

The Official Journal of The Industrial Auctioneers Association

# The Podium

FALL 2020

2020

## ALSO INSIDE:

The Unique World of Industrial Printing  
Committing to Success... and Succession  
Mastering One's Vocabulary  
Journey From Mission Street to Wall Street  
The IAA Scholarship Fund Recipients  
Selling seats at Arrowhead



[www.industrialauctioneers.org](http://www.industrialauctioneers.org)

# ATG IS CLEAR IN ITS COMMITMENTS TO AUCTIONEERS.

- 1 We build robust, secure, feature-rich auction marketplaces which are optimized to convert traffic into customers for auctioneers.
- 2 We execute high impact digital marketing activity to grow the global bidder base for auctioneers.
- 3 We provide business intelligence to deliver online auction insights to auctioneers.
- 4 We provide best-in-class bidder and auctioneer support.
- 5 We commit unrivalled investment to future-proof the auction industry for auctioneers and **never compete with them.**

Read our Podium article to find out how ATG has backed up these commitments in 2020.

## YOU ASKED, WE LISTENED.

We have received requests from auctioneers to deliver technology advancements, improve auction analytics and expand the global buyer base.

We have invested heavily into the industry to bring Proxibid, Wavebid and Auction Mobility into the Auction Technology Group.

Integrated systems means lower running costs, reduced admin and better full-service offerings to drive top-line growth for auctioneers.

## NEW THIS YEAR - PROMOTE BIDSPOTTER TIMED AUCTIONS IN PROXIBID NEWSLETTERS.

Live and Live Online Only Auctions that have been dual listed across BidSpotter and Proxibid have seen an average of **52%** more registrations. Contact [sales@bidspotter.com](mailto:sales@bidspotter.com) or call **253-858-6777** to learn more.



**INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION**

# **THE ONLY ASSOCIATION COMPRISED SOLELY OF INDUSTRIAL MACHINERY & EQUIPMENT AUCTIONEERS**

IAA auctioneers sell more than one billion dollars worth of machinery and equipment annually from virtually every industry and every part of the world.

**No machinery is  
too specialized.  
No industry is too  
obscure.**

[www.industrialauctioneers.org](http://www.industrialauctioneers.org)

[www.industrialbid.com](http://www.industrialbid.com)

1-800-805-8359



**INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION**



# FEATURE



## COMMITTING TO SUCCESS... AND SUCCESSION

10 / David Muslin commits to doing more by doing less.



## MIND YOUR P'S AND Q'S

14 / Thomas Gagliardi, Jr. takes a deep dive into the idiosyncrasies of selling printing equipment.

## IT'S THE END OF THE WORLD AS WE KNOW IT...

18 / Jasen Kisber looks ahead



## FROM MISSION STREET TO WALL STREET

22 / Ross Dove reflects on the road he travelled.



It's the  
**END** of the  
a

**R.E.M.**  
1987

# ARTICLES

**The  
Podium**

FALL 2020

## MASTERING ONE'S VOCABULARY

26 / Robert Levy shares an early life lesson learned from a true master.



## FOURTH AND ONE

30 / Riley Maccracken turns a Hail-Mary play into success for Jackson County.



## ...I FEEL FINE

to the unimaginable future..



## THE IAA SCHOLARSHIP FUND RECIPIENTS

35 / Terrance Jacobs introduces this year's IAA Scholarship Fund recipients.



# DEPARTMENTS



## **7 / LETTER FROM THE IAA PRESIDENT**

## **9 / LETTER FROM THE EDITOR**

## **38 / 2020 IAA (VIRTUAL) MEMBERS' MEETING GUIDE**

Everything you need for the 26th Annual IAA (Virtual) Members' Meeting.

## **39 / INSIDER'S GUIDE TO YOURLIVING, RM**

LKISStyle.com's Lisa Kisber explores food, fun, and a little retail therapy.

## **42 / 25th ANNUAL IAA MEETING & CONFERENCE REVISITED**

Photos from the 2019 IAA Meeting & Conference in Scottsdale, AZ.

## **43 / 2020 IAA (VIRTUAL) MEMEBRS' MEETING SCHEDULE**

A breakdown of all the events at this year's IAA (Virtual) Members' Meeting.

## **44 / PLATINUM SPONSOR SECTION**

Insights from our Platinum Sponsors.

## **52 / CURRENT IAA MEMBERS LIST**

List of all our members and their websites..



# LETTER FROM THE IAA PRESIDENT



Erik Tivin  
**IAA President**  
Centurion Service Group

**W**elcome to our crazy Covid year. 2020 finds us all in a unique situation. Early on during this pandemic not knowing what to expect next. What we could and could not do for business meetings, inspections and auctions, we all faced obstacles we had to navigate.

I am sad that this year our amazing annual membership meeting is just another Zoom event. I think we are all navigating our way through this, and as time passes and the deals that are sitting out there to be done age, our services will be needed more than ever.

With the news of a possible vaccine and the calendar year ending, I personally believe that 2021 will be the year of the auctioneer. Our services from inventories, valuations to

liquidation will be needed then more than ever before.

With the association's members having such a deep understanding of so many different industries, we will be able to collaborate and excel together.

On a brighter note, our European expansion remains strong. Our Scholarship Foundation continues to supply scholarship monies to the children of employees of our member companies to attend schools and universities, even if the classes are on zoom.

I would also like to thank our sponsors, which have remained strong throughout this strange year and continue to support us both as an association and as individual IAA members.

I am looking forward to hosting

our meeting next year in Cancun MX at the beautiful Nizuc Resort and seeing you all in person again.

The IAA continues to grow as a truly worldwide association of companies, providing the best services in all modalities of the auction industry.

I appreciate the camaraderie of our membership, sponsors and friends. Using our salutation of Stay safe and Healthy,





© 2020 Industrial Auctioneers Association

**PUBLISHER, EDITOR & DESIGNER**

Jasen Kisber  
C3 - Crescent Commercial Corporation

**ARTICLE CONTRIBUTORS:**

Ross Dove - Heritage Global Partners, Inc.	Jasen Kisber - C3 - Crescent Commercial Corporation
Thomas Gagliardi, Jr. - Thomas Industries, Inc.	Robert Levy - Robert Levy Associates, LLC
Terrance Jacobs - TCL Asset Group	Riley Maccracken - Schneider Industries
Lisa Kisber - LKISStyle.com	David Muslin - PPL Group LLC

**PHOTO CONTRIBUTORS:**

Robert Levy - Robert Levy Associates, LLC p. 29  
Andrea Pauson - Industrial Auctioneers Association, p. 42-43

---

**President**

Erik Tivin  
Centurion Service Group

**Vice President / Treasurer**

Shira Weissman  
Rabin Worldwide, Inc.

**Secretary**

Duncan Ainscough  
Gordon Brothers Europe

**DIRECTORS**

David Fiegel  
Blackbird Asset Services, LLC

Nick Dove  
Heritage Global Partners, Inc.

Aaron Morgentstern  
Harry Davis, LLC

Jasen Kisber  
C3 - Crescent  
Commercial Corporation

Terrance Jacobs  
TCL Asset Group

**HONORARY BOARD MEMBERS**

Stephen E. Comly  
Comly Auctioneers & Appraisers

William J. Firestone  
Capital Recovery Group, LLC

William J. Gardner  
The Branford Group, LLC

Kyle Rosen  
Rosen Systems, Inc.

Scott S. Swanson  
Barliant Auctions, Inc.

**EXECUTIVE DIRECTOR**

Andrea Pauson  
Industrial Auctioneers Association

# LETTER FROM THE EDITOR



Jasen Kisber  
**C3 - Crescent Commercial  
Corporation**

**T**his is a rare occurrence. In fact, I can't recall if we have ever done what we are doing in 2020 before. To be honest, I'm not sure why we haven't. While I recognize there are many things we're doing in 2020 that we have never done before, I am referring to this publication. This will mark the first time, in a long time, possibly ever, that we will be sending a hard copy of this journal to every single principal of every single member company and sponsor of the IAA. And that is a big deal.

In the past, a hard copy of THE PODIUM was given to all attendees of our annual meeting. There have been occasions when we have mailed out copies of THE PODIUM to other associations. I can recall one year where our distribution topped 1000 copies. But ultimately, our primary audience is our members and sponsors.

Alas there is no in-person meeting this year, only a virtual one and so we had to make a

decision. What do we do with THE PODIUM? We considered just distributing it digitally, but we just couldn't resist the opportunity to get a physical copy in your hands.

So I'd like to welcome all our members, particularly those who have not attended our annual meeting in the past, and consequently have never had the chance to receive a physical copy of our publication.

Allow me to introduce our association journal. THE PODIUM existed for many years as a newsletter and in 2009 we transformed it from a 4-page handout, to a full-fledged magazine. Now in our second decade, we have been fortunate to have the amazing participation of members, who write all of the featured articles and our sponsors, who you can read all about in our Platinum Sponsor Section (p. 44).

This year we have some terrific contributions from some of our long-standing membership,

including Ross Dove, who contemplates his incredible journey in the auction business in "From Mission Street to Wall Street" (p. 22); David Muslin, who looks at succession in "Committing to Success... and Succession" (p. 10); and Robert Levy shares a lesson learned from sculpture, Henry Moore in "Mastering One's Vocabulary" (p. 26). Thomas Gagliardi, Jr. provides insights into selling and appraising industrial printing equipment in "Mind Your P's and Q's" (p. 14). Riley MacCracken demonstrates the creativity of our business in "Fourth and One" (p. 30). Terrance Jacobs gives us an update on the IAA Scholarship Fund and introduces this year's recipients "The IAA Scholarship Fund Recipients" (p. 35). I felt compelled to say more than I could on this page reflecting on the many revelations of 2020 - "It's the End of the World as We Know It... I feel Fine" (p. 18).

