

The Official Journal of The Industrial Auctioneers Association

The Podium

FALL 2018

Renaissance City

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Letter from the IAA President



Jasen Kisber
IAA President

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This is my tenth year as the editor of the Podium and it never ceases to amaze me how personal the auction business is. Of course, lots of jobs are personal – doctors, social workers, undertakers. And I'm not talking about deriving personal meaning or self-worth from a profession; I think anyone who takes pride in their work can find satisfaction in a job. I'm talking about "it's not business, it's personal." There is a loyalty, a drive, and a connection that is unique.

Perhaps I feel this way because, I was a lawyer in a past life before entering the auction world and everything there was so detached. The issues were cerebral, the stakes were someone else's, the clients were entities, and everything was arm's length. In the auction world, the issues are tangible and in-your-face; the stakes are high and our own – both reputational and financial; the clients are people and everything is a hand-shake (hopefully backed up by a well-drafted contract). We chase deals like it's our last meal. We treat our bidders like our wards. We treat our partners like our friends. We treat our

colleagues like our family (often they are!). It couldn't be any more personal.

This issue of the Podium exemplifies the personal nature of our industry. Sam Bersh reflects on his relationship with his father in "Cat's in the Cradle," p. 27. Nick Dove celebrates his first wedding anniversary in "A Green Flash Anniversary," p. 14. In "Renaissance City," p. 22, Robert Levy looks back at the resurrection of Detroit and in "Pennywise and Pound Foolish," p. 10, Steve Comly provides some cautionary tales of skipping a qualified appraiser. Steve Wolf brings his experience and perspective to the changing landscape of our industry in "Times A-Changin'," p. 30 and David Feigel illuminates the UCC standard of "Commercially Reasonable," p. 44. Terrance Jacobs introduces this year's dynamic recipients in "The IAA Scholarship Fund Recipients," p. 41. In "My Private Equity Journey," Erik Tivin describes the winding road that lead him to a private equity sale. Jeff Tanenbaum in collaboration with Adam Alexander provide the most personal of all – a tribute to the late Mark Weitz in "Mark Weitz: the Unfinished Story of an Industry Legend," p. 18.

This year also marks my final year as President of the IAA, which has been an honor and a privilege. We were able to accomplish many things in the last two years, including, most

significantly for me, completely updating our by-laws, revamping our application, revitalizing our board with new members, and creating the IAA's very own auction portal and platform: Industrialbid.com. I've chronicled my perspective of the journey to creating Industrialbid.com in "Who Controls the List? Par II," p. 34. Our Conference Section provides all of the highlights to our upcoming Conference including Lisa Kisber's "Insiders Guide to Naples, FL," p. 51 and our Platinum Sponsor Section, p. 57, provides insights from each of our Platinum Sponsors.

Of course, like every part of this organization, nothing is the work of one person. It takes collaboration to make all this possible – the IAA, the Podium, the Annual Members Meeting. I want to thank all of the members who serve and have worked so hard to keep the heart of the IAA beating strong, particularly, the contributors to the Podium, the Committees, the Board of Directors, the Executive Committee, and our incredible Executive Director, Andrea Pauson. Finally, for the last ten years, Scott Swanson has tenaciously brought in contributors to the Podium. It is his amazing ability to connect with people and encourage them to share their perspective and tell their stories in our journal that has made this edition, and every Podium for the last ten years, so successful.





PENNY WISE and POUND FOOLISH

**By Steve Comly
Comly Auctioneers
& Appraisers**

If you've been in the auction business long enough, you will probably have an arsenal of stories to share with your friendly competitors. Most of those constituents would have the pedigree to follow the stories and recognize the redundancy that is found in many of them.

However, the common men and women that cross our path daily could never fathom what we as auctioneers choose to do every day in our business lives. When we expose to them our profession, many would mentally envision us as barkers

who are attempting to auction some family heirlooms on the front lawn or just singing our auction chant to impress the crowd as if we were an anomaly at the circus.

The members of the Industrial Auctioneer's Association do not just conduct auctions. They serve an important role in our communities across the country, assisting banks and other secondary lenders in providing appraisal and auction services for entrepreneurs, family businesses as well as Fortune 500 companies.



Our professionals through education, work experience and collaboration with both the lender and client can facilitate a path for a successful loan process. These appraisers will analyze the financial documentation provided to them and proceed to ascertain the reality of those values through comparable sales. This progression will normally lead to a confirmation of a loan.

Lending institutions have mandatory procedures towards approving a prospective client for a loan. However lending is a very competitive business. Most borrowers will shop around to different lenders to get the best deal.

The individual lenders working for a banking entity are normally compensated from a percentage of the money they provide to their prospective client. A favorable value of the collateral, minimal time, cost, along with a competitive interest rate is the recipe for a profitable lender. Whenever one or two of these ingredients are missing some lenders might seek alternatives to minimize the expenses associated with the loan. The lender may take the risk of modifying the appraisal process by asking their appraiser to perform a desktop appraisal instead of an onsite appraisal.

At times, a balance sheet is provided to the appraiser and the lender chooses to utilize that

as an estimation of collateral value without physically seeing the assets pertaining to the values presented on the balance sheet.

This practice may minimize the appraisal cost to their client, but it could easily become a very expensive problem for the lending institution if the loan ends in default and the assets

“When our appraiser reviewed the inventory it was estimated that 80% was antiquated equipment.”

move towards an auction sale. This choice by the lender to subvert the standard appraisal process can easily create some stories.

Here are a three of ours...

Our firm was hired to conduct an auction sale of over 3,500 marble and granite slabs. The slabs were in five locations throughout the country. The lender presented us with a balance sheet that included over 7 million dollars in fabricating equipment in addition to the inventory list of the slabs and trucks. Our job was to perform a site visit to each of the

locations and confirm that the slabs, trucks and fabricating equipment were secured and then prepare a proposal to conduct this auction.

We proceeded as requested and told the lender that the slabs and trucks were well secured but, unfortunately, we never found any fabrication equipment in each of the five locations.

A balance sheet is important to all companies. However it does not replace the eyes and education of a qualified appraiser.

A national lender sent two of their employees to meet with a prospective client for a loan. The company was a large manufacturing entity. The borrower was seeking a 5 million dollar loan and presented the lenders with a balance sheet of 10 million dollars worth of equipment backed up with a current fair market value appraisal of 8 million dollars.

The lenders toured the facility but weighted their decision based on the appraisal provided to them by the prospective borrower.

The lender approved the loan and provided the company with its requested 5 million dollars. Six weeks later the loan defaulted and the money was sent to Florida under a new entity.



The senior lender reached out to us to create our own appraisal of the assets and we determined through an onsite evaluation that the fair market value of their equipment was 1.5 million dollars and an auction value of \$800,000.

The original lenders had no comprehension of what the value of this unique equipment was and they allowed the borrower to appoint an appraiser of his choice instead of the lender's choice. The auction brought \$850,000.

Our company was engaged to perform an appraisal of a regional mechanical contractor that had been in business for over fifty years and recently had been placed into a "work-out" by their lender. The bank in previous years did not find it necessary to order an onsite

appraisal because the current values of the inventory and equipment on the balance sheet would easily cover any initial downside to their loan.

After several months of "baby-sitting" this loan from their desk, the bank decided it would be prudent to spend the money to send an appraiser to value the vehicles, equipment, and inventory.

The company's office and warehouse were located in a remote area. The decline of industrial warehousing values in that region actually benefited the contractor. He had the space to warehouse not just the equipment and inventory he would need for his next few jobs, but also to retain any left-over inventory and equipment that was quoted for the job, but not needed for the project. Whenever he approached

a new project he would make sure that any used equipment on the job would be removed from that project and retained by the contractor. All of this allowed him to increase his inventory values on the balance sheet, even though the residue was useless to the company. When our appraiser reviewed what the borrower displayed as his current inventory, it was estimated that 80% was antiquated equipment and parts that dated back over twenty-five years of their service to the community.

Trusting a borrower of fifty years is easy to do when their business is operating well, however, it does not exempt a lender from the needed prudence that's provided through an annual appraisal by a qualified appraiser.



A Green Flash Anniversary

**By Nick Dove
Heritage Global
Partners**

It was 5:30am on a Saturday morning, when I finally decided to answer my phone, which had been buzzing with calls from unknown numbers for the past few minutes. This particular caller was the owner of a brewery who was infuriated that he could not bid at our auction.

Confused, I asked what auction he was referring to, since we didn't have any auctions that Saturday morning. He replied

by saying, "The Green Flash auction. I'm here at the front door and I can't get in. I want to bid before everything is gone!"

That particular Saturday just so happened to also be my first wedding anniversary. My wife and I had plans to go back and stay at the resort where we were married the prior year. After I explained to the angry caller that there wasn't an auction going on that day, my wife

asked if that was the only work call I'd take that day. Mistakenly, I said, "Yes."

What I didn't know at the time was that a major trade publication had seen our auction listing and ran a story that we were immediately liquidating the site. As a result of this #FakeNews, I had received no less than fifty calls that day and over a hundred email inquiries, despite our auction posting being up for less than



twenty-four hours! The inquiries ranged from breweries, to local news stations, and city officials wondering if the site would remain intact. I even got a call from an employee wondering if they should show up to work that day or if everything would be gone.

By about 8am my wife had come to the realization that anniversary #1 would probably be a dinner celebration instead, since my morning and afternoon were evaporating with my role as a switchboard operator.

Just one day prior, on Friday afternoon, HGP, Blackbird Auctions, and Loeb Winternitz had been formally engaged by the secured lender to market Green Flash Brewing Company's pristine facility in Virginia Beach. We were excited at the engagement, but focused on execut-

“The Green Flash auction. I'm here at the front door, and I can't get in. I want to bid before everything is gone!”

ing, as the lender had a bird-in-the-hand offer they intended to accept. Confident we could beat their current offer, we lobbied the bank to hire us for a quick sale process. We ended up being awarded the deal for a very short time period, but would only be compensated if

we achieved a bid higher than what the bank already had.

