

VOLUME 83

NUMBER 2

AUGUST 2017

# *The* Alberta AUCTIONEER

Going Once  
Going Twice  
**SOLD!**

**IN THIS  
ISSUE:**

2018 Convention Registration  
The Art of Being an Auction Ringman  
Help Wanted  
"Wild Bill" and more...



## 2017-2018 EXECUTIVE



***Left to Right very back row*** Pete Conway, Joe Perlich, Jeff Van Wert, Dave Johnson, Darrell Domes, Andrew Reeleder  
***middle row*** Tyler Ruttan, Wade Michener ***On chairs*** Dale Menzak, Lorraine Klepper, John Arnold, ***not present in picture*** Justin Mayer

## Auctioneers' Association of Alberta



### OFFICE ADDRESS:

131 Poplar Ridge Road  
Red Deer County, AB T4S 0K6

Phone: (403) 340-2070

Fax: (403) 340-2019

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

Editor: Lorraine Klepper

**NEW**

# TABLE OF CONTENTS

2	President's Message
3	Association Executives
4	Auctions 101 & 201
7	2018 Convention Registration
8	Vern Scown Memorial Tyro Contest Registration
12	Inside the Art of Being an Auction Ringman
14	Alberta Children's Hospital Foundation
15	Help Wanted
15	AAA Scholarship Program
16	International Auction Competition
17	With Deepest Sympathy
20	Here, There & Everywhere with Wild Bill
21	History of the West
23	Perlich Bros. Auction Market Ltd.
28	Gateway Auctions Services Ltd.
31	New AAA Promotional Logo
32	Bernie Florkow
34	Auction Place, Ponoka, AB

# Message from the President



Greeting from Lethbridge. It has been very hot and dry down this end of the province this year. The last significant rain we had was on June

10 and we've had a lot of 30+ degree days. The crops are probably 50% combined at this end of the province and yields are very spotty and down from the average of the last few years.

I hope that you all had wonderful summer and could get away on some form of vacation.

Based on my experience farm machinery values have been under some pressure as producers appear to be holding on to their money due to the dry conditions. Industrial equipment appears to be maintaining its value.

I attended the Annual General Meeting of AMVIC in June. Because of the AMVIC review by the provincial government, several

new positions have been created to increase surveillance and enforcement. This will result in a significantly increased budget and will require that the organization raise more funds for operations. The government has been very slow in appointing public members to the AMVIC board and as of the AGM there were no public members. The good news is there appears to be nothing that came out of the review that will negatively affect the auction industry. Wade Michener continues to sit as our representative on the AMVIC board and does a great job of representing the interests of our industry.

We continue work on other issues that affect your business although progress did slow down somewhat over the summer. With the arrival of fall we are back working to support the industry as best we can.

This association exists to serve the needs of its members. If you have questions, concerns or suggestions please get in touch with me or Lorraine in the office.

Here is wishing you a busy and productive fall!

**John Arnold, President**  
Auctioneers' Association of Alberta



[www.auctioncollege.ca](http://www.auctioncollege.ca)

For more information, contact: **Phone: (780) 453-6964**

**RICK WATTIE Fax: (780) 447-7307**

*Auctioneer/Instructor* **Toll Free: 1-888-453-6964**

**Email: [auction@compusmart.ab.ca](mailto:auction@compusmart.ab.ca)**

# 2017 Executive

		Term Expires:
<b>PRESIDENT</b>	John Arnold, Lethbridge . . . . . (403) 393-8832	2019
<b>VICE-PRESIDENT</b>	Dale Menzak, Vegreville . . . . . (780) 632-9851	2019
<b>PAST PRESIDENT</b>	Don Montgomery, Blackfalds . . (403) 350-0523	
<b>SECRETARY/TREASURER</b>	Lorraine Klepper, Red Deer . . . (403) 340-2070	
<b>DIRECTORS</b>	Pete Conway, Innisfree . . . . . (780) 592-2360	2019
	Darrell Domes, Calgary . . . . . (403) 276-3375	2020
	Bill Henke, Langley, B.C. . . . . (604) 888-9536	
	Dave Johnson, Sylvan Lake . . . . (403) 630-5256	2018
	Justin Mayer, Drayton Valley . . . (780) 898-5603	2020
	Wade Michener, Calgary . . . . . (403) 226-0405	2020
	Joe Perlich, Lethbridge. . . . . (403) 635-0310	2018
	Andrew Reeleder, Bentley . . . . . (403) 848-1260	2018
	Tyler Ruttan, Sexsmith . . . . . (780) 512-1449	2019
	Jeff Van Wert, Tilley . . . . . (403) 377-2658	2018
<b>COMMITTEES:</b>		
AMVIC & Automotive	Wade Michener	
Archives	Joe Perlich	
BC Representative	Bill Henke	
Canadian Liaison	Pete Conway	
Charity	Wayne Orsten	
Finance & Investment	John Arnold	
Education	Justin Mayer & Don Montgomery	
Web Page	Darrell Domes	
Legislative	John Arnold & Dale Menzak	
Membership & Nominating	Dave Johnson	
Surety	Ron Sekura	
Tyro	Jeff Van Wert	
2018 Convention	Andrew Reedleder & Tyler Ruttan	
All Around Canadian Championships	Ron Victor & Joe Perlich	

## PAST PRESIDENTS

2014-2015	Don Montgomery	1984	Frank McInenly	1966	Don H.Hutton
2012-2013	John Perlich	1983	Bob Balog	1965	Earl Galvin
2010-2011	Robert Lind	1982	Jim Schlenker	1964	Walter Kitt
2008-2009	Brad Neal	1981	Norm Moore	1962-1963	Vern Scown
2006-2007	Wayne Orsten	1980	Keith Erdmann	1960-1961	Earl Lanyon
2004-2005	Ron Victor	1979	Bob Smithens	1959	Keith Sim
2002-2003	Colin Spencer	1978	Scott Hunter	1958	Frank Gwartney
2000-2001	Dave Sharp	1977	Karl Zajcs	1957	J.C. Robertson
1998-1999	Ron Sekura	1976	Joe Perlich	1955-1956	Ted Newby
1996-1997	Edgar Paras	1975	Bud Haynes	1953	Alec Sim
1994-1995	Linda Baggaley	1974	Les Handley	1952	Don Ball
1992-1993	Larry Graham	1973	Larry Irvine	1948	Archie Boyce
1990-1991	Delton Wolff	1971-1972	John Allen	1947	C.S.Smith
1989	Catherine Clausen	1970	Roy Campbell	1946	Joseph H.Reed
1987-1988	Wes Spencer	1969	Tony Perlich	1942	Clarence Damron
1986	Frank Hall	1968	Mike Lawrence	1935	Arthur Mitchell
1985	Ron Sim	1967	Garfield Ogilvie		

# Back to School ■ Auctions 101 & 201

January 15, 2004 marked the beginning of a new direction for auctioneers and auction sales business managers in Alberta. 20 directors, past presidents and members of their auction sales businesses were part of a pilot project that had them doing things many of them had not done for 20 or 30 years.

Now, before your imagination runs wild, we'd better explain that they were back in a classroom. More importantly they were learning about auctions and the auction profession. They were "Test Driving" an interactive program designed to help new members (and seasoned ones) understand how to apply the rules of the industry to real life situations.

"We felt we should be giving our members the information they need to avoid problems rather than spending our time dealing with complaints" said Ron Sekura, chairman of the Surety and Discipline Committee, which bonds Auction Sales Businesses in Alberta. "The government and the public are expecting a standard level of service from our industry" he added. The Association rarely has a claim against a member's bond and they would like that to continue. It keeps bonding costs affordable and maintains a positive image for the industry.

To look at the problem in more colorful terms: "If the course is going to teach us how to keep our foot out of the dog manure, the first thing we need to do is see that everyone knows what dog manure is. Then we can continue with: what to do if

you step in it, what to do if someone you work with keeps tracking it all over; and what the association can do with people who have it on both feet all the time."

The program, which was nearly a year in the making, was put together by Don Montgomery and Past President and Surety Committee member Norm Moore with considerable input from all members of the board of directors and Surety Committee.