And even though we won't be travelling to an amazing destination to gather for our annual meeting, Lisa Kisber brings amazing shopping, culture, and food to you in her "Insider's Guide to Your Living, RM" (p. 39).

Whether it's your first time or you've been reading our pages for a decade, I hope you enjoy the Fall 2020 edition of THE PODIUM! I hope to see each of you soon!



# Committing to Success...

## *and Succession*

**By David Muslin**  
**PPL Group LLC**

Everyone in this industry knows that I love deals. Boats too, and old muscle cars. But I'm a deal junkie first and foremost – it's the chase, the challenge, the creativity, the collaboration, and the winning that gets me fired up.

Over the years, as PPL has grown from "two guys, a plane and a checkbook" into a company that does auctions, lending and buys notes, real estate, and operating companies, we've hired the next generation of smart, young, motivated

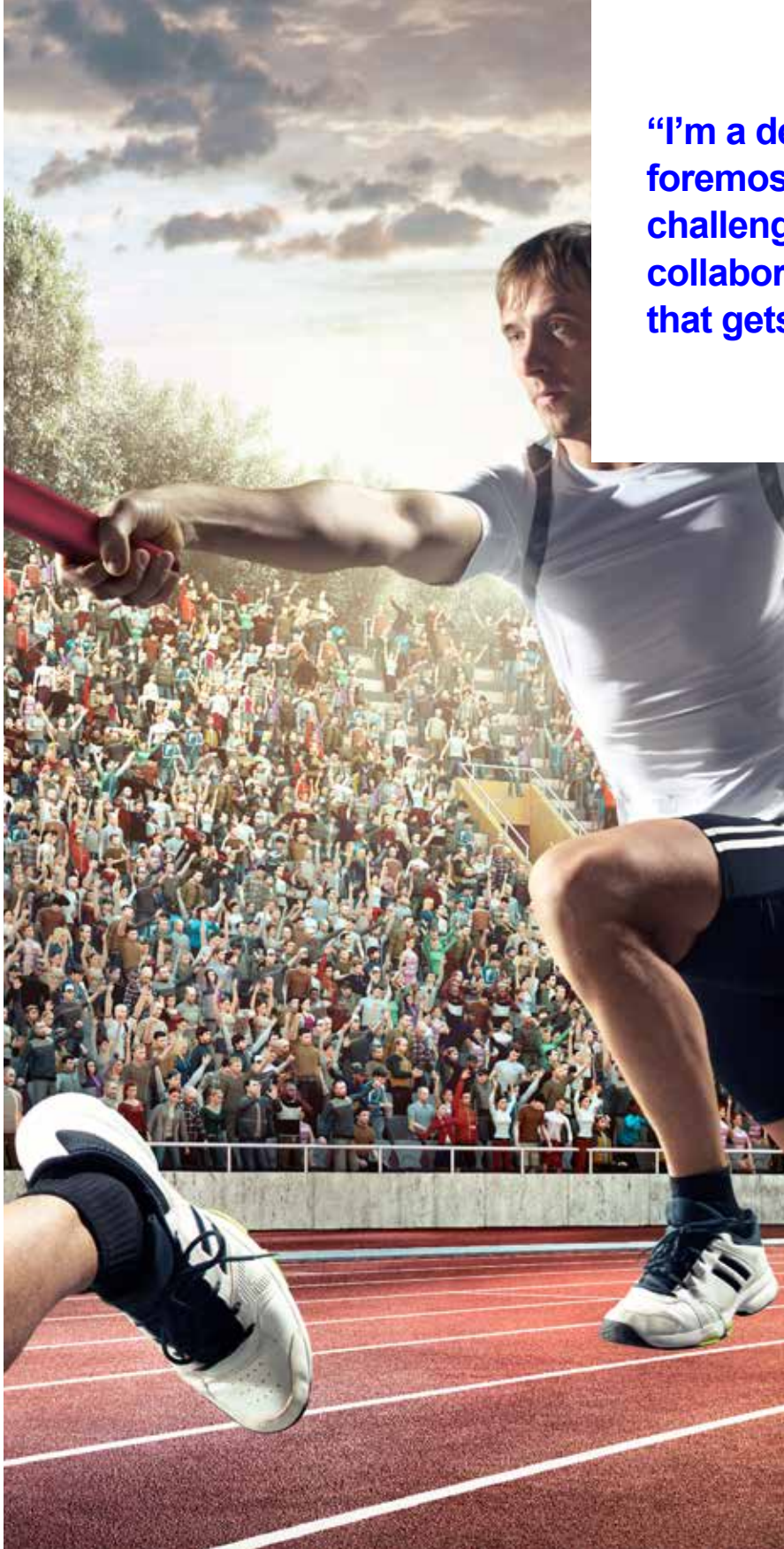
dealmakers. Helping them evolve has been exciting and deeply satisfying for me.

It's also solidified my desire to see this company grow and thrive, without me having to always be at the helm. I am committed to perpetuating the business.

This means providing ownership opportunities to the next generation, which we're doing. It means securing additional funding to continue growing our loan portfolio and buying







**“I’m a deal junkie first and foremost – it’s the chase, the challenge, the creativity, the collaboration, and the winning that gets me fired up.”**

which we’re doing. It means that I do a little less deal-chasing myself and more mentoring - that one I’m working on. And it means building partnerships in new ways, while staying close with those of you who I’ve known for decades.

I’m also committed to keeping our auction business strong. I’ve loved the auction business ever since I was a kid, touring factories with my stepfather Lester Winternitz, and his nephew, Michael Ackerman. Auctions will always remain central to what we do.

This hasn’t been an easy process, and it’s pushed me outside my comfort zone. But in truth, it’s the most important deal I’ve ever done.

Lastly, it’s vital that... hold on... someone’s calling about a deal – gotta go.





## Retail Liquidations Appraisals Industrial Auctions



Partners for your Business  
for over 80 years.



Across Canada  
and the world.

**C3 Crescent**  
Commercial Corporation  
Auctioneers & Liquidators



[www.c3.com](http://www.c3.com)



# MIND YOUR P'S AND Q'S

**The Unique World of  
Commercial Printing Auctions & Valuations**

**By Thomas Gagliardi, Jr.  
Thomas Industries, Inc.**

**T**he first printing presses changed the world. The language of printing has become integrated into our everyday language – “cliché”, “typecast”, “stereotype”, “make an impression”, “coin a phrase”, and “mind your p’s and q’s” all have their origins in the printing process. But as it pertains to the resale of printing equipment, the print industry remains unique.

There are eighteen industries that fall under the manufacturing sector under the NAICS classifications. Of those eighteen industries all but one is considered a “matured manufacturing industry” and as you probably have guessed- it is the print Industry. When we refer to a “matured manufacturing industry”, we are talking about the technological manufacturing advances of the equipment used to manufacture the

products within each of the eighteen industries: plastics, metal working, woodworking, etc. Thus, the majority of the equipment used outside of the print industry has stabilized both in physical structure and technological advances. The sale/valuations of the equipment used in these industries parallel the economic conditions primarily of the United States economy as the majority of equipment resales stay within the US.

When we switch to the Printing Industry, we are dealing with a totally dynamic printing methodology that has basically started since the early 80’s starting with DTP (Desktop Publishing). On the heels of DTP, the explosion of the internet followed in the 90’s and the introduction of digital printing. These technological advances collectively became a substitute



for all forms of printed information covering everything from books to periodicals, newspapers, catalogs, car instruction pamphlets, advertising, just to name a few.

As we fast forward, the demand for customization, speed, shape, size, and personalization has created exponential technological changes that continue today, but not without taking its toll. In the late 90's, there were around 38,000 commercial printing establishments with \$80 Billion in revenue. In 2020, we have approximately 26,000 printers with \$75 Billion in revenue.

We do not see growth in the number of printing establishments and more than likely the net number of printing establishments will continue to decrease resulting from excess capacity and a continuum of technological advances.

Where the Printing Industry resale value of equipment differs from other industries is that the technological changes have impacted equipment values to the point that a ten-year old CNC machine tool may only be worth scrap or component value. Conversely, in the print

industry, if the equipment is still fully functional, not technologically obsolete and OEM supported, there is resale value for print industry equipment even twenty to twenty-five years-old that is being replaced by more advanced technology. So where is the demand for this equipment coming from?



**“In 2020, we have approximately 26,000 printers with \$75 Billion in revenue.”**

We are the benefactors of worldwide countries that are not as advanced, whose print requirements are also not as advanced and welcome this technology as it is in most cases more advanced than their current equipment. In 2019, we

sold to over forty different countries outside of the United States, the majority of which are developing countries.

Where the Printing Industry also varies from most of the other seventeen industries is that the auctions from complete printing plant closures typically involve two or three key pieces that represent anywhere from 50% to 75% of the total value of the plant. These pieces can be anywhere from \$200,000 up to \$2,000,000. The purchase of this type of printing equipment whether it is digital, flexographic, sheet, or web at that price range requires some level of inspection and in most cases a complete GATF (Graphic Arts Technical Foundation) print test. In some ways, it is basically the same as if these pieces were sold by private negotiation.

Doing a full print run is very complicated when dealing with a plant that is closed. Typically, plant closures result in less maintenance, less cleaning and, therefore, require a very experienced auction crew with more than just the generic capability of hanging a tag, advertising, and attempting to sell a press. At the higher dollar levels, it is



also important for the auctioneer to have the ability to provide turn-key installations on a worldwide basis.

