

# THE BID CALLER

AUGUST 2020

## SOUTH CAROLINA AUCTIONEERS ASSOCIATION



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

## A Message From The President

SCAA President Gwen Bryant

As we all know this year has been anything but normal!!

The way we live, work and give help to others has been affected. Even with so many changes, issues due to our inability to be face to face as auctioneers is why it is so important to continue our efforts, now stronger than ever.

With much of the Nation's attention currently focused on combating the Covid 19 pandemic, there is a significant interest in our auction industry. We therefore need to increase ways we do business, and use our best efforts in being creative. As professional auctioneers, it's up to us how we use our skills, knowledge and talent to navigate through this pandemic situation. As we have a great opportunity to reach a larger audience and help those in need.

Let's continue to support one another and our SCAA members by gathering in Columbia at our conference in January. As we share our ideas and ways we are forced to adapt and pursue our best practices, we will be encouraged by our guest speaker, NAA President Terri Walker, CAI,BAS,CES .

As the committees prepare for the convention, please remember any SCAA member that has children or grandchildren and encourage them to apply for the education scholarship fund. Also be thinking about a SCAA member you feel is qualified that you would like to nominate for the Hall Of Fame.

If I can be of assistance to any of you, please don't hesitate to call or email me. I will be happy to help!

Thank you for allowing me to serve you as your SCAA President.

Gwen C Bryant, Bryant Auction & Real Estate LLC  
3115a S. Cashua Drive, Florence, SC 29501  
843-617-8449, gwen\_bryant@bellsouth.net



Important Information!



2021 SCAA Annual Convention!

JANUARY 8 - 9, 2021

EMBASSY SUITES, 200 STONERIDGE DRIVE, COLUMBIA, SC  
803-252-8700

ROOM RATE: \$129/NIGHT

RESERVATION DEADLINE: DECEMBER 28, 2020

SPECIFY YOU ARE WITH THE SCAA

**STATEMENT OF PUBLISHER**

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

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\$150 per issue/\$550 per year

**PUBLICATION DATES**

Article and ad deadlines:

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

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

**'20 BOARD OF DIRECTORS**

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**Amy Holleman Elected President of NALLOA**

At the recent meeting of the National Auction License Law Officials Association, Ms. Amy Holleman of South Carolina was elected President.

Ms. Holleman is the Administrator at SC LLR for the South Carolina Auctioneers' Commission.

Ms. Holleman had previously served the association as Vice-President, and was elected to the top spot during the annual NALLOA meeting, held by conference call due to Coronavirus precautions. At the same meeting, Benny Taylor, an auctioneer and member of the Mississippi Auctioneer Commission was elected as Vice-President.

Congratulations to Amy, and best wishes for a successful term as President of NALLOA!

Submitted by Rafe Dixon.

**UPCOMING EVENTS**

**November 1, 2020**

The Bid Caller Article  
 Deadline  
 Submit materials to  
 home office.

**January 8-9, 2021**

SCAA Annual Convention  
 Embassy Suites  
 Columbia, SC



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

**NOT YET A MEMBER?**

**Come join us!**

Contact the SCAA office at 919-876-0687 for an application and to find out how a SCAA membership will strengthen your future!

## NAA President, Terri Walker, To Speak at January Convention

Terri Walker, CAI, BAS, CES, owner/auctioneer with Walker Auctions and Walker Benefit Auctions, has worked in the auction industry for over 25 years. She is a second-generation auctioneer who partners with her husband, Lance Walker, CAI, CES, BAS.

Terri is the 2020-2021 President of the National Auctioneer Association and the 2009-10 International Auctioneer Champion, Women's Division. Other honors include winning the 2002 Tennessee Grand Champion Auctioneer and being appointed by the governor to serve as the Chairman of the Tennessee Auctioneer Commission.

With a strong knowledge of raising money for nonprofits, Terri is instrumental in helping charities across the country raise over 12 million dollars annually. Her strengths to her clients include providing valuable pre auction consulting and superior benefit auctioneering skills used in conducting the event. She has developed several seminars, written articles, and worked with benefit auction software companies in providing the latest information for nonprofits. She enjoys giving clients more insight in the area of benefit auctions.

As owner and Realtor with Walker Auctions, Terri sells real estate at auctions in the Memphis, Tennessee area. She has been instrumental in promoting online estate auctions utilizing the MarkNet Alliance bidding platform thus providing an additional avenue for buyers and seller to participate in the auction process.

Terri and Lance live in Memphis and have been married for 42 years and have three children and one granddaughter, May age 5. Conner, age 34 who is married to Hannah, is an Apprentice Auctioneer and works as a commercial real estate broker in Memphis, Eric, 25 works at Walker Auctions as an Apprentice Auctioneer and Realtor and Caroline, 22, works for The Philos Project in New York City.