The classroom setting was as unique as the students. Any teacher would cringe at the thought of telling a room full of auctioneers to "shut up and listen" for an hour at a time. The solution was – go with the flow – tell them to talk – and talk – and talk. Students were divided into small discussion groups and each group was given a real auction problem to resolve. In five minutes they reported their solution to the entire class. Then the real action began.

The rest of the class could question the group's decision and ask them to support their reasons. By the end of the day they had applied the rules from every angle to topics like unreserved sales, advance or absentee bids, disclosure of information, acting as an agent for buyer and seller, advertising responsibilities, payout of liens, title searching, trust funds, retaining records for government needs, relationships with other professionals and a host of other topics. The facilitators just guided the program while the auctioneers learned on their own and from each other.

**"It is set up to assure us that the people who have completed the course have been given the information they need to know when a situation is right or wrong."**

---

“It was a lot more effective than reading a boring act or regulation” said one. “It really starts to make sense when you see how the Code of Ethics can keep you out of trouble. It can help you explain to a client or customer why you can’t do certain things.”

Printed material included copies of the various acts, Codes of Ethics and regulations that govern auctions. In future courses this will be sent to participants in advance so they can be familiar with where to find answers to solve problems.

*The course consists of two segments.*

**Alberta Auctions 101** will be a requirement for all members of the Auctioneers Association of Alberta. Topics include:

- (a) Fair Trade Act and Regulations
- (b) Code of Ethics of Alberta Association and others.
- (c) The Law of Agency
- (d) Contract Law
- (e) An awareness of Acts and Regulations that apply to specific products. These are not studied in detail. Some examples include: Federal Firearms Regulations, Livestock Dealer Act and Regulations, Wildlife Act, Dangerous Goods Regulations, Environmental Protection Act, Real Estate Act, Automobile Dealer Act, Farm Implement Dealer Act.
- (f) Public relations, conflict resolution, etiquette.

**Alberta Auctions 201** is designed for Auction Sales Business trustees (the people

who have signing authority on trust accounts). You must take 101 before you can take 201. Topics covered include:

- (a) The administration of a Trust Account including: management of trust ledger, reconciling bank accounts, supporting documents.
- (b) Components of Listing Agreement.
- (c) Procedure for taking Statutory Declarations.
- (d) Components of “Terms of Sale”.
- (e) Requirements to maintain records of sales.
- (f) Components of a statement to sellers.
- (g) GST requirements relative to auctions.
- (h) Chapter 2 of conflict resolution and public relations

**“It really starts to make sense when you see how the Code of Ethics can keep you out of trouble.”**

Each course is about 4 hours in length and concludes with an exam. “The exam is not

designed to “fail” a certain percentage of the class,” said course organizers. “It is set up to assure us that the people who have completed the course have been given the information they need to know when a situation is right or wrong.”

On January 18, 2004 the second class was conducted with 29 people graduating from the program. These included some who had just got out of auction school and others who were almost ready to retire after 30 or more years in the business. Both commented on how they were able to learn so much by discussing (or arguing) points with others in the business. Dates and places for future course will be announced shortly.

# COMPULSORY COURSES

## For Auctioneers & Auction Administrators

Denham Inn in Leduc, Alberta • February 1, 2018

### Alberta Auctions 101

**8 AM to Noon** (Includes Exam)

**Fee: \$100.00** (includes lunch)

*This is a mandatory course for all new applications for membership in the Auctioneers Association of Alberta AND is a prerequisite for Alberta Auctions 201*

#### Topics Covered

- (a) Fair Trade Act and Regulations
- (b) Code of Ethics of Alberta Association and others.
- (c) The Law of Agency & Contract Law
- (d) An awareness of Acts and Regulations that apply to specific products.
- (e) Public relations, conflict resolution, etiquette.

### Alberta Auctions 201

**1 PM to 5 PM** (Includes Exam)

**Fee: \$50.00**

*You must complete Auctions 101 before you can take this course. Alberta Auctions 201 is mandatory for all persons who have signing authority on trust accounts for Auction Sales Businesses that are bonded by the Association.*

#### Topics Covered

- (a) Trust Accounts.
- (b) Listing Agreement.
- (c) Procedure for taking Statutory Declarations.
- (d) Terms of Sale.
- (e) Requirements to maintain records of sales.
- (f) Components of a statement to sellers.
- (g) GST requirements.
- (h) Unreserved vs reserved.
- (i) Title searches

## REGISTRATION FORM *(please print clearly)*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Signature: \_\_\_\_\_

Register for: \_\_\_\_\_ Alberta Auctions 101 Fee: \$100.00

\_\_\_\_\_ Alberta Auctions 201 Fee: \$50.00

Credit Card (please mark one)

VISA



MasterCard



Account Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

3 Digit Security No: \_\_\_\_\_

(located on the back of card)

Fee is payable prior to Jan. 15, 2018

Denham Inn in Leduc, AB

February 1, 2018



Auctioneers' Association of Alberta

131 Poplar Ridge Road, Red Deer, AB T4S 0K6

Phone: 403-340-2070 • Fax: 403-340-2019



2018

AUCTIONEERS' ASSOCIATION OF ALBERTA

CONVENTION

Denham Inn

FEBRUARY 1<sup>ST</sup> TO 3<sup>RD</sup>

LEDUC, ALBERTA

REGISTRATION

Included in this Registration is:

Welcoming Reception • 2 Breakfasts • 2 Lunches • 2 Dinners

Name of Auctioneer: \_\_\_\_\_

Name of Spouse / Partner: \_\_\_\_\_

No. of people in your party \_\_\_\_\_ x \$200 = \$ \_\_\_\_\_

After December 31st \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_

Guest Dinner Ticket Friday \_\_\_\_\_ x \$60 = \$ \_\_\_\_\_

Guest Dinner Ticket Saturday \_\_\_\_\_ x \$60 = \$ \_\_\_\_\_

Total Owing \$ \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card (please mark one)  VISA   MasterCard 

Account Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_ 3 Digit Security No: \_\_\_\_\_  
(located on the back of card)



Please make Cheques Payable to: Auctioneers' Association of Alberta  
131 Poplar Ridge Road, Red Deer, AB T4S 0K6  
Phone: 403-340-2070 • Fax: 403-340-2019

2018

AUCTIONEERS' ASSOCIATION OF ALBERTA

**CONVENTION**

*Denham Inn*

FEBRUARY 1<sup>ST</sup> TO 3<sup>RD</sup>

LEDUC, ALBERTA

## Vern Scown Memorial Tyro Contest

REGISTRATION • FRIDAY, FEBRUARY 2ND, 2018

**Regulation:** This is a contest for any autioneer that has graduated from a recognized auction school in the last two (2) years. Must be a member of Auctioneers' Association of Alberta

***Free Convention Registration for all Tyro Contestants!***

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

School Attended: \_\_\_\_\_

Date Graduated from Auction School: \_\_\_\_\_

Are you a member of the Auctioneers' Association of Alberta?  YES  NO

Signature: \_\_\_\_\_

*FAX OR MAIL YOUR REGISTRATION TO:*

Fax: 403-340-2019 • 131 POPLAR RIDGE ROAD, RED DEER, AB T4S 0K6

*8th Annual*  
**All Around Auctioneers'  
CHAMPIONSHIP**

**February 2<sup>ND</sup>, 2018 10:00 am.**

**NEW LOCATION:**

Ritchie Bros. Auctioneers Venue, Nisku, Alberta

The 8th Annual All Around Auctioneers' Championship will be held in Nisku in conjunction with our Annual Convention, February 1 to 3. Limited contestants will compete for the trophy, buckle, and cash. There will be a preliminary round, then top contestants will be asked to come back for finals, later the same day. We are receiving more interest from out-of-province competitors and new sponsors.