After about the 20th phone call I received on Saturday morning, I let our friends at Loeb and Blackbird know that the deal had gone viral and that we stood a good shot to beat the current offer. The Loeb/Blackbird/HGP team then got to work. Within a couple of days we fielded multiple offers and leveraged the bank's urgency with the viral, word of mouth marketing we were fortunate to unexpectedly receive. Within just a couple of weeks we recommended an offer significantly higher than what the bank previously had. And best of all, it was non-contingent with an immediate close.

Within a month of acceptance the 58,000 square foot site and tap room was back open for business under the new ownership of Atlanta based New Realm Brewing. The Loeb/Blackbird/Heritage team was delighted to maximize our client's recovery and thrilled to keep the site alive. The fee we earned wasn't too shabby either.

To our partners at Loeb & Blackbird — excellent job helping to secure the deal and negotiate the sale. As for my wife and our anniversary celebration, she's happy knowing she'll be able to celebrate more anniversaries in the future. For me, I'd be just as happy if we can find a few more Green Flashes to celebrate.







MARK WEITZ:

The Unfinished Story of an Industry Legend

**By Jeff Tanenbaum
Tiger Capital Group**

**in collaboration with
Adam Alexander
CA Global Partners**

I'll never forget my first day at a live industrial auction. I did not grow up in the business like some, so at 17 years old - when I had an opportunity for a part time job working for an auction company - the only thing I envisioned was the fancy auction houses depicted on TV or in the movies. When I arrived at a not-so-glamorous industrial building in Torrance, California, however, I got my first glimpse at a very different world.

Hovering over a sea of grungy onlookers, I witnessed a smooth talking, charismatic orator, speaking a language I didn't understand, inspiring this small crowd to force their hands in the air as if the junk being offered to them was necessary for their survival. I was amazed and in awe. While I suspected I was watching someone pretty amazing at what they did, I had no idea,

yet, that I was witnessing one of the industry greats.

Mark Weitz was all of 24 years old at the time, and as I learned over the months and years to come, he was respected and appreciated for a unique combination of skills many would spend a lifetime trying to master. On the surface, Mark was friendly, funny and engaging... beneath the surface, he was sharp, savvy, and skilled. As any seasoned auction professional knows, being good has nothing to do with being entertaining, and everything to do with achieving the highest bid.

For many of my early years in the business, I observed some auctioneers chase the high bid with an utter disregard for the buyer. I witnessed auctioneers yelling at and literally fighting with buyers. I watched one auctioneer intentionally drop cigarette ashes from his



position on the auction block onto an unsuspecting bidder's head below. On more than one occasion, I found myself calming an angry crowd that literally chased an auctioneer from the podium to the auction office. Conversely, there were many who attempted the art with a kind and gentle touch, but couldn't manage to control the crowd, set the right tone and pace, and most importantly squeeze full value out of each asset.

“I witnessed a smooth talking, charismatic orator, speaking a language I didn't understand.”

Mark Weitz was tough, but kind; fierce, but professional. He knew how to engage with and control a crowd better than any, yet did so while maximizing value for anything he sold. He trained under many of the industry's greats, from the guys on the ground including David “Kappy” Kaplan and Don Gamble to his auctioneering mentor, Stanley Friedman. Mark was polished at 24 and only got better from there. Thirty years after I first witnessed him sell, we spent two days selling 3,500 lots together. I marveled as I watched him sell with the same passion and the same energy as I experienced in Torrance in

1985. Mark was truly one of the Masters.

But who Mark was on the auction block, was merely a glimpse of the man he was in his daily life. Mark's wit and charm was not an act reserved for bidders, rather how he engaged everyone he met. He connected easily with clients and colleagues, and his energy lit up a room. He was always enthusiastic and eager to take on any project with “vigor and diligence,” something he would religiously declare to clients in his proposals. This was not hyperbole; it was a true expression of what he intended to do and what he followed through with.

When it came to deal size or complexity, for better or worse, I don't think Mark ever met a challenge he was not willing to take on. From his earliest days in the business, he would do what it took to keep busy and make a few dollars - sell thirty stores of fixtures and racking in thirty days with a crew of five (and no internet) - “Sure!”; consolidate fifty stores of auto parts into a 200,000 square foot warehouse in ten days - “Why not?” And as time went on, the stage and the stakes got bigger and more personal: from the sale of the Stardust Hotel and Casino in Las Vegas and Hollywood Park and the Sports Arena in Los Angeles to the Marussia Formula 1 Race Team and Heathrow Terminal 1 in London. Not only was bigger

better, but these complex and out-of-the box projects fed Mark's soul. It's certainly fitting that Mark was in the creative planning stages of a sale of assets from an iconic stadium at the time of his death. It also cannot go without saying that these aforementioned projects don't scratch the surface of the hundreds of projects Mark took on throughout his career, spanning the globe and encompassing endless asset categories, numerous partner collaborations, and a long list of colleagues and employees.

As a slightly entitled kid from the infamous “Valley” in Los Angeles, I didn't know from the kind of hard work the auction business required. But under Mark's tutelage, I was inspired. I worked long hours and days on end. And by his side, I pushed a broom, while learning to hang tags, value assets, execute sales and eventually to auction. Mark was never hesitant to teach and to share, without fear that he was giving something away.

This was the case with so many - Adam, Gary, Pete, Mark, Roy, James, Brian, Sandy, Ross, Michael, Paul... the list is far longer than I can attempt to identify. Mark opened his doors to anyone that showed a genuine interest and gave opportunities to many that others would have brushed aside. While some may have taken advantage or proven unworthy of his efforts, most owe their careers

to him, if not much more (present company included!). But Mark never looked for credit or needed a pat on the back for his accomplishments and as for those that took advantage, he rarely spoke badly of anyone.

However, this likable personality was only part of what made Mark fun to be around. He lived by the “work hard, play hard” motto. He was unflappable and intense when business was on the line. There were many late nights racing to turn in a proposal to Fedex by the delivery deadline (pre-internet) or selling live until 3am (pre and post internet). There are also the stories of fights with airport security over blown connections or hiding from Canadian immigration officials to avoid deportation on auction day. But the other side of the coin included beer, single malt scotch or anejo tequila, boisterous dialog and guttural laughs, lots of sports games and endless banter about your team of choice. One thing I cannot stress enough is how proud he was to be part of the elite group of industrial auctioneers with whom he competed and partnered, most of whom he would call a friend.

Mark was first introduced to the liquidation business as a teenager through his step-father Gary Mintz. Gary, along with his colleagues Sam Nassi and Alan Cohen fathered the retail liquidation model, and Mark spent his summers

-- before and while attending University of Washington and UCLA -- lending a hand. Then one day, Mark watched as an auctioneer came in and sold the contents of a building. According to his step-dad, Mark called him that evening and said, “that’s what I want to do.” With Gary’s support and guidance Mark launched Great American Exposition Sales, which became Great American Auctioneers & Liquidators and ultimately the publicly owned, industry powerhouse Great American Group.

Over the 40 years that followed, Mark helped launch the careers of dozens of people, while contributing to the lives of hundreds. At age 52, he chose to leave Great American to help his career long colleague and collaborator Adam Alexander build and grow the Bidpath auction technology platform and expand his auctioneering horizons to the global stage under CA and GA Global Partners. This move revitalized Mark and with renewed vigor, he set out once again with an attitude of “why not?” From learning the capabilities of a software development team and pitching features and benefits to help his fellow auctioneer (he was especially proud of how he envisioned the new industrialbid.com portal would benefit the IAA), to exploring new geographies, customs and the associated legal challenges of selling mining equipment in Indonesia, audio video

equipment in Singapore, retail inventory and DC equipment in Germany and printing equipment in Australia, he managed to turn his volume level up one more notch during what ended up being his final chapter.

Mark was far from done innovating and inspiring and had tremendous enthusiasm for what was yet to come. Mark Weitz left the world too early. He died in August of 2018 at 58 years old, leaving behind two beautiful children and a legacy in the auction industry a mile long and a mile deep. He will be missed by many, but never forgotten.

“Change your Tune,” Mark, it’s now time to rest in peace.



RENAISSANCE CITY

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By Robert Levy

Robert Levy Associates, LLC

“Your behavior of devastating corruption bred a corrosive environment, cynicism and apathy among people who could have been convinced to boost Detroit. We lost transparency, we lost accountability. That way of doing government is over, it’s done,” said Judge Nancy Edmunds as she sentenced the former Mayor of Detroit, Michigan Kwame Kilpatrick to 28 years in the Federal Bureau of Prisons as inmate #44678-039. Since that fateful day in October of 2013, he remains incarcerated in the Federal Corrections Institution,

Fort Dix, New Jersey. His conviction included 24 counts of racketeering, bribery, extortion and tax crimes. In 2005, Time magazine named Kwame Kilpatrick as one of the worst mayors in America, to be confirmed by a judge in a court of law eight years later.

That was the beginning of the massive city cleanup and the renaissance of a broken city. When Kwame went down, the City had approximately \$18.5 billion in debt and it was forecast that by 2017, 65% of revenue would be consumed by legacy costs. The simple





breakdown of debt showed \$9.5 billion in pension and healthcare, \$6 billion in water and sewer, \$2 billion in unsecured bonds, \$829.8 million pension liabilities for general retirement and \$147.2 million for police and firefighters. Moody's downgraded the City's credit rating and a subsequent citywide audit in January of 2013 revealed a \$327 Million deficit. Governor Rick Snyder declared a financial emergency and appointed Kevyn Orr as Emergency Manager to develop and work through a debt restructuring program. On July 18, 2013, The City filed for Chapter 9 Bankruptcy protection. This was the largest municipal bankruptcy filing in U.S. history and the professional fees rang in at an astounding \$170 Million. It may sound like a lot of money, but those professionals wiped out \$7 Billion worth of debt with creditors receiving between 14 to 75 cents on the dollar.