Her favorite past time is teaching and playing the harp.

## It's Not To Early! J. L. Pinckney Scholarship Eligibility

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

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

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

## Hall of Fame Eligibility and Nominations

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

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

Nominations must be submitted on the Candidate Nomination and Evaluation Form or facsimile of the form to: SCAA, PO Box 41368, Raleigh, NC 27629. Nominations must be received not later than **January 1<sup>st</sup>, 2021**.

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

## The Stuttering Auctioneer

By Jake Ohlinger

I grew up on a farm in a small southwest Iowa town with a population of 300. My senior high school graduation class was eleven. In spite of my stutter, I was elected senior class and student body president.

I enjoyed sports but was not the best at them. So, I chose to officiate the sport of basketball in our community. As a high school sophomore, I believe I was the youngest licensed Iowa state high school basketball referee. I learned the laws of the game and knew how to blow the whistle to enforce the rules.

With eleven siblings growing-up on a farm in the 50's & 60's, we created a lot of our own entertainment. My brothers and sisters could not remember a time when I did not stutter. It was reported that I did not start to talk at an early age and I let others do the talking for me. I also had lots of (good intentional, non-professional) speech help from my parents, grandparents, siblings, relatives, friends, and neighbors. Despite constant instruction, I still stuttered.

During my senior year of high school, a person from Iowa Vocational Rehabilitation stopped at our school and inquired if there was anyone in our area that could benefit from Vocal Rehabilitation Services. This was the start of my formal professional speech therapy. Right after graduation in the summer of 1964, I experienced my first real speech therapy session under the care of speech clinician Barbara Murray. For 30 minutes per week during that summer, I learned and grew in the direction of speech improvement. It was great.

I enrolled in the University of Iowa solely for speech therapy. Dr. Dean E. Williams was my chief speech therapist and my academic advisor there. In spite of being classified as a severe stutterer, I learned ways to improve my talking. Along the way I helped to train a number of future Iowa speech therapists. I also earned a BA degree with majors in Speech Pathology & Audiology and Psychology and a minor in Public Speaking.

From the University of Iowa, I started work in the Council Bluffs Public Schools as a speech teacher. I met and married the love of my life, Kathy. Stuttering still played a big role in my life. This was also the time of raising our young family with the demands of time and money.

After successful careers in teaching and serving in many positions within Proctor & Gamble (securing the Pepto-Bismol brand, among other achievements), I was able to retire with full benefits at the age of 52. I began to consider and dream about the next phase of my life.

As a boy, my father would take me to farm auctions. I fell in love with the auction then and the auctioneering chant, in particular. But how could I, as a severe stutterer, ever become an auctioneer? I received support and encouragement from friends, family, and well-respected peers. Still I knew many others must have thought I was crazy. I was given the advice "you will never know unless you try." It gave me the motivation to give it a shot.

During this same time, the Convention of the National Stuttering Association was happening in Atlanta. They were having an auction for fun and financial support for the organization. I ask the person serving as auctioneer if I could auction an item? He said yes. I purchased a box of Pepto-Bismol tablets for \$5. That evening at the very end of the auction, the auctioneer, Dr. Lee Reeves called me to the podium and introduced me. I said a few words about Pepto-Bismol and then started the bidding. I went from \$0.50 to \$1...\$2... \$5...\$10...\$15...\$20...\$25...\$30...\$40...and finally \$50! I sold the box of Pepto-Bismol tablets for \$50.00 to a person from Texas. This gave me the confidence to move forward with my Auctioneering Dream.

I attended the Southeastern School of Auctioneering in 1999. I did well in school, took the South Carolina Auctioneers Exam, scored well and now I have been a licensed South Carolina Auctioneer for 20 years.

Over many years of auctioneering, I have personally conducted a large number of auctions, from personal estates to benefit fundraisers. My first love is auction fundraisers for worthy causes, and I'm thankful to have had the opportunity to help so many with worthwhile needs.



## Notes - Membership Dues

The SCAA membership year has always been July 1 thru June 30. At the January 2020 annual meeting there was a bylaw change - *beginning in January of 2021 membership dues will be on a calendar year. (January thru December)*

You should have received an invoice for the balance of 2020 (July 1, 2020 through December 31, 2020). If you did not, please email [elaine@execman.net](mailto:elaine@execman.net) or call Elaine or Deborah in the SCAA office at 919-876-0687 and an invoice will be forwarded to you. Payments may be made by check or thru paypal. You may also make a payment by going to our website at <https://www.southcarolinaauctioneers.org/membership>

You will be billed in January 2021 for the full year of 2021.

## Make Your Hotel Reservations at the Embassy Suites in Columbia!

Go ahead and lock in your room for the 2021 SCAA Convention, which will take place Friday-Saturday, Jan. 8-9, 2021 at the Embassy Suites in Columbia, S.C.