**NEW  
FOR  
2018**

**RINGMAN COMPETITION**

Will be held after Preliminary Round of the All Around Auctioneers' Championship

*Details to Come in the next Issue of the Magazine*

**If you would like to Consign, Sponsor, and/or  
Donate items please let us know.**

Committee Chair: Joe Perlich and Ron Victor, ASA  
Andrew Reeleder, Cody Hayes

**2018**

AUCTIONEERS' ASSOCIATION OF ALBERTA

**CONVENTION**

*Denham Inn*

FEBRUARY 1<sup>ST</sup> TO 3<sup>RD</sup>

LEDUC, ALBERTA

# BRING YOUR ENTRIES TO THE CONVENTION!

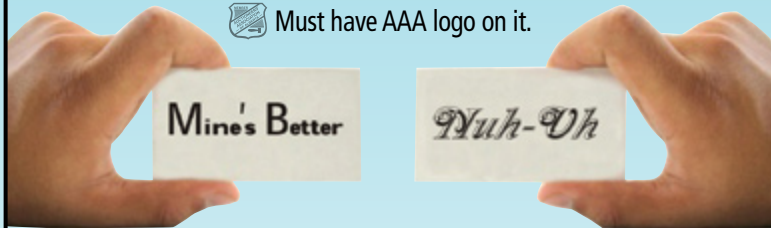


## Best Auction Photo


(Framed 8x10)

## Best Business Card

 Must have AAA logo on it.



## Best Webpage

 Must have AAA logo on it.





Peter Kowalchuk  
Art Scott  
Ed Walker



James Crawford  
Brent Nixon  
Frank Noble  
Tim Sekura



Robert J. Bruun  
Ron Henschell  
John Wayne Johnson  
Hubert Kallen  
Barry Kasha  
Nick Kowerchuk  
Corey Lawrence  
Gerald Matzner  
Don Oberg

**JOIN US IN  
HONOURING THESE LONG  
TIME MEMBERS AT OUR  
2018 CONVENTION**

98 Deluxe Guest Rooms  
Executive & Jacuzzi Suites  
JB's Lounge & Remington's Grill  
Meeting & Convention Facilities  
Indoor Pool & Whirlpool  
Free Wireless  
Free Parking

Reservations  
1-800-661-8793  
403-343-6666  
blackknightinn.ca  
frontoffice@blackknightinn.ca



Black Knight Inn  
2929 50th Avenue  
Red Deer, AB T4R 1H1

# Inside the Art of Being an Auction Ringman



Ever wanted to work the ring? Showing up early to an auction and protecting your physical health are two key components to successfully doing so.

Bid spotter. Bidder assistant. Bid chaser. Bid catcher. The person tasked with working a live auction from the floor might be called any one of these names. However, in today's evolving auctioneering world, Sam "The Hitman" Grasso says the correct title is ringman.

"The bottom line is there is a difference between a bid spotter and a professional ringman," he says. "Anyone with good vision and the ability to stay awake can be a bid spotter, but not everyone can be a ringman."

The job is challenging, fast-paced, and requires the right skills. The good news is that today's successful auction professional knows the value of a professional ringman and might have even started their career working the live auction ring.

Called the "The Hitman" by many in the auction industry for his award-winning ability to "hit the bid" desired, Grasso specializes in heavy equipment sales throughout the U.S. and is a lead ringman

for the NAA International Auctioneer Championship Finals. As a graduate of the Mendenhall School of Auctioneering and the Florida Auctioneer Academy "Ringmaster" program, he has years of experience in the ring and believes there is an art and science to finding success as a professional ringman.

Where a bid spotter may just stand on the floor and acknowledge bids by hollering "yep," a professional ringman is so much more. He or she ensures auctions run smoothly by being the Auctioneer's connection to the buyers and sellers at a sale.

"If you have a good ringman, they actually start working before the sale even starts," Grasso says.

The science, Grasso says, is in the preparation.

## **Working the auction ring: Get to the auction early**

Getting to the sale site early is important to developing relationships and working out the details that ensure you get booked repeatedly.

The ringman should have time to meet everyone, discuss strategies, establish the layout of the auction, and more all before the auction even begins. Doing so will allow you to know the value of items up for sale, answer questions, and interact with both buyers and sellers.

Also, a ringman should smile and make every bidder feel involved in the auction process. Intermingling can also help a ringman get attuned to buyers and their mannerisms, which helps for catching bids later.

During the auction, ringmen monitor the activity of the room and leverage both the bidder and seller's interests. They use their bodies and voices to create energy in the ring. There's an art to encouraging sales through the designated voice and hand signals that relay information between bidder and auctioneer. Fine tuning these skills can take years of auction experience. And, while it works for some, Grasso's style and advice is to never resort to theatrics, invade a bidder's personal space, or use aggressive means to get bids.

"You don't have to be a clown to work the auction ring," Grasso firmly believes.

Ask the person to bid. What do you want to do? You want back in? Do not beg because it looks desperate and unprofessional. Avoid phrases like: Come on bid one more time. Please bid one more time.

### **Working the auction ring: Physical health is important**

Grasso knows telling ringmen to maintain good physical health may seem like a no-brainer, but it's a message he consistently hits again and again. Auctions often start early and can last eight to ten hours or longer.

Therefore, getting enough sleep and eating a good breakfast before an auction will ensure any ringman has an ample supply of energy. Stay hydrated before, during, and after a sale.

"If you're not in some kind of decent shape, you won't be able to hang in there," he says.

"You do not want to run out of gas halfway through a sale."

On top of conserving their physical energy, Grasso encourages ringmen to preserve their voices—something anyone in the auction business knows. Yet, working an auction from the floor is unlike working the stage because ringmen don't have the help of a microphone to amplify their voices.

"Strains on vocal cords are very easy to do when you're working the ring. The first two or three pieces can come up and you get excited, then all of a sudden you're losing your voice," Grasso says.

Repeated yelling will stress even the best professional's vocal cords, so it is a necessity for ringmen to learn to project in a moderate tone that both the Auctioneer and crowd can hear. To find your moderate voice, Grasso recommends practicing voice projection in an empty room. Keep working until you identify the voice that's loud enough without causing strain.

Avoid hot coffee, caffeine, cold drinks, and candy during auctions as they are not good for maintaining the voice. Some ringman might find cough drops, tea, and room temperature water to be voice aids they'll want to keep on hand. A muscle rub can similarly be useful to a ringman for any soreness that can develop after standing for hours.

"A professional ringman takes care of his body and takes care of his voice, because it's through his excitement that makes and helps the auction be successful," Grasso says.

*This article by Brittany Lane, NAA Content Developer, was an excerpt from a presentation given at the 2017 NAA International Auctioneers Conference and Show. Want even more tips on diversity or hear more regarding this topic? Full audio of the presentation will be available in the NAA Knowledge Center in September.*





Thanks to the generosity of donors, the Alberta Children's Hospital Foundation is able to fund the highest priority needs of the Hospital, including state-of-the-art equipment, world-class expertise and innovative research. Community support enables our hospital to invest in enhancements that have a significant impact on care for the 95,000 children and families who rely on the Alberta Children's Hospital each year. Your support will help kids like Payton...

Looking at young Payton today, you'd never know this vibrant girl was once in the fight of her life. In the spring of 2012, she came down with flu-like symptoms that in less than 48 hours, deteriorated into life-threatening illness. Just a week after her little brother was discharged from the Alberta Children's Hospital where he spent days fighting Group A Strep Sepsis, Payton developed similar symptoms. Not taking any chances, her mother Betina took her to a nearby urgent care centre, where staff realized she would need the experts of the Alberta Children's Hospital. Alarming quickly, Payton became sicker and sicker,

and was admitted to the hospital's Pediatric Intensive Care Unit.

"Shortly after arriving at the hospital, Payton was no longer able to breathe easily on her own," says Betina. "She went into cardiac arrest and was resuscitated for three minutes right in front of me." Payton was diagnosed with Invasive Group A Strep Toxic Shock Syndrome, a rapidly progressing bacterial infection causing extremely low blood pressure and organ failure. Her heart and lungs were no longer functioning correctly and her organs were at risk of shutting down altogether. In an attempt to save her life, after all other medical intervention had failed, the decision was made to put Payton on Extracorporeal Life Support (ECLS), a form of heart and lung bypass that would give her heart and lungs the chance to rest and recover. This specialized technology only became available to the hospital six months earlier, thanks to generous donor support.

Thankfully for Payton, this life-saving measure was exactly what her tiny, exhausted body needed to recover. After healing from the infection, she began her rehabilitation, regaining mobility and eventually much of her speech and fine motor skills. "ECLS gave Payton a fighting chance, and we know our daughter wouldn't have made it if it weren't for this amazing, life-saving technology. We are so thankful," says Betina. ECLS is giving more children like Payton a chance at survival. "Thanks to the leadership at this hospital, its dedicated team members, and of course the generosity of donors, 30 children are alive today because we had ECLS and the expertise to use it," says Dr. Jaime Blackwood, Pediatric Intensive Care Physician.