As a result of the small number of annual nationwide print auction/liquidations, it is very important when an appraisal or potential plant auction is being scheduled to verify what else is being offered. It is critical to know if comparable equipment is coming to market, as the print industry does not have the depth of buyers to absorb multiples of similar equipment without impacting the sale prices. The first sale of comparable equipment often sets the price level for subsequent resales.

Lenders often ask for five to seven-year residual values, which can easily be done in the other industries. Unfortunately, this is much more complicated with printing equipment. The print industry has new technology emerging every year. For example, Digital Printing, which has gained market share since its inception, has had constant changes in technology every year. New OEM's have entered, left, or merged with other OEM's. As

a result, the resale values have decreased significantly each year simply because newer and faster Digital Presses are developed and have come to market. Every four years, the world's largest print show, Drupa, takes place in Germany, at which time new models are introduced, which further



**“Lenders can be secure in their asset-based loans, but even then, their advance level should be 15% less than other manufacturing categories.”**

impacts the resale of older models having fewer capabilities. With experienced and proper analysis of current and future market trends, lenders can be secure in their asset-based loans, but even then, it is suggested their advance level

be 15% less than other manufacturing categories.

Future growth for the printing industry will likely be through a non-organic combination of companies acquiring a competitor's book of business absorbed within the buyer's facility and a sell-off of the Seller's assets.

The unique nuances of the print industry, the large-scale equipment, and relatively small market mean that appraisal values and auctions in the print industry do not have the same generic application of other industries. While there is always a degree of specialized knowledge required for appraisals and auctions in each industry, the print industry is different. To really maximize returns requires a company that is exclusive to the print industry 365 days a year and has deep knowledge of the demand for the equipment and understands where it

will sell best. To coin a phrase and put it in print terms – If you don't want to be a cliché, mind your p's and q's and look past the stereotypical auctioneer and find a typecast auction company to ensure that your sale makes an impression.





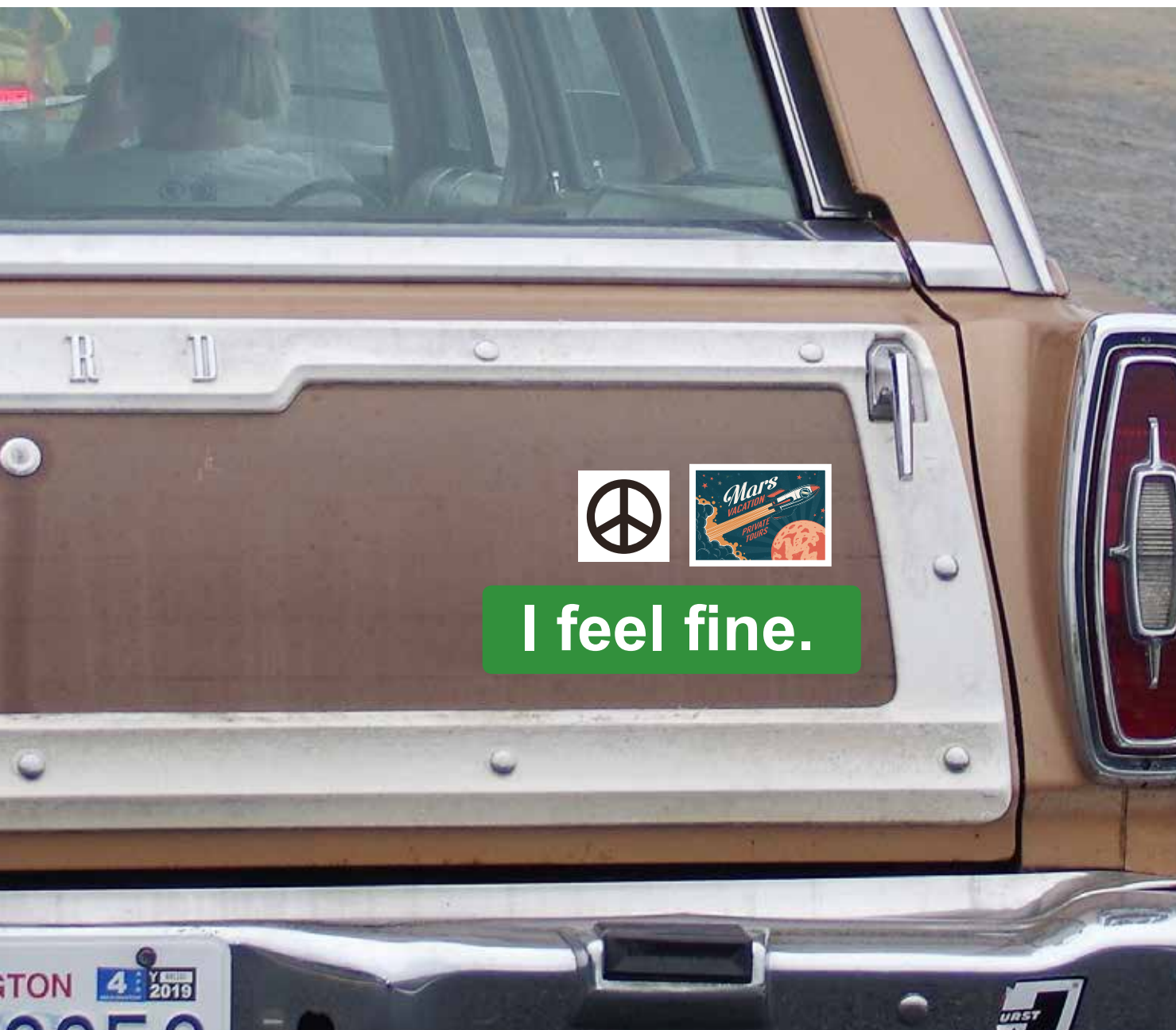
**By Jasen Kisber**  
**C3 - Crescent Commercial Corp.**

I spent a decent part of my high-school life trying to learn all the lyrics to R.E.M.'s alt-rocking stream of consciousness. At the time, it seemed like a sardonic or sarcastic satirical rant at the state of the world. I never considered that it would be so relevant to my life. Although, Michael Stipe was wrong about

the cause - it didn't start with an earthquake. It started with a bat in a wet market in China. Definitely not as visceral or as rousing. His sentiment was bang on. And I'm sure that Lenny Bruce still wouldn't be afraid.

2020 has been a year of real change. I know, I know, people

say that about every year. There are always trends and movements. Crisis and resolutions. But the emergence of a trend or the call for change just isn't the same as what we have experienced in this year. We have seen a seismic shift. Hey, maybe Stipe was right about how it starts. Just not so literal.



The Coronavirus Covid-19 has been an earthquake in our lives. It has forced changes in parts of our daily lives that have been the same for decades and, but for this event, were not likely to ever change dramatically. In 2000, people were talking about shopping moving online, but it never really materialized; people like their brick and

mortar stores. E-Commerce certainly has expanded over the last two decades, but nothing like the last 8 months. Video chat was for saying hi to the grandparents or long-distance dating, not running your business. Now, suddenly, everything is online – groceries, take-out, banking, meetings, conferences, cocktails, birthdays, bar

mitzvahs, weddings, concerts, doctor appointments.

And the rise of e-Everything is just the tip of the iceberg. There have been all kinds of knock-on effects of dealing with this pandemic. We've seen a retail apocalypse or, at the very least, a retail collapse of brick and mortar. The rise



of work-from-home. Offices – a thing of the past? OK maybe not entirely. What about open concept offices? Shared offices? And what about dress-pants? Zoom-formal is all about business up top and casual below. The fall of the large dining room restaurant. The rise of the take-out pizza parlor. Outdoor seating. Is communal dining dead? The stock market's resilience seems impossible. Negative oil prices had nearly no effect on the market. Does that mean oil

login to class on Zoom.” A year ago, if I told one of my kids that they weren't going to school, they would have jumped for joy. Now, they break down and cry and beg me to go to school.

So much of my daily work-life has changed. I've spent the last 15 years sharing an office with my father. Now I'm working from home. I've spent the last 15 years on planes to random locations inspecting assets. Now I'm sitting in my

driving distance. I always ate lunch out. Now I only eat lunch in. So much of my work-life has changed that I can barely imagine it going back. And that's the point.

The interesting part, and I never would have said this a year ago, but as auctioneers we are well-positioned. That may seem like a crazy statement given the fact that we still have debates about mailing flyers and when the asset value is high, there



prices don't even matter anymore? An incredible amount of stimulus has been dropped into the economy. Is this the end of low interest rates?

Masks, contact tracing, hand-sanitizer, social distancing – the way we contract and spread viruses has never been more central to our consciousness. A year ago, if one of my kids woke up in the morning and told me they didn't feel well, without a fever, I would have forced them to go to school. Now, I say, “No problem, stay home and just

**“When you have a million-dollar bet riding on a single, unchangeable auction day, what do you do if there is a snowstorm? Or a pandemic?”**

living room on Zoom inspecting assets virtually. On occasion I go to physically inspect assets, but they are all in

is always a piece of you that thinks it would sell better at a live auction. But it's true. We are well positioned. No matter how sacred printed brochures and live auctions are, we have all spent the last decade getting comfortable with digital marketing and online auctions. I can't say for sure, but I don't believe there is a single auction company in the IAA that only does live in-person auctions. Our customers are used to digital marketing; they may not all prefer it, but they are used to it. They're used to buying



at online auctions. They're used to transacting online. Of course, we have had to deal with many new restrictions and regulations, but we didn't have to reinvent the way we conduct auctions.