This was the perfect environment for insolvency practitioners and advisors. There were asset valuation requirements covering numerous asset categories with significant asset sales to follow. There were contract renegotiations and vast opportunities for consulting and advisory firms to assist in the restructuring of

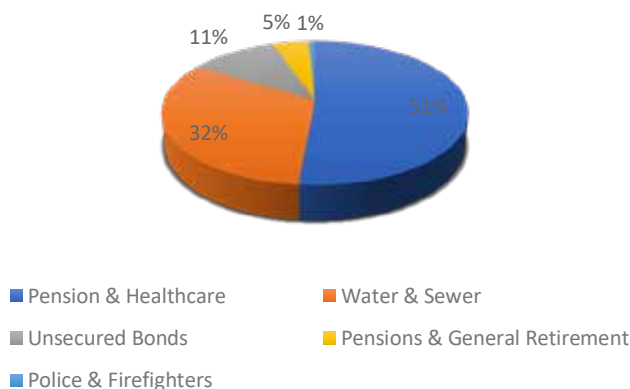
the city under the auspices of U.S. Bankruptcy Judge Stephen Rhodes. More amazing than the controversial nature of this case was the duration of the environment that fueled the demise of a once powerful city of two million inhabitants formerly known as the "Automotive Capital of the World". The population is now estimated at 677,116, up approximately

then involved with the Ma Bell/AT&T breakup and the dismantling of numerous multi-million square foot plants. I worked on the agricultural implement manufacturing realignment throughout the 1980's. I liquidated the assets of Eastern Airlines located at the Miami and Atlanta Hubs. Assets included airplanes, engine rebuild facility, ground support equipment, avionics, rotatable and serviceable parts inventory and tooling kits.

From there, I landed right in the middle of the mid 1990's aerospace and defense reorganization where I designed, authored and managed the strategies for ongoing monetization contracts selling 26 multi-million square foot plants for McDonnell Douglas,

Lockheed, General Dynamics, Boeing, and Northrop Grumman. In 1998 I was the recipient of the largest government privatization contract awarded to date to restructure and manage the U.S. Department of Defense (DoD) surplus sales and the Defense Reutilization Marketing Services (DRMS) sales system. We successfully staffed and launched a brand new system within the eighty domestic DRMS offices within six months eliminating 86% of the workforce overhead and increasing their net revenues by multiples of ten. My brother David and I sold that company to Liquidity Services, which

Detroit's \$18.5 Billion Problem



“That was the beginning of the massive city cleanup and the renaissance of a broken city.”

5,000 in the last couple of years. I have been at the epicenter of some major reorganizations over my 40 years in the monetization business. I first cut my teeth on the massive wave of Chrysler liquidations when Lee Iacocca took over the ailing car company in 1980. I was



was the foundation of their infrastructure moving forward.

Back to the automotive industry once again during the 2008-2012 reorganization as co-leader and lead strategist for the sale of 70 million square feet of manufacturing equipment within 43 OEM plants. Solar was next. The Chinese government subsidized their solar manufacturing base driving the price per watt production cost from over \$2 to less than 60 cents making it impossible for the global industry to compete decimating billions of dollars of value within months resulting in the shuttering of numerous billion dollar fabs worldwide.

From there, I crafted a multifaceted monetization strategy for The City of Detroit with another IAA member, Scott Miedema as my partner. We won a three year contract to sell the City's surplus assets. We successfully managed that contract and exceeded the City's monetary and operational expectations. We are now selling the contents of Detroit's

iconic Joe Louis Arena.

The Joe Louis project was intriguing to me. It fit my deal target as it was in alignment with my core competencies and experience. It was a high profile transaction that required thought, coordination, tenacity, sensitivity, diplomacy, creativity, salesmanship, analysis, responsiveness and execution capabilities. The assets of The Joe were owned by two different entities which added com-

“After exiting bankruptcy on November 7, 2014, a mere 17 months after its filing, The City of Detroit is now booming.”

plications to the contracting of the deal. The City of Detroit owned the building, all infrastructure assets and the seats. Olympia Entertainment owned the memorabilia. I crafted a comprehensive proposal to address all asset categories to

be sold through appropriate and optimized sales methodologies. We won the contract from the City to sell City owned assets. Scott Miedema, his team and I have been working diligently to successfully sell and deliver all of the saleable assets.

The seats drew the most attraction. In three weeks, in record speed time, every one of the 20,000 seats was disconnected and ready to be loaded out. Our customers came from 48 of the fifty states to buy the seats they had life events in. We heard stories from people who wanted specific seats, memorable seats, seats where they had their first kiss or got engaged in. Diehard season ticket holders wanting their exact seats that they knew as well as their favorite living room lounge chair. Seats that they autographed with a sharpie or carved their message in with a key the last time they sat in them. Euphoric fans were allowed to drive directly onto the arena floor where the ice used to be to have their seat memorabilia loaded for them. Nearly every one of them stopped to take selfies inside of the arena with their vehicles and fellow fans. We had one gentleman arrive in his convertible Mustang. Fortunately, his pair fit snugly into his back seat. We had special flat and rocking feet designed and manufactured for the seats to make them self-standing. Olympia Entertainment was very cooperative and assisted



us in disseminating our marketing materials to season ticket holders. Olympia was great to work with however our marketing was more effective and our buyers performed better than theirs.

At the time of the writing of this article, the Joe Louis Arena project is nearing its completion. The Joe Louis Arena will cease to exist as it is being scheduled for its remediation and demolition. We have sold the majority of the saleable seats and are about to embark on the final seat sale push and conclude the infrastructure sale process. The demolition will commence early next year to make way for a new development on prime land located on the Detroit River next to Cobo Hall. My personal opinion is that both The Joe Louis Arena and Cobo Hall should be completely revamped to make one state-of-the-art multi-purpose riverfront convention and event center driving Detroit further into the forefront of compelling cities.

After exiting bankruptcy on November 7, 2014, a mere 17 months after its filing, The City of Detroit is now booming. There is a new-found level of trust in the government leaders who are providing a safe place to do business. Real estate values have skyrocketed, office space is in demand, restaurants are plentiful, and the millennials are moving back into the city wanting to be in the center of all of this activity.

Mayor Mike Duggan has done an exceptional job. He has been responsible for significantly reducing crime and emergency response time. He has re-illuminated the once dark city by replacing nearly 80,000 antiquated and non-working street lights. He has provided a balanced budget for three years in a row and now showing a surplus in the general fund of \$53.8 million. The poverty rate in 2017 was 34.5%, down 41% from five years prior. The unemployment rate in August of 2018 was 9.2%, compared to 18.8% in July of 2014. He is now tackling the no-fault auto insurance industry to bring car insurance premiums in line with other cities.

While Mayor Duggan is making great progress, his work is not done yet. Fueled by the positive momentum of successes, he remains engaged, energetic, savvy and driven.

There are still hurdles to overcome however. The success of the one square mile of boom is expanding and must continue to grow to encompass the sixty-four square mile infrastructure footprint of the city. The school system is still in need of a successful overhaul or the millennials who have moved downtown won't be able to stay if their future children don't have a place to get a respectable education.

I have witnessed many wealth destroying and rebuilding cycles. One lesson that continues to ring true is that with every downturn and economic correction cycle, there comes a time to begin to invest again as the assets within the affected industry do typically rebound. We are the ones who are positioned well to first recognize when the change in direction occurs.



CAT'S IN THE CRADLE



**By Sam Bersh
PPL Group**

“When you comin’ home, Dad. I don’t know when, but we’ll get together then. You know we’ll have a good time then”

I was recently travelling on the east coast and scanning through the radio stations,

trying to pass the time on a long drive. On a classic rock station, they were playing “Cat’s in the Cradle” by Harry Chapin. I had heard the song many times before, and it always makes me think of my dad. But listening to it for the first time in a few years, its meaning had shifted for me.



I remember my dad travelling a lot when I was younger. I remember it not because of his absence, but because of what he always brought back for me. On one of his trips, he bought me a snow globe from the airport. It was probably from Cleveland, Des Moines or Houston, but the snow globe itself wasn't what was so memorable -- it was the tradition he began.

My dad continued to bring home snow globes for me from whichever city he had just travelled to. The tradition lasted for many years, and I soon had snow globes all across my bedroom dresser. They always meant a lot to me, and it was always exciting to see my dad come home. I held onto the snow globes for many years after, so long that the water inside many of the globes evaporated.

Now fast-forward 20 years....

I'm lucky enough to work with my dad at PPL Group, LLC. I didn't imagine myself in the machinery or auction business when I was growing up, but after many summers of being the PPL intern, I was given a great opportunity after college, and I seized it. For three years, I rotated around the office and learned every aspect of the business --- lead generation, cold-calling, machinery write-ups, auction set-up and check-out. I did everything from answering the phones at the office, cleaning chips out of



“I didn’t imagine myself in the machinery or auction business when I was growing up.”



CNC machines, clerking alongside auctioneers and collecting payments at checkout. It was an immersive way to dive into the business that allowed me to experience all the aspects that go into a successful deal.

I quickly developed an interest in appraising equipment and walking different types of plants. Since every plant, every machine, and every deal are different than the last ones, I had a lot to learn. And I was lucky enough that my dad would invite me along on his travels to assist and learn. I would sit in on pitch meetings, take pictures, find the name-plate, measure dimensions and write down descriptions. Along the way, my dad would explain to me what the machine did, what extra components were on it, if they sell well at auction and other relevant info related to that machine. It was such a great experience, not only because we got to spend time together, but because learning about the piece of machinery that's right next to you is priceless.

*"When you coming home, dad?"
"I don't know when"
But we'll get together then
You know we'll have a good time then...."*

As I became more confident as an appraiser, I started going on inspections on my own. It didn't always make sense for two people to inspect one plant, especially when there were multiple deals that needed to be

looked at in a given time. Oftentimes, we would travel to opposite ends of the country and be looking at vastly different projects. We would "divide & conquer" to accomplish as much as possible and going solo was just as important in my growth. Of course, I was not anywhere near perfect, but after each inspection I felt more and more self-assured. Inspections with my dad provided a solid foundation, and I was building out that foundation through my experience.