Today Payton is healthy and happy and enjoys giving back to the hospital that saved her life by donating toys and through her own personal fundraising efforts.



# HELP WANTED

---

After getting off to a tremendous start at last year's convention there have been very few pictures sold in support of the children's hospitals. The amount we are able to donate could be staggering if more members would get on board. I realize that not all of you do not do charity sale but with over 400 members if only half of you sold at least one picture we could easily be raising in the \$100,000.00 range and think of the positive spin that would put on not only the association but on the entire auction industry.

As was the case in our cancer fund raiser there are only the same few auctioneers supporting the cause on an ongoing basis and I know we can do a lot better.

It is easy to start helping out. Simply call Lorraine at the office and she will have the pictures delivered to you and you will find that almost all of the charities not only will let you include a picture in there function but also appreciate the opportunity to support the children's hospitals.

I know for me the majority of the charity functions are in the fall or early winter so hopefully with your support we can finish this year as strongly as we started.

Thank you,  
Wayne Orsten,  
*Past President*

## AAA Scholarship Program

---

The Auctioneers Association of Alberta awards up to 2 scholarships of \$500 each year. One to a member of the Association who has recently attended or will be attending an auction school and the other to a child or grandchild of an association member pursuing post secondary education.

For auctioneers, if you are planning on attending an accredited auction school, you may apply for a scholarship and the scholarship will be awarded upon completion of the qualifying criteria. The qualifying criteria for the scholarship are:

- 1) Graduated from an accredited auctioneering school within 1 year of the application date.
- 2) A member of the Auctioneers Association of Alberta.
- 3) Have competed in Tyro competition.

- 4) Have completed Alberta Auctions 101 and 201 professional development courses.
- 5) Have attended at least one annual convention and annual general meeting of the Association.

For those applying for the general scholarship you must have a parent or grandparent that is a member of the Association and be enrolled at post secondary institution. You must be nominated by the association member.

To receive an application please call (403) 340-2070 or email: [ab\\_auct@telus.net](mailto:ab_auct@telus.net). Complete and forward the application to:

**Auctioneers Association of Alberta**  
131 Poplar Ridge Road  
Red Deer County, AB T4S 0K6  
Fax: (403) 340-2019

# International Auction Competition at Calgary Stampede



Dean Edge won the International Auction Competition at Calgary Stampede.



Rob Bergevin came in third.

## Are Your Appraisal Reports up to Standard?



**CPPA™**  
*The mark of  
excellence for  
personal property  
appraisal standards.*

Join over 600 Auctioneers and Appraisers from across Canada in the **CANADIAN PERSONAL PROPERTY APPRAISERS GROUP** Membership is your link to our diverse network of knowledge and expertise.

**FOR UPCOMING COURSE DATES CALL 1-800-891-0516**

Limited enrollment. Call today to reserve or for more information, or visit our web site at [www.cppag.com](http://www.cppag.com)

**Canada's largest personal property appraisal organization.**

# With Deepest Sympathy ❁



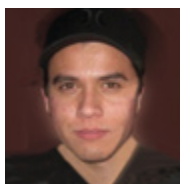
**Dean Albert  
BEREZAY**

July 19, 1928 -  
March 8, 2017

 **45 YEAR  
Member**

After a valiant fight with cancer, Dean passed away surrounded by his family. He was born on July 19, 1928 in Cardston, Alberta, and died on March 8, 2017 in Cardston, Alberta.

All who know Dean have been uplifted by his honesty, kindness, hard work and service in the communities wherever he has lived, also his acceptance of others no matter their life's circumstances, his many people and animal impressions, and his fun personality. He loved being an auctioneer. He worked along side his wife, and any of his children he could talk into holding up the stuff for sale. He sold everything from a billy goat, to pies, cakes, and all kinds of services, all to fund local scouting programs and other charity events.



**Daniel A.  
GALLEGER**

October 17, 1987 -  
June 27, 2017

 **4 YEAR  
Member**

Dan was respected by his peers in Auctioneering; where he worked at Regal Auctions in Calgary for the last 10 years. Dan's GM at Regal proudly told me that he considered Dan one the best in Canada after placing at the 2014 All Around Canadian Auctioneers Championship. Dan had a passion for his work and the craft; we often heard his auction chant as he moved around the house. It became a part of him. I think I paid for many things in our home twice; once at the store and once from Dan, he was that good! He also had a passion for music when he recently started playing the piano and played so beautifully in less than two years without taking lessons. He would learn by watching YouTube video's or figure it out on his own.

**MEMBERS:** Please check all your information on the web page "[www.albertaauctioneers.com](http://www.albertaauctioneers.com)" and correct anything that is wrong.

**Please send me your email address.** A lot of mine are incorrect.

We're always looking to add to our **AUCTION ARCHIVES** in Cochrane. Please contact us if you have old archives to add to the collection.

**2018 Convention** will be held in Leduc  
Best Western Denham Inn & Suites on Feb. 1 – 3, 2018.

*Mark your calendars!*



we want  
you to stay  
with us!

d3h hotels

Hotel Listings By City

ALBERTA



CALGARY

**Days Inn**  
CALGARY AIRPORT  
2799 Sunridge Way NE  
403.250.3297  
daysinncalgary.ca

RED DEER

**MOTEL 6**  
#900 5001 19th St  
403.340.1749  
motel6rd.ca

**Days Inn**  
RED DEER  
#1000 5001 19th St  
403.340.3297  
daysinnreddeer.ca

EDMONTON

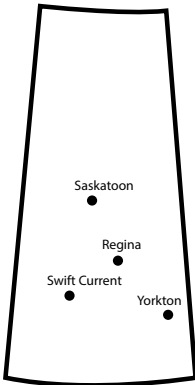
**Days Inn**  
EDMONTON SOUTH  
10333 University Ave NW  
780.430.0011  
daysinnedmonton.ca