I'm not used to working from home. But I am used to working from not-in-my-office. I spend half my life on the road and while it is strange to not be travelling, it is perfectly normal to be working from some

for decades. The whole concept of an online auction is an answer to the force majeure question. When you have a million-dollar bet riding on a single, unchangeable auction day, what do you do if there is a snowstorm? Or a hurricane? Or a pandemic?

We all remember the end of a bubble, the collapse of a trend. But it's so rare that we can all clearly identify the beginning of significant change. Some of

Stewart Brand framed it so well, "The present moment used to be the unimaginable future." We are in a unique place where there was a sharp end to what was, but there is a delayed start to what will be. I can't tell you what the world is going to look like post-pandemic. I know it's going to be different than what was before and not completely different to what is now.

Nostalgia and comfort have kept alive many of the practices



random location. Right now, the random location just happens to be my living room... and occasionally the kitchen. My team is used to working from multiple locations. Usually, if we are all in the office at the same time it means we're having a bad month. In March, when Quebec went into lockdown, we closed up the office and just kept doing what we always do.

Many of the issues that businesses face today are issues that we have been dealing with

**"The Present used to be the unimaginable future. - Stewart Brand"**

that is because change happens both incrementally over time and rapidly. Usually when most of us realize that there has been a tidal shift in the market, it is after the wave has hit. Maybe, if we are lucky, we can jump on and ride the coattails. Author

in our industry, while trends in the market have slowly pushed us to adapt. However, in the face of sudden, unexpected, forceful change, it turns out, as auctioneers, we were already adapted. This is an opportunity.

It's the end of the world as we know it.

It's the end of the world as we know it.

It's the end of the world as we know it. And I feel fine.

-R.E.M. "Document" (1987)  
I.R.S. Records



# From Mission Street to Wall Street



**By Ross Dove  
Heritage Global  
Partners, Inc.**

**T**he old days don't feel as old as I do. Once upon a time, my grandfather and father had a warehouse in a San Francisco barrio. We were the premier night club and restaurant auctioneer. The day I started, my first task was to go to Avis truck rentals and then head over to Macy's and pick up 700 cash registers. But I was told they were really heavy, so it was suggested that I go around the block next to the social security office and find "casual labor." The advice I was given was to get strong guys since the registers were heavy...

It wasn't glamorous, but I was proud the family took me in. I didn't care (or even know) we were the little guys in the industry, because the work was honorable and real, and I was really delighted that I had my first business card. Neither my Grandpa nor my Dad cared about business card titles, because if they did my card



**“This year we landed on the  
NASDAQ. We are proud to say  
that we got to ‘ring the bell’.”**



would have read “kid helper.” With more luck than brains, we survived for a bit and then came the Osborne Computer Corporation bankruptcy. Lucky for us accidents happen, and we got hired. Kirk Dove, a rising star at Merrill Lynch at the time, saw the future and together we became “high tech” Silicon Valley auctioneers, and our journey began. You all know the fits and starts, the really up and really down DoveBid times, and the (good and bad) lessons we learned from growing too fast and acquiring many IAA companies. We started back up again as Heritage and this year landed on the NASDAQ. We are proud to say that we got to “ring the bell.”

But the NASDAQ is for investors. The auction business is still dominated by family firms and hard-working professionals that have proven over and over that we are responsive to changes and come together as industry peers to accept and embrace challenging times.

I am not retiring, but it's now my turn to listen more and say less. From Mission Street to Wall Street my family made that journey and a heartfelt thanks goes to all of you who partnered with us on that ride and embraced our restart at Heritage with support. Although little Heritage is now on Big Wall Street, we're still a family shop. We are always ready to lend a hand or lift a cash register.





**CENTURION**  
SERVICE GROUP

**EQUIPMENT  
DISPOSITION  
SERVICES**

## **World's largest medical auction house**

Live on-site and online auctions

Timed online auctions

Licensed auctioneers

6 Warehouses | 300,000+ sq. ft.

***Thousands of buyers from around the world!***

## **We Take Care of It**

Asset & facility inventories

Value verification

Certified appraisals

Facility clean out

Hospital & surgery center close out and relocation

***\*FROM ONE PIECE TO WHOLE FACILITIES\****

**LIQUIDATION  
SERVICES**

**ASK A CENTURION REPRESENTATIVE HOW WE CAN HELP YOU TODAY**

info@centurionservice.com | 708.761.6655 | www.centurion.com



A PROUD MEMEBER OF:



INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION



# MASTERING ONE'S VOCABULARY

**By Robert Levy**  
**Robert Levy Associates, LLC**

I am certain that most of us have had an epiphany or two, as well as some important life lessons that have impacted the way we think and operate. Not all of them come from within, and some of us who have had great mentors can pay homage to those who have had a positive impact on our lives. I would like to share with you one lesson that I found to be one of the most impactful and meaningful ones that I carry with me to this day. Before I do this, I would like to explain why I thought to put this to paper. I was in a deep discussion with a friend/coach, who was exploring with me how best to help me define my personal process. During this conversation, I recounted an important personal experience. She asked me to memorialize it in writing so she could better understand my message. I found that the act of writing

about this concept turned out to be a truly valuable exercise.

The words herein are my words describing my memory and interpretation after forty-one years of rumination, contemplation and maturation of a conversation that took place when I was twenty years old. I remember the heart of the conversation, but not the exact words. I have taken some poetic license in the conveyance of these concepts, but none of it is fiction.

Henry Moore was one of the most successful, influential, critically acclaimed, and highest paid artists of all time. His work included both two and three dimensional creations. My Father and I had the fortuitous opportunity to meet and spend some time with him at his home and studio in Much Hadham, England in 1979.

Our visit turned out to be more than just a tour of a world-famous artist's studio. Henry Moore spoke with me extensively about my then focus in metalsmithing. I was self-taught, had a beautiful shop (thanks to my Father, who was an industrial auctioneer!) and then attended some pretty high end schools, and was open to anyone who could impart any additional wisdom on the subject. In one afternoon, he cemented a concept that would remain with me for life. This most memorable and important lesson was that it is imperative to master one's vocabulary to be able to convey one's message in the way in which it was intended. He defined a true master as one who is not hampered, hindered, or impaired in the expression of his or her message through a lack of vocabulary, no matter what the medium is. He said that we





**“A true master is not hampered in expression by a lack of vocabulary, no matter what the medium is.”**

need to master our vocabulary in order to accurately control the expression of a point, feeling, or concept in all forms of communications, whether they be spoken, written or performed in word, music, dance and theater, or crafted in two and three dimensional art, rather than the creator being controlled by the chosen medium. Once we master our vocabulary, we transcend from an amateur to a master.

His first cited example to demonstrate this point was that to create his vision in three dimensional space as a sculptor, he had to master the use

of his mallet and chisels to carve away only very specific material from a solid block of stone

in a controlled fashion. In the case of clay and bronze, an additive process, he had to do the same, only in reverse. As the master, he owned the control of the materials and carving tools to convey his vision, rather than being controlled by the materials and tools to an uncontrolled outcome.

He used another readily understood example of the author who conveys concepts by stringing particular words and punctuation together to convey a particular message. If your vocabulary is 6,000 words, a period and a question mark, your ability to communicate

your thoughts and feeling will be different than if you have a 60,000 word vocabulary and also understand the impact of the semicolon and exclamation point.

I eventually joined my Father in his auction business. Becoming an auctioneer, I found quite quickly that we have our own vocabulary, some idiomatic and some universal. On the surface, words like rack-up, lot catalogue, BB and BP, proxy bid, bid protection, hammer price and “as-Is” are commonplace universal auction words. However, there is a deeper “vocabulary” used by our industry.

I am referring to the HOW we do what we do, the instinctual understanding of our everyday activities and approach to a “deal”. How we each know how to walk a deal, rack it up and



then determine the best way to sell the given assets through an onsite, online, webcast auction, or negotiated sale. All sales must be supported by an effective marketing campaign and site set-up, or “lotting”, followed by the most important aspect, how the sale is conducted. Seasoned auctioneers have an ability to conduct a live auction sale to a crowd of just a few or a crowd of thousands. We all prefer the latter. Understanding the specificity of the assets, the marketplace, and how best to offer them in

an auctioneer must possess is how to conduct a live auction sale, to a crowd in a room, or a computer screen connected to the internet. A live auctioneer must be able to connect with the crowd and establish immediate credibility and rapport as a trusted referee and speak with clarity. A live auctioneer must also possess an understanding of the assets, and the ability to connect to the bidders needs and their emotional state. A live auctioneer must be able to keep the sale moving through a sensitivity to the

response to become one with the center stage activity of an auction sale.

Even though we are in the same industry, we each have a unique set of messages and our own way of communicating them. We must truly master our own vocabulary in order to be able to express ourselves uniquely and effectively. This is why and how personal differentiation has become the underpinning characteristic I find so important.

Each auction company and auctioneer has developed its own persona based on its own vocabulary within the life cycle of the auction process. From the development of a “vertical” discipline, the initial introductory call, to the inspection, crafting and presenting the proposal, contract negotiations, site preparation, marketing, conduct of sale and buyer interaction, collections, site clearance and final reporting and remittance.

In our pursuit to become a master in our field, we each have our own styled vocabulary that defines us. We each hopefully will master our own chosen medium to transcend to become a master by not being limited by our vocabulary, or our language, that prevents us from expressing the exact message that we want to convey.