"We stopped at a hole-in-the-wall seafood restaurant that my dad had visited before, and we had a great meal."

Luckily, there were still opportunities for my dad and I to travel together. One of our most memorable trips was to the East Coast for a scrapyard auction. It was one of the first deals that I worked from beginning to end, and I was really excited to see the results of my hard work. Our joint venture partner was excited to see us, and they immediately put me to work. I was thrown right into the center of the action and got to clerk the auction right next to the auctioneer. It was intense,

challenging and incredibly fun. It was a long, cold November day, but the auction was a success, and I was on cloud nine.

Since we were already on the East Coast, we made a road trip out of it and made two other appointments. We hopped in our rental car and drove a few states over for our next inspection. We stopped at a hole-in-the-wall seafood restaurant that my dad had visited before, and we had a great meal. We bonded over the auction, "shot the shit" and talked about life. It was a special experience for both of us, especially because we were starting to run around separately.

I'm incredibly fortunate to not only work at PPL, but also to work with and learn from my dad. I know that he's happy to have me around and to impart all of his knowledge onto one of his sons. It's a once in a lifetime experience, and while, just like any career, it's certainly had its ups and downs, I wouldn't trade it for anything. I suppose, one day, I'll be bringing home some snow globes or other souvenirs of my travels for my kids too.

*"And as I hung up the phone, it occurred to me
He'd grown up just like me
My boy was just like me..."*

Cat's in the Cradle

Harry Chapin (1974) Elektra Records





TIMES A-CHANGIN'

By Steve Wolf
Hilco Industrial, Inc.

As Bob Dylan so prophetically wrote back in 1963, to paraphrase, "The times they are a changing,For he that gets hurt, Will be he who has stalled." Our industry is going through a major transformation due to the convergence of many outside events that have been building steam over the last decade. Our industry has evolved from a regional marketplace to a national marketplace to a global marketplace in a few short years. This transformation has not only created significant challenges but offer

tremendous opportunities to those firms that are able to take advantage of the new marketplace.

Every year, we try to measure our past performance and revise our sales goals and projections for the upcoming year. It has become apparent particularly in the last five years, that our industry is changing at an ever more rapid pace. Scrap prices in Turkey effect the scrap recovery values at a sale in Detroit. A Copper glut in China impacts the electrical prices at a mine auction in



Canada. Steel tariffs in the U.S. impact steel processing equipment values in Gary. Currency fluctuations impact the price of Asian built CNC equipment. I could go on and on but the message is clear, we need to be more aware of what is happening not only in North America but globally. Our markets are moving at the speed of news.

Another obvious change has been the proliferation of industrial auction software available to not only the auction community but also to machinery dealers and brokers. We used to have a relatively captive market for webcast auctions. As auctions have migrated to a higher percentage of online sales, a qualified and licensed auctioneer is no longer required. Any dealer or broker can easily conduct their own sales which has fragmented the market even further. I believe it is just a matter of time before the manufacturers will be selling their surplus direct through these sites. It is incumbent on us as industrial auctioneers to strengthen our market position by utilizing our experience in providing our clients a more comprehensive and effective auction event utilizing our strengths in marketing and execution.

Next is marketing. The days of elaborate brochures and myriad print ads followed by an extensive snail mail campaign are fast disappearing. Speed to market is more important than ever before. The carrying

costs on a shuttered plant are enormous and the faster we can execute, the more attractive our proposal will be. With all the choices available from email, social media, banner ads, search engines, and Linked-in, I think it's important to augment your marketing department with either an inhouse marketing person with the right skill set and/or an outside consul-

“The days of elaborate brochures and myriad print ads followed by an extensive snail mail campaign are fast disappearing.”

tant with experience in the new media.

The lifeblood of any successful operation is its ability to generate new leads. Here, technology and reporting is a double edged sword. There are so many search engines available as well as reporting sites, both free and subscription, it is easier than ever to know immediately about plant closures, bankruptcies, etc. The bad news is that the competition is more fierce than ever. It has never been more important to be able to move quickly. There are fewer inside or relationship

deals. Margins are shrinking and the buys and guarantees are more aggressive than ever. Risk/reward ratio are at uncomfortable levels. To survive, I believe strongly that we need to expand the suite of services that we can offer to a prospective client. Those of us that can offer solutions to not only machinery and equipment, but for real estate, inventory, A/R, and intellectual property will be in a stronger position to win the deal and an improved to position to increase margins.

The greatest strength we have as industrial auctioneers, and as members of the Industrial Auctioneers Association, is our ability to understand and stay on top of the changes in not only values but markets. Our industry has always been the most unpredictable relative to the retail and collectible auction markets. So many factors go into determining recovery values that cannot be determined solely from a web search. To succeed, we will need to continually upgrade our capabilities and to further move upstream in the sales process. Collectively as an organization and individually as specialists, our pool of experience and knowledge will continue to be more valuable than ever. The future presents many challenges but it also offer great opportunities.



***Come mothers and
fathers
Throughout the land***

***And don't criticize
What you can't
understand***

***Your sons and your
daughters
Are beyond your
command***

***Your old road is
Rapidly agin'.***

***Please get out of the
new one, if you can't
lend your hand***

***For the times they are
a-changin'.***

The Times They Are a-Changin'
By Bob Dylan (1964)
Columbia Records



Who Controls the list?

Part II



By Jasen Kisber
C3 - Crescent Commercial Corporation

In the late 90's, Michel Rivet sat in my father's office and tried to sell him the code for a clever platform he had designed that would allow you to have live bidding over the Internet. My father, who had already been in the auction business for nearly 40 years, told Mr. Rivet that he didn't

know anything about running a software company, but if Mr. Rivet was able to get his software up and running, my father would certainly use it. And use it we did.

The Internet auction changed our industry. But somewhere along the way the technology

and the auctioneer began to bleed from one into the other.

In the Fall 2014 edition of the Podium, Erik Tivin's article asked, "Who controls the List?" He challenged us as an organization and as an industry to take back control of our market; control that had been slipping



through our fingers as we all tried to grasp onto Internet technology. Many others saw the dangers of handing over control of our bidders; Howard Newman sounded the warning and many such as Heritage, Rabin, Rosen, and Miedema built their own platforms.

Over my tenure in the IAA, I heard many of the concerns and saw the red flags. I felt that there was a conversation that needed to be had. I knew two things: the issue was time sensitive and that I didn't have the answers.

The only chance to get a real sense was to have a frank discussion with people who have lived this longer than I have and the only forum to do it was the IAA members meeting. So immediately after being elected President, I facilitated the discussion.

The clear result was that there were many with deep understanding and what emerged from the discussion was that there was potential within the structure of the IAA to both protect ourselves and potentially open new doors of opportunity. In that meeting the membership voted to form a committee to come back with a proposal for the following convention.

The buzz after that discussion for the rest of the 2016 IAA Conference was electric and

everywhere I went I overheard continuations and tangents being discussed.

“ I knew two things: the issue was time sensitive and that I didn't have the answers.”

In the months that followed the IAA Executive formed the Portal Committee and we set out to find solutions for the IAA to better protect the members bidder and sales data from third party providers.

The committee started by looking at 3 types of solutions:

1. A negotiated agreement with current bidder platform providers.
2. An IAA portal custom built by the IAA.
3. An IAA portal built and run by a third party.

We reached out to the industry incumbents to provide us with some ideas of what they could do for us but after 6 months, we had no real solution. As a result, the committee decided that the best way to have a sense of all three solutions above would be to create an RFP and send it out to qualified providers.

The committee then put together an RFP proposal and document reflecting the input that had been received at the

previous year's conference as well as during the initial committee meetings. Concurrently, the committee also put together a list of potential providers to invite to the RFP process. To ensure that no qualified potential provider was overlooked, a request was sent to all of the members to suggest potential providers.

A total of eleven companies were identified. A request to participate along with an NDA was sent to each potential RFP participant.

Of the eleven identified companies, seven companies requested and signed the NDA. The RFP was then issued to the seven companies. After reviewing the RFP, one provider opted to not participate and not submit a proposal.

Ultimately, the committee received six proposals from the RFP process. After carefully reviewing the proposals, the committee sent out questions for clarification to ensure that the committee fully understood all of the salient points of each proposal.

Each of the providers responded to our questions. After careful review, it was evident that three of the proposals were considerably more robust. Each of these three proposals had strengths and weaknesses, but ultimately the committee opted for what



it felt was the most robust proposal with the least financial risk to the IAA.

Last year the committee returned to the membership and presented its findings and its proposal to partner with Bidpath to create the IAA's very own web portal and auction platform. In the next eight months that followed the committee worked diligently with Bidpath to bring this idea to life, including seeking the advice of outside counsel to identify any legal issues we might face.

By June, the first version of the portal and platform were ready to go live and Industrialbid.com was born. The summer months were a soft-launch where we built up some of the traffic and Bidpath was busy behind the scenes working out some of the early kinks.

On September 10, 2018, Industrialbid.com officially went live.

None of this would have happened, could have happened, without first the open dialogue and true spirit of collegiality that exists within the IAA. I'm not sure what the original

members had in mind when they decided to create the Industrial Auctioneers Association, but I can think of no better expression of the space they created than a web portal and auction platform that is for the IAA and by the IAA, but still preserves the integrity of each member.



“On September 10, 2018, Industrialbid.com officially went live.”

There were many pioneers in our industry, in our organization, that set the foundation for this discussion. But in this most recent incarnation was stewarded by the Platform Committee – Erik Tivin,

Jeff Tanenbaum, Eran Ben-Avi, David Fiegel, Duncan Ainscough, and the partnership of Adam Alexander, whose committed work allowed this project to fruition.

I'm proud to say that on September 18, 2018, my company, C3 – Crescent Commercial Corporation, closed the first ever auction on Industrialbid.com. For the record, it was an unmitigated success.