Rates begin at \$129/night. More information about the event, including an agenda, will be available at a later date.

Call today at 803-252-8700, and tell the hotel you are with South Carolina Auctioneers Association.

See you in January!

### SCAA WEBSITE

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

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

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

**Minimum Age:** 18

**School/Apprenticeship Required:** Yes

**Bonding/Insurance Required:** \$100 to recovery fund

**Licensure Period:** Two years, expires June 30

**Continuing Education Required:** Yes, eight hours every two years

**Commission Contact:** [www.llr.state.sc.us/pol/auctioneers](http://www.llr.state.sc.us/pol/auctioneers)

#### Reciprocating States

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

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

## SCAA Jobs & Resource Board

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

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

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

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

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

<http://southcarolinaauctioneers.org/>

### A Poem: The Auction

Once on returning home, purse-proud and hale  
I found my choice of possessions on the lawn.  
An auctioneer was whipping up a sale.  
I did not move to claim what was my own.

One coat of pride, perhaps a bit threadbare;  
Illusion's trinkets, splendid for the young;  
Some items, miscellaneous, marked 'Fear';  
The chair of honor, with a missing rung."

The spiel ran on; the sale was brief and brisk;  
The bargains fell to bidders, one by one.  
Hope flushed my cheekbone with a scarlet disk.  
Old neighbors nudged each other at the fun.

My spirits rose each time the hammer fell,  
The heart beat faster as the fat words rolled.  
I left my home with unencumbered will  
And all the rubbish of confusion sold.

Theodore Roethke, 1939

*Mike Brandly, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandly, Auctioneer, RES Auction Services and Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College, Executive Director of The Ohio Auction School, an Instructor at the National Auctioneers Association's Designation Academy and America's Auction Academy. He is faculty at the Certified Auctioneers Institute held at Indiana University and is approved by The Supreme Court of Ohio for attorney education.*

# The Price of Peacekeeping

## Small Problems Ignored Become Very Large Problems

By Tom Hubler

One of the driving forces for entrepreneurs and their families is family unity. No entrepreneur and their spouse want to be in their 60s, 70s—or even their 80s—and have business and financial differences tearing the family apart. Unfortunately, family unity can be an elusive goal for many family businesses.

### Good Intentions

In my 25 years of experience with family business, the challenge of maintaining family unity can be explained by “Hubler’s Speck of Dust Theory,” which is taught in all the major universities in the country. [The truth is, no one has ever heard of the theory, but its implications are seen in most family-owned businesses.]

My theory states that when families gather and there are minor business or financial differences, family members often think: “We’re all going to the lake for the Fourth of July, and I don’t want to create a family problem by bringing up our differences—it will upset everything.” Nothing is said and time passes; it’s Labor Day, then it’s Thanksgiving and finally, it’s Christmas. Every time the family gets together, the small problems are ignored and instead of going away, they fester, eventually growing into larger problems. Even with the good intention of maintaining family harmony, family members inadvertently create the very problem they’re trying to avoid by not discussing business and financial differences. To avoid conflict, most families try to compromise or give things up they care about to keep the peace. I understand how this can happen; as a young boy, I was taught to do both. But experience has taught me that compromising and giving things up doesn’t really work.

### Good Deeds

The key to enhancing family unity is to work together to create a common family vision based on shared values. When families share a vision, it leads to greater understanding and communication.

When we give to the collection at church or to our favorite charity, we feel good because we know that we are furthering the common good. The same is true in family businesses. Family members also may be called upon to make a contribution to the common good of the family, even if it means they won’t get exactly what they want. But they can feel good about the contribution, because it advances the common good of the family—and the business.

One of my clients, who I will call the Sweeney Family, is a good example. The family owns a large business where the father and his eldest son work in the business; the mother and three other children are inactive.

To unify their family, they worked together to create a common vision based on their family values to prevent business and financial differences from eroding family relationships.

To create their vision, the Sweeney family held a family meeting where they shared their values, and used them to create a common family vision: “Our family circle is an unbreakable bond of support, belief in each other and unconditional love. It inspires us to live our lives with humility, integrity and philanthropy. We manifest this through our families, our foundation and our businesses.”

At a future family meeting, I challenge you to be like the Sweeney family and answer the question: What are the family values you want to see perpetuated in your company and used to unite your family? Your answer will help strengthen both your family and your business.

Tom Hubler began his family business consulting practice in 1980 as one of the few professionals addressing family-owned businesses in the United States. As an experienced senior consultant and trusted advisor, he has counseled more than five hundred private family businesses over the course of his career.

Tom can be contacted at Hubler For Business Families online at [HublerForFamilyBusiness.com](http://HublerForFamilyBusiness.com) by email: [tomh@hublergroup.com](mailto:tomh@hublergroup.com) or by phone: (612) 375-0640.

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