**Henry Moore -  
Reclining Woman: Hand 1979**

predetermined sequenced lots providing optimized results by maintaining flexibility for the nimble auctioneer to satisfy the desires of the buyers.

To us old guys, the live outcry auction, is unfortunately becoming less frequently used in favor of the online timed event. However, one of the most important skills a live

energy in the room, protect the estate and maximize the return. It takes massive amounts of sustained energy, focus, and concentration to conduct a live sale. However, for me, I found the thrill of the sale acted as the alternator in a car, generating more energy than I consumed. A live auctioneer who becomes a master, internalizes all of these traits into an instinctual



# FOURTH AND ONE

**By Riley Maccracken  
Schneider Industries**

*First and ten from their own forty-yard line. Tie game. A cold wind sweeps across the field. A hard snap-count and the ball is snapped. The offensive line gets a good push as the ball is handed off. The defensive front four smells the run and closes in. A juke move and driving legs before being tackled for a short gain.*

As part of \$11.5 million in upgrades, including adding a new championship banner, the Kansas City Chiefs planned to replace most of the seats in the upper deck of Arrowhead

Stadium. The red seats are about twenty years old. The team had no intention of preserving the majority of the 30,000 seats removed from the upper deck for later resale. Many were already in bad shape and others were broken when rows were yanked out quickly so that work could be done in time for the opening game of the pre-season.

However, the team had intended to sell some of the seats that survived the demolition process to its fans. Before that could happen, the





county intervened, asserting that taxpayers, not the Chiefs, owned the seating and nearly everything else in Arrowhead and neighboring Kauffman Stadium.

*Second and seven. The clock is running down. The offense comes to the line. The ball is snapped. The QB rolls right. Downfield coverage is strong. Forced to throw as the line-backer closes in. It's intercepted!*

Jackson County needed to come with up an Andy Reid like game plan for the stored the seats, hoping to find a vendor that could refurbish them and offer them for sale. In the summer of 2019, Jackson County hired Schneider Industries, Inc. to QB a Patrick Mahomes game winning drive down the field to make as many seats as possible ready for resale by reassembling the pieces and attaching L-shaped feet brackets.

Only about 2,500 of the red seats were available. The rest of the seats taken from the stadium were too damaged during their removal and storage to be salvaged. Fans were able to purchase non-logo single or double seats as well as logo single or double seat. An option to pick your own seat numbers was also available.

Schneider Industries created a special website arrowhead-seatsale.com in order to sell the very limited number of seats. Jackson County resident were

able to order first before the rest of the public and season ticket holders received a 10% discount.

Prices ranged from \$277 for a single seat without a "logo end" delivered to \$509 for a pair of seats with a "logo end" delivered. Prices included shipping. The logo end seating sold out very quickly.

**"Jackson County needed to come with up an Andy Reid-like game plan to find a vendor that could refurbish the seats and offer them for sale."**

*First and ten from their own forty-two-yard line. No time outs and less than a minute on the clock. They snap the ball. The pocket holds. It's a bullet. Caught for a gain six.*

Then in January of this year, imitating the Chiefs come-back playoff victories against the Texans, Titans & 49ers, Jackson County announced 8,000 lower level orange seats were being pulled out of Arrowhead stadium and were available for fans to purchase. Each seat had the coveted Chiefs logo and fans got to select the row and

seat number they wanted.

"As we celebrate this historic moment in our community, I am excited about another opportunity to provide fans with a piece of Chiefs Kingdom," said Jackson County Executive Frank White, Jr., "I appreciate our partnership with Schneider Industries, who has worked closely with our Parks + Rec Department to ensure success of the first sale of Arrowhead Stadium seats. Thanks to the County Legislature, the proceeds from that sale will make all our playgrounds fully accessible to those with special needs. I look forward to continuing our positive collaboration for the betterment of Jackson County."

The seats going back into the stadium will be red, making these orange seats a unique collector's item. Single seats sold for \$397 delivered and Double seats \$509 delivered.

*They run up to the line of scrimmage. Snap the ball and spike it to stop the clock. Second and four. A quick pass to the sidelines underneath the coverage. It's caught! He stretches to get out of bounds, but he's brought down inbounds and just short of the first down. The clock continues to run. They line up and spike the ball again with just seconds left in the game. It would be a long field goal to win.*

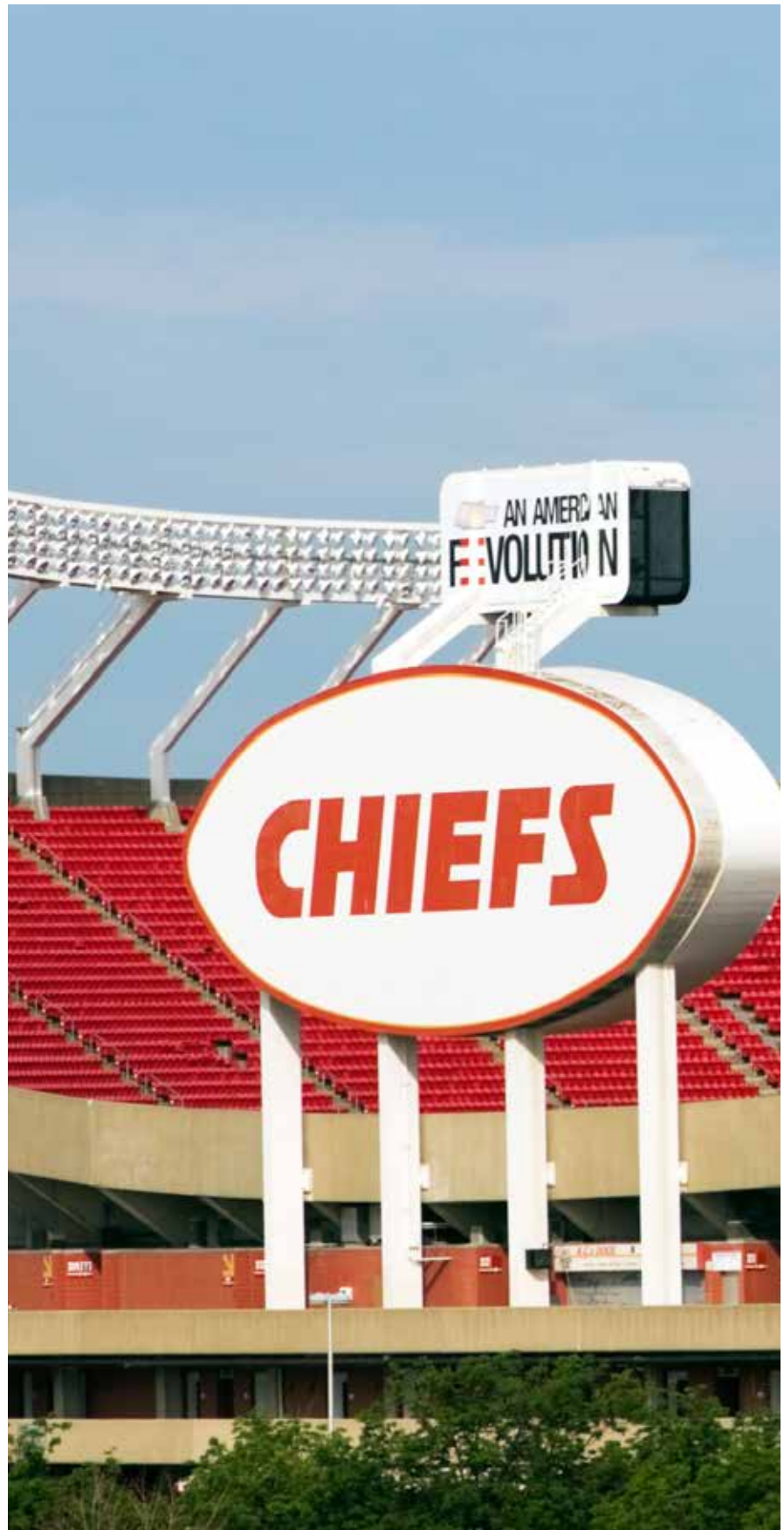
"What better way to remember

this historic season than to bring home a piece of Arrowhead Stadium,” said Bruce Schneider-President of Schneider Industries. “Season ticket holders sat in the vast majority of these orange seats and now fans will be able to select their row and seat number.... meaning you can have the seats your family has owned for decades.”

*Fourth and one. Game on the line. They're going for it. Shotgun formation. The ball is snapped. He drops back. Evades a tackle and lets it fly.*

Schneider Industries has done similar projects in St. Louis, Detroit, San Francisco and Atlanta, and are adept at re-crafting the seats to maintain quality and the ability to add brackets which allow the chairs to stand up at home. However, SI's stadium projects are not limited to seats, entire fan experiences can be created. Giving fans that moment of closure when their team is transitioning from one stadium to another.

*The receiver's got a step. Caught at the thirty... Twenty-five... Twenty... Fifteen... Ten...*





# A Great Canadian Partner Can Make a World of Difference.

Have an opportunity in Canada  
you would like to explore?  
give TCL a call.

- 59 Years In The Business
- 5 Full-Time AMEA Certified Appraisers
- Seasoned Site Managers
- Canadian Licenced Auctioneers
- Experienced in Every Province

Contact: Terrance Jacobs, CEO  
[tjacobs@managingyourassets.com](mailto:tjacobs@managingyourassets.com)  
416-736-1367, Ext. 225



Mining / Food & Beverage / Oil & Gas / Pharmaceuticals & Health Sciences /  
Paper & Plastics / Foundries / Transport / Real Estate





# The IAA Scholarship Fund Recipients

**by Terrance Jacobs  
TCL Asset Group**

**T**he IAA Scholarship Fund has become an important focus of the IAA and is another benefit of membership in the Industrial Auctioneers Association. Started in 2015, contributions to the Fund during the year allow IAA members to provide employees with children that are engaged in post-secondary studies an opportunity to receive a monetary grant to be put towards their education. In turn, we are truly

“giving back to the ones who have helped us to succeed”.