I know that this is not the first effort to address these issues that has been put forward. I know that this was not the only way to address the challenges we face. But I

can tell you this: whatever happens with this endeavour, it is already a major success.

We have changed the conversation with the third-party providers. We have brought to life a significant asset for our organization. We have simultaneously advanced our position and opened the door to a whole new set of opportunities for the IAA. Most importantly, we took action and we took the first step to leveraging the power and potential of this amazing association.





MY PRIVATE EQUITY JOURNEY

By Erik Tivin
Centurion Service Group

The auction business has been in my blood for as long as I can remember. The smell of cutting oil and the sound of crane wheels squeaking overhead with the crunch of metal chips under my feet makes me excited, when I get to hear it. Which is not often anymore. I am now use to the sound of monitors beeping and overhead pages for a doctor to dial an extension.

How I found myself in healthcare was a story I have told before, what has happened over the last seven years was a thing I never thought I would be able to do. It started on an airplane, sitting next to a guy who said he was in private equity. I really wasn't sure what it was or how it worked. I just knew it had to do with big pools of money and buying companies. He asked what I

did for a living. I told him what I did and that we had been growing at steady rate and had two warehouses in the US and how we were able to sell our goods around the world.

He was very intrigued that we were selling old discarded items from hospitals and found a place to sell them. I told him it was fairly common; many auctioneers have a steady flow



of goods from major manufacturing plants and machinery dealers regularly buy surplus equipment from plants as the plants buy new. All I had done was taken that idea and moved it to the medical business. The next thing I knew I had an NDA in front of me and a meeting scheduled for his partner to fly in and meet with me.

They were interested and ultimately

made me an offer. When I looked at the numbers with my accountant, and figured out what I wanted/needed, I realized that offer would not be enough. But it made

me think that I may had a real chance to sell the company somewhere down the road. So, I put my head down and set my mind to grow the business by finding new places to source goods with a regular stream of capital equipment coming out.

I reinvested in my salesforce and opened another warehouse to source customers, went to Manufacturers and worked out deals to handle their trade-ins, and that's when it got interesting. By doing that, I was able to smooth out the bumpiness of the auction industry. We were always waiting for the next facility to close, or to get through the

dry summer months when hospital people were on vacation. We now had a steady flow of goods and were able to schedule sales 12 months ahead.

I got a call from a college student looking to do a paper on entrepreneurship. I actually never saw the paper or read it, but four months later I received a call from a magazine wanting to do a write up on us. I really didn't know what Merger Mar-

kets Magazine was. Within two days of the article being published, I found out – it was a magazine directed to Private Equity firms and other financial institutions highlighting businesses.

“It started on an airplane, sitting next to a guy who said he was in private equity. I really wasn't sure what it was or how it worked.”

Over the next three years, as I grew, I would regularly get PE calls and sign an NDA here and there to see what the market was. I had a yearly “check in” call with Merger Markets and I learned to run my business not as a lifestyle company but as a corporate entity. I kept my personal expenses separate from business as the words “multiple of EBITDA” rang in my head.

However, we still weren't big enough yet. I kept asking myself, “How do I get over the next threshold?” I couldn't count on a hospital closing and I needed more stuff to sell. I





opened another warehouse and went hard to cover the US with sales people.

We were up to 30 consignment sales per year and that is when my profit got to the level to get the right people's attention. When I did my yearly check-in with Merger Markets, I was proud to report sales and profits.

Within a week I fielded dozens of calls and signed fourteen NDA's. My CFO was busy sending out numbers and fielding requests. I felt empowered and knew now was the time. The stock market was strong and PE firms were trying hard to find the next big thing. By February of this year, I was well practiced at negotiating what I wanted and had the right buzz words that the firms wanted to hear. As I had negotiated unsuccessfully five times in the last five years with five other firms. This time, I received two written offers and one was a bit higher than the other. The lower one was from a firm that specialized in the healthcare industry. So how do I prove to them that they need to match the higher offer?

I had my trusty accountant/advisor who had been working with me since the mid-nineties, he said let them fight it out. I told the healthcare firm I had a higher offer, I showed them we had just opened a fourth warehouse, now we will be conducting forty auctions a year and

then I showed them the model of the what I wanted to do going forward.

I assured them I would stay on to see this through and they also liked that, just like many in the auction business with a strong executive team, we were now a generational company as well with my son and son-in-law now in the business.

They matched the offer and away we went. I found myself a great lawyer, who specialized in transactions like this. We worked hard on both sides to make a deal that would be equitable, fair, and exciting for all of us. On June 13 of this year, I sold 75% of Centurion to 1315 Capital out of Philadelphia.

I have had to get use to reporting to a board, setting expectations, and moving at a lot slower pace than we do as auctioneers. But in the end, I believe it will be worth it. I am looking forward to doing the exercise again after we grow it, to sell it again!

I know I'm not the first to go down this road. Many companies in our industry have done this already or are publicly traded. This was the story of my journey – a journey that thirty-three years ago amid the squeaking crane wheels and metal chips under my feet, I never could have imagined. I would be happy to help our members who have questions about the pitfalls of the process or what firms are looking for.





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THE IAA SCHOLARSHIP FUND RECIPIENTS

by Terrance Jacobs
TCL Asset Group

The IAA Scholarship Fund started in 2015 and is another benefit of membership in the Industrial Auctioneers Association. By contributing to the fund during the year, IAA members can now provide their employees' children an opportunity to receive a monetary grant to be put

towards their education. In turn, we are truly "Giving back to those who have helped us to succeed." Eligible students must attend a recognized Post-Secondary Institution in the same calendar year.

Scholarships are not available to any person related to an





individual who has an equity ownership in an IAA member company or to anyone who is a Trustee of the Fund.

The Scholarship Fund is managed by the IAA Scholarship Board of Trustees who oversee all aspects of the Fund. In the short term, a percentage of the Fund will be allocated as grant money. The dollar value of the grants awarded will be determined by the amount of money in the Fund as well as how many applicants have been awarded a scholarship.

To date, 22 Scholarships totaling \$19,500.00 have been awarded to students.

The goal is to grow the principal amount in the Fund and to only give out a portion of the

interest earned on the principal in the Fund. Currently, the fund has a balance of \$36,000.00.

Applicants are evaluated on their academic performance, scholastic achievements, extra-curricular activities and any other factors relevant to his or her candidacy.

Funds are raised through IAA members annual early Auction Contributions, donations by IAA members in the form of a "Trust," and an annual IAA Scholarship Fund Draw. The Scholarship Fund Draw currently sells 100 tickets at a cost of \$100.00 each.

This year, the Board of Trustees received 5 applications, all of which were selected to receive a scholarship. This year's

recipients are Faith Kuzma, Arianna Bouchard, Sarah Johnson, Jack Cain and Thomas James.

\$1500 Scholarship Recipients

Sarah Johnson is currently at the University of South Carolina where she is studying Biological Sciences. As with some of our other applicants, Sarah is a straight "A" student. She plans to go to medical school and, join the Airforce. During the summer she worked as a server at a local seafood restaurant. During an extremely enjoyable conversation with her, I learned she once chased a customer out of the restaurant, who tried to avoid paying their bill! Her father, Gregory, works for Asset Sales Inc., as an Operations Manager.





Faith Kuzma is in her third year of post-secondary education and is currently attending Grand Valley State University where she is majoring in Natural Resource Management. Faith is also straight "A" student. Over the summer she worked full time at the local zoo as a face painter, turning kids into their favorite animals. She loves her job, especially watching the kids' reactions when they look at themselves in a mirror after she is done. Her favorite animal to paint is the tiger. Her sister Shelby, a recipient of an IAA Scholarship in 2016, is now married. Faith's father Steven is the VP of Finance at member firm Hilco Industrial.

Arianna Bouchard is currently at Boston University where she is majoring in Journalism. In

September, she took the opportunity to be part of a student exchange program and is currently studying in London, England. The program ends in December. She is in her third year and hopes to graduate early. Arianna's mother, Barbara, works at member firm Capital Recovery Group.

\$500 Scholarship Recipients

Jack Cain is attending the University of Iowa where he is majoring in Business. This summer he enjoyed himself during his internship working in the business analytical department for Google. His father, Christopher, works as a Sales Representative for member firm PPL Group LLC.

James Thomas is currently at Tarleton State University where he is studying Criminal Justice. His mother Martha works as a Marketing Director for Plant & Machinery Inc.

Congratulations to each of our scholarship recipients!

Editor's Note:

A special thank you to Terrance Jacobs and the Scholarship Fund Committee for their great work in reviewing the applications and organizing the raffle; and to all the members and spouses, who participate raising money and providing their support for our Fund.



COMMERCIALLY REASONABLE

**By David Fiegel
Blackbird Auctions**

Working for banks and other types of lenders can be a fantastic source of auction sales. When a borrower is unable to repay the lender under the terms of their loan, the collateral is typically sold to repay the debt (the factory full of stuff). Auction time! Sounds simple, right?

Your phone rings and on the other end is no other than Milton Drysdale from Commerce Bank in Beverly Hills, California. Recognizing the name and the immediate desire to win over Mr. Drysdale as a new

client, you are excited about the prospect of doing business with such a prominent bank. Mr. Drysdale tells his tale of borrower woe regarding Clampett Industries, stating they need an auctioneer to sell their collateral to recover the debt (it seems old Jed's Texas Tea wasn't the Black Gold it was supposed to be). Drysdale goes on to say that the bank wants to ensure the sale is "commercially reasonable," which is why they called you.

"Commerce Bank understands you are a professional



auctioneer with experience in selling factories full of stuff,” Drysdale exclaims on the phone.

“Yes sir, Mr. Drysdale. We have extensive experience in this. In fact, we sold a factory full of stuff yesterday and it went really well,” you tell your soon to be new bank client. With the assistance of Jane Hathaway (Mr. Drysdale’s assistant), you get through the paperwork with Commerce Bank and go about doing your auction magic to sell the assets of Clampett.