MEDICINE HAT

**Days Inn**  
MEDICINE HAT  
24 Strachan Court SE  
403.580.3297  
daysinnmedicinehat.ca

**HOME INN** express  
20 Strachan Court SE  
844.466.3642  
homeinnexpressmh.ca

SASKATCHEWAN



SWIFT CURRENT

**HOME INN & SUITES**  
SWIFT CURRENT  
1411 Battleford Trail  
306.778.7788  
homeinnswiftcurrent.ca

SASKATOON

**HOME INN & SUITES**  
SASKATOON SOUTH  
253 Willis Crescent  
306.657.4663  
homeinnsaskatoonsouth.ca

YORKTON

**HOME INN & SUITES**  
YORKTON  
506 Broadway St W  
306.782.7829  
homeinnyorkton.ca

REGINA

**Days Inn**  
REGINA  
3875 Eastgate Dr E  
306.522.3297  
daysinnregina.ca

**Days Inn**  
REGINA AIRPORT WEST  
4899 Harbour Landing Dr.  
306.584.3297  
daysinnreginaairportwest.ca

**HOME SUITES** by d3h  
3841 Eastgate Dr E  
306.522.4434  
homesuites.ca

**HOME INN & SUITES**  
REGINA AIRPORT  
4809 Harbour Landing Dr.  
306.546.4663  
homeinnreginaairport.ca

**2018 Convention** will be held in Leduc  
Best Western Denham Inn & Suites on Feb. 1 – 3, 2018.

*Mark your calendars!*



**PRODUCT** **SALES PRICE**

Days Inn	<b>Calgary Airport: Business Class</b>	.....	\$109.00
Days Inn	<b>Calgary Airport: Classic Two Queen</b>	.....	\$109.00
Days Inn	<b>Edmonton South: Business Class King</b>	.....	\$115.00
Days Inn	<b>Edmonton South: Classic Two Queen Beds</b>	.....	\$115.00
Days Inn	<b>Medicine Hat: Classic Two Queen Beds</b>	.....	\$109.00
Days Inn	<b>Medicine Hat: Business Class King</b>	.....	\$109.00
Days Inn	<b>Red Deer: Business Class King</b>	.....	\$95.00
Days Inn	<b>Red Deer: Classic Two Queen Beds</b>	.....	\$95.00
Days Inn	<b>Regina Airport West: Classic Two Queen Beds</b>	...	\$119.00
Days Inn	<b>Regina: Business Class King</b>	.....	\$122.00
Days Inn	<b>Regina: Classic Two Queen Beds</b>	.....	\$114.00
Home Inn & Suites	<b>Regina Airport: Business Class King</b>	.....	\$127.00
Home Inn & Suites	<b>Regina Airport: Classic Two Queen Beds</b>	.....	\$127.00
Home Inn & Suites	<b>Saskatoon South: Business Class King</b>	.....	\$124.00
Home Inn & Suites	<b>Saskatoon South: Classic Two Queen Beds</b>	.....	\$124.00
Home Inn & Suites	<b>Swift Current: Business Class King</b>	.....	\$122.00
Home Inn & Suites	<b>Swift Current: Classic Two Queen Beds</b>	.....	\$114.00
Home Inn & Suites	<b>Yorkton: Business Class King</b>	.....	\$117.00
Home Inn & Suites	<b>Yorkton: Classic Two Queen Beds</b>	.....	\$111.00
Home Inn Express	<b>Medicine Hat: Family Room</b>	.....	\$94.00
Home Inn Express	<b>Medicine Hat: Guest Room</b>	.....	\$84.00
Home Inn Express	<b>Medicine Hat: Master Bedroom</b>	.....	\$94.00
HomeSuites	<b>Regina: 2 Queen Dream Suite</b>	.....	\$129.00

**Auction**  
SALES.CA

# AUCTIONEERS ASSOCIATION OF ALBERTA

*HERE, THERE & EVERYWHERE...with Wild Bill*



*It's been 50 years but Wild Bill came to his hometown Barrhead to visit his farm boy friends, Alvin Gross and Leo Klan. It brought back fond memories and more get togethers are planned.*

and he was a most wonderful man. I thought of John. He will be missed.

The year 2017 is rapidly coming to an end. To all my friends involved with the AA of Alberta, I trust your year was a success. Say thanks to your family that inspires you to be their best friend and love.

**“That smile, hug and kiss can really make a change. Try it.”**

God Bless You All,

Wild Bill



*Leo Klan with Wild Bill having an early morning breakfast and reliving memories of the past*

The design of the new AA of Alberta “Logo” for promotional purposes had input from all members on the AA of Alberta Board of Directors. It received unanimous support and we expect members will promote our association with purchases.

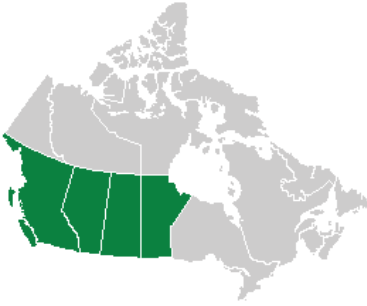
We have had a different summer in BC with record breaking “Forest Fires”. I travelled throughout this area in June and it was “Beautiful BC”. We have received an untold amount of support and if you are capable the Red Cross will handle your donation.

It is with great sadness that on July 17, 2017 the auction industry lost a truly great person in John Wild who was a partner with Ritchie Bros for many years. I met John by attending conventions and seeing him at local charities which I was involved in. He impressed me in so many ways. Every time I heard the name Ritchie Bros I





# HISTORY OF THE WEST



To all of us youngsters that can recollect the early days of our lives, this true story will bring back **many many memories**. Our chores were never-ending and to have moments where a rest was permitted was a blessing. This was the way of life early settlers were subject to and we survived. In time, the **fruits of our labour** were rewarded as we **achieved "success"**.

The following prelude will introduce you to how a pioneer family discovered "CANADA

WEST" – Read on and Enjoy.

## CANADA WEST

To attract immigrants to come to Canada and especially Western Canada, the Minister of Agriculture, Hon. Sydney Fisher had posters prepared and distributed:



## The Last Best West, Homes for Millions



## HOW THE WEST WAS WON: "A PIONEER FAMILY RELATES THEIR JOURNEY"



The poster said the land was free,  
The last Best West, was where you should be.  
**Horses and wagons rolled across the plains,**  
Loaded down with belongings, and bags of grains.  
The rules were simple, a three-year span,  
To build a home, and cultivate the land.  
The land so vast and so untamed,

**And still the families came and came.**

Homesteads arose across the view,

**As people came together, communities grew.**

Winters so bitter, the wind icy cold.

This place was only for those that were bold.

Wood fires were lit and some heated stones,

To place in their beds and take the chill off their bones.

**The door always open for a stranger to stay,**

For you are as welcome here, as the flowers in May.

Horse drawn cabooses would take them to mass,

As they patiently waited for the winter to pass.

**Spring brought with it high spirits, as the earth would renew.**

And farmers rejoiced, as their crops of wheat grew.

**The porch was a haven for guitar and a song,**

As family and friends gathered, for an evening sing along.

**Children rose early, ahead of the sun,**

For there was **livestock to feed, and chores to be done.**

School bells echoed for miles, all around,

**As Touchy raced off, her feet not hitting the ground.**

Gardens were planted and vegetables stored,

And supper was started with **their prayers to the lord.**

Summer would bring droughts and large fields to replant.

But for these pioneers the time limit was scant.

**The farmers spirit was given, the greatest test,**

And they transformed the land known, as the last **"Best West"**.

From **these peoples' strength, pride, determination and vision,**

**The world's largest granary had ultimately arisen.**

The land so vast and so untamed,

**And still the families came and came.**



*"Touchy" The family Horse*

A Wild Bill Special Story -Many thanks to: Family Historian Debbie Steeves



# PERLICH BROS. AUCTION MARKET LTD

## - Lethbridge, AB -



### 50<sup>TH</sup> ANNIVERSARY – AUGUST 24 2017

Perlich Bros. have received high applause and recognition in serving the livestock industry in **Southern Alberta** for **over 50 years** with honesty and integrity.

They have been forerunners in innovative auction methods that are focused on a total commitment to their customers. **Perlich Bros. is one of the largest and most diversified auction companies in Western Canada. Their greatest asset is customer satisfaction.** The family auction business has a vast knowledge of the industry and excels in serving a variety of customers including real estate.

In preparing this story, I have had interviews with family members including **John, Maureen and Joe Perlich.**

John has provided me with a number of comments that reflect the involvement of the Perlich family in the auction livestock industry.

**John Perlich acknowledges his involvement in becoming an “Auctioneer” and relates his journey which includes his family, his brothers and sister and their contributions to their business and the auction industry as a whole.**



*A FAMILY BUSINESS - John, Maureen, Bob, Stan & Ken  
A combination of skill, talent, knowledge and service  
that they provide to their clients for every sale they do!*

**SO BE READY TO READ A MOST  
WONDERFUL STORY –**

**ABOUT A MOST WONDERFUL  
FAMILY**

The auction business has been a part of my life from my earliest memories. Being encouraged to be an auctioneer and hearing about the business on a daily basis as a kid, to spending time at the market, horse sales, and farm sales throughout my youth. Similar to a family farm experience: mutual relationships, goals, aspirations and hurdles create a reality that can be somewhat challenging at times, but without a doubt, leaves one with the **satisfaction of a full life.**

After losing my father when I was 16, it didn't take long to realize that I wanted to continue in his footsteps and try to advance his dream. I followed my Dad's lead (Joe Perlich) in **attending Western College of Auctioneering in Billings, Montana**, returning to Alberta to be employed as an Auctioneer. Some time was spent apprenticing with **Harry Lenz Auction Service**, in Lethbridge: the opportunity I truly appreciated. Then I spent some time travelling and working with Royal City Antiques, where I held several sales in my early twenties. I met (Wild) Bill Henke at that time, which was an unforgettable memory and an eye-opening experience for a young auctioneer in itself (Bill worked several years with Royal City as well). After many years working as an employee, the family

auction business went through a major transition having lost both our Uncle Tony and Mother Irene all within 4 months. We were faced with the challenge of regrouping as a company. We are moving ahead nicely now as co-owners and co-workers with the help of our families in **anticipation of good years ahead for the Auction Industry and the Agriculture Industry and economy as a whole.**



*John & Sherri Perlich - Family time is important time which they cherish and enjoy. "A Great Couple"*

I think if I were to try and single out all of the people who influenced me and my career, I would miss too many. **I would rather highlight some of the ways that they impacted my life in teaching me resilience, perseverance, respect, optimism, love of family and the importance of friendship. I learned these lessons from many people but especially my beautiful wife, Sherri,** who, without a doubt, exemplifies all of these traits and whose love and support I rely on endlessly.