Eligible students must attend a recognized Post-Secondary Institution in the same calendar year and may not be related to any individual with an equity stake 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. The Trustees include Scott Swanson of Barliant Auctions, Kyle Rosen of Rosen Systems, Steve Comly of Comly Auctioneers & Appraisers, and myself. In the short term, a percentage of the money in the Fund will be allocated as grant money. The value of the grants awarded is determined by both the amount of money in the Fund as well as by how many applicants have been awarded a scholarship.

To date, 33 scholarships have been awarded, totalling \$30,750.

The long-term goal is to grow the principal amount in the Fund and to only disburse a portion of the accrued interest. Currently, the Fund has \$39,750.00.

Applicants are evaluated based on their academic performance, scholastic achievements, extracurricular activities, and other factors relevant to their candidacy.

Funds are raised through IAA Members' annual Auction Contributions as well as the annual IAA Scholarship Fund Draw, which takes place each year in connection with the IAA's annual Meeting and Conference.

Tickets are sold by the Scholarship trustees with the help of Andrea Jacobs. Tickets for the draw are sold in October and typically sell-out within a week of being available for purchase.

This year was a very challenging time for everyone, especially for students. There was uncertainty surrounding schools reopening, how courses would be taught, as well as the disappearance of social gatherings and sporting events.

This year, due to the cancellation of the in-person IAA conference, the draw will take place during the IAA's Virtual Member Meeting on Nov. 19, 2020. Last year's winner of the draw was Eric Wilensky of Centurion Services based in Chicago, Illinois.

Recently added to our fundraising program is the Scholarship Trust Program. IAA members are invited to establish a Trust of their own. Trusts can be established in a company's name, the donor's name, or in honor of an individual. This is a lasting legacy that will continue to support students annually. Once a Trust is established, and contributions made to the Trust have reached a minimum total of \$2,000, a student will receive a scholarship in the Trust's name.

In 2018, our first Trust, the Mark Weitz Memorial Trust, was opened and established by Adam Alexander in honour of Mark Weitz, who passed away August 2018 at the age of 58.

In 2019, our second Trust, the Norman Jacobs Trust, was opened by Terrance, Andrea, Jordan and Sydney Jacobs in celebration of their father, father-in-law, and grandfather who turned 90 years old on August 31, 2019.



If you wish to establish a Trust, Please contact Andrea Pauson, IAA Executive Director.

This year the Board of Trustees received 4 applications, which were selected to receive a scholarship. This year's recipients are Jamie Keegstra, Samantha La Rosa, Jay Schecter and Jesse Dalfonso.

*Jamie Keegstra* - **Mark Weitz Memorial Trust Recipient: \$1500.00**

We are honoured to say that Jamie is the second recipient of the Mark Weitz Memorial Trust and has received an IAA scholarship in the past. Jamie attends Calvin University and is enrolled in the Education program specializing in Elementary Education. Outside of school, Jamie enjoys playing golf and track and field. When she is not in school, I am sure you will find her at the golf course or driving range. Jamie's mother Tracy is the president of the appraisal division at IAA member firm, Miedema Auctioneering.

*Samantha La Rosa* - **Norman Jacobs Trust Recipient: \$1500.00**

Samantha is our first Canadian recipient of an IAA Scholarship, as well as the first recipient of the Norman Jacobs Trust. Samantha is beginning her first year at McGill University in Montreal, Quebec and is majoring in Neuroscience. I have actually known Samantha for years as her father and I have worked on many projects together. About 10 years ago, I was selling a pharmaceutical lab in Calgary, Alberta and mentioned it to her dad. Her dad said that 6-year old Samantha loved science and had actually asked for a microscope. I brought her a microscope on one of my business trips to Montreal. She told me that she still has the same microscope and continues to use it. Samantha's father, Cosimo works at IAA member firm, C3 - Crescent Commercial Corp.

*Jay Schecter* - **\$1500.00 Scholarship Recipient**

Jay is starting his first year at the University of Colorado, Boulder in their Business program with a specialty in finance and accounting. Our committee was very impressed with Jays' response to the essay questions in our scholarship application. His mother Suzanne is the Finance Director at IAA member firm, PPL Group, LLC.

*Jason Dalfonso* - **\$250.00 Scholarship Recipient**

Jason is currently at Kennesaw State University studying Construction Management. His father David works at member firm Rosen Systems. Jason has also received a scholarship in the past.

Congratulations to each of our Scholarship recipients!

\*Thanks to the MDNA for providing support, direction and for allowing us to mirror their Scholarship program.



# 26TH ANNUAL IAA

## (Virtual) Members' Meeting

Whereever, UR

November 19, 2020



**INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION**



# Members' Meeting Section



Insider's Guide to:

## Your living, RM



**By Lisa Kisber**  
**LKISStyle.com**

**J**ust because we are wandering only as far as the living room doesn't mean that we can't have an array of adventures. From culinary experiences to partying with Beyonce. In our new and amazing virtual world there is truly something for everyone, in every mood.

### **1. Feeling cultural**

Why just lounge when you can head to the Louvre! Pop on your beret and pop open some champagne and start your tour. Wander the halls filled with Egyptian antiquities or watch the evolution of the



# Members' Meeting Section



Renaissance artist through the educational expedition into the Advent of the Artist. You will be feeling inspired and channeling your inner je-ne-sais-quoi in no time. [www.louvre.fr](http://www.louvre.fr)

## 2. Feeling thirsty

Wet your lips with some amazing whiskey from Wanderback. Whatever the occasion (and who needs an occasion anyway!) they invite you to purchase their Whiskey Flight and Virtual Whiskey Tasting box which gives you access to an hour long virtual tasting party! Happy hour just got a lot happier. [www.wanderback.com](http://www.wanderback.com)

## 3. Feeling fashionable

Instead of ordering another Amazon box, why not refresh what you already have! Invite Unfoldid into your home for the opportunity for your existing

**"In our new and amazing virtual world there is truly something for everyone, in every mood."**

wardrobe to take on new life. Imagine re-imagining that top you still haven't worn or the necklace you aren't quite sure how to coordinate. All your fashion questions can be answered from the inside of the walk-in without ever having to walk out! [www.unfoldid.com](http://www.unfoldid.com)

## 4. Feeling Manly

If you want to be comfortable in the house, but ready for the trail or chopping wood for your woodburning pizza oven, while looking rugged, casual but classic, there is no better place to find what you are searching for than Huckberry. They have everything you need, including the wood-burning pizza oven, all with an emphasis on quality durability and classic american style. [www.huckberry.com](http://www.huckberry.com)



# Members' Meeting Section

## 5. Feeling festive

Want to get your boogie on? Meet DJ D Nice who has put the collective party back in the mix with Club Quarantine. The virtual party broadcast over Instagram live is a who is who of celebrity cameos and is a mash up of amazing beats, from salsa to hip hop and everything in between. If you have been dying to get on those boogie shoes, this virtual hotspot will give you all the partying vibes we have all been missing.

[www.instagram.com](https://www.instagram.com)

## 6. Feeling Famished

Getting tired of the same old, same old? Why not scroll to Mauritius for a virtual tour of tropical flavours and exotic eats. Head to the Salt Resort in this far-off fabulous spot and shop for mango and tamarind, vicariously enjoy rotis, or dive in the deep for fresh sea urchin. Maybe it will inspire your 100th plate of comfort food to have an added unexpected spice or flavour. [www.saltresorts.com](https://www.saltresorts.com)

## 7. Feeling Warm & Fuzzy

Need a little pick-me-up? Nothing will put a smile on your face like adorable puppies. The Puppies Club youtube channel is an ocean of cuteness with enough adorable furry little faces to melt even the coldest heart. [www.youtube.com](https://www.youtube.com)

## 8. Feeling Educational

Stop scrolling through your on-demand TV account and get ready to learn from the best. Photography from Annie Leibovitz. Cooking from Gordon Ramsay. Screenwriting from Aaron Sorkin. Chess from Garry Kasparov. If you have ever had a hobby or curiosity that you were looking to conquer, MasterClass has an unbelievable selection of classes taught by the foremost in each field and delivered in engaging and digestible lessons.

[www.masterclass.com](https://www.masterclass.com)

From the ottoman to the Outback, the sofa to the Serengeti, we can all have experiences that will change how we see the world even if it's right from home. Stay safe and enjoy the sites!

