liquidate. Someone realized that they could charge for that service and out of that grew the appraisal business. However, we all still saw ourselves as auctioneers first and foremost.

Fast forward a few more years and things are still pretty basic. We now have push button phones,

copier paper that didn't disintegrate, and computers were now used for the billing at auctions. You no longer had to wait for the check in the mail because FedEx delivered it overnight, and if you found a payphone that you could pull up to in your car where the cord was long enough to reach inside your car, it was euphoria!

Presently, the advent of so much technology that affects the speed of what we do every day, the opportunities around us, and the efficient markets to whom we sell, has created an environment where the auctioneer needs to be so much more and his core auctioneering skills are used less. The auctioneer has become a drop down box on a computer screen and his customers are faceless bidder numbers from all over the world.

The scope, method, and nature of our business have all changed. The auctioneer has to have a combined skill-set to negotiate contracts, manipulate computer spreadsheets, finance large deals, make alliances with partners, navigate foreign exchange rates, assess global trends, evaluate assets, and ultimately conduct an auction in the worldwide marketplace with speed and efficiencies never seen before.

Is the old-fashioned auctioneer still relevant? Is it a skill that will be passed on from artisan father to son? Is the title "Auctioneer" too narrow? Perhaps the industry has come to a point where our association should consider a name change.



Insider's Guide to Phoenix, AZ

By Lisa Kisber

C3 - Crescent Commercial Corporation

This year's IAA convention destination always brings to mind Saguaro cacti and Native American prints. However, that is just the tip of the mesa. Aside from being a Mecca of southwestern American culture, Phoenix offers an incredible array of dining, shopping, activities, and attractions. From cowboys to caviar, the "Valley of the Sun" has something for everyone.

Phoenix has the 12th largest population and is the largest geographical city in the U.S. So if you are planning to check out some of the amazing sights, activities, events, dining or shopping, it's probably a good idea to rent a car. Phoenix Sky Harbor International Airport has all the major car rentals easily accessible and there is also a Hertz located on the JW Marriott Desert Ridge Resort & Spa property.

Given that I moonlight as a style blogger (you can check it out at <http://lkisststyle.blogspot.com>), I would be remiss if I did not give a word of advice on desert fashion. Average temperatures in the "Valley of the Sun" in November are 75 degrees in the daytime

and 48 degrees at night, so make sure in addition to packing your cowboy boots to kick up a little dust, that you bring along some warm clothing for those cool desert nights.



So now that you are properly attired and have the means to get around, it's time to explore all that Phoenix has to offer.

Events and Attractions

Phoenix has a wide range of museums and galleries, as well as being the home to NBA, NFL, and NHL teams. There is, of course no shortage of southwestern art in Phoenix, and the best place to see it is at the Heard Museum, which is considered one of the nation's best center of Native American art. While the Phoenix Art Museum also has an extensive collection of southwestern art, it

also boasts a wide array of classic to contemporary art from all over the world with over 1,700 hundred pieces.

There are some great events going during the week of the IAA convention. You can catch the Suns play the Denver Nuggets on November 15 at the US Airways Center, the "Vince Vaughn vs. Kevin James" comedy show on November 17 at the Comerica Theatre, the opera "Carmen" is being performed at the Phoenix Symphony Hall on November 19 and 20, and Cirque de Soleil's "Alegria" is at the US Airways Center on November 20. You can also relive your youth (or your parent's youth, depending on where you were in the 70s) and bask in the music of David Cassidy right at the Marriott Desert Ridge on November 20.

Activities

Aside from gorgeous golf courses, Phoenix has incredible outdoor activities. Hiking, desert mountain biking, horse-back riding, just to name a few. If you really want to explore the desert consider a jeep tour of Sedona with www.adayinthewest.com, a

four-wheel adventure along the Apache trail with Desert Dog tours, or float over the desert with a hot-air balloon ride from Apex Balloons. For the more relaxed adventurer, visit the Phoenix Zoo, the Desert Botanical Garden, or take a wine tour in nearby Sedona wine country.

Shopping

Malls, malls, and more malls. Biltmore Fashion Park is the place to go for a good selection



of brand name designer stores and national department store chains and Paradise Mall has just about everything else. The Desert Ridge Marketplace is an open air mall with over 75 stores and 30-plus restaurants for those who would rather not be stuck indoors – you can even go bungee jumping! For a really unique shopping experience head over to El Pedregal at the Boulders, which has numerous specialty stores and galleries, but the real attraction is El Pedregal itself with Moroccan-style architecture

in a gorgeous desert setting. If you find yourself hankering for cowboy gear, then the place to go is Sheplers Western Wear and you will be ready to make your home on the range.

Dining

Phoenix is right at the heart of southwestern cuisine and there is no shortage of restaurants serving up their twist on regional favorites. Start your day at Matt's Big Breakfast, featured on "Diner's Drive-ins and Dives," and known as the best breakfast in town. Just bring a snack, to tide you over while waiting in the notoriously long lines. For casual southwestern try the

great chips and salsa at Los Sombreros, the burritos at Secreto, or the margaritas at the



With so many things in Phoenix to do and see, and, of course, eat, make sure you save time for the IAA Convention!



Mission. For a more upscale twist on down-home classics try the "sophisticated Comfort Food" at FNB. Kai is the height of fine dining in Phoenix with more stars and diamonds than any other restaurant focussing on local ingredients and regional fare. If you are looking for more than just a fine dining experience, J&G Steakhouse has breathtaking views to go along with their mouth-watering steaks. And if meat is really all you seek, then Bryan's Black Mountain Barbeque is a must.

Special Convention Section

Thursday, Nov.18

4:00 PM – 6:00 PM Board of Directors Meeting

7:00 PM – 9:00 PM Networking & Cocktail Reception

Friday, Nov. 19

7:00 AM – 10:00 AM Breakfast

8:00 AM – 12:00 PM Meeting-Continuing Education (CE)

12:00 PM – 1:00 PM Lunch

1:00 PM – 4:00 PM Continue CE Meeting

7:00 PM – 10:00 PM Cocktails & Dinner



The 2010 IAA Convention

Saturday, Nov. 20

7:00 AM – 10:00 AM Breakfast

8:00 AM – 12:00 PM CE Education/General Meeting/Sponsor Presentations

12:00 PM – 1:00 PM Lunch

1:00 PM – 4:00 PM Continue CE Meeting

7:00 PM Cocktails & Dinner

Sunday, Nov. 21

At your leisure



Special Convention Section



**15th Annual
IAA
Conference
Revisited
San Juan, Puerto Rico**



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