In my opinion, a good auctioneer has a good voice, excellent rhythm and clarity, and has a good command of his crowd and surroundings, without being offensive or overbearing - always ready and able to entertain. With our family being established in the auction industry, I am thankful for the lifestyle and opportunities it has provided. I think young auctioneers should consider the many different types of auctioneering out there and endeavor to become somewhat of a specialist in whatever auction related field they choose. **Don't be afraid to be a bit of a maverick: perhaps taking the auction method of selling and adapting it to various industries or sectors in order to provide a new idea or fresh way of thinking.** I also believe that technology can be a tremendous game changer in the auction industry, "The best way forward in this regard is for educated young people, with a good understanding of the history and structure of the business, to have an opportunity to be involved in its future."



*A Perlich Family Xmas get together with their relatives.*

**I have been very fortunate to have the support of my wife Sherri; my children, Joe and Michelle, Mike, Katelyn and Meagan; my siblings, Bob and Sharee, Stan and Trin, Ken and Maureen; my nephew and nieces, Justin, Nichole, and Richelle; and Cousin Bill.** Also numerous staff and very dear friends are a continued support. Although it seems like a lot of people, the truth is, all of them have taken a keen interest in the business

and the industry. **My recognition of their efforts is understated, but appreciated immensely.**

Family time for the Perlich family is a seasonally adjusted occurrence, though we try our best to replace quantity with quality time. Ohhh the family get togethers...but that's another story! Charity events? Somewhere between 20-40

per year, often times resulting in 2-3 sales a day. Thanks to the people I mentioned above for making this all possible.

I have **many favorite auctioneers**, some still active, some not so much. However, I really **honestly have to say that my brother Bob is my favorite - please don't tell him**. His voice quality, crowd control, product knowledge, endurance and enthusiasm is hard to believe at times. Recently, I've had the opportunity to be involved with our own International **All-Around Auction Competition**, as well as the International Livestock Auctioneers Competitions and the talent that has participated in these events is absolutely remarkable. Danny Skeels, Chance Martin, Johnny Charlton, Steve Doran, Bob Balog, Brent Carey, just to name a few of the amazingly talented auctioneers I have worked with.



*Tony Perlich - 1969 President of AA of Alberta*

The list goes ON and ON and ON we have so many outstanding auctioneers hailing from the province of Alberta that are role models and super stars within their own right. It is a crying shame we cannot begin to name them all.

So, would I do it all again? John didn't hesitate as he remarked, "You betcha!", with a large smile, a twinkle in his eye – and another, "You betcha!"

**The Perlich Family have been a beacon to all in the auction industry.** They have been a strong supporter of the A.A. of Alberta and throughout the years have contributed in many ways in having a successful association in Alberta. **Three family members have been President of the A.A. of Alberta and are: Tony 1969 – Joe 1976 – and John 2012-13.**



*Joe Perlich - 1976 President of AA of Alberta*

On August 24, 2017, they will be celebrating their 50<sup>th</sup> Anniversary – the past 50 years have seen Perlich Bros. support hundreds of charities throughout Southern Alber-

ta – the Perlich Family represents the "Pioneer Spirit" that made the West – "Best West"



*John Perlich - 2012-2013 President of AA of Alberta*

The year 1967 was the year of Canada's centennial celebrations and was also the year that Perlich Bros. opened their doors to the livestock auction industry. Joe and Tony gave up their sugar beet hoeing jobs to pursue a dream in the auction industry. Their ambition was to service the cattle industry and they expanded their services to other menus which included all family members to be a part of their business. Family members John, Bob, Stan,

Ken and Maureen run the auction business and take pride that they continued in their father's footsteps.

Perlich Bros. sales exceed 100,000 head per year and hit the hammer every Thursday since August 24<sup>th</sup>, 1967.

In 2017, Perlich Bros. hosted the L.M.A.C. 2017 Conference and Livestock Auctioneers Competition from May 11-14, 2017. The competition attracted 35 top auctioneers from across Canada that sold over 3000 head of cattle during the competition. Six industry leaders from across Canada judged the talented auctioneers.

The 2017 Canadian Livestock Auctioneer Champion was David Rebalkin of Meadow Lake Stockyards in Meadow Lake, Sask. Rebalkin received a unique prize buckle, cash, use of a stock trailer and the title of 2017 C.L.A. Champion.

The hosts Perlich Bros. had the competitors and attendees partake in a steak BBQ with all the trimmings, entertainment by 3 bands and refreshments for all.

It was a memorable occasion for Perlich Bros. but once again displayed their support of the Livestock Industry of Canada.

**SPECIAL MENTIONS - 2017 LMAC Convetion:**

Blair Vold - inducted into Hall of Fame.

Danny Skeels – awarded the prestigious INDUSTRY CHAMPION.

Another story....another friend....LIFE IS GOOD.

**THE PERLICH DYNASTY - 1967 - 2017:  
IT ALL STARTED HERE!**



*Memory Lane - Tony and Joe dressed up in their "Sunday Best" at their homestead in Iron Springs, AB in the 40's.*

*It was a day off from their "Sugar Beat Hoeing"*

**HIP HIP HURRAY!**



*1967 Perlich Bros Auction Barn*

*The start of livestock auctions that responded to the needs of the cattle industry throughout the West.*



*Tony & Joe with the cattle scale at their Opening Auction - August 24, 1967*



*2017 site has the original building along with the new building erected in 1992 - their 25th Anniversary*

# HIGHLIGHTS FROM THE 2017 LMAC HELD MAY 11-14 AT PERLICH BROS AUCTION



*35 of Canada's Top Notch Livestock Auctioneers displayed their talents in hopes of winning the title. It was a competition of the highest quality and they all should be applauded for their performance. There were no losers!*



*2017 LMAC Auctioneer Champion - David Rebalkin of Meadow Lake, SK*



*Opening ceremony rites at the 2017 LMAC Convention & Competition - Lethbridge, AB*



*It's time to sell! Judges are ready to score. Good luck to all!*

## “TO BE A MAN”

**The man of greatest strength is also one of gentleness.**

**The most accomplished man learns both from failure & success.**

**The man of strongest leadership knows how to follow, too - And that asking help can sometimes be the best thing he can do.**

**The wisest man of all is one who takes a look within - to embrace what he's becoming, and to learn from where he's been.**

**If a man attempts all of this, and only someone special can, then he truly has the heart and soul it takes to be a man.**



# GATEWAY AUCTIONS SERVICES LTD.

## CANADA'S TOP ELK AUCTIONEER

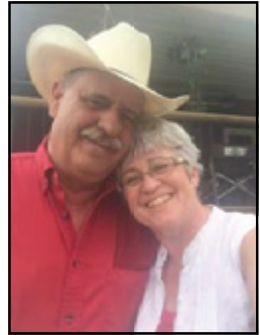
Gordon and Charlene Musgrove have experienced an auction

career that has encountered many highs and at times lows.

Gordon was a graduate from two auction schools – 2001 received his auction diploma from Auctioneering College of Canada in Edmonton – 2011 graduate from Western College of Auctioneering, Billings, MT.

Musgrove had vast knowledge of the livestock market and for many years was a key factor in producing horse sales in Brooks, High River, Claresholm, Olds, and a longhorn sale in Oyen.

In those days, we would produce the sale and then hire an auction company to come in and do the sale. When a veteran auctioneer of Medicine Hat retired, Gord and his wife Charlene bought a share in the company and became one of 8 partners. During this time he worked for a number of auction firms including Johnny Charlton, McDairmid Auction, Michener Allen, Beaver Hill and Jim Schlenker.



*Gord & Charlene  
"Love is Wonderful"*



*Gord & Charlene at 2016 ITLA Convention at Cloverdale, Indiana held in October*

**In 2014, the Schlenker partners were not interested in livestock, so with their blessing, Gord fired up his own company to do specialty livestock auctions.**

In February 2012, the Musgrove team of Gord and Charlene Musgrove held the first auction for the **"Alberta Elk Ranchers Production Sale"** and their relationship with the Elk Industry began in North America. Gord had the foresight that the "Elk Industry" would be a viable source of income and it became his "passion" to see this industry succeed.