Fast forward to auction day, and it seems that the bank was under-secured — meaning that their collateral was worth less than what the bank was owed — which was evident when Mr. Drysdale’s eyes teared up at the end of the auction. An under-secured creditor is nothing new, and actually quite common in the secured creditor finance industry.

As for the auction: you did everything you normally do in the way of advertising, setup and operations — this was a textbook auction — but at the end, prices were “a little soft” (your words). Upon departing the auction site, Mr. Drysdale comments that the “market had spoken, and it is what it is.”

He also says that he wasn’t too concerned as Commerce had a personal guarantee from Clampett which they planned on enforcing – and we all know

Jed was a millionaire. Great for you. Maybe more auctions!

Not so long after the Clampett auction, you learn that you are being named as a party in a lawsuit claiming that your auction was not “commercially reasonable” (other claims are also likely). Lawyer up and swallow hard, this might not be easy. “Commercially reasonable” is the Improvised Explosive Device (IED) of the auction world, ready to blow up an unsuspecting auction firm without warning or notice. This IED explodes after your auction, and will sometimes stem from the existing relationship of the borrower and lender; something you had no part in. More commonly, however, is that the borrower believes that the sale was somehow not conducted properly — something you did have a large part in. Now that you have been dragged into this lawsuit, you will have to defend your every move: from the very first phone call until the last item was removed from the site. It can be a painful and expensive experience.

Collateral sales are often governed by the Uniform Commercial Code (UCC); a set of laws rolled out in the 1950’s that intended to standardize personal property transaction law among the states. Despite that goal, each state still maintains its own version of the code which will vary slightly from jurisdiction to jurisdiction.

Article 9 is a specific component of the code that governs security interests in personal property as collateral to secure a debt. When a debtor defaults on its obligation, the creditor may repossess and dispose of the collateral that secures the loan. Oversimplifying, a creditor can sell collateral in a public auction or private sale as long as notice is given and the disposition is “commercially reasonable.”

Despite its prominent place in the UCC and other commercial and contract law, “commercially reasonable” is not a precisely defined term. “Commercially reasonable” is interpreted in a very subjective manner, and often with different standards depending on the situation. With the standard of reasonableness as a foundation, defining commercial reasonableness requires a subjective test of what a reasonable person would do in similar circumstance (taking all factors into consideration). The litigation that surrounds all this is why it is painful and expensive.

UCC law attempts to provide a framework to determine if a sale was conducted in a commercially reasonable manner. “The fact that a greater amount could have been obtained by a collection, enforcement, disposition, or acceptance at a different time or in a different method from that selected by the secured party is not

of itself sufficient to preclude the secured party from establishing that the collection, enforcement, disposition, or acceptance was made in a commercially reasonable manner.” (U.C.C. Law § 9-627(a)). The key word in this section is the word “itself.” Price alone is not a sufficient metric in determining if a sale was commercially reasonable.

The Uniform Commercial Code also states that a disposition is commercially reasonable if it is made “in the usual manner in the recognized market, at the current price in the recognized market at the time of disposition; or otherwise in conformity with reasonable practices among dealers in the type of property at the disposition.” (U.C.C. Law § 9-627(b)). Please note each of these is a subjective component of the section, but the component that can harm the auctioneer is “in conformity with reasonable practices among dealers in the type of property...” This means that an auctioneer can be held to a higher standard than non-auctioneers in certain cases. When selling a factory full of stuff, an auctioneer will be held to a higher standard than if the bank simply complied with the minimal terms to satisfy the various provisions of the UCC and “quietly” sold the collateral. It seems odd: in our example, Mr. Drysdale hired you to ensure commercial reasonableness. Yet by doing so he inadvertently raised the

standard by which commercial reasonableness is measured.

Diving into case law on this concept is worthy of a college course, with many opinions on many lawsuits and many opinions that will conflict, depending on the circumstances of the particular case. In most cases, courts rely on the facts as presented with the burden of

“Lawyer up and swallow hard. “Commercially reasonable” is the Improvised Explosive Device of the auction world.”

proof placed on the plaintiff — in our example, this would be Clappett. (Leigh Co. v. Bank of New York, 617 Supp. 147, 153 (S.D.N.Y. 1985).

Below is an abbreviated checklist that can function as a general guide for a UCC sale, but it should not replace the counsel of an attorney in your jurisdiction:

- § 9-611 Before disposition, notice must be sent to:

Debtor;

Secondary obligors (guarantors); and

Secondary secured parties (if an authenticated claim is given to the creditor).

- § 9-612 Notice must be sent in a timely manner; a reasonable time is ten or more days before the earliest time of disposition.

- § 9-613 The notice must include:

Description of debtor and secured party;

Description of the collateral;

The method of intended disposition;

Statement that debtor is entitled to an “explanation” if there are unpaid debts/charges;

Time and place of public sale or date of other dispositions; and

Description of liability for deficiency.

- § 9-627(b) A disposition is commercially reasonable if it is made:

In the usual manner in the recognized market;

At the current price in the recognized market at the time of disposition; or

Otherwise in conformity with reasonable practices among dealers in the type of property at the disposition.



- § 9-627(a) A disposition is still commercially reasonable even if the amount actually obtained differs from what could have been obtained at a different time or with a different method.

- § 9-615(a) If collateral is sold, proceeds are given in this order:

Cost of the sale and repossession, administrative costs;

Principle and interest of the secured debt;

If there is surplus, to the secondary secured parties (if any);

If there is still surplus, debtor will receive remaining funds;

If there is deficiency, the obligor is liable; and

If debtor does not pay, creditor may sue to recover after giving debtor credit for sums received upon sale.

- § 9-610 A secured party may purchase the collateral at the sale.

For a public sale, there are no restrictions.

For a private sale, the collateral must be of a kind that is customarily sold on a recognized market or the subject of widely distributed standard price quotations.

The UCC provision in which a

secured party may purchase collateral at public or private proceedings is a great source of business for litigating lawyers. (U.C.C. Law § 9-610). Let's go back to our first conversation with Mr. Drysdale and imagine that he is with a hedge fund instead of a commercial bank. Let's also speculate that Mr. Drysdale's hedge fund has asked you to sell this collateral

“Lenders often think that by engaging an auction firm it guarantees a sale will be commercially reasonable.”

in bulk, and that, like before, they are engaging a professional auction firm to “ensure commercial reasonableness” in the process. This should be a red flag to an auction firm as it sets the table for conflict and litigation after the auction, especially when the lender credit bids and ends up owning the company. Old Jed Clampett won't take lightly to Drysdale's fund taking over his company, and you can bet there will be some downstream turmoil.

Ultimately, a secured creditor is the party responsible for ensuring that any sale of collateral is commercially reasonable, and,

as such, an auctioneer should avoid taking on this responsibility. (U.C.C. Law § 9-627(c)). This transfer of responsibility usually happens by contract between the lender and the auctioneer.

Lenders often think that by engaging an auctioneer or auction firm it guarantees a sale will be commercially reasonable. To their dismay, hiring an auction firm does not constitute commercial reasonableness, nor does an advertising campaign or any other single element. When hiring the auction firm, the secured creditor often passes liability for the commercial reasonableness of the auction to their agent auctioneer.

As a best practice and to help avoid this costly trap, make sure you don't allow your bank or other secured lender clients to pass any liability for the commercial reasonableness of the sale to the auction firm. A good start is by stating something along the lines of “the SELLER has complied with the relevant provisions of the applicable SECURED TRANSACTIONS LAWS, including but not limited to the satisfaction of all applicable notice requirements, and the SELLER otherwise shall ensure that every aspect of the SALE shall be commercially reasonable.” While this might seem contrary to why the bank called you in the first place, upon proper explanation, the bank should



understand and continue the engagement.

We should all be so lucky and include a Milton Drysdale and Commerce Bank on our list of bank clients served. As professional auctioneers, it's important to not let the bank expect the auction firm to guarantee commercial reasonableness in their sale. By better understanding the nuances of this confusing term, it's easier to explain to your bank that you'll do your best to maximize the value of their collateral without assuming the risk of guaranteeing commercial reasonableness. In most situations, it is not in the auctioneer's best interest to step into the bank's obligations as the secured creditor.

This article is not to be considered legal advice and parties are directed to seek counsel of a competent attorney specializing in secured creditor law to advise them on their particular business and circumstances.



24TH ANNUAL IAA Meeting & Conference

Naples, FL

November 15-18 2018



**INDUSTRIAL
AUCTIONEERS
ASSOCIATION**

Conference Section

Naples, FL

Insider's Guide to:

By Lisa Kisber
LKISStyle.com

When you think of South Florida, it's more than likely that the images that come to mind are the buzz and nightlife of Miami. Or maybe it's entitled snow-birds jockeying for position at the Cheesecake Factory hostess table in Aventura. Either way, it is likely definitively East Coast. Naples is a world away.

I-75 and head west, you enter another realm. The landscape opens up. The traffic, the bustle, the high-rise condos, all disappear into vast sky and wetlands. Within minutes of being on the road, civilization is forgotten and just beyond the shoulders prehistoric reptiles lazily watch the occasional passing vehicle.

As soon as you get on the After a couple of hours drive through Alligator Alley, the



Conference Section



Photo courtesy of Paradisus Los Cabos Resort

Photo courtesy of Ritz Carlton Naples Resort

landscape transforms again into the calm of the West Coast. Finally, at the farthest western reach is the beach; the perfect horizon stretches out into forever like the end of the world. Nothing but pristine sand and deep blue waters. Exhale. Relaxed. Calm. That's Naples.

The Ritz Carlton Resort Naples adds elegance to an already beautiful backdrop. Set right on the beach, the Ritz has private beachside cabanas and tons of water activities, including parasailing and kayaking. There are also beach rentals available for stand-up paddle boards, body boards and wave-runners. The Ritz also provides backwater fishing and offshore fishing tours. If relaxing on the beach isn't relaxing enough, you can head over to the Spa and treat yourself to a massage or facial. There is also a fully-equipped fitness center with

“The perfect horizon stretches out into forever like the end of the world.”

more than 20 group exercise classes per week.