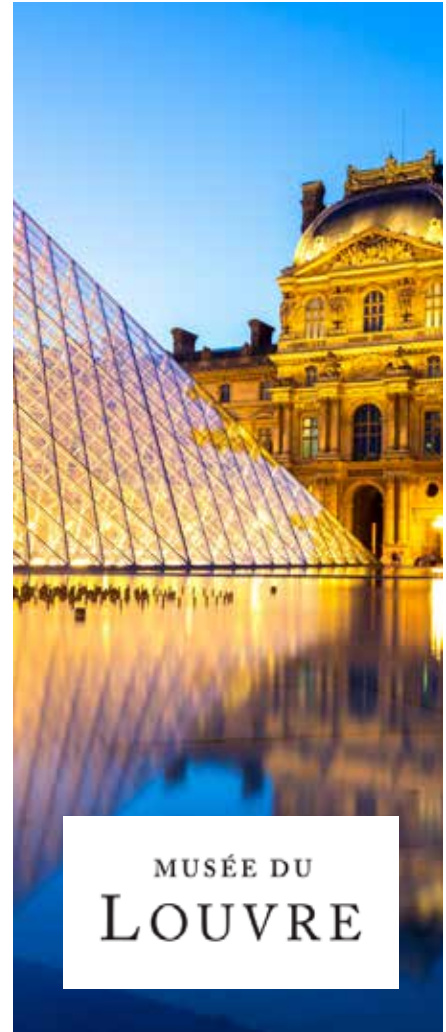


Photo courtesy of The Phoenician Resort, Scottsdale



# Members' Meeting Section

## 25TH ANNUAL IAA MEETING & CONFERENCE REVISITED

Scottsdale, AZ



# Members' Meeting Section



## THE 26TH ANNUAL IAA MEMBERS' MEETING SCHEDULE

**Find a comfortable spot in your office or house.**

**Make sure you have a solid internet connection, a picturesque background, and a quality beverage.**

**Thursday, Nov.19**

**11:00 AM – 1:00 PM**

**Live on Zoom**

**Sponsor Presentations**

**Member's Meeting**

**1:00PM - 2:00PM**

**Virtual Cocktails**



# PLATINUM SPONSORS



**INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION**



# Platinum Sponsors



**W**e wish all of our friends at the IAA  
Good Health & Happy Holidays

Stay safe and hope to see all of you soon

Bennett and Michael Cohen



# Platinum Sponsors



**A**uction Technology Group ("ATG") is proud to once again be invited to support the IAA and its membership. 2020 has been a challenging year to say the least but the way the auction industry came together as a support network during a time of crisis, is testament to the integrity of the individuals both in this organization and the auction community at large.

The Covid crisis created challenges for our business just as it did for yours; remote working for 250 staff across three geographical locations and six time zones brought new obstacles. We had to quickly adapt our processes to ensure minimal impact in our ability to support auctioneers, while remaining committed to serving the auction industry and welcoming the Proxibid ("PXB") team to the Auction Technology Group.

## **ATG welcomes Proxibid, Wavebid, and Auction Mobility**

ATG has served the auction industry for almost 50 years, 20 of which as an online technology provider. We are committed to providing auctioneers with a robust set of technology and digital services to help maximize the value of assets sold. For many years, we have provided online services via BidSpotter. Now, with Proxibid, Wavebid, and Auction-Mobility as part of ATG, we can provide auctioneers with access to even more bidders, a full back office suite and the ability to build their brand while also benefitting from the 104m annual visitors to the marketplaces.

The demands placed on tech providers in this space are steadily rising. Auctioneers demand more functionality and flexibility in how they conduct auctions, better tools to bring efficiency, more analytics, insight and – of course – more bidders. ATG strives to meet auctioneer requirements by investing to accelerate development in the full-service offering.

In February, we welcomed Proxibid and Wavebid into the

group. With similar operating models that don't compete with auctioneers, complimentary vertical strengths, equivalent industry experience and a tenured, hard-working team; BidSpotter, Proxibid, and Wavebid now collaborate to form ATG North America.

For the avoidance of doubt, both BidSpotter and Proxibid brands will remain. Both are successful auction marketplaces with unique histories, significant domain authority within Google search results, unrivalled SEO and therefore an ability to attract large volumes of organic traffic for auctioneers. On average 1,500 new bidder accounts are opened every day across BidSpotter and Proxibid. Early results have shown Live Auctions dual listed across both BidSpotter and Proxibid, have benefitted from a 52% increase in auction registrations.

Subsequently in October, ATG backed up its commitment to invest meaningfully into the auction industry to future-proof technology for auctioneers by acquiring Auction-Mobility, a leading provider of customized auction software and website design. Integrated systems mean lower auction house running costs, reduced admin, and a better full-service offering to focus on driving top line growth for auctioneers. With AuctionMobility part of the group, we can stay on track with our key objective; to deliver the best auction technology for auctioneers.

## **ATG operates a 'shared success' model with auctioneers**

ATG is committed to serving auctioneers as a trusted digital partner. We invest heavily in the industry, because we know that combining the right auctioneer technology and marketing toolkit with the most trusted online buying environment for bidders, increases auction house efficiency and profitability.

Keeping pace with the rate of technological change and compliancy obligations requires constant

# Platinum Sponsors



# proxibid

investment and re-investment. ATG's model enables each auctioneer to pay only a fraction of the cost required to meet all the regulatory, compliance and security standards, while accessing world-leading technical and marketing expertise.

This in turn, enables us to grow alongside auctioneers, establishing a true shared success model. We are different from other service providers because 100% of our revenue is generated from auctioneers running successful auctions; we grow only if you grow.

## **ATG has backed up its commitments to auctioneers in 2020 with action and investment**

1) We build robust, secure, feature-rich auction marketplaces which are optimized to convert traffic into customers for auctioneers: (i) Proxibid investment; (ii) Delivered the Timed Bidding Dashboard; (iii) Invested in a new user experience team to improve the online buying experience for bidders

2) We execute effective digital marketing to grow the global bidder base for auctioneers: (i) New BSC HTML email template; (ii) Doubled the ATG North America marketing team; (iii) Increased 3rd party marketing spend on behalf of auctioneers

3) We provide business intelligence to deliver online auction insights to auctioneers: (i) New tool built to show online sales attributed to 3rd party marketing campaigns; (ii) Continued business reviews; (iii) New unified ROI report across BSC+PXB.

4) We offer best-in-class auctioneer and bidder support: (i) Unified the BSC+PXB support teams, 120+ in auctioneer support alone; (ii) Built a dedicated 'Client Services' team; (iii) Installed 'Chat' and Help Centre on Proxibid.

5) We commit unrivalled investment to future-proof the auction industry for auctioneers and never compete with them: (i) Proxibid New Listing Policy; (ii) AuctionMobility acquisition; (iii) Wavebid investment.

## **ATG's Future**

ATG has taken on investment three times in the last ten years. Each time, there has been speculation around what that means for our future and how we serve auctioneers. With each investment the service ATG provides has improved. As a growing company serving over 3,000 auctioneers globally, more investment is likely to be required in order to meet industry demands. Regardless of the investment method utilized however, the direction of ATG will not be diverted away from our primary goal; to remain the most trusted digital partner for auctioneers. It is important to note that we have refinanced on three separate occasions to date and throughout our history of funding we have:

- Never been forced to change our business model because of the investment.
- Never used the investment to disintermediate an auction house or buy assets.
- Never acted irresponsibly with or sold auctioneer data.

As when Mobeus invested in ATG in 2008, when ECI invested in 2014, and now TA in 2020, new investment doesn't mean ceding strategic control. It just means more money is put into the technology and services we provide for auctioneers. If and when ATG takes on another round of investment, the consistency in our business model, growth strategy and company direction will remain as it has throughout our funding history to date.



# Platinum Sponsors



**T**his year has been a year like no other. We have all faced challenges and changes. We are proud to be a sponsor of the IAA and appreciate the opportunity to serve the Association. We are also proud to power the IAA's portal and platform, Industrialbid.com, created by the Association to empower those members that wish to take control of their auctions, bidders and bottom line.

Businesses across almost all industries have faced significant challenges to their ability to continue to operate amid ever changing COVID-19 restrictions. For some this means a temporary change in the interim, but for many others this unprecedented disruption has been the catalyst for a major shift in the way they do business, unlikely to return to the ways of old.

We continue to work with auction companies globally to help them meet the challenges and opportunities ahead, with the support of an incredible team of the smartest, most enthusiastic and auction passionate people that you will ever meet.

## **We have a simple philosophy:**

Offer the best technology solutions  
Provide service and support that is second to none  
Continue to Innovate and create  
Empower our clients, and not just power them

## **The Global Leader in Auction Technology.**

20+ Years In Business  
1000+ Auctions Hosted Monthly  
600+ Auction Companies  
30+ Countries Around the World  
Offices Throughout US, Europe & Australia  
24/7 Customer Service & Support

Proudly empowering auctioneers worldwide since 1999.

**PLEASE CALL OR EMAIL TO SCHEDULE A DEMO TODAY!**

# Platinum Sponsors



**P**artnering with Industrial Auctioneers for over 60 years with a focus on process and packaging equipment for pharmaceutical, chemical, plastics and rubber, food and beverage, and related industries.

We offer our partners the knowledge and experience to win deals:

1. Equipment valuation and removal expertise
2. Active market participant, interacting daily with hundreds of end-user equipment buyers and sellers
3. Broad marketing reach that includes many niche process chemical and pharmaceutical industries

4. Provides investment recovery services to Fortune 500 companies

5. Global reach with offices and inventory located in United States, Puerto Rico, Canada, India, and Netherlands.

Looking at an equipment deal in any of the above industries? Make Federal Equipment Company your first call.



# Platinum Sponsors



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 almost 90 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.

# Platinum Sponsors



**F**ounded in 1978 with a single publication, Machinery Trader, Sandhills Global has grown to become a multi-industry leader. Sandhills' retail and auction platforms, cloud-based business solutions, e-commerce and hosting services, and data-driven tools connect and inform buyers and sellers throughout the United States and worldwide in the construction, agriculture, trucking, and aviation industries.

Today, Sandhills' headquarters sits on a 68-acre campus in Lincoln, Nebraska, with six buildings, including a recently renovated press facility and three LEED Gold-rated buildings. Sandhills employs approximately 1,400 people and operates 16 locations across 10 countries. Traffic across Sandhills websites exceeds 18 million average monthly visitors in 2020, with more than 1 billion page views.