**ELK HISTORY IN CANADA – For 100 years, it was a thriving industry and flying high up until 2002 and then the discovery of CWD crashed the industry. A bull Elk (breeding bull) went from a value of up to \$160,000 down to nothing. It devastated the industry.**

**In 2002, there were about 400 Elk producers in Alberta alone, there are now approximately 165.** But they have slowly built up a stable meat market, velvet market and hunt bull market. **The industry is growing, interest and prices in our auctions have been going up.** This February saw new interest for entering the industry and for past producers to get back into it. **Alberta has some of the best, if not, the finest genetics which has helped to grow forward.** The Elk industry has become part of our family and taken us into theirs. We help out and support their different events and conventions in Alberta and in the USA. There are many government rules and health regulations that are strictly adhered to, to ensure animals are healthy and trade relations remain.

**We do 2 Elk auctions a year – one in February and the other in August.**



2015 Red Deer Western Days - Gord & Charlene are pictured with Mark & Tina Stewart of Ponaka, Ab and their children. They won the "Grand Champion" Texas Longhorn Bull Award which was sponsored by Gateway Auction Services.

We produce a catalog that has full pedigrees and write-ups with stats and special traits and pictures on each animal. These sales are conducted in a ballroom in a hotel, the animals are on a screen at the front and also as a live webcast online. We have sold Elk and Semen across Canada and into many states. We enjoy our friends and business relations we have made in the Elk Industry and have learned much about that segment of agriculture.

**We also do Horse, Specialty Livestock, Consignment, Farm Sales but our unique niche is the Elk Auctions.**

### **GORDON AND CHARLENE SHARE PAST EXPERIENCES**

I always enjoyed auctions. The social aspect and establishing fair market value. I determined it was cheaper to work at an auction rather than just attend! The success of a community is important to everyone in it.

**We help out with auctions:** Patricia Hall Board – Chukar Challenge (We sold a Blueberry Delight Dessert Dish for \$700, a Banana Cream Pie for \$450), Buffalo, Alberta – Chuck wagon Tarp Auction (mini chuck wagons – sold a tarp for \$2500), Junior Arthritis, Ducks Unlimited, Pheasants Forever, Brooks Elks Club; we have done auctions to raise money for cancer treatments and others.

John Charlton, Jim Schlenker, Fred McDiarmid – great auctioneers with the ability to inspire interest and enthusiasm at an auction. They contributed a vast array of knowledge that enhanced my success as an auctioneer.

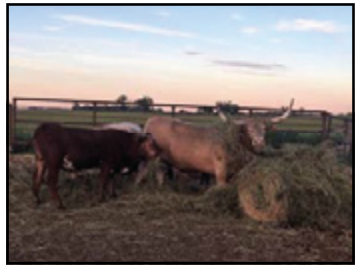
Every sale has its challenges – the financial and emotional wellbeing of the consignor is what makes you want to be as successful as possible as an auctioneer and for their auction – it can be very emotional.

The best auction was an Antique John Deere Tractor auction south of Olds. A huge collection from 1 consignor. The passion and the knowledge that the owner had for his collection: WOW! It was fun and the consignor enjoyed teaching us and our crew about his collection – we had a couple of young guys working for us and he took special pleasure in talking to them and showing them how the tractors operated. It was an amazing display but a very emotional time for this consignor as he dispersed his many years of collecting.



John Deere Spoker 1928 Model Sold in 2014 for \$28,000 - Olds, AB

**A good auctioneer generates interest and enthusiasm, entertains the interest of the crowd; he is able to judge the crowd and speed up or slow down according to their ability to bid and he stays**



*It's feeding time at the Ranch!*

**on track.** Mentally set goals for each sale – related to dollars needed or if it is the lifework of the consignor and he may have a strong emotional attachment.

I still love the auction and am enthusiastic about it. **My wife is the CFO of all efforts and quite frankly, it wouldn't be happening if it wasn't for her skills with the computer. It gets to be a family affair** – my brother Don assists with producing a sale, 2 daughters that help out when they can, cousins Jason and Reid are part of the auction crew, Char's sister Lynette and there are our friends that have become family that work with us and are a big part of every auction.

Prior to his involvement with auctioneering he was a cattle rancher at Patricia, AB. For the past 15 years, Musgrove has raised Texas Longhorns on his 1200-acre ranch. In 1991, he was president of The Alberta Chamber of Commerce. His father, Tom served as MLA under Peter Lougheed. Musgrove was involved with provincial politics and at times his views received coverage from the media. Gord had a reputation that created controversy, however he stood by his convictions.

**Musgrove has participated in various activities which included Team Roping, local Fire Department volunteer, Rodeo and Chuck wagon Racing Announcer plus supporting the AA of Alberta over the past 15 years.**

Gord has a big smile when the year 1998 is mentioned as it was the year he wed Charlene; she has become a most valuable player in their business.

The "Alberta Elk Industry" has been very fortunate to have an auctioneer, businessman and entrepreneur that takes ever so much pride in representing the Elk Industry throughout Canada and USA.

**The "BIG MAN" Musgrove says the auction profession is still a work in progress – but one thing that he would do different is, "I would start younger".**



Life has had many rewarding adventures and their involvement with the auction industry has been a "blessing".

Another story....another friend.  
...life is good.





## 2017 AA OF ALBERTA NEW LOGO

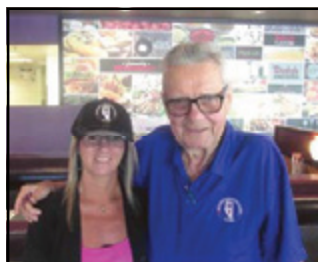
The AA of Alberta Board of Directors have approved of a **NEW LOGO** for promotional items which will include a variety of clothing that will be sold at our 2018 83rd Convention. It will include jackets, caps, golf shirts, t-shirts and possibly other garments.

The **NEW LOGO** as shown has been updated with a gavel and microphone, a Red Rose with the background being the Province of Alberta.

- **An opportunity to support your association!**
- **Order your garments today, so that you can pick up your stock at the Convention.**
- **Buy for your staff, clients, auctioneers, family members and others!**



**INQUIRIES: LORRAINE 403.340.2070**



## *A little this....A little that*

*It's all fun in games until your jeans don't fit anymore.*

*Without a dream, we reach nothing. Without love, we feel nothing. And without God, we are nothing.*

*The secret of getting ahead is getting started.*

*Give your troubles to the Lord, He will be up all night anyway!*

*Don't look back, you're not going that way!*

*There are angels walking amongst us...Disguised as friends.*

*Some people aren't just missing a screw, they're missing the whole damn toolbox!*

*The happiest people in life don't have the best of everything. They just make the best of every-*

## Profile: **BERNIE FLORKOW**



*It's Auction Time with "Bernie", a AA of Alberta member for 17 years!*

Vegreville, AB – Shares his story of his involvement with the auction profession:

- As a farm boy, he attended numerous farm and cattle auctions - Bernie set a goal that auctioneering would be his profession.
- In 1991, Florkow got involved with several auction firms which included Lindstrand Auctions, Hodgins Auctioneers, Double D Auctions, Bodnarus Auctions and Kramer Auctions.
- During these years he was employed as a Ring Man, Set-up and Territory Manager – Whatever had to be done, Bernie did it – **He had a vision of how sales should be done and promoted.**
- It was time for him to become an Auctioneer and in 2000, graduated from the Auctioneering College of Canada in Edmonton.
- Florkow then became a "Contract Auctioneer" and was employed by many firms as an Auctioneer and Territory Manager.
- **Bernie had the support of his wife Elaine who he had married in 1974 at St. Michael, AB. Florkow met the famous Leroy Van Dyke on two occasions and he was an influence on his success in the auction business.**
- As a "Contract Auctioneer" and Territory Manager he was involved with numerous sales and was responsible for some great auctions.
- **Auctioneers have various styles and personalities but Bernie is (impressed) and his comments about a good auctioneer are – honesty, friendly, prompt, clarity, advisor, and 'Knowledge' of what you are selling.**
- **A successful auction includes marketing, advertising, set-up and proper photos.**



*Elaine & Bernie celebrate their 43rd Anniversary on Aug 26/17*



*Farm and Industrial Auction held in Vegreville in April 2012 on behalf of Hodgins Auction.*

- Florkow is full of confidence and the best way to maintain that confidence is to research the inventory you are selling as this will show when bidders realize you are in command. You know values and you are representing your client to the best of your ability.
- Bernie has the support of his family who assist wherever needed.