The Ritz has plenty of great dining options, but if you're looking for to head out for brunch you should check out **The Claw Bar** on Saturdays and Sundays from 10:30 a.m.-2 p.m to taste the refined side of Naples, **The Dock**, 845 12th Ave. S., Sundays, 10:30 a.m.-2 p.m for a casual old Naples experience, or for a more classic café experience, **Jane's Cafe on Third**, 1209 Third St. S., is open all week long with brunch and lunch menus and a beautiful little garden courtyard.

For Lunch, head over to the **Turtle Club at Vanderbilt Beach**, 9225 Gulfshore Drive N., for elegant dining featuring locally sourced seafood and a beachside view or try the **Osteria Tulia**, 466 5th Ave S., for stylish Italian food.



Photo courtesy of Acre Restaurant



Conference Section

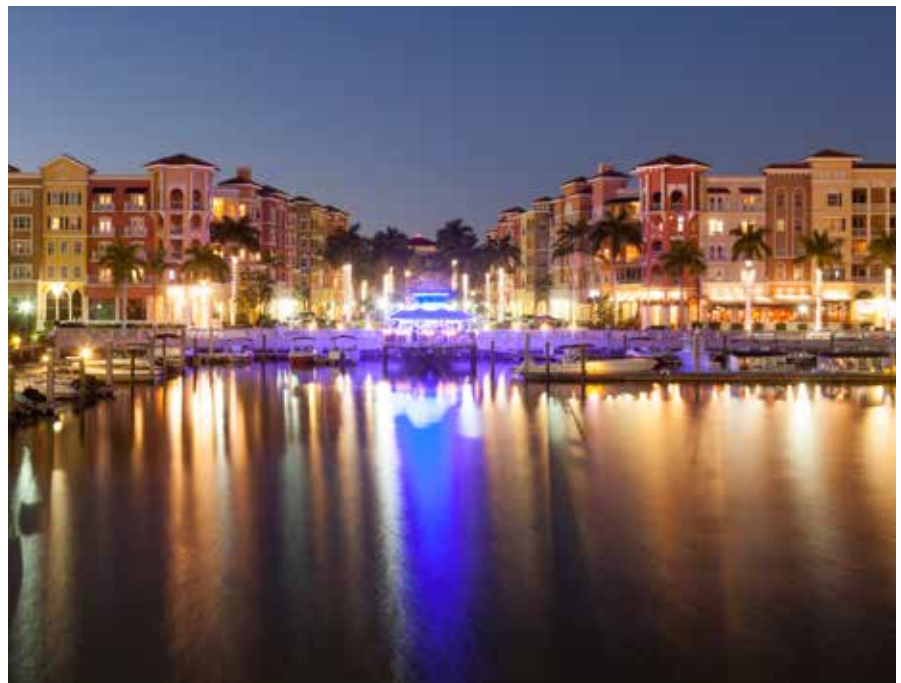
Naples has many spots to choose from for dinner. Some of the most interesting right now are **The French Brasserie Rustique**, 365 Fifth Ave. S., with cozy French food, **Timeless - an MHK Eatery**, 90 Tamiami Trail N., serving brick oven pizzas and comfort foods in a contemporary setting, **The Bevy**, 360 12th Ave. S., with a great outdoor patio, **Shula's Steakhouse**, 5111 Tamiami Trail N., for the best steaks in Naples and **Pinchers Crab Shack**, 1200 5th Ave S, a classic seafood shack, featuring exactly what you want to eat when sitting seaside.

While Naples is certainly not the same kind of scene as South Beach, there are still plenty of spots to unwind with a well-mixed libation. In general, you can cruise along **Fifth Avenue between 3rd and 9th Streets** for all kinds of bars and restaurants. For stylish modern American cuisine and great mixology try **HobNob Kitchen & Bar**, 720 5th Ave S #101. If a beautiful view of the sunset is improved by a great cocktail then check out **The Sunset Beach Bar & Grill**, 851 Gulf Shore Blvd N.

Naples boasts plenty of Shopping. **Third Street South** or **Fifth Avenue South** each have a wide array of galleries and boutiques. **Crayton Cove**, 1187 8th St. S., is in the heart of old Naples and you can find locally-owned shops and restaurants. If you are looking for

brand-names, the **Miromar Outlets**, 10801 Corkscrew Rd., is the place to go.

If you have some time, then you must take a stroll along Naples pier; it is particularly beautiful at sunset. To get a real taste of the everglades you can drive over to the **Corkscrew swamp Sanctuary**, 375 Sanctuary Rd. W. Naples also has some interesting museums, including **Rev's Institute**, which features automotive history and the **Baker Museum** of fine art, 5833 Pelican Bay Boulevard. If you want to lose yourself in nature visit **Delnor-Wiggins Pass State Park**, 11135 Gulfshore Drive, or **Bird Gardens of Naples**, 1060 Purple Martin Drive, featuring guided tours and over 300 birds from around the world.



Conference Section

Thursday, Nov. 15

1:00 PM – 4:00 PM
Meeting-Continuing Education
(CE)

4:30 PM – 6:00 PM
Board of Directors Meeting

7:00 PM – 9:00 PM
IAA Welcome Reception

Friday, Nov. 16

7:00 AM – 9:00 AM
Breakfast

8:00 AM – 9:00 AM
IAA Member Meeting

Saturday, Nov. 17

7:00 AM – 9:00 AM
Breakfast

8:00 AM – 12:00 PM
CE/Sponsor Presentations /
Annual General Meeting of the
Members

12:00 PM – 1:00 PM
Lunch

1:00 PM – 4:00 PM
Continue CE Meeting

7:00 PM – 10:00 PM
Dinner followed by Nightcaps

THE 24TH ANNUAL IAA CONFERENCE SCHEDULE

9:00 AM - 12:00 PM
Continue CE Meeting

12:00 PM – 1:00 PM
Lunch

1:00 PM – 4:00 PM
Continue CE Meeting

6:30 PM – 12:00 AM
Dinner followed by Nightcaps

Sunday, Nov. 18

At your leisure





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Aaron Equipment Company Inc. Buys and Sells Process and Packaging equipment globally. We have industry expertise in a myriad of industries including Pharmaceutical, Food, Plastic, Chemical, Rubber, Waste Water and Power Generation.

In addition to our retail channel Aaron has been very active in conducting online auctions. The major industrial auction companies value our expertise evaluating the marketability, valuation and finding collateral value on projects such as scrap revenue, rigging and demolition.

We have a strong performance record of delivering for our clients and partners!

Aaron is a world class marketer of surplus assets. We have email marketing lists that are

not commercially available to rent. Our sophisticated web expertise allows us to seamlessly coordinate marketing campaigns with our partners.

Our Auction partners appreciate that Aaron is a global company. Our staff can communicate in over 8 languages and we have offices in the United States and Europe.

This year alone we have conducted business in over 54 countries. We have the experience guiding customers and partners through the obstacles of government regulation and logistics.

The IAA has enabled us to meet and work with the best operators in the Industrial Auction business. Those who work with Aaron know we are easy to do business with and we work the deal!



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Aaron Kendell Packaging Equipment (AEK) is a new company combining the expertise, financial resources and global reach of Aaron Equipment Company and Kendell Equipment.

By combining the best qualities from these two companies, AEK will advise its clients on the availability of equipment from single machines to complete packaging lines.

K.C Christensen founded Kendell Equipment to be the premier dealer of used packaging equipment. He has over 20 years of experience in the packaging industry. He has personally been involved in over 10,000 machinery projects, toured hundreds of manufacturing facilities, and provided thousands of packaging equipment solutions to his customers. This experience and specialization, along with Aaron's diverse selection of inventory, puts AEK Packaging Equipment in a unique position to serve our customers' machinery needs.



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It is with a great deal of passion and pride that I, alongside the entire Bidpath team launched the new Industrial Auctioneer's Association Website & Portal (IndustrialBid.com) earlier this year. After much time and planning, this will continue to evolve with a focus on three key goals & objectives;

1. Building & perpetuating what we believe will ultimately become the busiest of traffic websites for IAA Members and their related auction & sale activities, the most comprehensive lot search engine and interactive bidding portal in the Industry, and with the most powerful and complete social media and SEO marketing effort - All in hopes of building and driving unparalleled buyer traffic to IAA member auctions, regardless of which bidding platform each member may use!

2. Building, providing, and protecting data that is exclusive to the IAA Membership!

3. And finally, give the individual members, should they so choose - a privately branded & superior bidding technology and tools for their auctions, at a group member negotiated rate - With all bidder data controlled and belonging to the Individual Member!

With this initial launch, we have worked very hard on designing the look, search features, calendar information and initial interactive format. We have begun the process of building the online presence, profile and have been working to aggregate as much data as we can, as quickly as possible.

Since our soft launch in early June we have listed 1650 Auctions with 790 catalogs consisting of 246,478 lots. We continue to add/build content daily, and while all members auctions, and most catalogs are now being listed automatically, we hope that we can speed up the process by receiving sale catalogue and information directly from each member as they become available so that the data can be published quicker, allowing us to drive more traffic to your auctions in a timely manner.

We believe this is truly a defining moment for the IAA and are honored to be a part of 'taking back control' of one of the most powerful industrial associations for machinery and equipment auctions and sales in the world!

We look forward to working with all of you, and we welcome your comments and feedback as we continuing on this journey to build and grow IndustrialBid for the benefit and future of the IAA Membership!



Platinum Sponsors

BidSpotter.com

BidSpotter is proud to be a Platinum Sponsor of the IAA again in 2018 and we look forward to continuing successful collaboration with this group of world leading auctioneers in the years to come. We believe that open dialog, knowledge sharing, and steady investment in bringing you more quality bidders from around the world sit at the heart of what we represent. The opportunity to discuss these things and more are why we are excited to be with you at the IAA Conference.