With more than 50 market-specific brands, Sandhills continues to grow through new product launches, international acquisitions, and partnerships. In addition to Machinery Trader, Sandhills brands include TractorHouse, Truck Paper, CraneTrader, ForestryTrader, MarketBook, RentalYard, Controller, and RVUniverse—each encompassing print publications, digital editions, and websites. Other solutions include real-time asset valuations and forecasting through FleetEvaluator, heavy haul shipping through FR8Star, and TelematicsPlus for comprehensive mixed-fleet telematics data management.

Sandhills' leading auction solutions include AuctionTime.com, Pre-AuctionTime, HiBid, Auction Flex, and Equipmentfacts. AuctionTime.com is a powerful and multi-faceted platform for online auctions with corresponding print publications. And with Pre-AuctionTime, customers gain the opportunity to market equipment for wholesale and retail sale prior to auction.

While AuctionTime.com is focused primarily on selling heavy machinery, trucks, and trailers, HiBid accommodates auction sales for a virtually unlimited range of other assets. HiBid combines the global reach of the internet with local exposure through state-specific auction sites, regional portals, and specialized portals dedicated to particular assets such as coins and jewelry. Online-only, live webcast, internet-absentee, and listing-only auctions are available through HiBid.

Auction Flex, meanwhile, is comprehensive auction software offering cataloging, clerking, cashiering, accounting, inventory management, and many other capabilities. HiBid and Auction Flex were built from the ground up to work seamlessly together. Equipmentfacts provides the added capability of live auction simulcasting.

With wide-ranging experience in equipment sales and cutting-edge technologies, Sandhills Global is poised for continued growth and success.





# CURRENT MEMBERS OF THE

Aaron Posnik Co., Inc.

[www.posnik.com](http://www.posnik.com)

Abamex Auction Co.

[www.abamex.com](http://www.abamex.com)

A.J. Wilner Auctions

[www.ajwillnerauctions.com](http://www.ajwillnerauctions.com)

Apex Auctions Limited

[www.apexauctions.com](http://www.apexauctions.com)

Asset Sales, Inc.

[www.asset-sales.com](http://www.asset-sales.com)

Barliant Auctions Inc.

[www.barliantauctions.com](http://www.barliantauctions.com)

Biditup Auctions

& Appraisals Worldwide

[www.biditup.com](http://www.biditup.com)

Blackbird Asset Services, LLC

[www.blackbirdauctions.com](http://www.blackbirdauctions.com)

The Branford Group, LLC

[www.thebranfordgroup.com](http://www.thebranfordgroup.com)

Brian Testo Associates, LLC

[www.btesto.com](http://www.btesto.com)

British Medical Auctions

[www.britishmedicalauctions.co.uk](http://www.britishmedicalauctions.co.uk)

C3 - Crescent Commercial  
Corporation

[www.c3.com](http://www.c3.com)

CA Global Partners

[www.cagp.com](http://www.cagp.com)

Capital Recovery Group, LLC

[www.crgauction.com](http://www.crgauction.com)

Centurion Service Group, LLC

[www.centurionservice.com](http://www.centurionservice.com)

Cincinnati Industrial  
Auctioneers, Inc.

[www.cia-auction.com](http://www.cia-auction.com)

Cloud Investment Partners LLLP

[www.cloudinvestmentpartners.com](http://www.cloudinvestmentpartners.com)

Comly Auctioneers & Appraisers

[www.comly.com](http://www.comly.com)

Corporate Assets Inc.

[www.corpassets.com](http://www.corpassets.com)

E-Auctions

[www.e-auctions.ie](http://www.e-auctions.ie)

Eddisons Commercial Ltd.

[www.eddisons.com](http://www.eddisons.com)

EquipNet, Inc.

[www.EquipNet.com](http://www.EquipNet.com)

Fram Fram LLC

[www.framfram.com](http://www.framfram.com)

Furrow Auction Company

[www.furrow.com](http://www.furrow.com)

Gordon Brothers

Commercial & Industrial, LLC

[www.gordonbrothersindustrial.com](http://www.gordonbrothersindustrial.com)

Grafe Auction Co.

[www.grafeauction.com](http://www.grafeauction.com)

Harry Davis, LLC

[www.harrydavis.com](http://www.harrydavis.com)

Heritage Global Partners

[www.hgpauction.com](http://www.hgpauction.com)

Hilco Industrial, LLC

[www.hilcoind.com](http://www.hilcoind.com)

Infinity Asset Solutions

[www.infassets.com](http://www.infassets.com)



# INDUSTRIAL AUCTIONEERS ASSOCIATION

Investment Recovery Services  
[www.irsauktion.com](http://www.irsauktion.com)

Iron Horse Auction Company, Inc.  
[www.ironhorseauktion.com](http://www.ironhorseauktion.com)  
Joseph Finn Co., Inc.  
[www.josephfinn.com](http://www.josephfinn.com)

Koster Industries, Inc.  
[www.kosterindustries.com](http://www.kosterindustries.com)

Liquid Asset Partners, LLC  
[www.liquidap.com](http://www.liquidap.com)

Liquidity Services  
[www.liquidityservices.com](http://www.liquidityservices.com)

Loeb Auctioneers  
[www.loebequipment.com](http://www.loebequipment.com)

Maynards Industries  
[www.maynards.com](http://www.maynards.com)

Miedema Asset Management Group  
[www.1800lastbid.com](http://www.1800lastbid.com)

Motleys Industrial  
[www.motleys.com](http://www.motleys.com)

Myron Bowling Auctioneers, Inc.  
[www.myronbowling.com](http://www.myronbowling.com)

NCM Auctions  
[www.ncmauctions.co.uk](http://www.ncmauctions.co.uk)

NetBid Industrie-Auktionen AG  
[www.netbid.com](http://www.netbid.com)

Perfection Industrial Sales  
[www.perfectionindustrial.com](http://www.perfectionindustrial.com)

Plant & Machinery, Inc.  
[www.pmi-auction.com](http://www.pmi-auction.com)

PPL Group, LLC  
[www.pplgroupllc.com](http://www.pplgroupllc.com)

Quaker City Auctioneers, Inc.  
[www.quakercityauktion.com](http://www.quakercityauktion.com)

Rabin Worldwide, Inc.  
[www.rabin.com](http://www.rabin.com)

Robert Levy Associates LLC  
[www.rlevyinc.com](http://www.rlevyinc.com)

Rosen Systems, Inc.  
[www.rosensystems.com](http://www.rosensystems.com)

Schneider Industries  
[www.schneiderind.com](http://www.schneiderind.com)

Surplex GMBH

[www.surplex.com](http://www.surplex.com)

Tauber Arons Inc.  
[www.tauberaronsinc.com](http://www.tauberaronsinc.com)

TCL Asset Group Inc.  
[www.managingyourassets.com](http://www.managingyourassets.com)

Thomas Industries  
[www.thomasauktion.com](http://www.thomasauktion.com)

Tiger Commercial & Industrial  
[www.tigergroup.com](http://www.tigergroup.com)

Troostwijk Auctions Europe  
[www.TroostwijkAuctions.com](http://www.TroostwijkAuctions.com)

Winternitz Industrial  
Auctioneers & Appraisers  
[www.winternitz.com](http://www.winternitz.com)

Worldwide Industrial LLC  
[www.foxworldwideindustrial.com](http://www.foxworldwideindustrial.com)





**INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION**

# **THE WORLD'S LARGEST ASSOCIATION OF INDUSTRIAL AUCTIONEERS**

**No machinery is  
too specialized.  
No industry is too  
obscure.**

[www.industrialauctioneers.org](http://www.industrialauctioneers.org)

[www.industrialbid.com](http://www.industrialbid.com)

1-800-805-8359



**INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION**



# ATG IS CLEAR IN ITS COMMITMENTS TO AUCTIONEERS.

- 1 We build robust, secure, feature-rich auction marketplaces which are optimized to convert traffic into customers for auctioneers.
- 2 We execute high impact digital marketing activity to grow the global bidder base for auctioneers.
- 3 We provide business intelligence to deliver online auction insights to auctioneers.
- 4 We provide best-in-class bidder and auctioneer support.
- 5 We commit unrivalled investment to future-proof the auction industry for auctioneers and **never compete with them.**

Read our Podium article to find out how ATG has backed up these commitments in 2020.

## YOU ASKED, WE LISTENED.

We have received requests from auctioneers to deliver technology advancements, improve auction analytics and expand the global buyer base.

We have invested heavily into the industry to bring Proxibid, Wavebid and Auction Mobility into the Auction Technology Group.

Integrated systems means lower running costs, reduced admin and better full-service offerings to drive top-line growth for auctioneers.

## ASK ABOUT HOW YOUR BIDSPOTTER IAA MEMBER MARKETING PACKAGE DISCOUNT CAN NOW BE APPLIED TO PROXIBID.

Live and Live Online Only Auctions that have been dual listed across BidSpotter and Proxibid have seen an average of **52%** more registrations. Contact [sales@proxibid.com](mailto:sales@proxibid.com) or call **877-505-7770** to learn more.



**INDUSTRIAL  
AUCTIONEERS  
ASSOCIATION**



**1-800-805-8359**

**[info@industrialauctioneers.org](mailto:info@industrialauctioneers.org)**

**[www.industrialauctioneers.org](http://www.industrialauctioneers.org)**

**[www.industrialbid.com](http://www.industrialbid.com)**