*Bernie with LeRoy Van dyke who was an inspiration and contributed to Florkow's success.*

## **Florkow advice to new auctioneers – Don't be overzealous, keep polishing your auction chant and never give up.**

Supporting local charities, service clubs and other projects are part of being an auctioneer that gives back to his community. Bernie is available and applauded for his contributions.

Florkow has worked with and observed many many auctioneers in his career and who have given him many skills that have enhanced his career. Bernie has always regarded Delton Wolf as a class act.

**Bernie loves the auction profession and over the years has given his family financial stability and the privilege to meet and work with fellow auctioneers. YES, Florkow would do it again.**

Bernie and Elaine have just been blessed with their 5<sup>th</sup> grandchild. Their voyage or journey in life has memorable moments that they will cherish.

Florkow sold his farm in 2011 and had a Farm Auction on June 25<sup>th</sup>, 2011. It was a very emotional time for Bernie and Elaine as leaving became a reality. It rained hard on that day however, a huge crowd assembled and it was "SAD" in a way but also a very happy day as all their friends and neighbors came not only to buy but to say "THANK YOU" to a wonderful couple. They moved to Vegreville, the "Ukraine Capital" of Alberta.

Bernie and Elaine were so hospitable when I had the privilege to do their profile. Thanks for a great lunch!

## **GRANDMA BOUGHT A BUMPER STICKER FOR HER OLD BUICK AND SHE WRITES**

The other day I went into a religious book store where I saw a "HONK IF YOU LOVE JESUS" bumper sticker. I bought it and put it on the back bumper of my car and I'm really glad that I did. What an uplifting experience followed.

I was stopped at a light at a really busy intersection...just lost in thought about the Lord and didn't notice the light had changed. The bumper sticker really started to work! I found lots of people really love Jesus. Why, the guy behind me started to HONK like crazy. He must really love the Lord because pretty soon he leaned out the window and yelled, "J\_\_ C\_\_!" as loud as he could. Why, it was like a football game to him shouting, "GO, J\_\_ C\_\_, GO!" Everyone else started honking too, so I leaned out my window and waved to all those loving people.

There must have been some guy from Florida back there because I could hear him yelling something about a sunny beach and I saw him waving in a funny way with only **his middle finger stuck up in the air**. I had recently asked my two Grandsons what that meant. They kind of squirmed, looked at each other, giggled and told me **it was the Hawaiian good luck sign**. So, I leaned out the window and gave him the good luck sign back. A couple of people were so caught up in the joy of the moment, that they got out of their cars and were walking toward me.

I think they wanted to pray with me, but just then I noticed the light had changed and stepped on the gas. It's a good thing I did because I was the only car to get across the intersection. I looked back at them standing there. **I leaned out the window, gave them a big smile and held up the Hawaiian good luck sign as I drove away.**

**Praise the lord for such wonderful folks.**

## **AUCTION PLACE - Ponoka, AB**

**DWAYNE JOLLIFFE & INEKE DERKS** The auction fever did not start at an early age. Ineke and Dwayne (partners) had not imagined that auctioneering would become their full-time occupation as their backgrounds had a very different path.

Getting started required that they wanted to learn the basics of auctioneering. They graduated from the Auctioneering Institute of Canada in Edmonton with Rick Wattie. The basic tricks of the trade were now accomplished and their success would be theirs to achieve.

**It didn't take long for them to realize that it was not an immediate "Gravy Train". A few hard knocks made them realize that to reach their "goals", they had to be positive and maintain a high profile with their new friends and clients in the auction industry. Perseverance and determination resulted in making changes that would enhance their new careers.**

Sales were often and their confidence grew and with that their clients and buyers realized that the new firm was here to stay. They moved into new premises where they could accommodate their customers and also provide storage facilities.

They hit the "hammer" every Tuesday night and also do "on site" sales. Ineke and Dwayne do alternate selling at their sales. **They like to maintain a quality of selling that has bidders support the sales.**



*Dwayne Jolliffe & Ineke Derks,  
Owners*

### **SOME THOUGHTS, OPINIONS AND EXPERIENCES**

- There are people that have influenced us and still do, to become successful and continue to offer us advice. We'll never forget and we'll always appreciate what these people have done for us and still do.
- **We have had several highlights in our short career already. When you help out a widower that is overwhelmed by the work that has to get done after her husband passed away; it's personally very rewarding for us to provide an auction service to help her with disposal of her assets in a professional manner. This customer was very grateful with our service. Overall, we find it very rewarding to help people.**
- On-site's have been the biggest and best sales for us. The worst was our first couple of sales, until the people got to know us.
- **A good auctioneer is approachable, professional, sociable, well-kept and true to themselves and others.**
- We really try to be very positive at every sale no matter what we're selling, but sometimes our customers are just not buying. Luckily, Dwayne and I can take turns, so it's not so hard.

- Our families are not active with our auctioneering, but they support us gladly.
- **Go to the Auctioneer Convention whenever you can, ask lots of questions, ask for advice for certain situations and do some networking. There's a lot of people there that have been in the business for a long time, and have lots of experience and are willing to advise you.**



*Ineke at their new location in Ponoka, AB*

- Family time is important and we share many activities.
- I am a member of the Lacombe Palliative Care Society and assist charities when called upon.
- There are a lot of great auctioneers in Alberta, personally I like the ones that are always approachable and true to themselves and others, no matter where you meet them.
- **It's been a great challenge – we're just starting out, but so far so good!**

Getting established is always a time when the efforts do not show or indicate progress. Dwayne and Ineke have survived the original test to succeed. Their tomorrows are full of optimism as they have laid a solid foundation for their business to be strong and competitive in the local auction industry.



*Antique 4 Seater Snow Sleigh recently sold for \$175*



*Custom Built 8'x16' Repair Shop recently sold for \$2750*

## ***A little more this....A little more that on LIFE***

***Life is not about being rich, being popular, being highly educated or perfect. It's about being real, being humble and being kind.***

***Life is a magical journey, designed by your attitude, belief, desire, joy and laughter!***

***Life is too short to worry about what others say or think about you. So just enjoy life, have fun and give them something to talk about!***



# MILLIONS Of Visitors

HIGHLY RANKED IN SEARCH ENGINES

UNLIMITED LISTINGS

UNLIMITED TEXT & PHOTOS

NO LINKING RESTRICTIONS

GLOBALAUCTIONGUIDE.COM  
AS LITTLE AS \$1 PER DAY

AUCTIONGUY.COM  
100% FREE LISTINGS

## SHARE YOUR DATA

FREE WEBSITE HOSTING

FREE CALENDAR WIDGET

100% FREE LISTINGS!

COMPLETE CATALOGS





TAGS • BROCHURES • LOT STICKERS • BID BOOKS • INVENTORY STICKERS • CALENDARS •

# For all your auction print needs!

KEY TAGS • BROCHURES • LOT STICKERS • BID BOOKS • INVENTORY STICKERS • CALENDARS • CATALOGUES • KEY

FLYERS • CATALOGUES • KEY TAGS • BROCHURES • LOT STICKERS • BID BOOKS • INVENTORY STICKERS • FLYERS • CATALOGUES • KEY



## TRANSGLOBAL

communications

16112 – 114 Avenue NW, Edmonton, AB

780.292.2024 e: [steve.prescott@transglobal.ca](mailto:steve.prescott@transglobal.ca)



The Auctioneers' Association of Alberta is one of the oldest auctioneer associations in North America. For eighty-two years, the Auctioneers' Association of Alberta has worked hard on developing a high standard of professionalism and business ethics as well as consistently creating goodwill with the people of Alberta.

## **Auctioneers' Association of Alberta**

131 Poplar Ridge Road, Red Deer County, AB T4S 0K6

Phone: (403) 340-2070 • Fax: (403) 340-2019

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