Investment

Providing an effective eCommerce marketplace requires significant investment and expertise. Optimizing for conversion is an ever-evolving task and we have invested **\$13m** in the last 2 years to ensure that BidSpotter continues to deliver meaningful return on investment (ROI) for auctioneers. We present detailed ROI reports to auctioneers which show how their spend with the platform and our digital marketing campaigns, deliver more than **200% ROI** on average and in some cases much more. Investment over the last 2 years:

- **\$2.6m** in Marketing to drive new bidders to the platform.
- **\$7.9m** in Engineering to bring new auction-specific optimization features such as pre-auction competitive bidding, improved search engine optimization and improved audio video broadcasts.
- **\$1.3m** to expand our Analytics Department, providing data-driven insights so auctioneers can make the best decisions for their business.
- **\$1.3m** in Customer Support including a dedicated Bidder Security Unit which works to flag fraudulent bidders before they sign up for your auction.

Achievements

BidSpotter is part of Auction Technology Group (ATG) - an international technology company that hosts and promotes over 1,000 auctions per month across the globe and helps to generate well over half a billion dollars in realized online hammer value for

the auction houses it supports.

In 2018 BidSpotter launched its white label bidding product for auctioneers. "We have long understood the desire for auctioneers to build their own brand and offer online bidding through their own site. Now, we are able to offer auctioneers the best-of-both-worlds; the ability to further build their own brand, while also harnessing all the benefits of the BidSpotter marketplace. Our new white label is a customizable, mobile-friendly bidding platform that provides catalog hosting, timed online auctions and live webcast auctions on the auctioneer's own site as well as on BidSpotter." John-Paul Savant, CEO, ATG.

Pre-auction competitive bidding was another feature BidSpotter released this year, giving bidders the opportunity to place a bid before a live auction starts and be informed as to whether they're leading or need to increase their bid to put them in the lead. Auctioneers using pre-auction competitive bidding have experienced a **28%** increase in the number of auction registrations, with registered bidders placing **51%** more bids.

Auctioneers with live webcast auctions now benefit from an improved media solution. We've enhanced the audio and video quality by utilizing state of the art encoding, for a crystal-clear picture and sharper sound. Bidders can use any device or browser to bid, which has seen a large increase in engagement from both existing and new bidders. Fundamentally, this is robust software that auctioneers can rely on.

Our goals are perfectly aligned with that of the auctioneer i.e. we are focused entirely on driving traffic to auctions and converting traffic to online bids and wins. We don't compete with you and we never will. Over the past year we have worked hard to become more transparent around the value we deliver both on auction and marketing performance. We are dedicated to further investment and additional product releases in the coming year, to continue to deliver incremental value to auctioneers.



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Most of Federal Equipment Company's clients have two concerns, which are often in conflict, regarding their surplus equipment projects:

- How much can it be sold for?
- How fast can it be sold?

Within our focused industry equipment verticals (pharmaceuticals, chemical, and plastics/rubber), we are experts at managing these expectations with the client and then ensuring those goals are met.

Our methods are simple.

- We know what the equipment is worth.
- We have decades of experience setting values of equipment for auctions and retail.
- We combine that experience with more than 60 years of sales history, industry relationships, and one of the largest inventories of equipment in the world.

Our strategy for success.

We know who will buy equipment. We constantly update our mailing lists with buyers through proactive advertising and promotion campaigns. We use multiple channels, including digital,

trade journals, direct mail, and telemarketing to promote our activities. Furthermore, our industry trade presence is larger than anyone else in the industry, which allows us to foster relationships across all of our industry-verticals, from equipment manufacturers to equipment operators. This also helps us build credibility among our clients and customers.

We understand our responsibilities within a global marketplace. Technology has made the world smaller and, at the same time, much more complex. Our clients trust us to sell their equipment ethically and responsibly, worldwide. We qualify our buyers through research and personal contact. We actively develop and maintain programs that focus our employees safety, security and import/export compliance. We anticipate our client's concerns and expectations in these areas and developed business processes to meet them.

Federal Equipment Company is the leader in pharmaceutical, chemical, and plastics/rubber surplus equipment marketplaces. Our knowledge and experience is unparalleled. Our diligence, network of contacts, and credibility sets us apart. We will meet or exceed all of your expectations.

We look forward to the opportunity to work together.



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Since 1932, Perry Videx has been a world leader in the purchase, sale and monetization of industrial processing, packaging and utility machinery and equipment for the Chemical, Pharma, Plastics, Paper, Sugar and Power Generation industries. Headquartered in southern New Jersey near Philadelphia, Perry now serves the world through wholly-owned offices in England, Poland, France, Czech, Russia, Ukraine Romania and Mexico. Perry is proud to be in its 4th generation of family ownership as Alexa Epstein is a principal member of the company's Plastics and Paper equipment groups.

Perry's core strengths include valuation, sales and marketing, inventory, worldwide logistics and a contact database as broad and deep as would be expected with over 82 years experience.

Perry's physical plant leads the industry with several hundred thousand square feet of indoor storage on a fifty-acre site in South Jersey (USA) and complete warehousing and rebuilding facilities in England and Poland. Perry enjoys one of the finest rebuilding shop capabilities in

the industry, with ASME code capacity and full mechanical and electrical competence.

Since the mid 1990's, Perry's Plants Group, based in France and operating globally, has filled an industry need as a provider of complete plants and systems for both relocation and use in place.

Perry logistical group has long been recognized as one of the best in the business and is well versed in complicated shipments of both full plants and individual pieces of equipment. The group is also fluent in international methods of payment including letters of credit and other forms of international payments.

Perry's contacts around the world with dismantling companies, freight forwarding and shipping companies are extensive. Perry has sales and administrative staff who speak 12 different languages and deal with international companies on a daily basis.

Perry has the knowledge, personnel and reputation that clients trust to protect their interests in every phase of the transaction.



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By now, we can all agree selling online is necessary if you intend to increase your sales, grow your buyer base, reach an international audience, and attract larger consignments. Creating your own e-commerce channel may sound daunting, but it doesn't have to be. Working with an experienced partner who is invested in your online success can have a positive, dramatic impact on your business.

As an established industry leader, Proxibid has helped more than 4,000 sellers connect with buyers from more than 190 countries in the most trusted online Marketplace for highly valued items like industrial machinery. Proxibid combines its robust technology with the most sophisticated risk management system in the industry to bring an online solution designed to help industrial auctioneers maximize their online potential. No other online partner is more committed to working with industrial auctioneers to provide products and services designed to help you grow your business. Proxibid is uniquely suited to serve industrial auctioneers. If your online partner does not offer the following benefits, they are not putting your business first.

Auctions for Auctioneers Only

At Proxibid, we are proud of our roots in the auction industry. Only accredited auction companies can hold auctions on Proxibid. While other online providers may allow dealers and OEMs to liquidate using their auction platforms, Proxibid's auction solution is for auctioneers only.

Robust Risk Management and Data Protection

Proxibid offers the industry's most comprehensive risk management solution, designed to ensure only qualified buyers can participate. Our system protects sellers from fraudulent buyers, monitoring the site 24x7 for unwanted activity. And, should any seller come to an impasse with a buyer in our system, Proxibid's dispute resolution team will work to resolve the issue. Online security is paramount to our team. Personal information is protected, and data is kept private. Our systems are 100 percent

PCO compliant. Additionally, Proxibid adheres to all GDPR requirements. Proxibid truly is the most trusted way to connect buyers and sellers of highly valued items.

Branded Solutions

We understand the importance of brand recognition. With Proxibid's branded solution, buyers can view auction inventory and purchase directly from your website, powered by our robust online bidding technology. This is a value-added service we are pleased to offer to all industrial auctioneers.

Competitive Rates

Proxibid offers a complete online solution at the most competitive rates in the industry. No other online provider offers value-added services like logistics services, personal account management, training, and the highest level of customer support available.

Powerful Marketing Solutions

Proxibid's experienced marketing team executes promotional campaigns across email, digital, and social channels to put your auctions in front of millions of consumers each week. The team employs industry-leading search marketing strategies to help buyers find your inventory where they are—online. Our results-driven approach means Proxibid marketing consistently outperforms industry benchmarks including open rates and click-through performance, leading to higher online sales for our sellers.

Proxibid is committed to offering the most comprehensive online selling solution. As the most trusted destination for buying and selling highly valued items, like industrial machinery, we are proud to work with the Industrial Auctioneers Association to provide industry-leading products and services specifically designed with your business in mind.

Work with a partner that puts your business first. Proxibid is ready.

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Software for Auctioneers

We understand the nuances of auctions. We know that no two deals are the same. We are aware of all the moving parts involved in getting an onsite auction to come together on a tight time frame. We understand this business so we built Wavebid to make YOUR life easier.

Auction Set-Up:

Wavebid is cloud based which means your catalog information is available to anyone who has permission, regardless of their location. When a photo is taken onsite, it is immediately available in the office for marketing. Updates and changes to the auction catalog can take place anywhere. We automatically push auction information to leading bidding platforms like SAM, Bidspotter, and Proxibid.

Auction Accounting:

Too many auctioneers rely on outdated clerking and accounting software that is bug prone and vulnerable to hacking. Wavebid is cloud based so everyone is always on the same page in a secure environment. Accounting and invoicing are updated in real time. Get immediate updates on collections or running sale totals no matter where you are.

Websites for Auctioneers

Your website is your **greatest salesman**. It works 24 hours a day, doesn't take sick time and never complains. You also don't have to pay it a commission.

Auction Websites are Different

Auction websites require dynamic content that is often updated daily with new auction information. Did you know it can happen automatically?

Keeping auction information coordinated and up to date online is a challenge for many companies. AuctionServices.com builds websites exclusively for the auction industry and has remedies for the hardest issues. Additionally, we optimize websites for SEO and user experience to draw in and satisfy buyers and sellers.

The core of most websites is the auction calendar. We have integrated the tools from Wavebid to create the most popular auction calendar in the industry. All of your auction info is in a single place so your website, bidding platform and online marketing channels can be in sync with each other automatically.



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